Dream It. Do It. Maine Onboarding

Creating the manufacturing experience for the next generation
Did you know...

63% of students identify personal experiences as the leading influence over their career path. and...

Those familiar with manufacturing are 2 times as likely to encourage a young person into a manufacturing career.
What is Dream It. Do It.?

• Change the perception of the industry and inspire students (just like you!) to pursue manufacturing careers.
The Brand

Customization requests: institute@nam.org
Resources

CNC Manufacturing

YOUNG MANUFACTURERS ACADEMY

ORIGINAL CREATOR: Connecticut Center for Advanced Technology, Inc.

TARGET AUDIENCE: Middle School Students

TYPE OF ACTIVITY: Student STEM programs, primarily summer camps, through on-site training in off-site schools implementation

DREAM IT. DO IT. LOCATION: Connecticut

BUDGET RANGE: $10,000-$15,000

DIFFICULTY: Hard

BENEFITS: The Young Manufacturers Academy introduces middle school students to all aspects of the manufacturing industry to serve as a bridge into industry careers for on-site manufacturing with manufacturers, and a more career-filling event.

Students engage in realistic manufacturing workplace scenarios that introduce them to leadership, problem solving, critical thinking, efficiency, cooperation, collaboration, customer service, and other skills needed to succeed in the global economy.

Students complete a portfolio of completed engineering and manufacturing projects involving project tasks, bridges, fluidics, cam, robot programs, and conveyor belts.
Resources

BUILDING RELATIONSHIPS WITH EDUCATORS

Title: Building Relationships with Educators

Target Audience: Educators

Synopsis: As a manufacturer, you have a unique perspective to offer educators and their students. Figuring out how to build a relationship, and what you want to say, can be a major challenge.

It all starts with understanding teachers— their unique practices, attitudes, and needs. Just like building customer relationships, it takes time to build a relationship with an educator, but doing so can help make engagement all the more seamless, and help your message resonate with young women who are the next generation of workers.

The Dream It. Do It. network has proved that when manufacturers establish a lasting school relationship, students have more positive attitudes about our industry and also begin to consider a manufacturing career. The steps below can help.

Required Planning Time: <1 Month

IMPLEMENTATION PROCESS:

1. Consider Your Goals
   a. What age cohort are you trying to reach? There are several factors to consider. Although reaching a younger audience may increase the opportunity to influence girls and boys about career options and taking technical education classes, high school partners can also be a great source for interns and other more immediate connections with your company.

2. Understand What You Have to Offer
   a. Begin by making a list of what your company can add to a school program, classroom, or club. Some things to consider include:
      - How will your company be responsible for student engagement? How much time will they allocate for these activities? Will they be able to take time away from their regular duties to do so?
      - Can your facility accommodate activities, tours, or events? How many students? What are your company’s responsibilities? (See page 14 for Facility Tour)

INTERACTIVE CLASSROOM ACTIVITIES

FOR K-5

Shop Floor Safety True or False: With our youngest audience, consider using a virtual facility tour video and follow it up with a basic safety true and false quiz. Simple questions help students understand safety protocol in the manufacturing facility. Walk through the questions as a group with younger students or do it as a quiz for older students, then talk through the answers. Give examples from your own facility about why safety is important and how it can affect day-to-day operations.

SHOP FLOOR SAFETY TEST

Circle true or false (T or F) in response to the following questions on safety:
   1. Wear safety glasses only when operating machinery. T
   2. Report all injuries, no matter how minor, to your instructor. T
   3. Wear proper safety shoes whenever on the shop floor. T
   4. When operating a machine, it is sometimes necessary to clean it in order to avoid getting injured. T
   5. Talking to others while operating a machine is not dangerous. T
   6. All shirt sleeves must be rolled up above the elbow. T
   7. Do not run or tool around in the shop area. T
   8. All jewelry must be removed before operating machines, including rings and bracelets. T
   9. When you start to operate a machine for which you have not received instruction, play with the controls first to see how it works. T
   10. It is okay to wear loose, baggy clothing as long as it is tucked in a bit. T
   11. Do not operate a machine without instruction or permission. T
   12. Once instructed on how to use a machine safely, you may remove your safety glasses. T

