Manufacturing Day Community Planning Guide

INSPIRING TOMORROW’S MANUFACTURER TODAY.
GET STARTED NOW!

#MFGDAY15
Knowing that communities are behind the Manufacturing Day (MFG DAY) movement, we’ve created this Community Planning Guide. It is designed for any organization interested in facilitating the creation of events or attendance at events in a region. Last year, a survey of participants revealed that most had heard about MFG DAY from a local community-based organization and 55% worked directly with such an organization to put something together. This Guide was created to help.

Enclosed are tips and resources for all the components that go into planning and executing MFG DAY. This content supports and references other resources such as the MFG DAY Host Toolkit, Educator Toolkit, Social Media Playbook, and the Media Kit. We know that community organizations assist in event production in a variety of ways and need advice on a range of subjects. The specific guides are valuable, but we’ve also gathered materials that have been produced by some of the organizations that have been “pioneers” in coordinating regional events. Thanks to these multiple MEP Centers, regional manufacturing associations such as Dayton Region Manufacturers Association, and advanced technology centers like the Florida Advanced Technological Education Center (FLATE), a National Science Foundation (NSF) Regional Center of Excellence for sharing best practices and samples used to make previous year’s campaigns a success. FLATE provided inspiration for this guide and shared content, resources, and ideas for development.

The manufacturing community is a diverse, far-reaching group of passionate people dedicated to showing what manufacturing really looks like and helping ensure the next generation of skilled workers exists to take on the rewarding careers the industry offers. To the education-based organizations, economic development agencies, workforce investment boards, associations, and all others in between, we hope this Guide provides you with effective tips on how to make MFG DAY a success in your region. You’ll notice that much of what makes this work involves bringing people together. Your national partners want to support your efforts. Please contact us if we can be of any further assistance.

Sincerely,

The national co-producers and partners
MFG DAY highlights the importance of manufacturing to the economy and draws attention to the many rewarding high-skill jobs available in manufacturing fields. Through open houses, public tours, career workshops and other events held at participating facilities, our goal is to introduce as many people as possible to the important role played by manufacturing both in local communities and for the nation.

First held in 2012, MFG DAY is now hosted by more than 1,500 of individual manufacturing facilities, schools and professional societies. The open houses and other events showcase modern manufacturing technology and careers. A panel of co-producers including the Fabricators & Manufacturers Association, International (FMA), the National Association of Manufacturers (NAM), the Manufacturing Institute (MI), the National Institute of Standards and Technology’s (NIST) Hollings Manufacturing Extension Partnership (MEP), along with media partners Science Channel, and Edge Factor, movie partner American Made Movie, and guest producer Industrial Strength Marketing (ISM) provide the centralized support necessary to coordinate this nationwide array of simultaneous events.

This infographic tells the story of manufacturing through the lens of MFG DAY. It shows how manufacturing enables our everyday lives, drives our economy, offers many different rewarding careers, and what can happen when communities across North America come together to show the public what manufacturing is...

- Manufacturing is diverse. The wide range of companies and their products reflected on the interactive, infographic map shows a bit of the breadth the industry provides each of us.
- Manufacturing supports 17.4 Million U.S. Jobs and approximately 1.5 Million Canadian Jobs
- Manufacturing career opportunities include engineers, designers, machinists, computer programmers and so much more.
- MFG DAY gives everyone a way to celebrate and learn more about the backbone of North America’s economy.
What is MFG DAY?

An annual event that occurs on the first Friday of October, MFG DAY is an occasion during which North American manufacturers open their doors to showcase the potential of modern manufacturing and foster interest in manufacturing careers. Our mission statement is:

“To empower manufacturers to improve the public perception of manufacturing careers and the sector’s value to the economic health of the U.S. by connecting them to business improvement, community resources, and next-generation workers.”

WHEN does MFG DAY happen?
The official date is always the first Friday of October, but it can be scheduled on whatever October day is most convenient for your community.

WHERE do MFG DAY events occur?
MFG DAY events occur at various manufacturing facilities and educational institutions across North America. Events in local communities can be found on the MFG DAY website’s Attend an Event page.

