

# Manufacturing Career Videos

WEBINAR

June 4, 2020

1:30-2:30 PM

*Welcome! Note that as you enter the Zoom session, your microphone is muted, and your video feed is disabled.*



**MINNESOTA STATE**  
Advanced Manufacturing Center of Excellence

ATE Regional Center



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# Advanced Manufacturing Center of Excellence

- One of eight Centers of Excellence serving industry needs through education
- Hosted by Bemidji State University, serving the state of Minnesota
- 24 technical and community colleges throughout Minnesota that offer certificate and degree programs in manufacturing
- Center's three strategic priorities include: Engaging Industry, Enhancing Education, and Inspiring Students to pursue careers in manufacturing
- Mission is to recruit and educate the next generation of workers

# Manufacturing Career Video Webinar Goals

- Resource Overview
- Resource Preview
- Q&A





# Manufacturing Career Videos Theme

- Employees talking about how the manufacturing industry has changed and is much cleaner and relies on a lot more technology and automation, but there is still a lot of hands on work to do.
- Employees telling their career story about how rewarding it is to see their finished work in the real world.
- Employees sharing about how they got started on their career path and how they have moved up in their positions and continue to grow.

# Manufacturing Career Videos Testimonial

“After watching several career videos, it definitely made me think that manufacturing is a smart career choice for a lot of people. I used to think that someone in manufacturing would come home exhausted and dirty and it was hard manual labor but now I see that that’s not really the case for a lot of these manufacturers.”

***Dan Amundson, Student***



# Manufacturing Career Video Library

- 2013-2019
- Salary and careers in manufacturing
- 106 career videos
- Company profiles
- Badge Pathway and Teacher Guide overview
- Women in manufacturing
- More videos within our manufacturing career tool
- A few testimonials from employees working in manufacturing
- Rebranding



# Manufacturing Career Video Library

- <https://www.youtube.com/user/DreamItDoltMN>





# Manufacturing Career Video

**THERE ARE  
5,000 - 10,000  
MANUFACTURING  
POSITIONS OPEN**



# Top 10 Videos

1. Marvin Windows
2. Polaris
3. Douglas Scientific
4. Maxbat
5. Pequot Tool
6. Graphics Packaging
7. WSI Industries Testimonial
8. Women in Manufacturing Careers
9. Breckenridge Comdel
10. Douglas Machine Profile





## Must See Top Ten

- 1. Marvin Windows-** This video highlights the technology and automation, sending employees back to school.
- 2. Polaris-** This video highlights a tuition reimbursement program that they have for their employees.
- 3. Douglas Scientific-** This video captures pure joy of working in manufacturing.





## Must See Top Ten

- 4. Maxbats-** Shows a clean factory, and a focus on taking care of employees.
- 5. Pequot Tool-** Job security and on the job training is the highlight.
- 6. Graphic Packaging-** Talk about how their factory is clean and breaks the stereotype that manufacturing is dirty.



## Must See Top Ten

7. **WSI Industries Testimonial** – Highlight is employees confident that Minnesota is the best manufacturing state.
8. **Women in Manufacturing Careers-** Tears down the stereotype that manufacturing is just for men.



# Must See Top Ten



9. **Breckenridge Comdel**- This video walks you through the process of manufacturing at Breckenridge Comdel.
10. **Douglas Machine Profile**- Mentions the gratification of seeing their product get used.

# Manufacturing Career Videos – Females

- Shows women succeeding in manufacturing
- Features women that have spent a lifetime in their career in manufacturing
- Women have a positive and well-paying position in manufacturing



# Polaris Video



# Polaris Industries

“I like how they show them making a product many Minnesotans enjoy and use and they talk about how employees will get to test ride equipment which is a pretty fun and cool gig. It’s also cool how they show their technology making a pretty complex product.”

**-STUDENT**



# Industry Uses

- Manufacturers can showcase the benefits of working in manufacturing and to recruit new employees.
- Human Resources use to promote positions within companies.
- Template to develop customized video to promote to recruit employees.
- Use when volunteering or presenting at a career fair to show the different positions and happy employees.





# Educator and Career Counselor Uses

- Show different careers and employers in Minnesota to generate awareness and career interest.
- Enhance tour field trip.
- Way to leverage the teacher guide curriculum for further exploration.
- College programs can use as a recruiting tool



- **Questions?**
- **Comments?**
- **Feedback!**



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# Upcoming Webinars

## **Comprehensive Workforce Solutions**

June 18<sup>th</sup>, 2020 1:30-2:30

Join us as Dr. Trent Janezich, Sam Bowen, and Matt Leaf give a rundown on their “Minnesota State Workforce Solutions,” initiative. These three Minnesota State leaders will discuss resources and grants available to businesses and how to utilize amazon.com for training. They will also talk about specific workforce solution examples, how to build customized programs for businesses, and more. Register today!

**Register:** [https://minnstate.zoom.us/webinar/register/WN\\_w6RgPQhnSKCwwRDZiOGJiw](https://minnstate.zoom.us/webinar/register/WN_w6RgPQhnSKCwwRDZiOGJiw)

## **Robotics Coaches Guide**

July 2<sup>nd</sup>, 2020 1:30 – 2:30

Robotics is one of the very best ways to get students turned-on to high-tech manufacturing careers, but without manufacturer involvement, it is more difficult for students to connect the dots. Join us and find out some practical ways to get manufacturers connected to a robotics program and increase student impact.

**Register:** [https://minnstate.zoom.us/webinar/register/WN\\_D\\_fuQCgqRDK55\\_VFpuGQiQ](https://minnstate.zoom.us/webinar/register/WN_D_fuQCgqRDK55_VFpuGQiQ)

# Thank You!

Find more information at:

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