



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

#MNManufacturingMonth



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

#MNManufacturingMonth



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



#MNManufacturingMonth

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



#MNManufacturingMonth

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

FEATURING!
9 IN-PERSON TOURS
DURING OCTOBER
5 ONGOING
VIRTUAL TOURS

Great Manufacturing
Articles Available

FREE
AND OPEN TO
THE PUBLIC

Tours and magazine content
available at www.CMMAWorks.Org

Photo courtesy of Rotochopper

ROTOCHOPPER

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*

*Virtual Tour

Bold Companies are Gold Elite Sponsors



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600 54th Avenue N
St. Cloud
320.252.8200
www.dciinc.com

Saturday
October 16
12pm-3pm

Must wear
closed toe shoes



Unvaccinated:
must wear masks


Check out our current openings and apply online:
www.dciinc.com/contact-us/employment

Safety glasses
provided

DIRECTIONS
Located between Veterans
Drive and 3rd St N, on
54th Ave North. Enter main
entrance.

COMPANY DESCRIPTION:
DCI, Inc. is a world leading manufacturer of stainless steel storage and processing vessels, agitators and integrated systems for a variety of industries. For more than 65 years, we've approached every project with the understanding that the quality of our products ensures the integrity of our clients. That's why we not only utilize the very best in precision manufacturing equipment, but we also employ the latest technology, tools, and techniques to manufacture equipment to exact specifications.




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217 West Street
St. Martin
320.548.3586
www.rotachopper.com

VIRTUAL TOUR VIDEO LINK
<https://www.rotachopper.com/video>

PRIVATE TOURS
are available by contacting Angie Brink at 320.548.3586
Check out our current openings and apply online:
<https://www.rotachopper.com/contact-us/employment>

COMPANY DESCRIPTION:
Rotochopper is located in St. Martin, Minnesota. The Rotochopper brand began when two companies from different industries joined forces to manufacture unique recycling equipment. The history of Rotochopper is a story about viewing challenges as opportunities. The story begins in the recycling industry and a unique approach that became known as "Perfect in One Pass". Over the years they have developed a global presence while maintaining their home base in St. Martin. Their exact location is essential to their identity and their success. Rotochopper's company mission is clear - to keep their customers happy, their people employed, and their company profitable in ST. MARTIN.

They specialize in profitable, sustainable solutions that transform waste materials into premium products like colored mulch, animal bedding and compost. They manufacture a complete line of horizontal grinders, wood chip processors, the grinding systems, and portable bagging systems. As a factory-direct, employee-owned company, Rotochopper is uniquely focused on continuing to meet and exceed the needs of their customers. Rotochopper requires a wide range of skills to service their customers' needs. Rotochopper hires welders, assemblers, finishers, robot operators, painters, engineers, accountants, customer service team members, truck drivers, and many other professionals. Rotochopper looks for employees who are committed to quality and growing with them. An important part of the success of Rotochopper is their partnership with local schools and communities. Rotochopper understands that their mutual successes build cities and towns that are attractive places to live, work, and play. This is not only for this generation but more importantly for the generations to come. Rotochopper understands that as they collaborate with communities, they will build a stronger and better place to live. Rotochopper's community giving is focused around three areas including education, community enhancement, and health and well-being.



October 2021 • Central MN Tour of Manufacturing • 16

Next Steps

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 17th 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: <https://www.midwestmanufacturers.com/cmmanufacturing-month/>

K12 Navigator: <https://www.k12navigator.org/>

K-12 Information and Membership: <https://www.midwestmanufacturers.com/k-12-info/>

Minnesota State Advanced Manufacturing Center of Excellence

Register Your Tour: <https://mnmfg.org/statewidetour/tour-registration/>

Host a Tour: <https://mnmfg.org/statewidetour/host-a-tour/>

Teacher's Guide: <https://mnmfg.org/statewidetour/student-tours/>

Transportation Funding: <https://mnmfg.org/statewidetour/transportation-funding/>

CareerForce

Manufacturing Month: <https://www.careerforcemn.com/industry/manufacturing>

Workforce Wednesday: <https://www.careerforcemn.com/WorkforceWednesday>

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-employer-designation-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