Why does MFG DAY exist?
Manufacturing environments are often thought of as dark, dangerous environments designed for low-skilled workers. MFG DAY addresses this misperception by giving manufacturers an opportunity to open their doors and show, in a coordinated effort, what modern manufacturing is really like.

WHO should attend MFG DAY events?
Events are meant for anyone who is curious about modern manufacturing and who would like to know more about what happens in modern-day manufacturing facilities. Desired audiences include students, parents, educators, media, civic leaders, and local communities in general.

America Noticed: 2014 MFG DAY Results

- 1,679 Organizations hosted open houses and events
- 360,000+ Attendees
- 80 million: Learned about Manufacturing Day through Discovery Communication’s Science Channel and “How It’s Made”
- +Thousands: News articles published:
  - Huffington Post - Wall Street Journal
- Penske Racing No. 22 Shell-Pennzoil Ford Fusion race car deck lid featured the Manufacturing Day logo at NASCAR® Sprint Cup
- 44 Governors and other officials issued proclamations officially recognizing Manufacturing Day
- 16,858 Tweets
- 4,030 Facebook posts
By working together during and after MFG DAY, manufacturers, educational institutions and community-based organizations will begin to address the industry’s skilled labor issues, connect with future generations of workers, take charge of the public image of manufacturing, and ensure the prosperity of the whole industry. MFG DAY is designed to amplify the voice of individual manufacturers and coordinate a collective chorus of manufacturers with common concerns and challenges. To get started:

- Identify and contact partners in your community or region with an interest in manufacturing, such as economic development agencies, workforce boards, post-secondary schools, chambers of commerce, and civic organizations. Consider creating work groups to focus on issues like recruiting companies, recruiting attendees, and media outreach.

- Contact your alderman or another member of your municipal assembly and ask them to deliver a speech at your MFG DAY event or write a Proclamation in support of manufacturing in your community and recognizing the official MFG DAY. If your alderman gets involved, they may reach out to other community leaders such as the mayor or representatives in the state or national legislature. Your alderman can also speak to local education leaders and help organize transportation for students to your event.

- Design how your community will embrace MFG DAY. Some previous participants have used the day’s events as a springboard for Manufacturing Week or even Manufacturing Month. What best fits your area’s manufacturing industry?

- Become familiar with MFG DAY resources. The national website is www.mfgday.com and offers:
  - A source of planning resources, information, success stories and promotional materials.
  - A way to advertise open house locations through registration.
Creating Events

MFG DAY is for students, parents, educators, media, customers, suppliers and the community at large. Visitors will see what manufacturing is like and learn about real career opportunities.

Three types of MFG DAY Events have been particularly successful in the past:

**Plant Tours**
- When hosting a plant tour, a manufacturer opens its doors and invites members of the community to observe its operations first-hand. This type of event can be a modest affair held for local students and community members.

The organizing team at FLATE (Florida Advanced Technological Education Center) recently developed a best practices guide, Industry Tours for Students, detailing planning concerns for student tours and ideas for how to overcome them. Students will need transportation arrangements and appropriate permission from both school and parents. Pre-tour discussions of manufacturing careers and processes can be helpful preparation. Successful tours provide opportunities for students to ask questions on site to further explore career pathways for manufacturing, learn more about the high tech world of advanced manufacturing production in action, and observe employee teamwork, communication, and skills at work.

**Manufacturing Communities**
- For several past MFG DAY events, small groups of manufacturers in the same industrial park pooled their resources to offer a day of successive plant tours at each of their facilities. This was a great way for the local manufacturers to work together, exposing visitors to a range of manufacturing work environments and fostering local interest in the manufacturing segment of their respective communities.

**Education Fairs**
- Educational institutions (such as community and technical colleges) are excellent venues for MFG DAY events. Working with local manufacturers to plan career-fair-style happenings is a great way for high schools and technical colleges to inform their students about careers in manufacturing. Manufacturers can also use these opportunities to share information about their companies with a wider audience of students and parents.

