



**MINNESOTA
MANUFACTURED**

Statewide Tour of Manufacturing Thursday July 8, 2021



MINNESOTA STATE
Advanced Manufacturing Center of Excellence



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Advanced Manufacturing Center of Excellence



**MINNESOTA
MANUFACTURED**

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Advanced Manufacturing Center of Excellence

- One of eight Centers of Excellence serving industry needs through education
- Hosted by Bemidji State University, serving the state of Minnesota
- 27 technical and community colleges throughout Minnesota that offer certificate and degree programs in manufacturing
- Center's three strategic priorities include: Engaging Industry, Enhancing Education, and Inspiring Students to pursue careers in manufacturing
- Mission is to recruit and educate the next generation of workers

Statewide Tour of Manufacturing

- Event Overview
- Event website and resource overview
- Sharing outcomes
- Promotion of the tour
- Ways to get involved or participate
- Q&A

Statewide Tour of Manufacturing



**MINNESOTA
MANUFACTURED**

EVERY OCTOBER
manufacturers open their doors to
showcase modern manufacturing and
inspire the next generation of workers
through the **Minnesota Manufactured**
Statewide Tour of Manufacturing.



minnesota MANUFACTURING WEEK



OCTOBER 1-7 • 2020

NOW, THEREFORE, I, MARK DAYTON, Governor of Minnesota, do hereby proclaim the week of October 1-7, 2018, as:

MINNESOTA MANUFACTURING WEEK

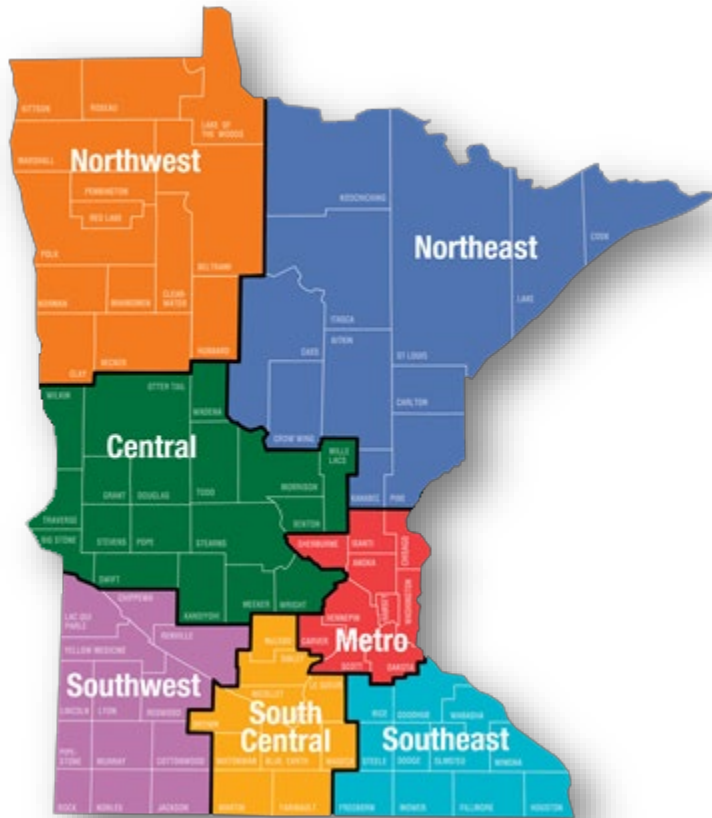
in the State of Minnesota.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol this 18th day of September.

Mark Dayton
GOVERNOR

Statewide Tour of Manufacturing



Statewide Tour of Manufacturing - Objective

Offers schools, families and the general public a chance to see how modern manufacturing is high-tech and innovative:


- Improve perception
- Demonstrate positive career opportunities in manufacturing
- Engage industry and influencers



Statewide Tour of Manufacturing - Video



Statewide Tour of Manufacturing - Registration Form

Menu ☰

If you've decided to host a tour, this guide outlines best practices and tips for a successful tour.

