

Finding the Future  
*Joining the Dream It. Do It. Network*



# A LETTER FROM OUR PRESIDENT

Dream It. Do It. isn't just talking about manufacturing's image problem... it's doing something about it.

Dream It. Do It. is a national network and campaign focused on local workforce initiatives to underpin the next generation of manufacturing.

As a Dream It. Do It. site, you will join a unique national network to engage, educate, and employ today's students in high-quality manufacturing jobs while promoting manufacturing to parents and educators. How we help you and your community accomplish this objective is characteristic of your unique workforce issues, manufacturing workforce needs, identity, demographic profile, and available existing resources. We help you amplify your message by building on your strengths and existing assets and supported by a national identity, network, and solutions.

Enclosed in this booklet, you'll find the answers you need to join our network, including:

- Dream It. Do It. Overview
- Benefits of Joining the Network
- Frequently Asked Questions
- Sample License Agreement

The Manufacturing Institute, and your future colleagues within the Dream It. Do It. network, look forward to welcoming you into our network. Together, we can help individuals pursue valuable education pathways and careers, and supply our manufacturers with a highly skilled 21st century workforce.

Sincerely,



Jennifer McNelly  
President



## A National Imperative

In order to be successful in the global economy, manufacturers need to attract the next generation of talent with the skills and attitudes for innovation and success. Manufacturing careers offer good salaries and exciting opportunities to be on the cutting edge of new technologies and products. But, they are often misunderstood in the eyes of young people, and the parents and educators who influence them. To address this misconception, industry associations, educators, political leaders, manufacturers, and others have organized and executed initiatives to address the skills gap and to achieve a greater positive perception of manufacturing. While there are great efforts currently, we still need to continue to take action.

### The Dream It. Do It. Differentiator

Dream It. Do It. offers local manufacturers, schools, community-based organizations and other stakeholders the opportunity to partner with a respected national platform to promote manufacturing as a top tier career choice. Recognizing that there is no “one size fits all” solution, Dream It. Do It. consists of a network of industry leaders that develop pro-manufacturing activities customized to local, regional and statewide needs. Subscribers to the Dream It. Do It. network utilize a nationally recognized brand, a robust support network, and the leverage of The Manufacturing Institute with the support of the National Association of Manufacturers, to attract and recruit the next generation of qualified manufacturing workers.

### Dream It. Do It. Provides a United Voice Across America



We are creating an echo chamber to reach our goals; to make students aware of the high-tech, high-paying opportunities in advanced manufacturing; develop the qualified workers that manufacturers are struggling to find; and, help U.S. manufacturing reclaim its prestigious status as a leading industry in our economy.

“Somebody has to come in and celebrate the opportunities that are available and encourage kids to... explore a very specific kind of career.” - Mike Rowe

INSPIRING THE BEST MINDS

# FREQUENTLY ASKED QUESTIONS

## 1. What is the Dream It. Do It. network?

The Manufacturing Institute's Dream It. Do It. network is the grassroots authority on influencing the perception of manufacturing careers by leveraging strategic partnerships to attract and recruit a qualified manufacturing workforce. Launched in 2005, the Dream It. Do It. program was created to change the public perception of manufacturing. Today, there are 27 programs across the country working as a united voice to recruit students into manufacturing while providing knowledge about the industry to parents, teachers, and counselors. Our network's leaders are a diverse group of executives made up of educators, workforce organizations, community college systems, manufacturing extension programs, manufacturing associations, industry and business groups, local and state government, and manufacturers.



## 2. Who is the Manufacturing Institute?

The Manufacturing Institute is a Washington, DC-based organization dedicated to improving and expanding the manufacturing industry in the United States. We are best described as the authority on the attraction, qualification, and development of world class manufacturing talent. The Institute is affiliated with the National Association of Manufacturers (NAM) and our strong relationship with the NAM provides added

27 programs work across the country as a united voice to recruit students into manufacturing while providing knowledge about the industry to parents, teachers, and counselors.

infrastructure, offers increased national and local visibility, and enhanced credibility, clout, and convening power. As a Dream It. Do It. partner, you have access to the Institute's expertise on our nation's industry, including research, career pathways, and other tools. We help our partners succeed through support in funding, sustainability, effective communications, and technical assistance all focused around facilitating programmatic success.

## 3. What is the process for joining the Dream It. Do It. program and how much does it cost to join ?

The Dream It. Do It. program is a strategic asset for you in helping the manufacturers in your state. The Institute is just a call away from helping your organization envision all that Dream It. Do It. can be for your constituency. We are ready to spend the time necessary for walking through the logistics of Dream It. Do It. and aligning it with the work of your organization. Your first step is to let us know of your interest by reaching out to the Dream It. Do It. Network Manager, Nicholas D'Antonio, to arrange a time to speak. The Dream It. Do It. program operates under an annual subscription model with a \$5,000.00 fee per year.