After you determine which type of event(s) to have, next steps include:

- Register your event on [www.mfgday.com](http://www.mfgday.com)
- Determine your target audience and put together talking points and fact sheets. How can people get involved? Use one of the PowerPoint presentations provided on the MFG DAY website to tell the story to manufacturers or educators.
- Consider offering sample documents, such as those referenced on the next page, inviting educators and manufacturers in your community to participate.
- Invite manufacturers to participate as hosts or community members to participate as attendees by using the MFG DAY Marketing flyer. Additional documents for participants are also available on the MFG DAY website, including toolkits and best practices documents for working with the media, helping educators plan their participation, or assisting hosts in designing facility tours. These are just a few of the resources you’ll find on [mfgday.com/resources](http://mfgday.com/resources):
  - Manufacturing Day Media Kit
  - Educator Toolkit
  - Host Toolkit

- Some communities or agencies begin designing MFG DAY celebrations with a theme in mind, such as economic opportunities, the future of manufacturing in the state or existing strengths, or workforce needs.
Promoting Events and Attendance

The core element to MFG DAY is the schedule of manufacturers’ open houses. MFG DAY will promote the open house schedule through its planned general and trade media campaign, communicating to thousands of people the opportunity to visit manufacturers and see for themselves that manufacturing is alive and well in America and needs skilled employees. It also allows manufacturers to visit other manufacturers in their region that may be potential business partners — either as customers or suppliers.

- Choose your audiences and assign committee members and/or others to visit and promote attendance. Outreach possibilities include:
  - School administrators, school boards, teachers, and guidance counselors. FLATE created a best practices guide for forging partnerships between schools and industry that is available at the following web address. The guide, FLATE’s Forging Positive Partnerships in Florida Best Practice Guide, is an online flip book including tips for tours, talking points and resources for connecting students to industry. It is specific to Florida but provides dozens of good ideas that can be adapted anywhere. Several of FLATE's other best practice guides are available at http://www.fl-ate.org/Best_Practices/.
  - Government officials and politicians: connect directly with elected officials at the local, state, and national levels.
  - Community youth groups such as Scouts, Boys and Girls Clubs, homeschooling organizations, etc.
  - Friends & Family: invite the children, spouses, and other friends of company employees.
  - Current and Prospective Customers and Suppliers: make business connections.
  - Media: gain event and company publicity by providing story ideas and facts to local newspapers, television and radio stations.
  - Solicit other organizations to get involved in the MFG DAY effort (such things as defraying student transportation costs, providing advertising, sharing mailing lists, etc.). Groups for whom MFG DAY is indirectly beneficial include:
    - Economic development agencies,
    - Post-secondary schools,
    - Chambers of commerce, and
    - Civic organizations,
    - Non-manufacturing businesses that derive a major portion of their business from local manufacturers. These could include banks, accounting and law firms, commercial realtors and others.
  - Consider having a bus tour prior to Manufacturing Day for school administrators to visit a few representative facilities to see for themselves that 21st century manufacturing offers meaningful work in clean, bright, high-tech plants and that careers are available at all levels of education, from career tech school graduation, to two year associate degrees and/or certificates, all the way to post-graduate professional degrees.
  - Face-to-face interactions are generally more effective than other forms of communication.
  - Connect with school administrators as soon as possible, ideally before their next academic year calendars are set.
  - MFG DAY is all about giving manufacturers a chance to share exciting, contemporary manufacturing techniques with visitors from their surrounding communities — especially students and others who are interested in manufacturing careers. To get the word out, start contacting your local media outlets, such as large daily newspapers and local weeklies. Offer to send your own report and photos. Assist local manufacturers to prepare their “stories” for Manufacturing Day events. Often they need assistance in putting what they do into common terminology that can be understood by people with no background in the industry. In the process of helping them to craft a compelling story you will uncover things about your manufacturing community that would make or would illustrate news stories you can share with the local or regional media. Check out this resource on mfgday.com: 6 Tips for Sharing Your Company’s Story.
  - Use a combination of print, web-based media outlets, and social media to share news of activities and projects. Possibilities include press releases and news alerts.
Promoting Events and Attendance, continued

- Using social networking, such as Facebook, Twitter and Google+, to create events and spread the word. See the Social Media Playbook, available through the Host dashboard or under the Resources section on www.mfgday.com, for instructions on how to make the best use of these online tools to publicize local activities.
  - Websites/pages and website banners, such as those available through www.mfgday.com.
  - Draft a media advisory. Once the date is set, and local events are confirmed, draft a media advisory containing the pertinent details. Note whether tours are open for press coverage. Give the locations. When finalized, fax or e-mail the advisory along with a press kit and company information to everyone on your press list.

