

Manufacturing Month: Plan Now for Success in October

Della Ludwig, Workforce Strategy Consultant – Central MN

Manufacturing Month Overview

Vision

1. Educate job seekers/career shifters about career opportunities in manufacturing
2. Tour manufacturing facilities in your community
3. Acknowledge and celebrate the manufacturing industry as a critically important part of Minnesota's diverse economy



#MNManufacturingMonth

Manufacturing Month Overview

Main Activities & Events

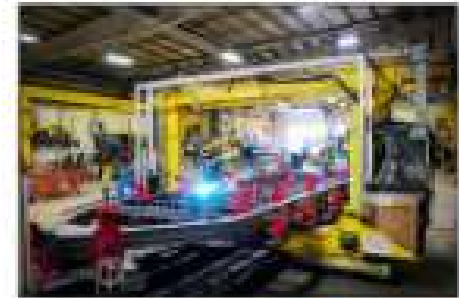
1. Proclamation from Governor
2. Tour of Manufacturing (TOM) & School Tours
3. Virtual Magazines ([Central MN](#) and [South Central MN](#))
4. Presentations in Communities and at Schools
5. Manufacturing Blogs and Articles
 - *Due to [Rita Beatty](#) by Aug 16
6. [Workforce Wednesday](#) on Oct 2
7. CareerForce Activities and Events, including Job Fairs
8. Minnesota State Advanced Manufacturing Center of Excellence Webinars
9. [Diversity in Manufacturing Initiative \(DiMi\)](#) event Oct 10



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Where to Start – It's Not Too Late!

1. Set a date for a manufacturing-themed event or career fair at your CareerForce location
2. Connect manufacturing employers to Workforce Strategy Consultants for assistance in Tour of Manufacturing events or school tours
3. Share resources with communities, local schools, and manufacturers
4. Contact Liz Jennings at 651-259-7570 or liz.jennings@state.mn.us for assistance with setting up hiring events
5. Attend one of the Minnesota State Advanced Manufacturing Center of Excellence training or contact [Jaimee Meyer](#)
6. Reach out to your [Workforce Strategy Consultant](#)



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Planning a Tour – In Preparation

- a. Advertise your event!
 - i. Send postcards, post in local paper (CMMA has press release), and advertise on the radio, local parades, with staff, chamber, other businesses you work with, and on social media
 - 1. Call it an OPEN HOUSE so the local community understands the true vision of the event
 - ii. Invite family and friends of your employees
 - iii. Combine event with company appreciation event
 - iv. Reach out to local schools
- b. Be prepared
 - i. Clean and make sure there are no hazards!
 - ii. Have signage!
 - 1. Make sure parking and entrance are easy to find!
 - 2. Is it handicap accessible?

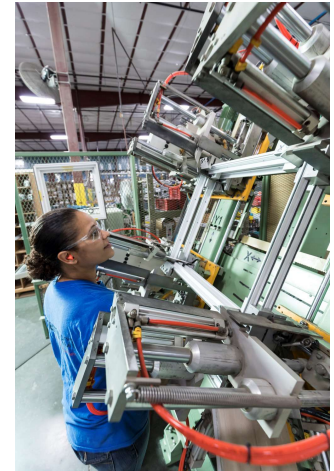


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Planning a Tour – Day Of



- a. Be prepared
 - i. Have greeters! Make sure they are fun and social!
 - ii. Have people sign-in. Name, address, phone, email – so you can send a thank you afterwards. (this can also be used for hiring later)
 - 1. Highlight those who show interest in working for you
 - iii. Have nametags available
 - iv. Have fliers and information table
 - v. Offer PPE – safety glasses, hard hats, etc.
 - vi. Have video playing of your business
 - vii. Have simple treats for attendees– cookies, fruit, coffee, pop, water
 - 1. Provide meals for your staff
- b. Do giveaways – can be small to large
 - i. Offer college scholarships, gift certificates, cutting boards, key chains, t-shirts, hats etc.
- c. Choose who will do your tours – and practice!
 - i. What are your highlights? What do you want to make sure people know about you? Who are your clients? What positions are you hiring for? What skills do they need? Pay?
 - ii. Wear business attire with name tags
 - iii. Encourage participation - Ask attendees if they have questions