Register Your Tour

Registering your tour is really important because it enables us to help you spread the word about your tour. By joining forces across the State of Minnesota, we are creating a movement and inspiring the next generation to consider a career in manufacturing. To register, simply fill out and submit this form. And don't forget to **share your story** with us after the tour!

Event Title: *(required)*

Event Description: *(required)*

EVENT TIME & DATE

Statewide Tour of Manufacturing- Tour Locations

< > Today Now onwards ▾

Map Satellite

OCT 5 October 5 @ 9:00 am - October 9 @ 3:00 pm
ACTION MANUFACTURING, INC. TOUR
Action Manufacturing, Inc. 1105 Lake Road, Marshall

Map data ©2020 Google Terms of Use

< Previous Events Next Events >

As tours are added they will appear on a map. Schools will then be able to see which tours are happening within their area.

Statewide Tour of Manufacturing – Bus Funding Application

K-12 Transportation Funding

Applicants will be notified no later than three business days after their application is submitted. If you have questions, please contact Jaimee Meyer at **218-755-2206** or **jmeyer@bemidjistate.edu**.

Statewide Tour Transportation Funding Application Form

Name *

First

Last

Organization *

Address *


Address Line 1

Statewide Tour of Manufacturing – Toolkit, Guides and Templates


- Host Toolkit
- Community Tour toolkit
- Manufacturing Tour Guide
- Teacher Tour Toolkit
- Press Release templates
- PSA template
- Radio Ad template
- Letter to Parents template
- Additional Educator resources

We have resources to help you create a successful tour.


TOOLKITS & TOUR GUIDES

 **Host Toolkit**


This toolkit explains how to get started planning a tour or open house at your facility.

 **Community Tour Toolkit**

If you are organizing a tour in your community, this tool kit is for you.

 **Teacher Tour Guide**

If you are bringing students to a tour, this guide will help you and your students make the most of the tour.

 **Manufacturer Tour Guide**

If you've decided to host a tour, this guide outlines best practices and tips for a successful tour.

Statewide Tour of Manufacturing – Host Toolkit and Guide

Host toolkit

- This toolkit explains how to get started planning a tour or open house at your facility.

Manufacturers Tour Guide

- If you have decided to host a tour, this guide outlines best practices and tips for a successful tour.



OCTOBER 1-7
2020

A GUIDE TO A SUCCESSFUL TOUR
HOST TOOLKIT

 **MINNESOTA
MANUFACTURED**

LOCAL TOUR CHECKLIST

Manufacturers Tour Guide

Thank you for opening your doors to students during the Minnesota Manufactured Statewide Tour of Manufacturing. By showcasing advanced manufacturing, you are helping inspire the next generation of manufacturing talent. To help you create a memorable and successful event, we've created this checklist of best practices.

7-10 DAYS BEFORE THE TOUR	DAY OF THE TOUR
<ul style="list-style-type: none"><input type="checkbox"/> Encourage the teacher(s) to use award-winning Minnesota Manufactured resources to help prepare students for the tour. These free resources can be used before or after the tour to enhance outcomes. All are available at dreamitdotmn.com.<input type="checkbox"/> Teacher Guide: a customizable 80-page curriculum resource recommended for students grades 6-12 that can be downloaded from mmfg.org/educators/teacher/guide/<input type="checkbox"/> Manufacturing Career Tool: a short, career assessment tool that matches aptitudes to various manufacturing careers. <p>Send the teacher company brochures, your website address, and any other materials that will help the students learn about your company.</p> <ul style="list-style-type: none"><input type="checkbox"/> Use our letter template to write a letter to parents, telling them about your company and what students will experience at the tour. Share the letter with the teacher and ask that it be sent home with students. (Template available on the host page at mmfg.org/statewide/tour/.)<input type="checkbox"/> Communicate any safety needs or clothing expectations (e.g. closed-toe shoes) to the teacher so the teacher can inform students.	<ul style="list-style-type: none"><input type="checkbox"/> Provide lunch for your employees in a private area on the day of the tour so they can have a break while working the open house.<input type="checkbox"/> Set out a sign and brightly colored balloons in the front business entry. Ramp it up by having greeters at the front door.<input type="checkbox"/> Make sure your tour space is ready. Have tour guides ready at their stations to talk and demonstrate their work.<input type="checkbox"/> If possible, break students into small groups when you take them through the tour to increase their engagement.<input type="checkbox"/> If you are hosting a self-guided tour, mark the pathway with brightly colored tape and provide a map that notes highlights of the tour.<input type="checkbox"/> Set up a table with career information, employment applications, and Dream It, Do It, Minnesota brochures.<input type="checkbox"/> Display a TV monitor showing the Minnesota Manufactured career ideas and your company video on an endless loop. Make both available in a hospitality room. Provide snacks and have a few key employees on hand to answer follow-up questions.

