



**MINNESOTA STATE**

Advanced Manufacturing Center of Excellence

**MINNESOTA MANUFACTURED™**

Statewide Tour / 2023

May 25th, 2023

Workforce Council Board Meeting

# Statewide Tour of Manufacturing

**Jaimee Meyer**

*Director of Marketing and Outreach*

# MINNESOTA MANUFACTURED™

Statewide Tour 2023

## Manufacturing's Main Event!

Minnesota celebrates manufacturing throughout the year. During October's Manufacturing Month, manufacturers open their doors to students, parents, and the general public, helping to inspire and recruit the next generation of manufacturing talent.

### People can:

- ▶ Attend an in-person or virtual tour
- ▶ Learn about manufacturing careers
- ▶ Discover products made by manufacturers
- ▶ See what manufacturing offers today
- ▶ Experience the latest technologies



Learn More



## Ways to Get Involved!

- ▶ Host an in-person or virtual tour
- ▶ Recruit the talent you need
- ▶ Showcase your facility
- ▶ Sponsor a bus and the Statewide Tour

Be a Part of the Solution!



Register Your Tour!



2022 // TOUR RESULTS



2011-2022 // TOUR RESULTS

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Statewide Tour 2023

# MINNESOTA MANUFACTURED™

Statewide Tour 2023

"We have seen the return on investment as youth that once toured have pursued certifications and are now part of our team."

- Manufacturing Tour Host

"One of my students was so inspired after the tour of 3M, he wants to fix robotic arms for his career."

- Minnesota Educator



## Statewide Effort

The Tour is a **Statewide Effort** that brings visibility to manufacturing.

**Regions** coordinate tours, special events, and activities statewide.



Find Your Regional Contact Today!

## Sponsor the Statewide Tour



## Recruit the Next Generation!

Your dollars count! Sponsoring a bus starts at only \$250. Scan the QR code below for more donation & sponsorship details.



Sponsor or Donate!

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# MINNESOTA MANUFACTURED™

Statewide Tour 2023

**Northwest**  
Greg Halliday  
halh@anchorwebsite.com

Brooke Tofte  
brooket@anchorwebsite.com

Adam Baumgartner  
adam.baumgartner@polaris.com

James Whirlwind Soldier  
james.whirlwindsoldier@state.mn.us

**Central**  
Amanda Othoudt  
aouthoudt@bentonpartnership.org

Della Ludwig  
della.ludwig@state.mn.us

**West**  
Rachel Lolmasteymaugh  
rachel@midwestmanufacturers.com

Amy Johnson  
ajohnson@ccsworkforce.com

**Southwest**  
Jason Bruns  
jason.bruns@mnsu.edu

Jess Miller  
jessica.miller@state.mn.us

**North**  
Jaimee Meyer  
jaimee.meyer@minnstate.edu

Jeremy Leffelman  
jeremy.leffelman@minnstate.edu

Kris Williams  
kris.williams@minnstate.edu

**Northeast**  
Jill Murray  
jill.murray@lsc.edu

Shayla Drake  
shayla.drake@state.mn.us

**East**  
Shayla Drake  
shayla.drake@state.mn.us

Della Ludwig  
della.ludwig@state.mn.us

**Metro**  
Steve Kalina  
Steve@mpma.com

Lori Tapani  
ltapani@wyomingmachine.com

Hope Riska  
hriska@productivity.com

Liz Jennings  
liz.jennings@state.mn.us

Robb Lowe  
robb.lowe@minnstate.edu

Adesewa Adesiji  
adesewa.adesiji@state.mn.us

**Southeast**  
Katie Hardyman  
khardyman@southeastmn.edu

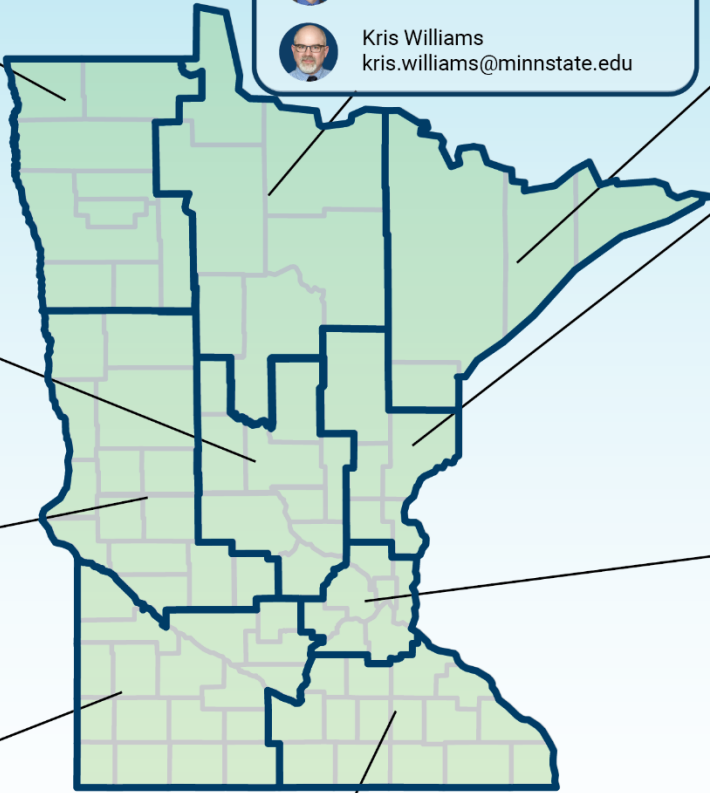
Christie Ransom  
cransom@winonachamber.com

