

# Planning Guide: Manufacturing Month



## What is it?

Manufacturing Month is a chance to celebrate modern manufacturing, raise awareness and inspire the next generation to consider careers in the manufacturing industry.

Throughout the month, manufacturers and workforce development/community partners host various events focused on STEM and careers in manufacturing and make new resources available for educators and parents.

## How to Get Started

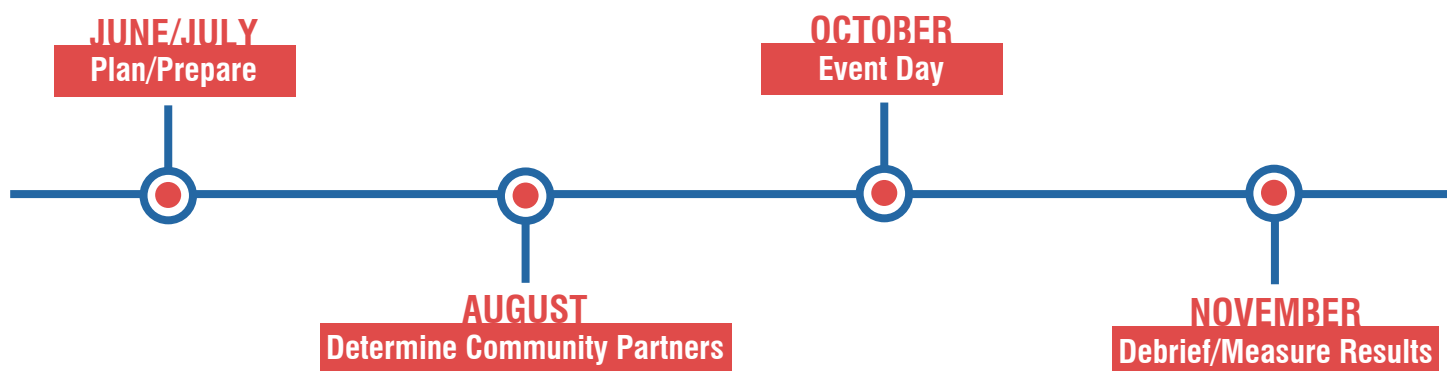
Explore background and resources available from national organizations such as [Manufacturing Institute](#), [SME](#), [National Association of Manufacturers](#) or [International Trade Administration](#). Also reach out to your Industry Sector Partnership, who may already have an event you can plug into.

## Know Your Audience

- **Type of Education Institution**
  - Familiarize yourself with different types of education environments like traditional K-12 schools, career and technical education schools, and STEM schools.
- **Grade-Level Guidance**
  - Work with community partners or educators for grade-level messaging, length and style of presentation, and whether hands-on activities would be appropriate.

## When to Participate

Manufacturing Month is in October, and the first Friday in October is Manufacturing Day. We recommend following this general timeline for your engagement and planning purposes.



# What Action Steps Can I Take?

By hosting or participating in a Manufacturing Day event, manufacturers not only join thousands of other hosts in showcasing modern manufacturing careers and technologies, but they are also highlighting the benefits that manufacturing offers local communities as well as the nation.

Manufacturing Institute has developed a best practice **“MFG Day Host Toolkit”** for ideas and tips to help:

- Determine the type of event
- Connect with local partners
- Register the event
- Create a plan
- Invite the community
- Get the word out

SME publishes **“The Manufacturing Workforce Playbook”** as a thorough guide for manufacturers to engage with young people during Manufacturing Month.

## What Partners Can Help?

- **Reach out to local Industry Sector Partnership coordinate:**
  - Plant tours
  - Classroom presentations
  - Hands-on activities
  - Show-and-tell with manufacturer equipment and tools
- **Local middle schools, high schools and career tech schools**
- **Local community and workforce development organizations**
- **Manufacturing Extension Partnership**

## How to Measure Results

**Assess the event in terms of number of participants, level of engagement, receptiveness to activities and overall takeaways. Discuss with your partners:**

- What worked well?
- What can be improved for next year?
- How effective was partner collaboration?