## 4. What are the first steps once we join?

The Institute always offers new network members the opportunity to participate in an onboarding session with Manufacturing Institute staff. During this session, we can help your organization create a strategic plan that will result in programmatic success using many of the existing assets available in your region.

The Institute has created a quick start guide and other materials and resources in a complete onboarding toolkit. Many other states have found these resources useful and they exist to help your program get successfully off the ground and begin operations.

## 5. Who are the target markets for the Dream It. Do It. program?

Dream It. Do It. is meant to promote manufacturing to three distinct target markets: students, parents and educators.

We have successfully produced resources and collateral focused on engaging those markets and our network has created a broad range of tools and materials to help simplify that process for new state partners. The Manufacturing Institute will assess with you exactly the populations you want to target and impact and advise on the best messages to impact your targeted audience.

## 6. How does Dream It. Do It. measure success?

We ask that our Dream It. Do It. executives participate in metric tracking to enable us to increasingly understand the impact of the program. Our metric reporting system is a digital process that asks for achieved exposure through different activities within different target populations. During your onboarding session, the Institute will help walk through the metric tracking process and our expectations for your program.



## 7. Why Dream It. Do It.?

Dream It. Do It. is the brand that puts a fresh, marketable face on manufacturing to students within a region. It is a versatile program that plays a different role for each of our partners within our network. The program successfully ties an organization's many initiatives together under a single, nationally recognized name and has been a channel for creating necessary partnerships with student organizations,

elected officials, and manufacturers. The network connects new partners to mentors that provide experience, knowledge, and resources to assist in program expansion across the nation. Dream It. Do It. is a useful tool for helping partners rejuvenate the image of manufacturing in their region and recruit the next generation of employees. Let us help you assess what Dream It. Do It. can do in your area.

# THE NETWORK

Dream It. Do It. consists of 27 leaders across the country sharing best practices and resources to create a unified voice.

Alabama

Calhoun Community College

Arizona

Maricopa County Community College

Arkansas

Arkansas Chamber of Commerce

Connecticut

CT Center for Advanced Technology

Florida

MAF Center for Advanced Manufacturing Excellence

Illinois

Illinois Manufacturers Association

Indiana

Conexus  
EcO15

Kentucky

Foundation for Kentucky Industry

Maine

Manufacturers Association of Maine

Michigan

Jackson Area Manufacturers Association

Minnesota

360 Degrees, Bemidji State

Mississippi

Mississippi Manufacturers Association

Nebraska

NE Advanced Manufacturing Coalition

Nevada

Dream It. Do It. Nevada 501(c)3

New Jersey

NJ Institute of Technology

New York

Chautauqua County Chamber of Commerce

North Carolina

North Carolina Community College System

Ohio

MAGNET

Oklahoma

Oklahoma Department of Commerce

Pennsylvania

Manufacturing Resource Center

South Carolina

South Carolina Chamber of Commerce

Tennessee

TN Chamber of Commerce

Texas

Arlington Chamber of Commerce  
San Antonio Manufacturers Association

Virginia

Virginia Manufacturers Association

Wisconsin

Wisconsin Technical College System



Make Your Future Happen.



## How We Benchmark Our Progress

Dream It. Do It. isn't just about talking, it's about doing.

In order to measure the success of the national campaign, regional sites track the local awareness and perceptions of careers in manufacturing. They use metrics including activities, target audiences reached, and communications. The sites, then, report up to a national benchmark provided to the network on an annual basis.

Our initial data has illustrated the percent of youth likely to pursue opportunities in manufacturing has increased in all areas including: applying for a job, investigating or exploring job opportunities, considering training or educational opportunities, and pursuing a career in manufacturing. Additionally, respondents demonstrated over a 10 percent increase in a positive perception of manufacturing careers.

NAMC SCORECARD 2013		
2013 Events Attended	Est. Attend.	Est. Contacts
High School Career Fairs	3387	2460
Classroom Presentations	1206	1206
Community Presentations	866	566
Mfg. Tours / Job Shadows	438	438
DIDI Meetings	200	200
DIDI Booth	2400	1300
Buzz Newsletters	1644	1644
News Media	822	822
Website Traffic	706	706
<b>Year-to-date 2013</b>	<b>11,669</b>	<b>9,342</b>
<b>Campaign Totals 2006-current</b>	<b>149,351</b>	<b>99,059</b>

From Nebraska Advanced Manufacturing Coalition

*Over two years, there was an 11% increase in the perception that “manufacturing offers me a career and not just a job.”*

It is encouraging to see positive movement in attitudes among young adults who will be the future of innovation in manufacturing. Our pilot demonstrates that a concerted effort by a community can bring about this change through the Dream It. Do It. campaign.