- Connect to the broader MFG DAY movement
  - Bookmark www.MFGDAY.com
  - Go to www.MFGDAY.com/user/register and register as a MFG DAY host account. Even local organizations that are helping to coordinate a group of events in their community should have a “host account” and should create an event notice that summarizes local activities and alerts site visitors to check out all the activities in a given community.
  - “Like” MFG DAY on Facebook – https://facebook.com/mfgday
  - Follow MFG DAY on Twitter – https://twitter.com/mfgday
  - Follow MFGDAY on YouTube https://www.youtube.com/user/ManufacturingDay
  - Invite your network to “Like” on Facebook, Circle on Google+, and Follow on Twitter and YouTube.
  - Follow and “Like” the co-producers on Twitter and Facebook:
    - FMA, ISM, NAM, the Manufacturing Institute, and NIST

- Additional resources for promoting MFG DAY and communicating with manufacturers, the press and the public:
  - Click here to read FLATE’s Best Practices Guide to Designing Strategic Communications Tools

- Additional resources for local educators are available at the following sites:
  - Download and Read the Educator Toolkits on mfgday.com. There is a toolkit designed for use before Manufacturing Day events and one for use after. Both contain classroom lessons built around video and movie content provided by American Made Movie and the Science Channel’s How It’s Made program.
  - Educator toolkit for welding, machine shop technology and manufacturing technology programs from Career and Technical Education Partnership of New Jersey available at www.careertechpartners.org/educators/educator-toolkit/manufacturing-toolkit
  - FLATE’s online Pre and Post Tour Lesson Plan exposes students before and/or after a tour to a manufacturing facility and helps reinforce the learning about high-tech careers in advanced manufacturing. The plan is available at http://flate.pbworks.com/w/page/59152847/MS-%20PRE%20AND%20POST%20TOURS
  - FLATE’s Industry Connected Online “Made in Florida (MIF)” Lesson Plans are classroom materials designed to enrich science, technology, engineering and mathematics (STEM) classes. These free instructional resources provide students with real world scenarios relevant to manufacturers throughout Florida. Each Lesson plan gives teachers the materials needed to engage students with authentic and sometimes unresolved challenges faced by manufacturing companies today. These materials can be accessed at http://flate.pbworks.com/w/page/10889545/Teacher%20Materials%20Home.
Sample Promotional Documents

Host a "Made in Florida" Industry Tour
Get a county commission proclamation
Become a Manufacturing Mentor (Dream It Do It)
Dispel outdated myths about manufacturing • Tell your company’s story • Inspire a new generation of manufacturers • Help our teachers & schools • Impact manufacturing curriculum
For more info visit: http://madeinflorida.org/manufacturing-day/or
Sign up today: http://tinyurl.com/foxdays

Manufacturers / Professional Associations
Host tours and/or “schooled at a school” • Provide lunch & shirts • Take photos • get a local proclamation

Districts / Schools / Community Groups
Recruit students, teachers, chaperones • Provide buses

FLATE
Survey tour participants • Compile & disseminate data • Design & distribute T-shirts • Coordinate

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FLATE and Manufacturing Florida Center are now joining forces promoting MFG DAY 2013. Join us — however you can to celebrate manufacturing. Here’s how you can participate:
• Host a “Made in Florida” student tour
• Adopt a school (Dream It Do It manufacturing mentor)
• Host a “Made in Florida” tour (FLATE Adopt a school)
• Get a county commission proclamation for MFG DAY
• Contribute to MFG DAY student tours and tee-shirts