AFTER THE TOUR

- Follow-up with a thank you to the students and teacher(s) for coming.
- Survey your employees who worked the open house event to obtain their feedback, noting what went well and what could be done to improve the event next year.
- Use the Dream It, Do It, Minnesota Adopt-A-School Guide to keep engaging with schools after the tour. (Available at dreamitdotmn.com.)

Statewide Tour of Manufacturing – Community Tour Toolkit

Community Tour Toolkit

- Serves as a guide for you if you're doing a tour for your surrounding community and not just schools.

STEPS TO SUCCESS | This step-by-step outline walks you through best practices that will result in a successful tour

Q & A

WHAT IS A COMMUNITY TOUR?
A group of manufacturers in a city or region come together to organize tours for the public.

WHY HOST A TOUR?
Hosting a community tour allows manufacturers to pool resources and spread the word about the many rewarding career opportunities in manufacturing.

WHO SHOULD BE INVOLVED?

- Manufacturers
- Manufacturing Associations
- K-12 Schools & Colleges
- Chambers of Commerce
- City/Regional Agencies
- Media
- Funding/Sponsor Sources

HOW TO GET STARTED!

- BEFORE THE TOUR:** Plan early! We recommend starting to organize the tour 3 months before the actual tour date.
- BEFORE THE TOUR:** Assemble a committee to develop a plan and create a budget for the event.
- BEFORE THE TOUR:** Get local media, manufacturers, and schools involved in promoting the tour and creating awareness.
- BEFORE THE TOUR:** Identify your target audience. Keeping your audience in mind will help you tailor your tour to their needs and aptitude.
- BEFORE THE TOUR:** If your target audience includes students, designate a "School Day" for tours and invite the local schools to tour during their class time.
- BEFORE THE TOUR:** Make sure logistical information is correct. Check and double check the date, time, and map/location information.
- TOUR DAY – MANUFACTURERS:** Provide lunch for participating employees at the location so they can have a break while working the open house.
- TOUR DAY – MANUFACTURERS:** Set up a "career table" with career information, job applications, Minnesota Manufactured Info and a monitor to play manufacturing career videos.
- TOUR DAY – MANUFACTURERS:** Make sure the tour route is ready! Have employees or "tour guides" lead people through the tour and explain the different stations.
- AFTER THE TOUR:** Create a survey and ask manufacturers and attendees to provide feedback on how to improve next year's tour.
- YOUR TOUR WAS A SUCCESS!**

Statewide Tour of Manufacturing – Templates

<https://mnmfg.org/statewidetour/host-a-tour/>

TEMPLATES



Press Releases



Public Service Announcements



Radio Ads



Letters for Parents

Statewide Tour of Manufacturing – Resources

Educator Resources:

- Teacher Guide
- Badge Pathway
- Career Success Skills Learning Modules
- Youth Outreach Funding



Manufacturer Resources:

- Adopt-A-School
- Links to Industry news and job searches
- Career Success Skills Learning Modules



Statewide Tour of Manufacturing – Host Outcomes



A VALUABLE ACTIVITY
for manufacturing businesses



90% Thought hosting
A TOUR WAS WORTHWHILE



90% Had success
WITH THE TOUR ATTENDEES



88% Thought there was
VALUE IN BUILDING INTEREST

Statewide Tour of Manufacturing – Host Testimonials



“Opening our doors for tours has recently shown a return on that time and investment. We just hired a full-time person who participated in a tour a few years back. He has since graduated from a technical program and will soon be part of our team, all because of his experience touring our facility.”