MEASURING SUCCESS

## Sample Dream It. Do It.® Subscription Agreement

### Recital:

Dream It. Do It.® (DIDI) is a national manufacturing careers recruitment strategy developed to inform students about valuable opportunities in manufacturing. As a workforce and economic development initiative, Dream It. Do It. fosters growth, innovation and jobs by building entrepreneurial, regional alliances and providing youth-oriented awareness and education initiatives designed to capture and prepare the next generation of skilled American manufacturing talent. Dream It. Do It. is also positioned as an engagement tool that feeds young students into specific educational pathways aligned with career pathways in high-quality, high-paying jobs. These pathways are specifically accessible through the NAM-Endorsed Manufacturing Skills Certification System. The program is based locally through a designated area subscription to use the Dream It. Do It. materials and tools, and participate on the Dream It. Do It. Executive Committee.

### Subscription Terms:

This Subscription agreement is entered into this \_\_\_\_ day of \_\_\_\_\_ by and between The Manufacturing Institute (hereinafter vendor) and \_\_\_\_\_ (hereinafter Subscriber), as set for in the following terms and conditions:

The designated area of this subscription is \_\_\_\_\_ .

The Manufacturing Institute agrees to allocate the following to the Subscriber pursuant to all terms of this agreement:

1. Trademarked and professionally-developed creative material designs and collateral, grounded in over 10 years and \$1 million in research. Collateral materials include brochures, art work, photographs, advertisements, business cards, logos, letterhead, and other marketing templates. These can be customized by Subscriber to meet the requirements of local manufacturers and target populations and advance the brand of the DIDI program;
2. Visibility and recognition on The Manufacturing Institute's website;
3. Invitation to the Dream It. Do It. Executive Meetings, an annual gathering of DIDI executives which provides opportunities to share best practices, challenges and accomplishments;
4. Participation in Institute-facilitated bi-monthly webinars that give DIDI members an opportunity to:
  - Hear about national updates, including new research, policy and partnerships;
  - Share updates from their region and solicit feedback and advice on confronted challenges;
  - Hear about new ideas and solutions to deploy in their own states and regions
5. Use of the DIDI tools and resources through an invitation to the DIDI file sharing platform which provides sites with the opportunity to collaborate through proactive peer-to-peer knowledge sharing of best practices, resources and collateral;
6. Access to national subject-matter and programmatic expertise to assist you in the customization of your talent solution;
7. Connection to the Institute's partnerships through their on-the-ground networks. These partnerships include, but are not limited to, renowned youth development programs, industry networks and collaborations, and innovative education programs and alliances;

8. Access to accompanying research, organizational, and communications templates and guides that can be used in conjunction with the Quick Start Guide to facilitate the implementation of DIDI;
9. Access to the DIDI dual-track technical assistance for guidance as an incoming member as well as support for renewing members; and
10. Ability to participate in the DIDI Incentive Program (DDIP) that provides financial incentives, opportunity to raise national visibility and national leadership opportunities in exchange for referrals, support in orientation of new sites and peer-to-peer technical assistance as outlined in Attachment B.

#### **Reporting**

As part of the requirement of participation, the Subscriber agrees to provide the Vendor with annual metrics that include activities and communications impact reaching students, parents, educators, and employers. Subscriber s will be provided a national capture form to report metrics as outlined in Attachment A.

#### **Area of Operation**

All such trademarked materials may be used by Subscriber for purposes of workforce development activities within the manufacturing sector of the economy and conducting a DIDI campaign in the (state of \_\_\_\_.)

In addition to the Subscription for the DIDI trademarked materials, the Subscriber will receive technical assistance from national staff via telephone and webinars. Any additional request for on-the-ground support would require that travel cost for Institute staff be covered.

#### **Copyright Ownership and Limitations**

The Subscriber acknowledges that the vendor owns the rights and all interests in the materials and all copyrights and reserves all rights to the materials except as provided in this Subscription.

The Subscriber agrees that it will use all materials only as granted in this Subscription and will comply with all terms and conditions set forth in this Subscription.

#### **Subscription Fees**

The Subscriber will pay the vendor a non-refundable annual subscription fee of \$5,000. Thereafter, the annual renewal fee will be \$5,000, subject to the Subscriber Renewal provision

#### **Sub-Subscriptions**

The Vendor hereby grants the Subscriber the right to sub-Subscribe this agreement upon receipt and approval of a written Sub-Subscription agreement to be provided to the Vendor by the Subscriber. The Sub-Subscriber must be bound to the terms and conditions of the Subscription with the exception of the Subscription fee which will be negotiated between the Subscriber and the Sub-Subscriber.

