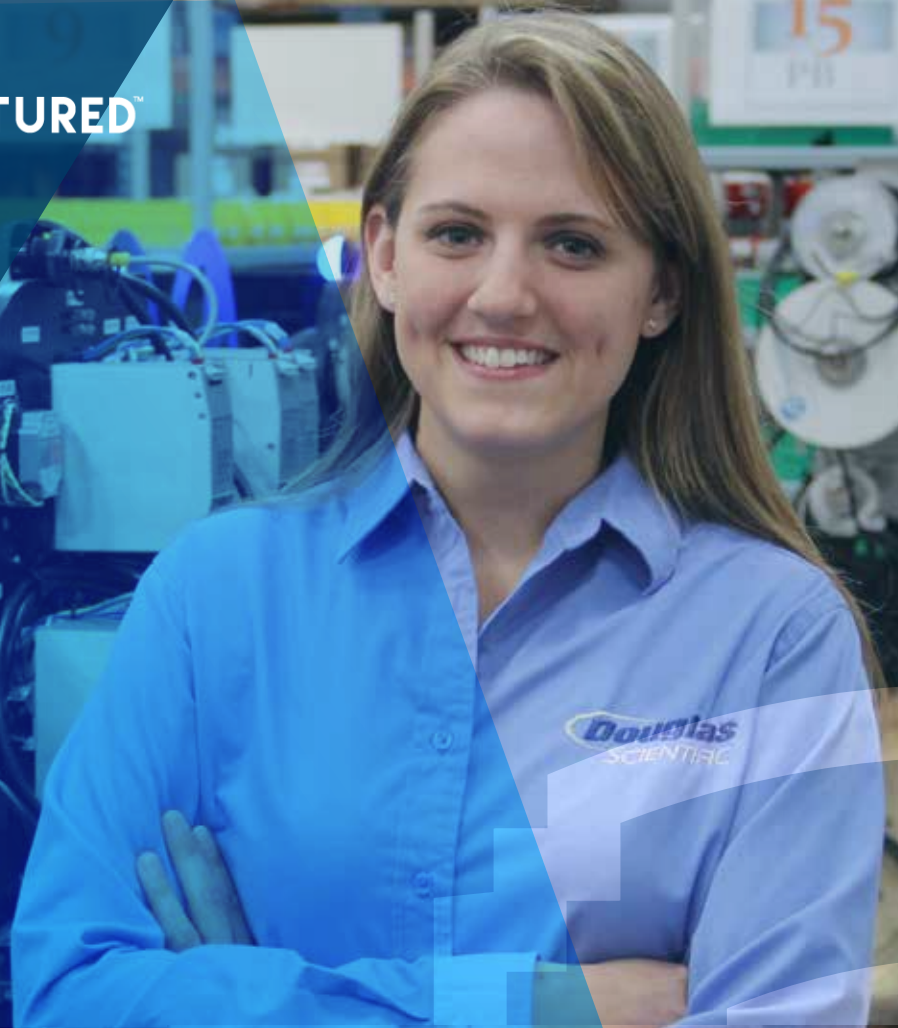


MINNESOTA MANUFACTURED™

Statewide Tour 2025



# Comprehensive Tour Guide



MINNESOTA STATE  
Advanced Manufacturing  
Center of Excellence

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## Welcome to Your Comprehensive Tour Guide

Dear Partners, Manufacturers, Educators, and Supporters:

We're excited to announce the launch of our Comprehensive Tour Guide, a valuable tool designed to support your efforts in promoting manufacturing careers and opportunities.

This resource is packed with essential information and materials, including:

- Adopt a school guide
- Community tour toolkit
- Tour Host Resource
- Manufacturers tour guide
- Virtual tour guide
- Library of career videos
- Promotional templates
- Minnesota Manufactured Student Video Contest
- Minnesota Manufactured Celebration of Manufacturing
- Ways to support
- Success story templates
- Survey questions to obtain testimonials/feedback from students, educators, and manufacturing hosts

Whether you're planning to host a tour, attend an event, or simply want to learn more about manufacturing careers, our resource has everything you need.

We believe that this comprehensive guide will help you create engaging and impactful experiences for students, educators, and industry professionals.

Thank you for your continued dedication to promoting manufacturing careers. We look forward to supporting your efforts.

Sincerely,



Jeremy Leffelman  
Executive Director  
Minnesota State  
Advanced Manufacturing  
Center of Excellence



Jaimee Meyer  
Director of Marketing and Outreach  
Minnesota State  
Advanced Manufacturing  
Center of Excellence



**MINNESOTA STATE**  
Advanced Manufacturing  
Center of Excellence



**MINNESOTA**  
— MANUFACTURED —

# Your Future

## IS MADE IN MANUFACTURING

Manufacturing is the process of making value-added products using humans and technology, that businesses then sell to consumers.

### A Career in Manufacturing Checks **ALL** the Boxes:

- ✓ Great Pay
- ✓ Outstanding Benefits
- ✓ Secure Employment
- ✓ Advancement Potential
- ✓ Immediate Job Openings

[mnmfg.org/futureinmanufacturing.org](http://mnmfg.org/futureinmanufacturing.org)



# Manufacturing Jobs Pay Extremely Well!

AS MINNESOTA'S  
**2ND LARGEST INDUSTRY,**  
MANUFACTURING  
OFFERS STABLE, FAMILY-SUPPORTING CAREERS

AVERAGE ANNUAL SALARY

# \$78,936

IN MINNESOTA



# 93,000



JOB OPENINGS  
IN THE NEXT  
10 YEARS!



