



Masonite Ireland

A Case Study in Academic / Industry Partnership

Presenters

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Presentation Overview:

Masonite	An Overview	<i>Maria</i>
2001	The Challenge	<i>Niall</i>
Strategic Decision	Investment in Training	<i>Niall</i>
Outcomes	The Company / People	<i>Maria</i>
Key Learning Points	Recommendations	<i>Maria</i>
In their own words		<i>Video</i>



Masonite®





Masonite International:

- US global Integrated building products company
- 50 Plants worldwide

Masonite Ireland:

- Manufactures high-density fibreboard

Historical activity:

- Largest Investment in 1996 - \$200M
- 365 Employees at peak

Ownership changes

- 2001 from International Paper to Premdor





2001 Challenge

- From large corporate to entrepreneurial
- Profit or perish!
- History of substantial losses
- Strategic decision – transformational change
- Investment in employee development
- The biggest bang for the training buck
- IT Sligo – a natural partner





Strategic Development Initiative

- *The Campus to the Factory*
- Customised programmes suited to Masonite
- Input to course development –
- Mechatronics & Manufacturing management
- Portable accredited qualifications
 - 4 X Accredited Programmes (Levels 7&8)
 - 60 X Employee Students
 - A great success – externally recognised





Outcomes

- Productivity – Internal benchmarking
- Technical R&D capability
- Succession planning - growing talent
- Employee retention (market conditions)
- Employee morale Gold Standard ETP
- Improved self esteem and confidence
- Improved employability for graduates





Key Learning Points

- Quantitative return on training investment
- A foundation for current market challenges
- Need for flexibility & innovation HEIs

Examples

- Delivery of 3 year programmes in 2 years
- Extend the academic year
- Input into programme development
- Engaged & committed academic staff
- Affordable Cost models





In Their Own Words

- Jim Hoey, MD Masonite
- Jim Conlon, Student and Masonite Employee

