

### 2022 Central Minnesota Manufacturing Month Kickoff

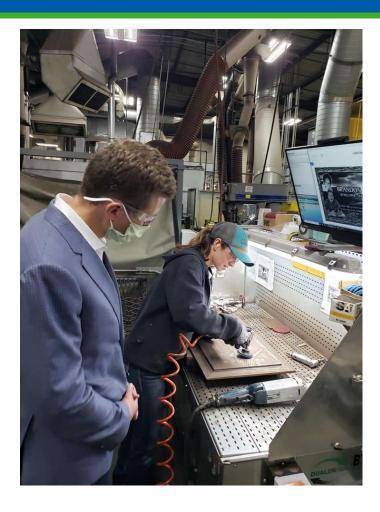
Della Ludwig, Workforce Strategy Consultant – Central MN, DEED





## Agenda

- Central MN Vision
- 2021 Highlights
- 2022 Goals
- Next Steps
- Resources
- Question and Answer



## Manufacturing

- 11.3% of statewide employment
- 14.5% of the state's gross domestic product
- 40,000 Jobs in Central MN
- \$60,500 average annual salary



## Central MN Manufacturing Month

### Vision

- 1. Educate job seekers about careers in manufacturing
- 2. Tour local manufacturing facilities
- 3. Assist manufacturers through marketing, presentations and resources

### **Central MN Regions**

- 1. 6E: Kandiyohi, Renville, Meeker, and McLeod
- 2. 7W: Stearns, Benton, Sherburne, and Wright (majority of CMMA members)
- 3. 7E: Pine, Isanti, Chisago, Kanabec, and Mille Lacs



## 2021 Manufacturing Month Committee

CMMA DEED MMA Engel Metallurgical Rotochopper CMJTS Career Solutions Belgrade-Brooten-Elrosa Schools Headwaters Strategic Succession Consulting Sherburne County Administration

Wright County Economic Development Partnership City of North Branch El River-Rogers Area Schools Hansen & Company Woodworks North 65 Chamber of Commerce Benton Economic Partnership Falcon National Bank DCI, Inc Seitz Stainless



# October 2021's Highlights

- 1. Month-long Proclamation signed by Governor Walz
- 2. Virtual Magazine
- 3. Tour of Manufacturing (TOM)
- 4. Career and Technical Education (CTE) Jamboree
- 5. Youth Career Connections
  - Student tours
  - School presentations
- 6. Presentations in Communities
- 7. Marketing Manufacturing Month
- 8. CMMA Manufacturing Month Resources webpage
- 9. CareerForce Resources
- 10. Workforce Wednesday Roundtable



# 2021 Participation Numbers





- 14 TOM Participants
  - 9 In person; 5 Virtual Tours
  - 11 Sponsors
  - 100 TOM Attendees
- 25 Tours for School Students
  - 55 Manufacturers
  - 1,200 Students
- 79 CTE Jamboree Attendees
- 16,168 Reached through CMMA's Facebook
  - 890 Engagements
- 188,220 Impressions through Digital Marketing/Geofencing
  - 686 clicks
- 570 x 30 second Radio Ads in St. Cloud, North Branch, Willmar, Wright county, and Somali radio station in St Cloud
- ? Virtual Magazine Hits
- ? Job Seeker Reach

## 2022 Goals

- Be the state's leader of Manufacturing Month activities and events
- Grow Virtual Magazine
- Increase attendance at TOM
- Strengthen social media marketing, including virtual magazine
- Attract and diversify manufacturing workforce
- Strengthen communications with local schools
- Midwest Manufacturers Association (MMA) assistance



## Manufacturing Month Sub-Committees

### 1. Marketing & Social Media

- a. TOM
- b. Virtual Magazine
- c. Social Media Marketing
- d. Radio
- e. Press Release, Articles, & Blogs
- f. Yard Signs for TOM & Sponsors
- g. Post Survey

### 2. Educational (PK-college) Engagement

- a. CTE Jamboree
- b. Student/Teacher Tours
- c. Youth Career Connections & Presentations
- d. Share Manufacturing Resources

### 3. Employer and Community Engagement

- a. Outreach
- b. Presentations
- c. Share Manufacturing Resources



# Virtual Magazine



https://growthzonesitesprod.azureedge.net/wp-content/uploads/sites/2017/2021/10/CMTOM-Final.pdf

# 2021 CENTRAL MINNESOTA TOUR OF MANUFACTURING

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FEATURING 9 IN-PERSON TOURS 0 DURING OCTOBER 5 ONGOING 5 VIRTUAL TOURS Great Manufacturing Articles Available

Tours and magazine content available at www.CMMAWorks.Org

## Virtual Magazine Sponsorship Levels

#### Platinum \$3,000 (CMMA)

- 1. Full page ad in front page of magazine
- 2. Receive Platinum sponsorship recognition on all printed, electronic and digital communication
- 3. Highlighted in all radio advertising
- 4. Business logo on tour/yard signs
- 5. Highlighted at all Manufacturing Month activities
- 6. Featured in Social Media Marketing
- 7. Lead representative to serve on Planning Committee
- 8. President's letter in the magazine
- 9. Post survey and stats info shared

#### Gold Elite \$1,800 (Manufacturers)

- 1. Full page ad featured by Table of Contents in Magazine
- 2. Additional full page TOM ad in Magazine
- 3. Receive Gold Elite sponsorship recognition on all printed, electronic and digital communication
- 4. Highlighted in all radio advertising
- 5. Featured in Social Media Marketing
- 6. TOM Yard Signs (4 Max) Provided
- 7. Lead representative to serve on Planning Committee
- 8. Post survey and stats info shared