– ERIK HOKUF, AIRCORPS AVIATION



“Partnering with Minnesota Manufactured is just one way we get involved to address the issues facing manufacturing today. We have seen the return on investment, as youth that once toured have pursued certifications and are now a part of our team.”

– PAUL SWENSON, NORTECH SYSTEMS

Statewide Tour of Manufacturing - Students



Statewide Tour of Manufacturing – Student Testimonial

TESTIMONIALS

“I was so excited about what I saw at Park Industries I went home and created my own project out of a box.”

STUDENT TESTIMONIAL

“I used to think factory jobs were just for people that could not get jobs anywhere else. They had great jobs and made good money.”

STUDENT TESTIMONIAL



Statewide Tour of Manufacturing – our growth



2019 Statewide Tour Highlights




2018 Statewide Tour Highlights



2017 Statewide Tour Highlights

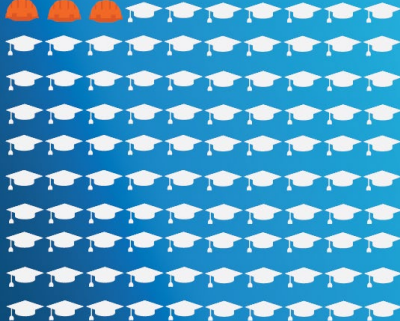


Statewide Tour of Manufacturing - Promotion



**MINNESOTA
MANUFACTURED**

3% OF STUDENTS
PURSUED
MANUFACTURING CAREERS
LAST YEAR



REGISTER AT:
mmfg.org/statewidetour/

HOST A TOUR!

- Inspire a new generation!
- Share exciting career options.
- Show the need for skilled workers.
- Debunk the negative stigmas about manufacturing.



PRINCIPALS

WHEN YOUR
SCHOOL ATTENDS A
MANUFACTURING TOUR
IN YOUR COMMUNITY

**THE BUS
IS ON US!**



WANT ONE OF THESE?



THEN YOU NEED THIS:



**MANUFACTURING JOBS PAY
38% HIGHER**

Tour a manufacturing facility today

FIND A TOUR NOW ▶

Statewide Tour of Manufacturing – Virtual Tour Guide



MANUFACTURERS CHECKLIST

Virtual Tour Guide

Participate in the Minnesota Statewide Tour of Manufacturing by offering virtual tours! Here are some options that might just work for you.

IDEAS FOR A VIRTUAL TOUR

Live Tour

- Host a live tour using a video conference platform such as Microsoft Teams, Skype, or Zoom. Provide an introduction to your company.
- Conduct a tour of your facility using a phone, tablet, or camera that has the capabilities to stream live video to show the tour participants what working in your company is like.
- Allow students to ask questions about your company.

Combination Live and Prerecorded Content

- Host a live tour using a video conference platform such as Microsoft Teams, Skype, or Zoom. Provide an introduction to your company.
- Provide prerecorded content such as videos, pictures, or a slide show of your facility.
- Allow students to ask questions about your company.

Prerecorded Tour

- Provide a prerecorded video of an introduction to your company, your facility, and interviews with some employees who perform various jobs within the company.

Appointment-only Tour

- Control the number of people attending a tour and the time of day that is best for the facility. This will allow you to customize the experience based on the interests and expectations of your guests.

TIPS

- Tours are a great way to get people interested in a career in manufacturing. Know who your audience is and make your virtual tour interesting.
- Use a platform (Teams, Zoom, Skype, Facebook, YouTube, or others) that you are used to. Make sure to test your live stream tours before hand to ensure you have adequate signal in your facility.
- Provide a brief introduction to your company. Talk about what the company produces, how it got started, and what kind of jobs you have.
- If you already have videos produced, why not include them with the tour. You can list links to your website and videos when registering your tour.
- Register all of your tours at mnmfg.org/statewidetour/host-a-tour. Include any virtual or in-person tours.
- Tour guests will likely have questions. be prepared to answer the questions as best as you can. Provide links to your website for resources.