Michelle Larson  
michelle@redwingchamber.com

Jessica O'Brien  
jessica.obrien@state.mn.us

Mike Schnell  
mschnell@ssc.coop

Heather Gleason  
hgleason@workforcecouncil.org



# 2023 Results:



## SCHOOLS

Up 288%  
over 2021

49

## MANUFACTURERS

Up to 155%  
over 2021

179

## STUDENTS

Up 238%  
over 2021

6,597

## TOURS

Up to 155%  
over 2021

340

[MNMFG.ORG/STATEWIDETOUR](http://MNMFG.ORG/STATEWIDETOUR)



# Testimonials:

**“As a Project Lead the Way Middle School Teacher, who teaches an intro to engineering course and a computer science course, I understand the need for increasing the number of people working in the manufacturing industry. Understanding how technology works, collaboration with others and critical thinking skills are increasingly needed in the manufacturing industry. While on this tour, my students were able to view these skills in action in the real-world-skills they’ve been working on in the classroom. I feel the Minnesota Manufacturing Tour is a key component in my curriculum that helps bridge theoretical classroom learning with real-world activities- and yes, even for middle schoolers.”**

“The manufacturers on the tour were gracious hosts. The tours were educational, and our students did a great job at interacting with the tour guides.”

# Testimonials:

**“ Manufacturing Day was a great experience for our students...Made possible in part by the bus funding we were able to access. Chisago County EDA and the City of Wyoming worked together to create a fantastic and varied event for our students.”**

“My middle school 7th and 8th grade students enjoyed the tour. One of my 8th grade boys talked about wanting to fix robotic arms for his career. He talked about this after we visited a 3M plant. A few of my 8th grade girls are extremely interested in the agricultural side of things - genetics, vet, etc.”

# 2011 to 2022 Results:

Year	Schools	Educators	Students	Manufacturers	Manufacturing Tours	Virtual / Video Tour	Video page views	Estimated Total Attendance
2011			475	48	48			3,000
2012				50	50			2,700
2013				67	67			4,200
2014	26		1,507	85	81			6,630
2015		136	2,040	132	132			11,088
2016		114	2,100	105	119			16,349
2017	49	98	2,383	138	138			17,554
2018	46	91	2,220	185	185			25,071
2019	50	495	10,521	209	648			28,080
2020	33		1,803	40	2	86		4,815
2021	17	110	2,770	110	246	62	30	7,396
2022	49		6,597	178	341	13	27	17,614
<b>Total</b>	<b>270</b>	<b>1,044</b>	<b>32,416</b>	<b>1,347</b>	<b>2,057</b>	<b>161</b>	<b>57</b>	<b>144,497</b>
2022 - 25 new tours from "copy of TOM_SprSht_BUS_funds (003)"								
TOURS Accurate numbers for the number of Manufacturing Tours held were not able to be located. Assuming that the manufacturers hosted at least one tour, the number of tours has been updates.								
Estimated Total Attendance based on a formulat (2.67 x student number)								

# Planning Committee:

- Aligned goals with engagement with industry and schools
- Statewide Impact – regional impact
- Regional activities/goals/fundraising for bussing
- Awards Banquet- Post Tour
  - Short video contest as part of the school tours, viral posting
  - Include manufacturing business awards
  - Regional Champion Award



# Center's Role:

- Lead Statewide Tour
- Statewide network and outreach
- Stay engaged and connected to regional champions and activities
- Implement processes for efficiency and statewide collaboration
- Host statewide awards banquet

# Center Provides:

- Access to resources developed
- Resources – promotion, outreach, support, process, toolkits and more
- Fundraising process/ support
- Measure and promote impact

# THANK YOU!

Jaimee Meyer

*Director of Marketing and Outreach*

**Minnesota State Advanced Manufacturing Center of Excellence**

1500 Birchmont Drive NE #34 | Bemidji, MN 56601

o: 218-755-2206 | [Jaimee.meyer@minnstate.edu](mailto:Jaimee.meyer@minnstate.edu) | [mnmfg.org](http://mnmfg.org)