ANNUAL SALARY IS  
**17% HIGHER**  
THAN OTHER INDUSTRIES



Scan the QR code  
to find your future  
in manufacturing

\*Information sourced from mn.gov/deed

## ACT NOW

### Your Future is Waiting

#### START your career path in high school

- » Get an internship in manufacturing
- » Get hired upon graduation from a technical program

#### Manufacturers will INVEST in your growth

- » Manufacturing offers endless opportunities for advancement
- » Make more money and take on additional responsibility



STATE of MINNESOTA

Proclamation

- WHEREAS: The manufacturing industry is a critical part of Minnesota's diverse economy; and
- WHEREAS: Manufacturing contributed \$57.2 billion to Minnesota's economy in 2023, representing 12% of the state's gross domestic product; and
- WHEREAS: Manufactured exports brought \$22.5 billion into Minnesota's economy in 2023; and
- WHEREAS: Manufacturing workers earned \$25.7 billion in wages from Minnesota manufacturing jobs last year, the second-largest total payroll among private sector industries; and
- WHEREAS: Manufacturing in Minnesota pays an average annual wage of just under \$79,000, which is 10% higher than the state's overall average wage; and
- WHEREAS: Manufacturing provides more than 325,800 highly skilled, well-paying jobs, which significantly contribute to Minnesota's high standard of living and economic vitality; and
- WHEREAS: Minnesota added nearly 2,000 net new manufacturing jobs from 2022 to 2023; and
- WHEREAS: Minnesota expects more than 93,000 job openings for manufacturing production positions through 2032; and
- WHEREAS: There are roughly 8,625 manufacturing companies in Minnesota, making a wide range of products that improve life, create solutions, and bring joy in Minnesota and around the world.

NOW, THEREFORE, I, TIM WALZ, Governor of Minnesota, do hereby proclaim October 2024 as:

MANUFACTURING  
MONTH

in the State of Minnesota.

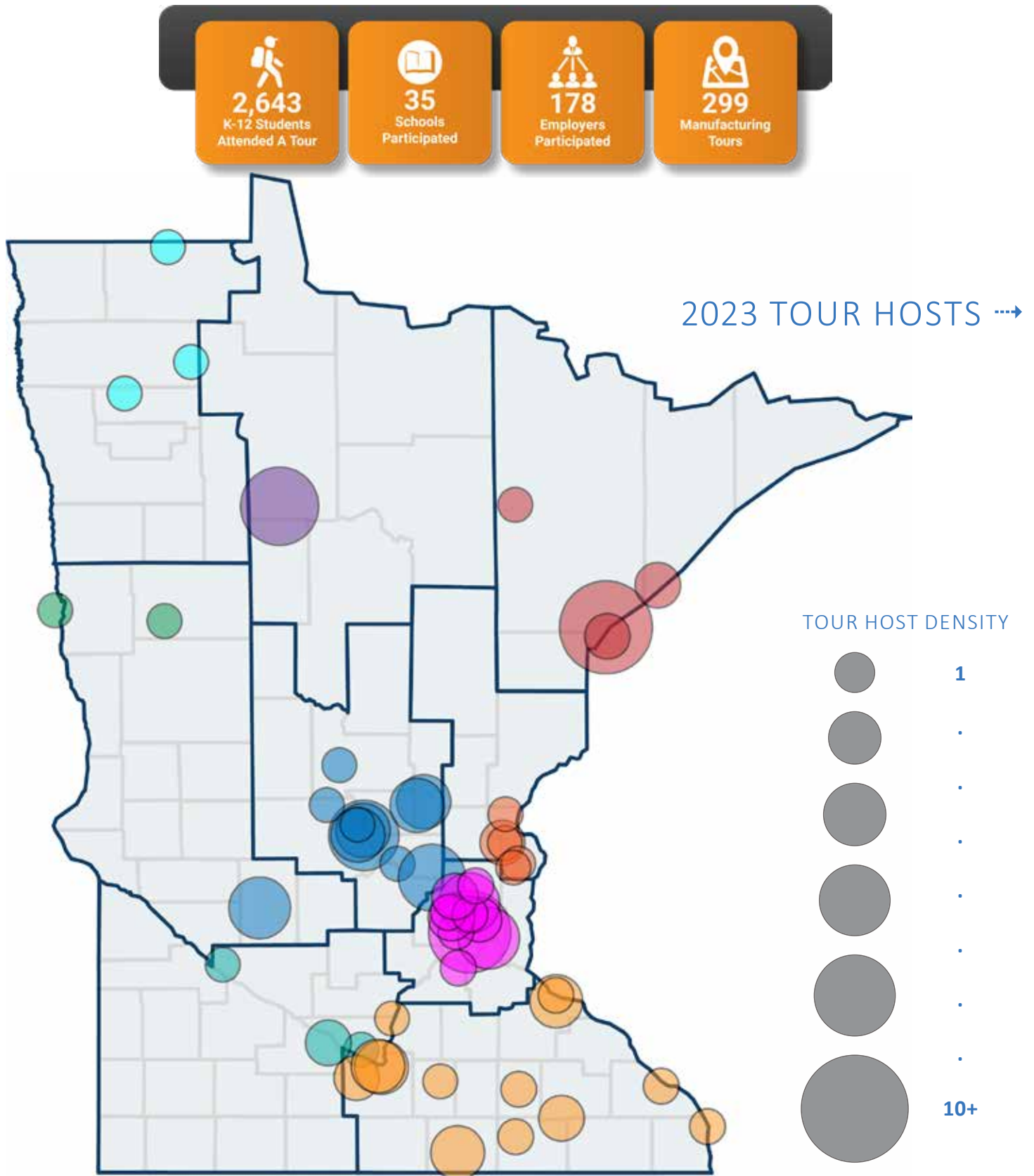
IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol this 30<sup>th</sup> day of September.



  
GOVERNOR

  
SECRETARY OF STATE

# 2023 STATEWIDE TOUR METRICS



WITH OVER 8,639 MANUFACTURERS THROUGHOUT MINNESOTA, THERE IS MUCH MORE WORK TO DO!