AFTER THE TOUR

- Follow-up with a thank you to the students and teacher(s) for participating.
- Survey your employees who participated in the virtual tour to obtain their feedback, noting what went well and what could be done to improve the next tour.
- Use the Minnesota Manufactured Adopt-A-School Guide to keep engaging with schools after the tour. (Available at mnmfg.org/manufacturers.)



Industry participation – Statewide Tour

- Showcase your facility and the exciting career opportunities, recruiting your next worker
- Supporting promotion of the Industry- be part of the solution
- Supporting organizations working hard to promote manufacturing careers and help you with recruitment
- Sponsor the tour
- Recruit other manufacturers
- Way to reach out to local school



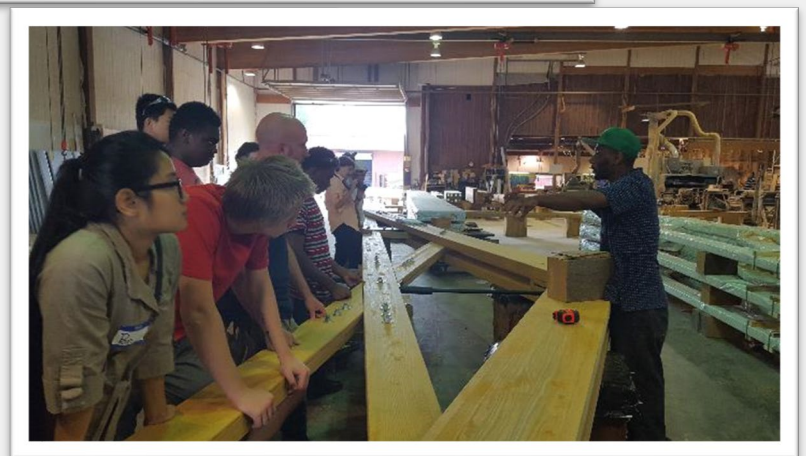
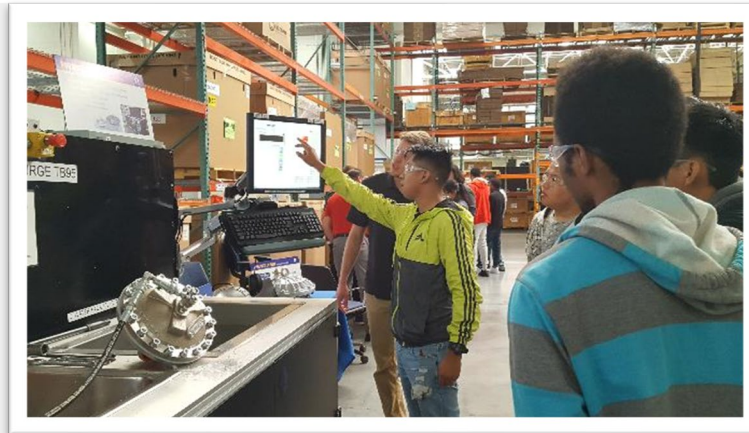
Educator participation- Statewide Tour

- Exciting and fun field trip option, bus funding support, can be part of annual schedule
- Further resources to engage students about their experience, including learning activities
- Reach the students that are clearly a fit for this career path
- Helping to make a difference for students and the industry.
- Excellent option for STEM educators, robotics coaches, or career counselors
- Learning experience for educators too
- Offers ways for students to engage with their local communities



How Local Communities Can Get Involved

- Organize a Community Tour
- Local Partner awareness (Chamber, EDA, business community)
- Organize School Tours
- Promotion of your event, and the Statewide Tour
- Virtual Tour Development
- Register your Tours!



- **Questions?**
- **Comments?**
- **Feedback!**



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THANK YOU!

Find more information at:

mnmfg.org