Manufacturing Mr. Potato Head: At times, familiarity can help bring a situation to life. When speaking to a young audience, the Manufacturing Mr. Potato Head can be a great activity to help simulate a manufacturing process with a fun and familiar object. Depending on the class size, bring several Mr. Potato Heads to the classroom you are visiting and demonstrate them so that body parts are placed in separate piles. Then provide students (individual or small groups depending on the class size) with the body of Mr. Potato Head and ask them to work together to finish manufacturing the rest of the toy. Use the activity as an opportunity for discussion and talk about other items that have been manufactured. If time permits, you can add twists to the activity such as requiring teams to track parts to complete their toy.

FOR 5TH – 8TH GRADE

Tallest Tower: Students are asked to manufacture a tower using just the items available within a bag handed to them. Have students unpack their materials and give them some time to plan their tower. During this time, they may touch and examine their materials, but they may not start building. They should sketch plans and discuss strategies. Once building starts, if they discover a material, it cannot be replaced.

Give students some time to build, modify their plans at any time, and test a possible tower. One possibility is to have them compare their towers using a height chart. Another is to give in or different the group's (e.g., adhesive tape — tape and glue — or balsa wood) rules and challenge them to see which class tower is the tallest. Give time before the completion of all materials include:

- Bag #1:
  - 2-3 sheets of electrical tape (wood or craft stick)
  - 3 mandala file folders
  - Paper clips
  - 2 sheets of construction paper

- Bag #2:
  - 2-3 sheets of electrical tape (wood or craft stick)
  - 3 mandala file folders
  - Paper clips
  - 2 sheets of construction paper

What kind of opportunities and roles are out there?

- Everything from design studios, laboratories, workshops and offices as well as across different industries, from aerospace, biopharmaceuticals, computing, auto or energy.

- What makes modern manufacturing different is the diversity to create and imagine — and that means lots of different roles and jobs.
Resources

• Teacher Guide: An Introduction to Manufacturing
  – Activities for grades 6-12 on What is Manufacturing, Manufacturing in America, and Careers in Manufacturing
Resources

DREAM IT. DO IT. FRESNO INVITES YOU...

to participate in our Manufacturers' Kickoff Meeting /
Quarterly Meeting - Q2 2016
June 2, 2016
12:40pm to 1:20pm
The Center for Advanced Research and Technology (CART)

Manufacturing in California has an image problem! Together we can help change that for the better.

The San Joaquin Valley Manufacturing Alliance has launched Dream It. Do It. Fresno, joining a national youth recruitment initiative led by the National Association of Manufacturers' Manufacturing Institute, Dream It. Do It. includes marketing and branding of manufacturing careers, a national support network of organizations sharing best practices, and tools to help manufacturers reach young people, parents, teachers, and other influences on their career choices.

This kickoff meeting will introduce the program and will help us decide how we can work together to help raise positive awareness of manufacturing in the Fresno region. Led by Brent Wall, Senior Vice President at the Manufacturing Institute, the meeting will give you practical tips on reaching young people and the role of Dream It. Do It. in organizing our community for action.

This opportunity won’t happen often, so we hope you can join us.