## Central

- Advanced Volumetric Alliance (AVA)
- Ben's Structural Fabrication
- Brand Manufacturing
- CDI Curbs
- Coldspring
- Columbia Gear Corporation
- CWMF
- DCI, Inc.
- DeZURIK
- Engel Metallurgical LTD.
- Felling Trailers
- Frank's Custom Furniture
- Gradient Technology
- Hansen & Company Woodworks
- Harris Hardwood
- ICS Chillers
- Jennie-O
- Lakeshirts - Little Falls
- Liberty Paper Inc.
- Metal Craft
- New Flyer
- Nortech - Milaca
- Park Industries
- Pinnacle Climate Technologies
- Quanex
- RELCO, LLC
- Ridgewater College - Hutchinson
- Ridgewater College - Willmar
- Rotochopper Inc.
- Seitz Stainless
- Silt Sock
- Solors Optional Axis Inc.
- Sportech
- St. Cloud State University College of Science and Engineering
- St. Cloud Technical & Community College
- Standard Iron & Wire Works, LLC
- Starrett Tru-Stone Technologies
- Sumburst Memorials
- Thermo-Tech
- Two Rivers Enterprises
- West Central Steel
- Whirltronics

## East

- Andersen Windows
- Kendall Howard
- Plastech Corporation
- Plastic Products
- Regal Manufacturing
- Rosenbauer
- Smith Metals
- SplitRocks
- WCS Industries

## Metro

- Accraply
- Anoka Technical College
- Aspen Equipment Gashaw
- Assurance Manufacturing
- Beckhoff Automation LLC
- Bobcat - Rogers
- Cat Paving
- Caztek Engineering
- Crown Iron Works
- Delkor Systems, Inc.
- Delta ModTech
- Design Ready Controls - Brooklyn Park
- Diversified Plastics
- Dynamic Group
- Engineered Materials
- Graco - Rogers
- Hennepin Technical College - Brooklyn Center
- Humera Tech
- JEM Technical
- MATE
- Mathias Die
- MGS Machine
- Minneapolis Community and Technical College
- Modern Manufacturing & Engineering Inc.
- Myplas
- NTM Inc,
- Performance Food Service
- Production Engineering Company
- Productivity Inc
- Proto Labs
- rms Company
- Safety Speed Manufacturing
- Saint paul college
- St. Paul College
- Straub Design Company
- Surecast Foundry
- Tennant Company
- Toro - Bloomington
- Turfco

## North

- AirCorp Aviation
- Bemidji Steel
- BHS Construction

- Houses Tour
- Nortech Systems
- North Central Door
- PotlatchDeltic
- Wells Technology

## Northeast

- Altec Inc.
- Barko Hydraulics
- BendTec LLC
- Cirrus Aircraft
- Exodus Global
- Frost River
- GPM, Inc.
- IPS Cranes
- IPS Cranes' Machine Shop
- Lake Superior College
- Lost Forty Studios
- LP Building Solutions
- ME Elecmetal
- ME Global
- SCS Interiors
- Stanley LaBounty

## Northwest

- Arctic Cat
- Machinewell
- Polaris

## Southeast

- Akkerman, Inc.
- Bowman Tool & Machining
- Cambria
- Central Research Laboratories
- Crenlo
- Design Ready Controls - Albert Lea
- Domaille Companies
- Dotson Iron Castings
- Fastenal Headquarters
- Flex Craft, LLC
- GeoTek, INC
- Goodtimes Manufacturing
- Halcon
- Harmony Enterprises
- Hayfield Window and Door Company
- Industrial Fabrication Services, Inc.
- Inland Packaging
- Lake City High School
- Local 6 Plumbers and Pipefitters
- Lou-Rich, Inc.
- McNeilus Steel

- Minnesota State College Southeast
- Minnesota State University, Mankato
- Nestle Purina
- Pepin Manufacturing
- Rochester Community and Technical College
- Rochester Community and Technical College - Heintz Center
- Rochester Public Utilities - West Side Energy Station
- Ron's Plumbing, HVAC and Electric
- Sanz Kenway, Inc
- SCS Elevator Products Inc.
- Sno Pac Foods, Inc.
- South Central College
- Tenneco
- The Occasions Group
- Truck Bodies & Equipment International (TBEI)
- Valley Design
- Winegar, Inc.

## Southwest

- 3M
- Advanced Drainage Systems (ADS)
- Data Metalcraft, Inc.
- Extreme Panel Technologies
- Granite Falls Energy
- Granite Fluid Power Machining
- Hewitt Docks, Lifts & Pontoon Legs
- New Ulm Precision Tool, Inc
- SpecSys Inc.
- Taylor
- Warner Manufacturing Co.

## West

- D&M Industries
- Lakeshirts - Detroit Lakes

Find your  
Regional  
Contact.  
Scan the QR  
code or visit



[mnmfg.org/statewidetour](http://mnmfg.org/statewidetour)

# MINNESOTA MANUFACTURED™

Statewide Tour

## Student Video Contest

Students are encouraged to create a video that highlights the importance of manufacturing in Minnesota. Three cash prizes will be awarded to the winning students as determined by the Statewide Tour Video committee. Here is how to get started:

### STEP #1 Create a video that highlights the importance of manufacturing in Minnesota

Choose a topic related to manufacturing. Here are some ideas:

- Why should someone consider a career in manufacturing?
- How can you make a difference working in manufacturing?
- What is cool about working in the manufacturing industry?
- What exciting technologies are used in today's manufacturing?
- How can a career in manufacturing impact the world?

### STEP #2 Upload and submit your video

To submit the video, simply upload it to YouTube or Vimeo and send a link to our email address at [mnmfg@minnstate.edu](mailto:mnmfg@minnstate.edu). Be sure to include the hashtags #MinnesotaManufactured, #MinnesotaManufacturing, #StatewideTour, and #MNMFGStudentVideoContest in the social media posts about the contest.

### STEP #3 Win prizes valued up to \$750!

Three prizes will be awarded to the winning students as determined by the Statewide Tour Video committee:

- 1st place prize: \$750
- 2nd place prize: \$500
- 3rd place prize: \$250

#### **Deadline: February 28, 2025**

Scan the QR code to see the full details of the contest, including video topic ideas, best practices, resources, and much more. Or visit [mnmfg.org/videocontest](http://mnmfg.org/videocontest).

We hope to see your students' videos in the Minnesota Manufactured™ Statewide Tour Student Video Contest!



MINNESOTA STATE  
Advanced Manufacturing Center of Excellence





# 2024 Statewide Tour Sponsor



## See Yourself in **Yellow**

Your future at Marvin starts here.

From people to products, Marvin is committed to creating better ways of living. That's why we built a comprehensive benefits package that gives our team members opportunities to thrive at work and beyond. We invite you to see yourself at Marvin.