#### Gold \$1,500

- 1. Full page ad featured in Magazine
- 2. Receive Gold sponsorship recognition on all printed, electronic and digital communication
- 4. Highlighted in all radio advertising
- 5. Featured in Social Media Marketing
- 6. TOM Yard Signs (2 Max) Provided
- 7. Opportunity to write an article featured in the Magazine
- 8. Post survey and stats info shared

#### Silver \$850

- 1. Half page ad featured in Magazine
- 2. Receive Silver sponsorship recognition on all printed, electronic and digital communication
- 4. Featured in Social Media Marketing
- 5. Opportunity to write an article featured in the Magazine
- 6. Post survey and stats info shared

#### Bronze \$500

- 1. Quarter page ad featured in Magazine
- 2. Receive Bronze sponsorship recognition on all printed, electronic and digital communication
- 4. Featured in Social Media Marketing
- 5. Post survey and stats info shared

## Virtual Magazine TOM Participants

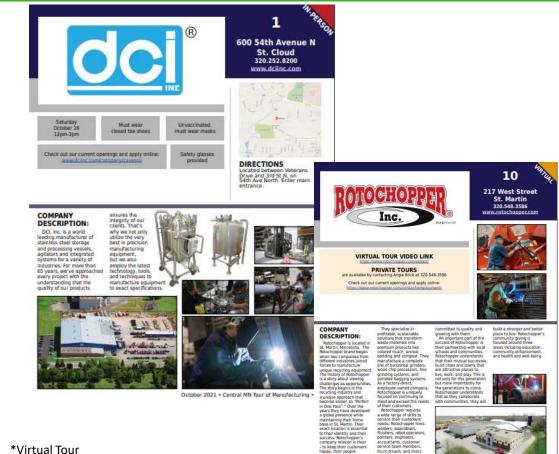
#### **TOM Participant \$500**

- 1. Full Page Tour Ad in Magazine
- 2. Opportunity to do in person or virtual tour
- 3. Highlighted on Table of Contents & Map in Magazine
- 4. Tour Highlighted on Social Media with additional outreach through Facebook marketing
- 5. Highlighted in radio advertising
- 6. TOM Yard Signs (2 for Virtual Tours; 4 for in Person Tours) Provided
- 7. Connection to schools and job seekers
- 8. Post survey and stats info shared

#### **2021 TOM Participants:**

#### DCI CWMF Park Industries Coldspring Seitz Stainless Spectralytics TyloHelo, Inc Metal-Craft

NovaTech **Rotochopper\*** West Central Steel\* Thermo-Tech\* DeZURIK\* Hansen & Company Woodworks\*



**Bold** Companies are Gold Elite Sponsors

October 2021 • Central MN Tour of Manufacturing •



- 1. Participate in Manufacturing Month
  - a) Be highlighted in the Virtual magazine as a sponsor or TOM
  - b) Reach out to local schools and offer presentations and tours
  - c) Attend Annual CTE Jamboree on Nov 17<sup>th</sup> at STMA High in St Michael
  - d) Advertise on radio, paper, and social media
- 2. Sponsor Manufacturing Month Activities and Events
  - a) Celebrate manufacturers in your communities
  - b) Offer job fairs, roundtable discussions, and share resources
- 3. Be on the Manufacturing Month Committee
  - a) Meetings held monthly from June Oct

### Resources

#### **Central MN Manufacturing Association (CMMA)**

Manufacturing Month: <u>https://www.midwestmanufacturers.com/cmma/manufacturing-month/</u> K12 Navigator: <u>https://www.k12navigator.org/</u> K-12 Information and Membership: <u>https://www.midwestmanufacturers.com/k-12-info/</u>

#### Minnesota State Advanced Manufacturing Center of Excellence

Register Your Tour: <u>https://mnmfg.org/statewidetour/tour-registration/</u> Host a Tour: <u>https://mnmfg.org/statewidetour/host-a-tour/</u> Teacher's Guide: <u>https://mnmfg.org/statewidetour/student-tours/</u> Transportation Funding: <u>https://mnmfg.org/statewidetour/transportation-funding/</u>

#### CareerForce

Manufacturing Month: <u>https://www.careerforcemn.com/industry/manufacturing</u> Workforce Wednesday: <u>https://www.careerforcemn.com/WorkforceWednesday</u>

### Inclusive Workforce Employer (I-WE)

### I-WE Goal:

Reduce disparities and raise awareness of the value of and methods for increasing diversity by creating a designation to recognize and promote inclusive employers.

#### **Contact:**

Leslie Wojtowicz Development Manager Central Minnesota Jobs and Training Services (CMJTS) LWojtowicz@cmjts.org

https://www.cmjts.org/business-services/central-minnesotas-inclusive-workforce-employerdesignation-program-i-we/



## Diversity in Manufacturing Initiative (DiMi) Roundtable

#### Entry into the industry

- Career exploration/manufacturing boot camps
- Onboarding
- Apprenticeships
- Talent Pipeline

### Career Advancement

- Career pathway opportunities (skills/pay)
- Dual pipeline/training
- Advanced manufacturing vocations
- Succession planning

### Entrepreneurship

- Business and development
- Funding and grant opportunities
- Start-up

Virtual Discussion on June 9 at 9am