FLATE will coordinate “Made in Florida” manufacturing tours for students taking place across the state on October 4th. Here are ways that you can help:
• Schools/Districts can provide transportation and chaperones for students
• Manufacturing Companies can host and providing lunch for student groups
• Manufacturing related professional organizations can support the costs for MFG DAY regional visits for students and encourage companies to participate
• Organize a regional team of manufacturers, schools, other community groups.
• Send any adopted school information to Dream It Do It: dwolfe@flase.org

FLATE is now working with regional “MFG DAY teams”, helping to connect school with companies, arranging media publicity, designing and delivering t-shirts, and surveying students to assess the impact on students in specific regions as well as the overall impact on all participating students. Having lunch and t-shirts for the students provides them with an extra incentive for turning in the necessary paperwork needed for a tour. The t-shirts also serve as a tangible and long-time reminder of the significance of Manufacturing in Florida. And, of course, it all helps put the “Fun” in manufacturing.

Visit our website on the “Made in Florida” site for more MFG DAY in Florida information. This is also where we will recognize participating companies and organizations. If your company can host a tour and provide student lunches, or your organization can assist with purchasing t-shirts for the student participants, publicly, contact Dan Bagley, FLATE Outreach Manager at dbagley@flate.org (813) 759-7100. Dan will follow up with all participants with additional information regarding the statewide Manufacturing Day information.

Please share this with your organizational membership and others who may be interested.
We look forward to everyone’s participation in Florida’s Manufacturing Day celebrations.

Warmest Regards,
Marilyn

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Florida Advanced Manufacturing Education Center
A NSF Regional Center of Excellence
Supporting Florida’s Manufacturing Workforce
Following Up

After the event, remember to:

- Send thank-you notes to hosts, partners and guests.
- Thank your own staff.
- Send surveys, such as the samples in the following pages, to improve the experience for next year.
- Send photos to the pertinent attendees.
- Report your experience on the MFG DAY website.
- Use social media to recap the event.
- Put together highlights pages and success stories, as seen in the image below.
- Continue to communicate with your contacts after the events conclude.

Survey Coversheet

for Tracking Tour Events and Participants
Sample Survey for Educators

Advanced Manufacturing Tour Post-Visit Survey

Thank you for joining our tour today. Your feedback is important to making the tour the best it can be. You may fill in this paper survey now and provide it to your FLATE tour guide, or take the survey later online at: http://www.surveymonkey.com/FLATE_Tour_Teacher_Feedback

I’m joining this tour as: Parent Teacher Career Counselor School Admin Other (please fill in title) ______________

Scale: Please circle one best answer for each question, and use the reverse side for comments you wish to share. For instance, if you could make one comment about this tour, what would it be?

5 = Strongly Agree (Yes)
4 = Agree
3 = Neither Agree nor Disagree
2 = Disagree
1 = Strongly Disagree (No)

5 4 3 2 1 1) I received information about FLATE’s Industry connected STEM curriculum resources for Florida advanced manufacturing prior to the tour.
5 4 3 2 1 2) My students were looking forward to the tour.
5 4 3 2 1 3) I found the work described during the tour interesting.
5 4 3 2 1 4) I was able to see how STEM subjects learned in school (science, technology, engineering and math) are put to work in high-tech industries.
5 4 3 2 1 5) I learned something new about manufactured products.
5 4 3 2 1 6) I enjoyed learning about technologies used in advanced manufacturing industries.
5 4 3 2 1 7) The materials shared with my student(s) were interesting and relevant.
5 4 3 2 1 8) My student(s) seemed engaged and interested in the tour.
5 4 3 2 1 9) This tour gave me information about careers in advanced manufacturing.
5 4 3 2 1 10) I had a positive opinion about careers in advanced manufacturing before the tour.
5 4 3 2 1 11) I found the tour helpful to my understanding of Florida high tech jobs and career opportunities.
5 4 3 2 1 12) I would recommend that other students have the opportunity of this tour.
5 4 3 2 1 13) I now have a positive opinion about a career in advanced manufacturing.
5 4 3 2 1 14) I would support a career in advanced manufacturing for my child or students.