### THESE AMAZING BENEFITS ARE JUST THE BEGINNING



**Better living day**  
Paid day off for fun



**Earn**  
\$17-\$23/hour



**Pay increase**  
at 6 months



**Health benefits**  
start day one



**401(k) with**  
company match and  
**profit sharing**



**\$300 reimbursement**  
towards your  
health + happiness



Apply today at  
[marvin.com/warroad](https://marvin.com/warroad)



# Tour Host Resource

## A GUIDE TO A **SUCCESSFUL TOUR**

Thank you in advance for your interest in hosting a tour! This is your opportunity to...



Visit other manufacturers to initiate business relationships and learn what is being made in your state.



Tell your company's story & inspire the next generation of manufacturers.



Dispel outdated myths about manufacturing & connect with potential employee prospects.

The Minnesota Manufactured™ Statewide Tour is designed to show students, parents, educators, media, and community members what modern manufacturing is all about - a great career opportunity in an important economic field.

This resource is designed to give you useful information to plan, promote, and host your tour this October. You will find the resources you need to successfully open your facility to community members!

The goal of the Minnesota Manufactured™ Statewide Tour is to educate the public, increasing awareness of modern manufacturing practices and highlighting the innovation that is prevalent in the industry. We are here to help you publicize your event. Once you register your tour at [mnmfg.org/statewidetour/](http://mnmfg.org/statewidetour/), we will promote it on the tour website and through social media. As a result, we expect to see thousands of Minnesotans touring manufacturing facilities throughout the state, learning about modern manufacturing and manufacturing careers in demand.

## 2023 STATEWIDE TOUR METRICS



## STEP 1: PREPARING FOR A TOUR

### SETTING UP A TOUR EVENT

- Determine when you're hosting a tour.
- Register your tour at: [mnmfg.org/statewidetour/](http://mnmfg.org/statewidetour/)

### ORGANIZING A FACILITY TOUR

- Coordinate with manufacturing partners in your area.
- Check with local Chambers to see what else exists.
- Plan your tour and where you wish to guide participants in your facility.
- Carefully choose tour guides, and prep tour guides by creating talking points.
- Determine required safety equipment (PPE, safety glasses, hard hats, etc.). designate a greeter who can count the amount of participants to determine the total number of people reached.
- Share fliers, handouts, or brochures about your company with your guests.

### MEDIA & PROMOTION

- Write a public service announcement (PSA), send out press releases, and contact local media. Templates are available at [mnmfg.org/statewidetour/](http://mnmfg.org/statewidetour/)
- Use social media during the tour.

## STEP 2: HOSTING A TOUR

### PREPARING FOR ARRIVAL

- Post signs so participants can easily find your building/facility, where to park, and where to enter.
- Create name badges for your staff.



### CONDUCTING A FACILITY TOUR

- Welcome guests upon arrival.
- Provide safety equipment to tour guests.
- Show participants how your production line and equipment work.
- Let your visitors be active participants.
- Mention any prepared talking points during tour.
- Ask if participants have any questions throughout the tour.
- Have participants complete surveys.

## STEP 3: FOLLOW-UP AFTER TOUR

### SENDING SURVEYS

- Send links to post-event surveys.
- Thank your staff.
- Use social media to recap the tour and thank all those who attended.
- Continue to communicate with the guests and other companies after the tour.



## FOLLOW-UP

# Manufacturer Tour Guide

## LOCAL TOUR CHECKLIST

Thank you for opening your doors to students during the Minnesota Manufactured™ Statewide Tour. By showcasing advanced manufacturing, you are helping inspire the next generation of manufacturing talent. To help you create a memorable and successful local event, we've created this checklist of best practices.

### 7-10 DAYS BEFORE THE TOUR

- Encourage the teacher(s) to use award-winning Minnesota Manufactured™ resources to help prepare students for the tour. These resources can be used before or after the tour to enhance outcomes. All are available at [mnmfg.org/statewidetour](https://mnmfg.org/statewidetour).
- Teacher Guide: an 80-page curriculum resource recommended for students grades 6-12 that can be downloaded from [mnmfg.org/educators/teacher-guide](https://mnmfg.org/educators/teacher-guide).
- Manufacturing Career Tool: a short, career assessment tool that matches aptitudes to various manufacturing careers. This can be downloaded from [mnmfg.org/futureinmanufacturing](https://mnmfg.org/futureinmanufacturing).
- Send the teacher company brochures, your website address, and any other materials that will help the students learn about your company.
- Use our letter template to write a letter to parents, telling them about your company and what students will experience at the tour. Share the letter with the teacher and ask that it be sent home with students. (Template available on the Statewide Tour page at [mnmfg.org/statewidetour](https://mnmfg.org/statewidetour)).
- Communicate any safety needs or clothing expectations (e.g. closed toe shoes) to the teacher so the teacher can inform students.
- Minnesota Manufactured™ Banner
- Minnesota Manufactured™ Digital Billboard

### DAY OF THE TOUR

- Provide lunch for your employees in a private area on the day of the tour so they can have a break while working the open house.
- Set out a sign and brightly colored balloons in the front business entry. Ramp it up by having greeters at the front door.
- Make sure your tour space is ready. Have tour guides ready at their stations to talk and demonstrate their work.
- If possible, break students into small groups when you take them through the tour to increase their engagement.
- If you are hosting a self-guided tour, mark the pathway with brightly-colored tape and provide a map that notes highlights of the tour.
- Set up a table with career information, employment applications, and Minnesota Manufactured™ Future in Manufacturing Brochures.
- Display a TV monitor showing the Minnesota Manufactured™ career video and your company video on an endless loop. Make both available in a hospitality room. Provide snacks and have a few key employees on hand to answer follow-up questions. (Look for the Career Videos link on [mnmfg.org/statewidetour](https://mnmfg.org/statewidetour)).



Visit [mnmfg.org/statewidetour/](https://mnmfg.org/statewidetour/) to register your tour and for more information.

# Manufacturer Virtual Tour Guide

## VIRTUAL TOUR GUIDE

Participate in the Minnesota Manufactured™ Statewide Tour by offering virtual tours! Here are some options that might just work for you.

