



Manufacturing Month: Plan Now for Success in October

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mn EMPLOYMENT AND
ECONOMIC DEVELOPMENT

CMMA
Central Minnesota Manufacturers Association



Manufacturing Month Overview

Vision

1. Educate youth, job seekers, and career changers 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



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Manufacturing Month Overview

Main Activities & Events

1. Proclamation from Governor
2. Tour of Manufacturing (TOM) & School Tours
3. [Virtual Magazine](#) for Central MN
4. Presentations in Communities and at Schools
5. Social Media Blogs and Posts
6. [Workforce Wednesday](#) on Oct 2
7. [CareerForce](#) Activities and Events, including Job Fairs
8. Minnesota State Advanced Manufacturing Center of Excellence Events and [Resources](#)
9. [Diversity in Manufacturing Initiative \(DiMi\)](#) event Oct 10



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It's Not Too Late!

1. Set a date for a manufacturing-themed event
2. Connect manufacturing employers to [Workforce Strategy Consultant](#) for assistance in Tour of Manufacturing events or school tours
3. Share resources with communities, local schools, chambers, EDA/HRAs, and manufacturers
4. Contact your local [CareerForce](#) location or Liz Jennings at 651-259-7570 or liz.jennings@state.mn.us for assistance with setting up hiring events
5. Post your tour or attend one of the tours listed on Minnesota State Advanced Manufacturing Center of Excellence [website](#) or contact [Jaimee Meyer](#)
6. Use **Social Media!**



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Community Planning

1. Reach out to local manufacturers to plan [Community Tour](#) of local business(es)
 - a) Do chamber meeting at manufacturer
 - b) Do lunch time tours and visit one manufacturer a week
 - c) Work with your local schools and set up a tour to 1-2 of your local manufacturers
2. Set up a community lunch and learn on training grants, safety, or other programs for manufacturers to participate in
3. Write local press release and articles about manufacturing and the community impact
 - a) Interview high schools that have great manufacturing programs, robotics teams, apprenticeships and/or youth skills training programs
 - b) Interview local businesses and their employees on their successes
3. Visit manufacturers and thank them for their economic contribution to the community
 - a) Bring employees treats and [Manufacturing Certificate](#)
4. Post information on **social media** during the month of October about your manufacturers and success stories in manufacturing

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Manufacturers— 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, EDA/HRA, 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. Make sure people know what to wear: closed toe shoes, long pants, etc.
- c. 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? Where do your products ship to? What positions are you hiring for? What skills do they need? Pay?
 - ii. Wear business shirts 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
 - ii. Make sure you note the people who show interest in working for you!
 - 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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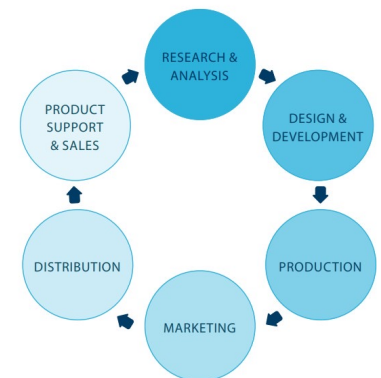


School Planning for Manufacturing Month

1. Share great [career outlook](#) and pay information about manufacturing!
 - a) Average pay is just under \$79,000 which is 10% higher than any other industry!
2. Share the [TOM magazine](#) with students and parents!
3. Have students research local/state manufacturers and do a report about them or do manufacturing trivia
4. Visit local manufacturers ([bussing grants available!](#))
5. [K12 Navigator](#) can connect you to these businesses who can give presentations in your community
6. Plan a hands-on career fair for students to interact with employers and learn about careers available in manufacturing
7. Develop a [Youth Skills Training](#) or [Apprenticeship](#) Program at your school.
8. CMMA has free membership for schools and [grants for schools](#) to expand and grow your manufacturing courses
9. MN State Advanced Manufacturing Center of Excellence has resources available:
 - i. Teachers [guide](#)
 - 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.

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THE MANUFACTURING CYCLE



CMMA Resources

[Central MN Manufacturing Association](#) webpage has events, logos, grants, and resources available for you on the Tour of Manufacturing:

- a. CMMA [Host Tool Kit](#)
 - a. Logos
 - b. Press Release
 - c. Belmont Partners information
- b. [Bus grant](#) form when attending when one of the tours in the [Virtual Magazine](#)
- c. [K12 Navigator](#) is a FREE tool to connect educators and businesses for high school student career exploration
- d. CMMA offers [grants for schools](#) to expand and grow your manufacturing courses



Tag your photos and events with #MNManufacturingMonth #CMMA



CareerForce Resources

[CareerForce Manufacturing](#) webpage has events, blogs, 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

a. 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](#)

b. Post your event as a [Job Fair](#) on the CareerForce website!

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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. Bussing available by contacting your regional champion or [Jaimee Meyer](#).
 - 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)



- 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



Save the Date!
Oct 10 from 9am-12pm
DiMi event in St Paul
Contact Adesewa:
Adesewa.Adesiji@state.mn.us



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/>
- 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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