Planning a Tour – Day Of/After Event

- d. Take lots of pictures!
 - i. Businesses can tag their events by using **#MNManufacturingMonth** or **#MNManufacturingWeek**
 - ii. Post on social media day of event!
 - e. Always have an application table
 - i. Have someone friendly and knowledgeable answering questions
 - f. Survey
 - i. Survey attendees and staff to ask them how it went and what they liked/how you can improve
- After Event
- a. Send thank you's to attendees after the event
 - i. Make sure to do additional follow up with those who showed interest in working for your organization
 - b. Post in local paper after event (press release)



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CareerForce Resources

[CareerForce Manufacturing](#) webpage has videos, documents, data, and resources available for you

- a. Certificates for you to print/sign and give to your local businesses:
 - i. Download a [fillable Manufacturing Month certificate](#) for your community businesses
 - ii. Download a [fillable Manufacturing Month local proclamation](#) for your community businesses
 - iii. Proclamation from the Governor will also be available on the CareerForce website closer to October
- b. Handouts for you to share with job seekers and local schools:
 - i. [Student flyer: 5 Great Reasons to Pick a Career in Manufacturing](#)
 - ii. [Adult flyer: 5 Great Reasons to Consider Manufacturing](#)

Tag your photos and events with #MNManufacturingMonth



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MN State Advanced Manufacturing Center of Excellence Resources

[MN State Advanced Manufacturing Center of Excellence](#) has tour resources and an opportunity for businesses to post their tour information on their website.

- a. [Register your tour](#) (in person, private, or virtual tour)
- b. Tour Resources
 - i. [Manufacturer](#) Tour Guide – step by step for manufacturers planning an open house of their business
 - ii. [Manufacturer Toolkit](#) – best practices for a successful tour
 - iii. [Manufacturer Virtual](#) Tour Guide – tips on how to connect with the public through social media by recording tours
 - iv. [Community](#) Tour Guide – group of manufacturers join together to offer tours on the same day to the community
 - v. [Teachers Guide](#) – tips to maximize students' learning outcomes
- c. Other resources
 - i. Bus Funding may be available for local schools to visit local manufacturers. Please contact [Jaimee Meyer](#) for more information.
 - ii. Safety Glasses can also be requested by completing this [request form](#).
 - iii. Student video contest with cash prizes. Reach out to [Jaimee Meyer](#) for details. (Deadline Feb 28, 2025)
- d. Next meeting is Aug 22 in Bemidji



- Steve Nusbaum – Central Region
- Steve Kalina – Metro Region
- Scott Turn – North Region
- Jill Murray – Northeast Region
- Adam Baumgartner – Northwest Region
- Mike Schnell – Southeast Region
- Jason Bruns – Southwest Region
- Dawn Sandberg – East Region
- (Still recruiting) – West Region



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Diversity in Manufacturing Initiative



**Diversity in
Manufacturing**



The **Diversity in Manufacturing Initiative** is a collaboration of employers, industry associations, other stakeholders, and DEED aimed at increasing the number of Black, Indigenous & People of Color (BIPOC) and other under-represented job seekers in the manufacturing industry

Resources

Manufacturer Resources

- CareerForce Manufacturing: <https://www.careerforcemn.com/industry/manufacturing>
- Register Your Tour on the statewide website: <https://mnmfg.org/statewidetour/tour-registration/>
- Tips and hints on how to host a successful tour: <https://mnmfg.org/statewidetour/host-a-tour/>
- K12 Navigator (List or Connect to Business): <https://www.k12navigator.org/>
- Share with your Local school's - Transportation funding available: <https://mnmfg.org/statewidetour/transportation-funding/>
- CareerForce job fair participation, resources and events webpage: <https://www.careerforcemn.com/industry/manufacturing>
- CMMA's Manufacturing Month webpage: <https://www.midwestmanufacturers.com/cmna/manufacturing-month/>
- Greater Mankato's Manufacturing Month webpage: <https://greatermankato.com/tour-manufacturing>