### IDEAS FOR A VIRTUAL TOUR

- Live Tour**
  - Host a live tour using a video conference platform such as Microsoft Teams, or Zoom, or a social media provider such as Facebook Live. Provide an introduction to your company.
  - Conduct a tour of your facility using a phone, tablet, or camera that can stream live video, to show the tour participants what working at your company is like.
  - Allow students to ask questions about your company.
- Combination Live and Pre-recorded Content**
  - Host a live tour using a video conference platform such as Microsoft Teams or Zoom, or a social media provider such as Facebook Live. Provide an introduction to your company.
  - Provide pre-recorded content such as videos, pictures, or a slide show of your facility.
  - Allow students to ask questions about your company.
- Pre-recorded Tour**
  - Provide a pre-recorded video including an introduction to your company, your facility, and interviews with some employees who perform various jobs within the company.
- Appointment-only Tour (Live or Virtual)**
  - Control the number of people attending a tour and the time of day that is best for the facility. This will allow you to customize the experience based on the interests and expectations of your guests.

### AFTER THE TOUR

- Follow-up with a thank you to the students and teacher(s) for participating.
- Survey your employees who participated in the virtual tour to obtain their feedback.
- Use the Minnesota Manufactured™ Statewide Tour resources.

### TIPS

- Tours are a great way to get people interested in a career in manufacturing. Stress the importance of your business to the economy. Use employee interviews if possible.
- Use a platform (Teams, Zoom, Facebook, YouTube, or others) that you are used to. Make sure to test your live stream tours beforehand to ensure you have adequate signal in your facility.
- Provide a brief introduction to your company. Talk about what the company produces, how it got started, and what kind of jobs you have.
- If you already have videos produced, include them with the tour. You can list links to your website and videos when registering your tour.
- Register all of your tours at [mnmfg.org/statewidetour](http://mnmfg.org/statewidetour). Include any virtual or in-person tours.
- Tour guests will likely have questions. Be prepared to answer the questions as best as you can. Provide links to your website for resources.

# Community Tour Guide



INSPIRATION AND PRACTICAL IDEAS TO HELP YOU  
CREATE YOUR OWN LOCAL SUCCESS STORY

# Community Tour Guide

## STEPS TO SUCCESS

### Q & A



#### WHAT IS A COMMUNITY TOUR?

A group of manufacturers in a city or region come together to organize tours for the public.

#### WHY HOST A TOUR?

Hosting a community tour allows manufacturers to pool resources and spread the word about the many rewarding career opportunities in manufacturing.

This step-by-step outline walks you through best practices that will result in a successful tour

#### WHO SHOULD BE INVOLVED?

- Manufacturers
- Manufacturing Associations
- K-12 Schools & Colleges
- Chambers of Commerce
- City/Regional Agencies
- Media
- Sponsors/Funding Sources

### HOW TO GET STARTED!



## BEST PRACTICES

*Best practices for planning, implementation, and follow-up.*

### BEFORE THE TOUR:

- **Start planning early.** Most planning starts at least three months before the Minnesota Manufactured™ Statewide Tour (October).
- **Build a solid team.** A solid event starts with a diverse planning team. Getting input, perspectives, and broad participation is key to a successful event!
- **Plan around your target audience.** Are you organizing tours for community members, schools, both, or others?
- **Plan to work.** Think about how the work will be done and who is responsible for what. Consider forming task-specific sub-committees to get the job done.



## FUNDING...

Participating manufacturers support advertising and promotion of the tour. Your planning committee may want to fund other tour expenses as well, such as transportation for schools or job seekers.

The Minnesota State Advanced Manufacturing Center of Excellence may be able to help fund bus expenses for secondary schools. Reach out to your Regional Contact @ [mnmfg.org/statewidetour](http://mnmfg.org/statewidetour) for more information

Foundations and manufacturing associations may be another source of funding for your event.

Check out these proven best practices to plan, fund, and organize your event

### SCHEDULING THE TOUR

The date and time of your tour are one of the first decisions you will make. The best time for a tour varies by community. Consider staggering tour times to help people attend more tours. If possible, align your tours with other manufacturing events, such as a manufacturing breakfast. Always keep your target audience in mind; what time works best for them?

### DAY OF THE TOUR:

- Provide lunch for your employees in a private area on the day of the tour so they can have a break while working the open house.
- Set out a sign and brightly colored balloons in the front business entry. Ramp it up by having greeters at the front door.
- Set aside additional handicap parking places by your front door.
- Make sure your tour space is ready. Have tour guides and/or employees ready at their stations to talk and demonstrate their work.
- If you are utilizing a self-guided tour, mark the pathway with brightly colored tape, providing a map that highlights what they will be seeing, and station employees around the route to visit with guests as they walk through.
- Set-up a “career table” with career information, employment applications, and Minnesota Manufactured brochures for tour attendees.
- Display a TV monitor showing the Minnesota Manufactured Career Video and your company video on an endless loop. Make both available at the end of the tour in a hospitality room. Provide snacks and have a few key employees on hand to answer follow-up questions.
- Hang a Minnesota Manufactured™ banner and use our digital billboard.

### AFTER THE TOUR:

- Survey your employees who worked the open house event to obtain their feedback, making note of what went well and what could be done to improve the event next year.
- Have your planning committee meet soon after the event (while the information is fresh) to discuss what worked well and what changes would improve the event next year.