Sample Survey for Students
What's It All About
To learn more about MFG DAY, log on to www.mfgday.com or call 888-394-4362. Organizations that wish to become involved as official sponsors or endorsers, please call 888-394-4362 or email info@mfgday.com.

Registering Events
http://www.mfgday.com/user/register

Online Presence
MFG DAY provides updates on the movement, shares information about manufacturing, and registers events on its website and social media channels.

• Website: www.mfgday.com
• Facebook: https://www.facebook.com/MfgDay
• Twitter: https://www.twitter.com/MfgDay
• Google+: https://plus.google.com/+Mfgday/posts

News
MFG DAY regularly publishes news releases about significant, initiative-wide developments. All Manufacturing Day releases are posted on the Manufacturing Day website on the News page as they are released. The complete list of releases can be viewed here: http://www.mfgday.com/news

Social Media
Connecting with the MFG DAY social media profiles (see above) is a great way to keep abreast of stories about MFG DAY and its participants. To find key MFG DAY developments on Facebook and Twitter, search for the official MFG DAY hashtag: (for 2015 it is #mfgday15)

Co-Producers
The MFG DAY 2015 steering committee comprises representatives from four co-producer institutions — Fabricators & Manufacturers Association, International (FMA), National Institute of Standards & Technology (NIST) Hollings Manufacturing Extension Partnership (MEP), Manufacturing Institute (MI), and the National Association of Manufacturers (NAM) — along with guest producer Industrial Strength Marketing (ISM), official media partners Science Channel, and Edge Factor, movie partner American Made Movie. These eight organizations collaborate to encourage event creation, support event hosts, and drive event turnout. Learn more on the mfgday.com About Us page: www.mfgday.com/about-us

Frequently Asked Questions
Is this an annual celebration?
Yes, MFG DAY is held annually on the first Friday in October.

What is the scope of Manufacturing Day?
The inaugural MFG DAY was held on October 5, 2012. Two hundred and forty manufacturers in 37 states participated. By 2013, Manufacturing Day had grown to include 831 events in the 48 contiguous United States (along with several Canadian provinces and Puerto Rico) and more than 35,000 event attendees. The 2014 event included 1,679 live events plus several virtual events with more than 360,000 attendees from 50 states, Canada and Puerto Rico.

Who participates in Manufacturing Day?
Manufacturers throughout the United States, U.S. territories, and Canada serve as event hosts. Technical colleges and other educational institutions that prepare students for manufacturing careers also create events. Event attendees include students, parents, educators, civic leaders, and business people. What can attendees expect at MFG DAY events? What to expect largely depends on the type of event, as well as the manufacturer who hosts the event. The most common type of event, a facility tour, gives visitors an overview of the company’s day-to-day operations.

Do all Manufacturing Day events happen on the first Friday in October?
Because the first Friday in October may be inconvenient due to some company work schedules or school district holidays,
or other established civic celebrations, hosts have the leeway to choose their own event date in the fall. October is the preferred month but late September or early November can work too. Each MFG DAY event is a local event and therefore depends on the particular needs of the host and their community.

How did Manufacturing Day come about?
Ed Youdell, President and CEO of the Fabricators & Manufacturers Association, International, (FMA), came up with the idea of a national Manufacturing Day to bring together industry-leading organizations including the National Association of Manufacturers (NAM), The Manufacturing Institute (MI), and the National Institute of Standards & Technology’s (NIST) Hollings Manufacturing Extension Partnership (MEP) to draw public attention to the great career opportunities in manufacturing.

Does everyone who wants to attend an event have to register in advance?
Groups of five or more must register in advance, but individuals are not required to register in order to attend MFG DAY events. Event hosts are encouraged to connect with their communities to gauge interest, encourage attendance, and develop an informed estimate of how many guests to expect.

Resources

Please Visit [http://www.mfgday.com/resources](http://www.mfgday.com/resources) where you will find many helpful toolkits for preparing to participate in Manufacturing Day.