



Organizing Internships and Apprenticeships

A great way to show young people that manufacturing is a creative and advancing field is to provide a few weeks or months of introductory hands-on experience. Coordinate with the educators in your area to establish summer internship programs or graduate apprenticeships according to local guidelines.

For more information on how to get started, visit our resources page at center4metalformingcareers.org/resources.

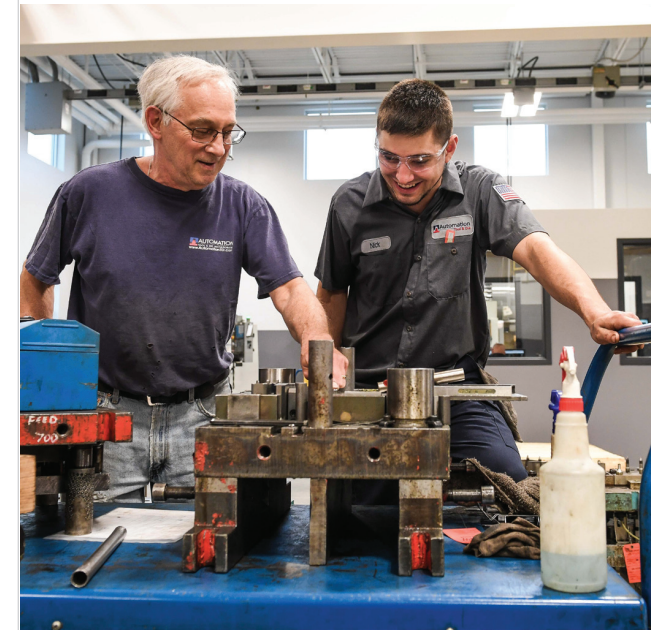


Increasing Social Media Engagement and Specified Content

The best way to organically get your message out to students and their parents is to properly develop and maintain a burgeoning social media presence. Facebook content, Twitter updates, a LinkedIn page and Instagram posts are great ways to showcase your work.

When promoting our industry to students and their parents, highlight that the work environment is high-tech, clean and safe. Dispelling the outdated perceptions of manufacturing as dirty and dangerous is the first step to ensuring that your target audiences explore the possibilities of manufacturing careers.

The next step is to appeal to each audience. For students, the priority is not necessarily financial. Instead, having a career that impacts their community or world in a tangible way is important. Promoting the ways in which your manufactured parts contribute to the greater good should be a priority when marketing jobs to students.



For parents, after dismissing outdated perceptions, promote the fact that manufacturing pays well and provides opportunities for long-term careers. While students think of jobs more idealistically, parents are thinking of their children's future careers practically. Tailor your content to promote that the skilled workforce is a sustainable, self-supporting career.

For help building these platforms and for content to share, visit us at:
center4metalformingcareers.org.

Building Relationships with Local Educators

The best way to attract and recruit students is to build relationships with their schools and educators. Find the schools and contacts in your area here:

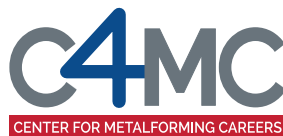
www.greatschools.org.



Teachers want to know that their students will have safe, stable careers that challenge them and help them grow once they leave the classroom. Emphasize the creativity and innovation that manufacturing offers, in addition to the well-paying jobs available. Stress that these careers offer long-term opportunities with upward mobility.

A great first step is to arrange a plant tour for students and teachers to provide them with first-hand knowledge of your work and its impact. Steps to organize a plant tour can be found here:

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