# Community Tour Guide

## GET THE WORD OUT

**Recommendations for promoting your community tour and maximizing attendance at your event.**

*“Think outside of the box to reach a broad audience. We’ve included a commercial grower, a large print plant, a metal manufacturer, etc. to increase our reach.”*

- Carrie Johnston

## MAKE A BIG SPLASH IN YOUR COMMUNITY!

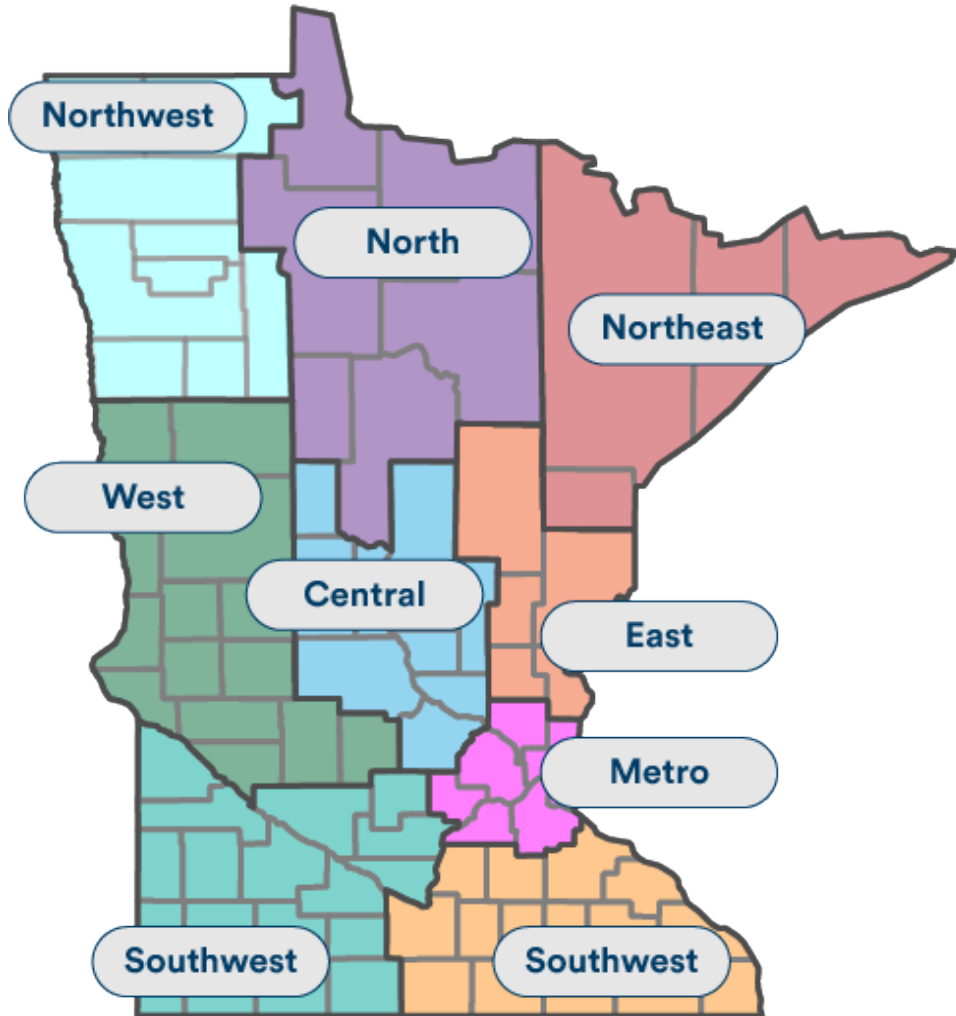
- Consider all your options including print, radio, and social media! Connect with local robotics teams, workforce centers, job placement firms, and/or colleges. Post signs around town. Share on social media. Purchase a newspaper insert to highlight participating manufacturers and sponsors. Award door prizes to attendees.
- Start close to home by promoting internally with your own manufacturing employees. These events are a great way for them to show families and friends where they work.
- Designate a “school day” for student tours, and invite local schools to tour during class time.
- Tailor your promotion to your target audience. For example, if you want job seekers to attend, you may need to advertise outside of your area.
- Check to see if local media offer non-profit rates or announce community events for free.
- Double-check logistical information for accuracy, including maps, tour times, and other promotional materials.
- Remember that you don’t need to start from scratch! You can use the Minnesota Manufactured™ promotional toolkit and templates found on our website.

For templates, and promotional examples, visit [mnmfg.org/statewidetour/](http://mnmfg.org/statewidetour/) to register your tour and more information.

## STATEWIDE TOUR METRICS 2011-2023



# 2024 Statewide Tour Regions



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- Dawn Sandberg
- Mike Schnell
- Lori Tapani
- Jenny Theis
- Scott Turn
- Ryan Vesey

# Adopt-A-School Guide



**INSPIRATION AND PRACTICAL IDEAS TO HELP  
YOU CREATE YOUR OWN LOCAL SUCCESS STORY**

## Why Adopt-A-School?

### IT'S A WIN-WIN

This guide is a tool for working with your local school system to **improve student outcomes and decrease manufacturing labor shortages**. Partnership ideas range from tours of facilities, to internships, and everything in between. Bringing students into your manufacturing facility is a great way to help youth connect classroom learning to a real business environment.

### HOW CAN THIS HELP MY COMPANY?

**Adopt-A-School is a great way to partner with your future workforce!** The concept of adopting a school will result in a potential long term return on investment by providing a future talent pool for the manufacturing industry and relationships that pave the way to give back to the community.

### HOW DOES MY COMPANY GET STARTED?

Start by talking to your local school to find out what their needs are, and matching one of their needs with one of your resources.

### FOR MORE INFORMATION CONTACT:

**Jaimee Meyer**

Director of Marketing and Outreach

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**It is our hope that this publication will give you a good dose of inspiration and some practical ideas that will help you create your own local success story!**



# How To Start The Process

## GETTING CONNECTED WITH SCHOOLS

**The first step to Adopt-A-School is getting in touch with a member of your local school.**

Choose one of the district members listed or talk to someone in the district you already know. Position titles and responsibilities vary from one district to another. You will be able to find contact information for the following individuals by going to your local school district website.

When reaching out, keep in mind what you or your company can do to help introduce manufacturing in their school.

- **Career & Technical Education (CTE) Director**
- **Perkins Coordinator**
- **Teachers**
- **Counselors**
- **School Board Members**
- **Principal**
- **School Superintendent**

## TEACHERS TO CONNECT WITH:

### **CAREER & TECHNICAL EDUCATION:**

Teachers historically responsible for “shop class” and industrial arts.

### **SCIENCE, TECHNOLOGY, ENGINEERING, & MATH (STEM):**

Teachers responsible for a wide variety of STEM classes.

### **PROJECT LEAD THE WAY (PLTW):**

Teachers responsible for PLTW pre-engineering curriculum.