#### **Hold Harmless**

The Subscriber and any sub-Subscriber agree to hold the Vendor harmless for any action that arises out of this Subscription that is caused by the action of the Subscriber or Sub-Subscriber.

#### **Subscription Renewal**

The term of this subscription is for one year, and may be extended on each anniversary of the subscription upon receipt of the annual Subscription fee. Subscription renewal is subject to demonstration of deployment of Dream It. Do It.® campaign within the region.

**Termination**

Either party may terminate the Dream It. Do It.® Subscription Agreement on the anniversary date of the Subscription, provided the party terminating the Subscription gives the other party ninety (90) days written notice of the intention to terminate. The Subscriber and Sub-Subscriber s, if applicable, will cease to use, for any purpose or in any application, the trademarked Dream It. Do It.® materials on the last date of the Subscription period. Any fees due and owing will be paid on or before the end of the Subscription period.

**Termination for Cause**

The Vendor may terminate this agreement for cause with ninety (90) days written notice. For purposes of this Subscription agreement, cause is failure to initiate or use the Dream It. Do It.® trademarked materials within one year of signing the Subscription agreement or misusing or not complying with the terms of this agreement. If Vendor has to take legal action to terminate the use of the Subscription for cause, Subscriber will pay all legal fees and court costs.

**Assignment**

This Subscriber may not be assigned with the exception of the provision for sub-Subscriptions as provided above

**Entire Agreement**

This agreement represents the entire agreement between the Vendor and Subscriber and any alterations or changes to this agreement must be in writing and executed by both parties.

**Governing Laws**

The laws of the District of Columbia will govern this agreement.

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Attachment A**State–Level Metrics**

Subscribers report annual metrics that include activities and communications impact reaching students, parents, educators, and employers. Subscriber s will be provided a national capture form to report metrics. The reports are tied up p to a national benchmark provided to the network on an annual basis.

## **Dream It. Do It. Incentive Program (“DDIP”)**

The Manufacturing Institute (“the Institute”) has adopted the Dream It. Do It. Incentive Program (“DDIP”) in support of Dream It. Do It. network (“Network”) member feedback and key findings from the Dream It. Do It. Network Needs Assessment. Specifically, members who participated in the needs assessment unanimously expressed value in the potential power of the Network and 89.9% indicated a willingness to refer others to join the Network. In addition, members also believe the voice of the National Association of Manufacturers (“the NAM”) needs to be coordinated with the Institute and the Network. DDIP is designed to offer Network members the opportunity to lower their annual subscription fee through successful referrals into the Network and active engagement in the Institute’s national activities.

What’s in it for the membership?

1. Financial incentives<sup>1</sup> during difficult budget times;
2. Opportunity to raise their visibility nationally;
3. Opportunity to take a front row seat in coordinating the voice of Dream It. Do It., the Institute and the NAM.

*How does the Program Work?*

The *Dream It. Do It.* network manager will track sites participation in DDIP throughout the year. At any time, sites may contact the Network manager to discuss DDIP participation and accumulated annual incentives.

**RECEIVE A DDIP IN YOUR FEE! BE A REFERRAL SITE:** Existing members who provide a referral that results in a new site joining the Network will receive a \$500 reduction in their annual subscription fee for the next program year (program calendar runs from January-January). For example; if a new site joins the Network in 2013 and indicates to the Institute that *X member* referred them to the Network, *X member* will receive a \$500 reduction in January 2014 at the time annual subscription renewal fees are scheduled to be collected.

**RECEIVE A DDIP IN YOUR FEE! BE A GRASSROOTS AUTHORITY:** Existing members who participate in *DDIP Knowledge Sharing Activities* will receive a \$500 reduction in their annual subscription fee for the next program year. There are two types of *DDIP Knowledge Sharing Activities*—In-Network and National Network Alignment activities.

*For Program Year 2013 In-Network Opportunities include:* 1) Existing member sites who participate on Orientation Calls with new sites that have just joined the Network, and 2) Presenting and sharing a best practice (process, supporting tools and outcomes) on a Dream it, Do it Network Technical Assistance Webinar.

*For Program Year 2013 National Network Alignment Opportunities include:* 1) acting as an Ambassador for Dream It. Do It. at Institute activities out of the immediate scope of Dream It. Do It. (e.g. actively participate in Manufacturing Symposia, etc.); 2) Presenting a best practice (process, supporting tools and outcomes) on other Institute and/or NAM Network calls (e.g. Skills Certification System, etc.)

*If sites provide copyrighted materials as part of the DDIP, they will retain copyrights to the material while granting access rights to the DIDI network for purposes of promoting DIDI.*

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<sup>1</sup> The annual ceiling for financial incentives caps at \$2000/site in annual subscription fee reductions.