School Resources

- School Transportation funding available for any MN school: <https://mnmfg.org/statewidetour/transportation-funding/>
- Teacher's Guide on how to prepare your students for a tour: <https://mnmfg.org/statewidetour/student-tours/>
- K12 Navigator (Search for Business): <https://www.k12navigator.org/>
- CareerForce offers videos, jobfairs, resources, and event information: <https://www.careerforcemn.com/industry/manufacturing>

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Contact Us

[DEED Workforce Strategy Consultants](#)

<https://mn.gov/deed/business/help/workforce-assistance/wf-strategy.jsp>

MINNESOTA WORKFORCE STRATEGY CONSULTANTS

MISSION

Develop innovative workforce solutions by aligning resources, facilitating collaboration, and leveraging expertise in targeted industry sectors to drive economic equity and growth.

THE VALUE WE BRING

- > Provide tools and resources to support businesses in developing strategic workforce strategies
- > Connect stakeholders to economic development and workforce development resources
- > Focus on workforce diversity, equity, and inclusion initiatives
- > Enhance Minnesota's economic prosperity through workforce and economic development partnerships
- > Work in partnership with our stakeholders to provide workforce training development solutions to meet your talent needs



WORKFORCE STRATEGY CONSULTANTS



NORTHWEST

James Whirlwind Soldier
James.Whirlwindsoldier@state.mn.us
 651-323-7891 (c)



NORTHEAST

Shayla Drake
Shayla.Drake@state.mn.us
 218-380-2510 (c)



CENTRAL

Della Ludwig
Della.Ludwig@state.mn.us
 320-423-0121 (c)



METRO

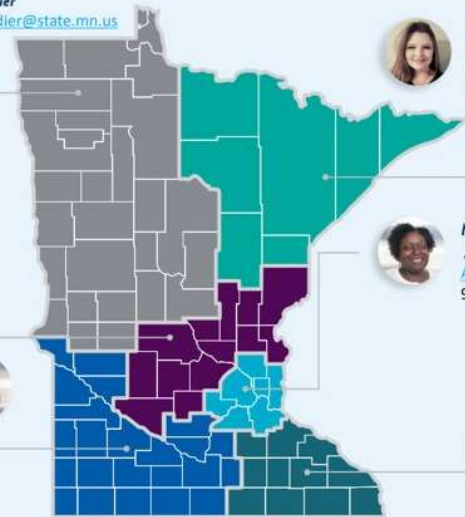
Adesewa Adesiji
Adesewa.Adesiji@state.mn.us
 952-261-6942 (c)

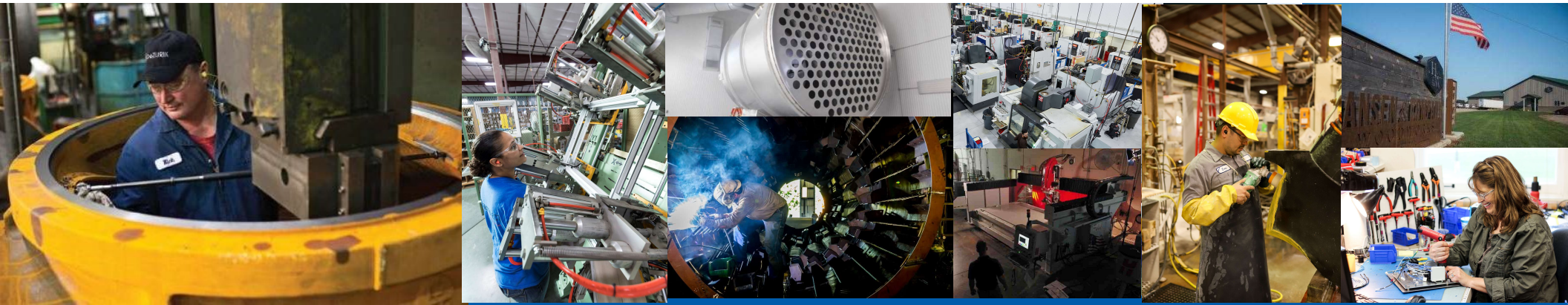


SOUTHWEST & SOUTH CENTRAL

Jess Miller
Jessica.Miller@state.mn.us
 507-508-2578 (c)

Vacant





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