[mnmfg.org/statewidetour](http://mnmfg.org/statewidetour)

## How You Can Help

### PRACTICAL WAYS TO ENGAGE WITH SCHOOLS

After initially connecting with your local school district, think about how your company is best able to provide opportunities for students that meet the needs of the district while improving student outcomes and building interest in manufacturing.

## On-Site Events

### OPEN HOUSE

#### Minnesota Manufacturing Week

The Minnesota Manufactured™ Statewide Tour provides one of the best opportunities for schools, families, and the general public to see first-hand what a modern manufacturing facility looks like, as well as getting a rare, behind-the-scenes look at high-tech manufacturing careers.

Minnesota Manufacturing Week is typically the first week of October. You can register your company by going to [www.mnmfg.org/statewidetour/](http://www.mnmfg.org/statewidetour/).

### PLANT TOUR / FIELD TRIP

Plan a plant tour specific to a course at your middle or high school. Many students have never been inside a business like yours and have no idea about the variety of career opportunities that exist inside your company. It's an opportunity to get the attention of tomorrow's workforce.

- Work with the instructor to provide a tour and hands-on activities for students.
- Keep your target audience in mind—showcase your work in a way that will appeal to the age of the visitor.
- Work together to support transportation logistics & funding.
- Review the logistics, safety, and security plans with employees and screen employees who will interact with tour group.
- Confirm school administrative leadership has approved the plant tour/field trip and students have parental permission.
- Ensure that all persons entering your company have been properly briefed for emergencies.

**“It’s an opportunity for you to educate the public about your industry and demonstrate what it is that you do!”**



## Equipment Donations

If you are updating your equipment, before you get rid of your old equipment, talk to your local school to see if they could use it. Your donation will have an immediate impact on a child's education and help to develop a lifelong love of learning.

### Equipment Suggestions:

- Micrometers
- Calipers
- Software licenses
- Equipment that can be used in high school labs
- Materials (scrap or unused)
- Safety Glasses
- Cash donation to your local school, so they can invest in equipment needed for a special project.



## Student Interaction

### CLASSROOM SPEAKERS

Share your professional knowledge and technical expertise as a guest speaker in the classroom. This can enhance a school's curriculum and help students connect what they are learning to the real world.

### TUTOR

Impact a student or small group of students by volunteering to tutor. Tutoring can assist students who need extra help to maximize their learning outcomes. The purpose of a tutor is to assist students in becoming independent learners.

### MENTOR AND/OR E-MENTOR

Mentors make a strong impact on students. The knowledge and life experience of an industry insider can help students work through challenging class projects, as well as helping them with interviewing, resume writing, and navigating career choices.

### CAREER DAY

Many schools plan a "Career Day" event at which students — usually juniors and seniors — can learn more about area employers and employment opportunities. It's a great way to introduce yourself and your company to tomorrow's workforce.

- Be involved with planning the event, and if your local school does not have a "Career Day," offer to host one at your facility.
- Government funded workforce service agencies in your area may assist with planning, sponsoring, or hosting the event.
- Work with school officials to provide employees for career day.
- Use technology to reach the current audience and look for creative ways to provide information to students and parents.
- Work with counselors to provide current information about your company or industry.



# Adopt-A-School Guide



## Work-Based Learning (WBL) Programs

WBL programs are approved by the Office of Career and College Success at the Minnesota Department of Education. State-approved WBL experiences require a written agreement and training plan between school, employer, student, and parent/guardian and are supervised by a licensed work-based learning teacher.

For more information go to <https://education.mn.gov/MDE/dse/cte/prog/wbl/>

### JOB SHADOW

Job shadowing gives students a better understanding of the work environment and the types of skills that they need to develop. Shadowing is short-term, usually one day in length, and is a great way to increase career awareness and strengthen the link between classroom learning and work environments.

#### Developing A High School Job Shadow Program:

- Let the school know what types of positions would be possible for a job shadowing experience.
- Match students to specific jobs based on their interests. Build time for questions into the day.
- Plan the shadow to include activities that give the student a good (realistic) overview of what the job actually entails.
- Provide any necessary safety instruction and/or safety equipment as well as enforce the use of such safety equipment to the job shadowing student as you would to any other visitor or vendor in the workplace.

### INTERNSHIP

Internships are a longer-term experience. In an internship, a student receives a deeper understanding, and more in-depth knowledge in a job field that is of interest to them.

- Let schools know what types of internships are available.
- Match students to positions based upon their interests.
- Most schools have liability policies in place, insuring students for internships. Check with the specific school district to determine the extent of their coverage.
- The student intern is subject to company safety and conduct guidelines.
- Provide any necessary safety instruction and/or safety equipment. Enforce the use of such safety equipment.

### APPRENTICESHIP

Apprenticeships are longer than an internship and require a strong commitment from the student and the employer. Apprenticeships are positions where a student is paid to learn a specific technical job. Classroom instruction is directly tied to the apprentice occupation.

### EXTERNSHIP

Support teacher externship and awareness activities. An externship at your company places the instructor in your workplace. This provides the teacher with work site learning experiences that can be applied in the classroom.

## Career Counseling

Volunteer counselors help students understand what a career choice might entail and what type of preparation it will require.

- Offer resources to discuss current or future jobs in your industry.
- Work with students on interviewing techniques, confidence exercises, writing resumes, filling out applications, and starting work.
- Communicate with counselors and teachers to make sure that what you are saying is in sync with what they are hearing in the classroom.



## Student Organizations

### ROBOTICS

In a robotics competition, teams of students are tasked with designing and building a robot to play against other teams in a game-based engineering challenge. Research has shown that robotics activities have the ability to change students' attitudes about science, math, teamwork, and the working world. Companies can volunteer with local teams to provide technical expertise or help by donating robotics kits.

Check out the Vex Robotics website, [www.vexrobotics.com](http://www.vexrobotics.com) and the FIRST Robotics website, [www.usfirst.org](http://www.usfirst.org).

### FUTURE FARMERS OF AMERICA (FFA)

FFA is an intra-curricular student organization for those interested in a broad range of agriculture and leadership opportunities. The National FFA Organization remains committed to the individual student, providing a path to achievement in premier leadership, personal growth and career success through agricultural education.

