MANUFACTURERS: TOUR GUIDE

Thank you for opening your doors to students during the Dream It. Do It. Minnesota Statewide Tour of Manufacturing! By showcasing advanced manufacturing, you are helping inspire the next generation of manufacturing talent. To help you create a memorable and successful event, we've created this checklist of best practices.

LOCAL TOUR CHECKLIST

7-10 DAYS BEFORE THE TOUR

- ☐ Encourage the teacher(s) to use award-winning Dream It. Do It. Minnesota resources to help prepare students for the tour. These free resources can be used before or after the tour to enhance outcomes. All are available at dreamitdoitmn.com.
  - Teacher Guide: a customizable 48-page curriculum resource recommended for students grades 6-12 that can be downloaded from the Dream It. Do It. MN website.
  - Manufacturing Career Tool: a short, career assessment tool that matches aptitudes to various manufacturing careers.
  - Build It Better! Game App: a free, mobile game application designed to introduce manufacturing to students in grades 6-8.
- ☐ Send the teacher company brochures, your website address, and any other materials that will help the students learn about your company.
- ☐ Use our letter template to write a letter to parents, telling them about your company and what students will experience at the tour. Share the letter with the teacher and ask that it be sent home with students. (Template available on the Host page at tourofmanufacturingmn.com).
- ☐ Communicate any safety needs or clothing expectations (e.g. closed toe shoes) to the teacher so the teacher can inform students.

DAY OF THE TOUR

- ☐ Provide lunch for your employees in a private area on the day of the tour so they can have a break while working the open house.
- ☐ Set out a sign and brightly colored balloons in the front business entry. Ramp it up by having greeters at the front door.
- ☐ Make sure your tour space is ready. Have tour guides ready at their stations to talk and demonstrate their work.
- ☐ If possible, break students into small groups when you take them through the tour to increase their engagement.
- ☐ If you are hosting a self-guided tour, mark the pathway with brightly-colored tape and provide a map that notes highlights of the tour.
- ☐ Set up a table with career information, employment applications, and Dream It. Do It. Minnesota brochures.
- ☐ Display a TV monitor showing the Dream It. Do It. Minnesota career video and your company video on an endless loop. Make both available in a hospitality room. Provide snacks and have a few key employees on hand to answer follow-up questions.

AFTER THE TOUR

- ■ Follow-up with a thank you to the students and teacher(s) for coming.
- ■ Survey your employees who worked the open house event to obtain their feedback, noting what went well and what could be done to improve the event next year.
- ■ Use the Dream It. Do It. Minnesota Adopt-A-School Guide to keep engaging with schools after the tour. (Available at dreamitdoitmn.com.)

DEEPEN STUDENT ENGAGEMENT

- Help students engage with your company on a deeper level.
- Explain the vision and mission of your company.
- Help them understand why what your company makes matters.
- Highlight salary and career opportunities.
- Tell them why employees like working for your company.
- Explain the social impact of your company.

QUESTIONS

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Learn more about our program at:
dreamitdoitmn.com

DREAM IT. DO IT. MN STATEWIDE TOUR OF MANUFACTURING SPONSORS

PLATINUM LEVEL SPONSORS:

Minnesota State Advanced Manufacturing Center of Excellence | ATE Regional Center | MPMA Minnesota Precision Manufacturing Association | Midwest Manufacturers' Association

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PRESENTING: Minnesota State Advanced Manufacturing Center of Excellence | ATE Regional Center

GOLD: MPMA Minnesota Precision Manufacturing Association; tri-state Manufacturers' Association

SILVER: Minnesota Employment and Economic Development; West Central Initiative; Midwest Manufacturers' Association

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