Please RSVP to samgell53@gmail.com or call 559-217-5219.
Community Homepage Features

- Individual Profile
- Events
- Discussions
- Shared Files
- Announcements
- Active Members
Profile Page Features

- Picture
- Edit Contact Information
- View Contacts & Shared Contacts
- Send Message
- Communities
- Networks
Member Directory

- Search by
  - Name
  - Location
  - Group

Member Directory

- Search by
  - Name
  - Location
  - Group

Member Directory

- Search by
  - Name
  - Location
  - Group

Find Members Clear All

Fill in any of the criteria below to limit your search. None of the fields are required although you must enter something in at least one of them. Fields like First Name, Last Name, Company Name, etc. will perform a partial match. For example, a Last Name search for "Jr." will find everyone whose name starts with "Jr."
Member Directory – Search Results

- Find members, view profile, add contact, send a message
Dream It. Do It. Community

Community functionality to include:

- Discussion Forum and subscription to the community’s “Daily Digest” emails
- Dedicated Resource Library
- Community Member Directory
Dream It. Do It. Community

General Overview:
1. To start, this community will be closed, so only members of this group will have access to view and engage with content. We plan to make this community available to other members of the Manufacturing Institute down the road (we’ll let you know!).

2. The MFG Community Site has other communities with discussion forums that are open to join— you can view them under Communities > All Communities.
Dream It. Do It. Community

How to start a discussion:
1. Send an email with subject line to themanufacturinginstitute_dreamitdoitne@ConnectedCommunity.org
2. Log into the MFG Community to access the Dream It. Do It. Community. Click to add a new post from the “Latest Discussion Posts” section.
3. From the Dream it. Do it. Community page, click the “Discussions” tab to start a new post.
Dream It. Do It. Community

How to reply to a post:
1. From the Daily Digest email, click “Reply to Group” next to the post you’d like to reply to and send your reply to the group via email:

   Reply to sender allows you to send a private message to that person.

2. Navigate to the Dream It. Do It. Community and click on the Discussions tab. Click the “Reply to Discussion” button to the right to post your reply:
Dream It. Do It. Community

How to share a resource:
1. Add an attachment to your discussion post— it will automatically be added to the community library!

2. Upload a file directly to the community library without posting to the discussion.
Dream It. Do It. Community

How to update your profile:
  • Navigate to your profile from the avatar in the upper right hand corner:
Dream It. Do It. Community

How to access your community inbox:

- Click on the button next to the profile avatar in the upper right hand corner. If you have unread messages, you will see these on the right.
- If you do not have unread messages, click on the “Profile” button.
Community Activity

- Discussions, Shared Files & Announcements Delivered to Outlook inbox
  - Real time
  - Daily Digest
  - No emails
- Clean & easy to navigate
- Reply to Discussion or Sender, View Thread
DIDI Sub-Community
MFG Day

October 5, 2018

84% More convinced that manufacturing provides careers that are interesting & rewarding.

89% More aware of manufacturing jobs in their communities.

64% More motivated to pursue careers in manufacturing.
Why We MFG Day

1. Empower manufacturers
2. Change public perception of manufacturing
3. Introduce people to manufacturing careers
4. Draw attention to the roles manufacturers play in their communities
5. Underscore the economic and social significance of manufacturing

Learn more: www.mfgday.com
Types of Events

- Facility Tour / Open House
- Manufacturing community events and expos that include companies
- Educational fairs
- Celebrations of the manufacturing community
- Job Fair
- Presentations to students
- Roundtable discussions
- Virtual events and tours
- Parents Night
Resources

- MFG Day Host Toolkit
  - Setting up your event
  - Organizing a facility tour
  - Preparing displays
  - Planning for media
  - Follow up

www.mfgday.com
Resources

- Social media support
  - Sample content for Facebook, Instagram, LinkedIn, Twitter, YouTube
  - Retweeting content from MFG Day/NAM/MI accounts

www.mfgday.com

- Media kit/media guide
- Use MFG Day logos
- Use #MFGDay18
- Highlighting best events after MFG Day
- Participate in the MFG Day Survey
Register Your Event!

- Done on the MFG Day website – mfgday.com
- Can be registered as public or private
- Drive participation: schools, parents, job-seekers, public at large, policymakers
- Drive awareness: media

Register and let us help you tell your story!
How can you help us?

- Register your event(s)
- Guest blog
- Success stories
- Spread the word

- Report metrics
- Use social media (#MFGDay18)
- Share photos/videos
- Get media involved
- **You are the army!**