



MANUFACTURING AWARENESS &

IMAGE CAMPAIGN

Urban Industry Initiative • Manufacturing Alliance of Philadelphia

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Dream It. Do It. PA



MANUFACTURING AWARENESS & IMAGE CAMPAIGN

“What’s so Cool About Manufacturing?”

PROJECT OUTLINE

Project Organization and Management:

*The *fiscal agent will be the **Urban Industry Initiative (UII)**, a 501 (c)(3) whose charitable mission is to place low income individuals in manufacturing jobs throughout the region. The UII was created in 1997 and has received and managed over \$11 million in funding. The UII will contract project management to the **Manufacturing Alliance of Philadelphia (MAP)**, a 501 (c)(6) trade association, the trade association for manufacturing in the Philadelphia region. MAP will manage the execution of campaign objectives. Project partners are Philadelphia, Bucks, and Montgomery Counties: The Workforce Investment Boards, Community Colleges, School Districts, Career & Technical Schools and the manufacturers of the Philadelphia region.*

SITUATION

There is the misperception, both locally and nationally, that manufacturing is no longer important to the economy and that the sector does not have enough well-paying jobs with career potential. As a result, very few of our young people are selecting careers in manufacturing, mostly because these misperceptions have generally taken manufacturing off the table of career options offered to students by parents and guidance counselors.

This situation is compounded by the fact that the sector’s skilled workers are aging, many now in their late 50’s and 60’s, with few skilled workers in the pipeline to replace them. Manufacturing is beginning to starve for the skilled workers needed to maintain production and keep them competitive in global markets. Rising productivity per worker generated by technological innovation and the use of more complex equipment has increased the demand for more highly skilled workers with a broader set of technical competencies and more knowledge in the STEM disciplines. Unfortunately, manufacturing technical programs at both the secondary and post secondary levels are experiencing challenges filling classrooms.

Manufacturing in the Philadelphia region and across the country is in trouble as the skills gap continues to grow due to outdated ideas about sector jobs and career opportunities. Therefore, it has become urgent that students, parents, high school guidance counselors and the public in general be informed about the relevance of modern manufacturing and its potential to offer satisfying careers with above average earning potential.

* All contributions to the campaign are tax deductible.

VIDEO COMPETITION

Inspiring the Next Generation: Engaging Students in STEM Pathways and Manufacturing Careers



Target Audience:

6th - 8th grade students



Original Creators: Manufacturers Resource Center, DaVinci Science Center, Lehigh Valley Workforce Investment Board, Lehigh Career and Technical Institute



Type of Activity:
Competition



Synopsis:

Dream It. Do. It.'s 'What's So Cool About Manufacturing' Video Contest is a program designed by trade organizations, employers and educators to help improve the image of manufacturing as a career choice, and to recruit more young people to vocational and technical schools that feed talent to the manufacturing industry. Teams of middle school students, led by teacher coaches, are provided with video equipment and instructional materials and matched with local manufacturers. Each team has four months to create a short video profile of their partner company, and the career opportunities they offer to answer the question, **“What’s So Cool about Manufacturing?”** The entries are judged by an expert panel and public vote—hosted on the Dream It. Do It. Website— and winners are recognized at an awards ceremony by industry and education leaders, dignitaries, and elected officials.



The Manufacturing Alliance of Philadelphia will launch this program in September 2016 with 5 student teams per county -Bucks, Montgomery and Philadelphia.



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LEHIGH VALLEY

VIDEO COMPETITION STORY

asked as a part of Dream It. Do It.'s inaugural Student Manufacturing Educational Media Contest. The contest, organized by the Lehigh Valley Skill Up Partnership, is intended to help change the image of manufacturing as a career path, as well as the image of career and technical education among K-12 students, their adult family members and educators.

“THE GOAL IS TO MAKE MANUFACTURING ATTRACTIVE AND COOL IN THE EYES OF EIGHTH AND NINTH GRADERS”

...said Jack Pfunder, President and CEO of the project's lead partner, Manufacturers Resource Center (MRC). “So that a career (in Manufacturing) and technical schools are on their radar.” “The project gave students the unique opportunity to see advanced manufacturing as another career option, observe companies in the industry and community and to translate what they thought was cool to their peers,” said Karen Buck, project manager for MRC.

More than 123,000 votes were cast during the three-day public voting period, hosted on the Dream It. Do It. Pennsylvania website. The winners were honored by representatives from 20 regional manufacturing companies, dignitaries, community sponsors, and elected officials for their impressive efforts and submissions. Pfunder noted two desired outcomes from this contest: More awareness by the younger generation of what a career is like in manufacturing, and new partnerships between local school districts and manufacturing companies.

“As these teams recognize the relevance these innovative jobs have to their world, they will communicate a more accurate view about manufacturing to their peers, parents and teachers.”

Another student said, “There are many different opportunities for people to pursue a career in manufacturing. Manufacturing jobs are fascinating and I would be delighted to have a career in this field when I am an adult.”

Said one student, “I learned how many different and interesting jobs are out there—just in our community—and how cool manufacturing really is.”

