Dream!tDo!t®

Exciting, Educating and Employing the Next Generation Manufacturing Workforce in Iowa
What is Dream It. Do It.?

- National manufacturing careers recruitment program to engage, educate, and employ individuals in manufacturing.
- Economic development initiative, fostering 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.
- An engagement tool that feeds young students into educational and industry certification pathways aligned with career pathways in high-quality, high-paying jobs.
Core Concepts in Action

- Promotes a clear understanding of advanced, high-tech manufacturing and its contribution to innovation, productivity, economic growth, wealth building, and high-quality jobs;
- Promotes a modern image of manufacturing aimed at 16-26 year olds, their parents, and educators, that expels old stereotypes of manufacturing;
- Promotes strong regional, cluster-oriented, pro-manufacturing partnerships among local business, political, education, and civic leaders, and economic developers;
- Offers dynamic and interactive career navigation resources, including web-based exploration tools and “personal touch” mentorship opportunities; and
- Serves as an initial channel into aligned educational pathways in post-secondary education and career pathways in manufacturing through the NAM-Endorsed Manufacturing Skills Certification System.
Key Messages

From nanotechnology to robotics, innovative ideas happen every single day. But who transforms these raw ideas into the must-have products that improve the lives of everyone around us? With a career in manufacturing, YOU WILL.

- U.S. Manufacturers MAKE
  - The jets that let us fly
  - The technology that lets us groove
  - The medicines that save lives
  - The hybrids that drive us
  - The drones that keep us safe
  - The rockets that open space for us
  - The computers that connect our world
From nanotechnology to robotics, innovative ideas happen every single day. But who transforms these raw ideas into the must-have products that improve the lives of everyone around us?

With a career in manufacturing, you will.

Where the thought becomes the thing.

From nanotechnology to robotics, innovative ideas happen every single day. But who transforms these raw ideas into the must-have products that improve the lives of everyone around us?

With a career in manufacturing, you will.

Ideas that move us.

Dream It! Do It!®
Your Future is here for the making.

www.dreamit-doit.com
National Scope and Impact

Alabama
Arizona
Connecticut
Illinois
Indiana
Michigan
Minnesota
Mississippi
Nebraska
(reach to SD and IA)
Nevada
New York
Ohio
South Carolina
Texas
Virginia
Washington
Models in Action

High School/College Sports Network

Marketing Media

Making It Real—Bus Tour

A Season of Manufacturing

Regional Economic Dev./Talent Dev. Pathways

Social Network

Link and Leverage Partnerships

Military
Developing Partnerships

- SkillsUSA
- FIRST Robotics
- The Maker Movement
- Project Lead the Way
- Jobs for America’s Graduates
- FabLab
Pathways to Employment

Dream It. Learn It. Do It.

Recruitment, Career Guidance and Navigation

On and Off ramps to programs of study, certification-career pathways

Link to employment

Do It.

Learn It.

Dream It.
Costs and Benefits
Licensing Fee

- $5,000 initial license fee
- $5,000 annual renewal
What Your License Purchases

- Access to a national community that is actively designing innovative programs and solutions to attract individuals into manufacturing careers.
- Access to national subject-matter and programmatic expertise to assist you in the customization of your talent solution.
- Access to a wide range of valuable industry, education and government contacts who can be important assets to the development of your DIDI program.
- Access to national partnerships, including renowned youth development programs, industry networks and collaborations, and innovative education programs and alliances.
- Access to professionally-developed, customizable creative material designs and collateral.
- Access to electronic versions of all materials developed and shared by Dream It. Do It. sites and The Manufacturing Institute.
Partnerships & Technical Assistance

- Participation in the Executive Committee, which meets twice a year.
- Participation on 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.
- Access to the Quick Start Guide to facilitate the rollout of your DIDI program.
Advanced Manufacturing Education Pathways

*Educating and Training the Next Generation Manufacturing Workforce*
If you can **DREAM IT**, you can **DO IT**.

Aerospace  
Automation  
Automotive  
Plastics and Rubber  
Energy  
Construction  
Pharmaceutical & Medical  
Food Processing

Machinery  
Motor Vehicles  
Transportation & Logistics  
Paper, Wood, & Printing  
Chemical  
Metal Fabrication  
Computer & Electronics

**DreamItDoIt®**
Measuring Impact

Dream It.

Learn It.

Do It.

Expand Pipeline

Measurable High Quality Workforce

Job Growth / Innovation
Local Creativity and Action
Social Media Engagement

- Targeting students where they spend their time
- Media-rich website and social media campaign to introduce high school students and young adults to the advanced manufacturing industries, careers, and required education
A quick-witted **quiz game** based on cool manufacturing & logistics knowledge. Through it all, a sarcastic host will goad you on, chiding you for making mistakes and taking too long. Will it throw you off? Not if you’re a *Know It All*.

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Become a part of the action by producing your own music – or at least your own instruments. Keep the beat while making some cash!

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This is a simple, fun to play quiz where you are presented with a series of questions, at the end of which you are told what your fictional factory makes.

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A fast and fun **puzzle game**—you’re the CEO of a major trucking company where efficiency is job one.
Cutting Edge Marketing

- Promote the true image of advanced manufacturing as innovative, technology-driven, fast-paced, team-oriented, sustainable, and valuable to society.
High School to College Approach

Career Dream Team

- spotlighting young adults with advanced technology careers in manufacturing and related businesses.
- striving to help students select educational paths to obtain 21st century skills and achieve good paying careers in the regional economy.
Manufacturing Ambassadors

Manufacturers:

- Interact with students to promote careers in manufacturing
- Speak at schools to parents, teachers, and counselors who influence students’ career decision-making
- Sponsor student internships and teacher externships
- Host plant tours for a first hand look at modern manufacturing
- Assist educators in developing manufacturing career pathways and aligning current and future curriculum with the needs of manufacturers
The bus tour occurred over a five-day trip around the entire state of North Carolina. During the tour, a total of twelve stops were made.

Brought attention to the many products made in the state of North Carolina.

The Governor of North Carolina dubbed the week as “Manufacturing Makes It Real Week.”
A Season of Manufacturing

- Arizona Science and Technology Festival
  - Three week festival to show the importance of science, technology and innovation in Arizona and the importance of it over the next 100 years
Several regions have leveraged their partnerships with their local television stations to reach a widespread audience to change their view of manufacturing and explain why it is important to the region.
Customized Strategies for Target Populations
Demographics and Target Audience

Transitioning Military

Youth (16-26)

New Americans

Transitioning Adults

Women

Under Represented Populations

Out of School Youth (LIYA)