For more information go to [www.ffa.org](http://www.ffa.org)

#### How your company can help:

- Volunteer to judge during competitions.
- Provide scholarships.
- Recognize students who participate in local, regional, or national events.

### SKILLS USA

Skills USA, a nationally acclaimed program, is a partnership of students, teachers, and industry, working together to ensure America has a skilled workforce. Skills USA helps instructors reach and engage their students so they will succeed.

For more information go to [www.skillsusa.org](http://www.skillsusa.org).

#### How your company can help:

- Non-cash contributions of volunteer time and expertise.
- Providing contest equipment.
- Donating/providing contest prizes.

# Adopt-A-School Guide



## Education Programs

### SUMMER CAMPS

Partnering with your local school district for a summer camp allows your company to impact students for more than one day and you have the full attention of the student. There are many types of camps your company can become involved in.

- Sponsor science, technology, engineering, and math (STEM) camps.
- Collaborate to create a manufacturing camp for young women.
- Join forces to present a manufacturing camp for high school students.
- Integrate technical employees into teacher science and math camps.
- Develop and support student science and energy/industry-related camps.
- Support student scholarships for industry-related programs.

### CAREER & TECHNICAL EDUCATION PROGRAMS

- Become an active Advisory Committee member.
- Help review the CTE curriculum in your field.
- Work with the school board and CTE Director to showcase current programs.
- Work with leadership to ensure that long term strategic plans are consistent with industry needs for the future workforce.
- Join employee – teacher - industry networks.
- Consider promoting a program through your company website, with specific examples illustrating the difference you are making in the district and in classrooms.
- For more information, visit [www.education.mn.gov/MDE/dse/cte](http://www.education.mn.gov/MDE/dse/cte)

A close-up photograph of a large, metallic industrial gear. The gear is highly detailed, showing its teeth and various circular features. The lighting is dramatic, with strong highlights and deep shadows, giving it a three-dimensional appearance. The background is dark and out of focus.

**“The return on  
your investment  
will be worth it!”**

# Communication Check-list

## HELP GET THE CONVERSATION STARTED ADDENDUM A - INITIAL CONVERSATION

use this checklist as a guide to help establish initial communication with your local school district.  
A phone call may receive the best response.

**PERSON TO CONTACT:** \_\_\_\_\_

**PHONE NUMBER:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

- Provide your name and the company you represent.
- Let the person know why you are calling. "I have been looking at the Minnesota Manufactured Adopt-A-School Guide.
- I would like to make an appointment to talk with you about partnering your school with our manufacturing company."
- Are there additional individuals that we should include in this meeting in order to make the best use of our time?  
Would you be able to contact them?
- Discuss and set up a meeting date, time, and location that is best for you and your potential new partner(s).
- DATE:** \_\_\_\_\_ **TIME:** \_\_\_\_\_ **LOCATION:** \_\_\_\_\_
- For discussion purposes, have them request a copy of the Adopt-A-School Guide at [www.mnmfg.org](http://www.mnmfg.org).
- Provide your contact information.

## ADDENDUM B - FACE-TO-FACE MEETING

Use this checklist as a guide to help when meeting with district representatives for the first time.

- Gather contact information from each of the stakeholders.
- The Minnesota Manufactured Adopt-A-School guide will assist you with the conversation.
- Ask the school representatives what you can do to help introduce manufacturing in their school.
- Discuss their needs and what you may be able to provide.
- Choose one activity that meets the needs of your company and the school district to start the relationship.
- Come to consensus on how to move forward with the chosen project. Will you need additional stakeholders?
- Set the next meeting date and how you will meet (face-to-face or electronically).

# Adopt-A-School Guide

## Massman Automation

### ENSURING A FUTURE SUPPLY OF SKILLED WORKERS

Massman Automation Designs, LLC has been providing innovative packaging systems to a variety of industries for over 35 years. The company began manufacturing case packing machinery in Villard, Minnesota in 1978 and has since expanded to include the design and manufacture of machinery used for palletizing, robotics, cartoning, liquid filling, and more. The original one-man shop operating in a garage now houses 130+ employees in a 60,000 square foot state-of-the-art manufacturing facility.

To ensure a future supply of skilled workers, Massman Automation has invested time and money in multiple efforts to increase interest in manufacturing careers. Massman supports local robotics teams, represents at career expos, hosts student and teacher tours and demonstrations, opens their doors for public tours, provides paid training to employees, offers internships, and serves on area high school advisory committees.

Duane Taillefer, Vice President of Operations at Massman says, "We want students at all levels to gain exposure to the high demand manufacturing careers that exist in their backyard, and we are proud to be part of developing the next generation of skilled workers."



**"Providing students hands-on experience to engage them with modern manufacturing principles is a strong investment in our future workforce."**

**DUANE TAILLEFER,**  
VICE PRESIDENT OF OPERATIONS

### ACKNOWLEDGMENTS:

**Thank you for your support!**

**Chuck Gaffaney,**

Massman Automation Designs

**Kathy Jo Haugen,**

Out Source Projects Inc.

**Gail Polejewski,**

Southwest West Central  
Service Cooperative

**Teresa Jergenson,** WASP, Inc.

**Gregg Raisenen,** Alexandria  
Technical College

**Greg Wagner,** West Central Initiative

**Sandy Kashmark,** Midwest  
Manufacturers' Association

**Julie Sachs,** Rural Minnesota  
Concentrated Employment Program

**Inger Wegener,** Walden University

**Vicki Lahlum,** BTB Manufacturing

**Mike Westergard,** StoneL Corporation

**Debra Bultnick,** South Central College

# Support the Statewide Tour!



Minnesota celebrates manufacturing throughout the year. During October's Manufacturing Month, manufacturers across the state open their doors to students, parents, and the general public, helping to inspire and recruit the next generation of manufacturing talent.

Whether your goal is to increase exposure or support the Center's mission to promote and support manufacturing statewide, the Minnesota State Advanced Manufacturing Center of Excellence offers a wide range of sponsorship offerings that will maximize your return on investment.

Sponsors and donors will gain premium exposure to a targeted group of manufacturing professionals and statewide partners.

Sponsor today! Scan the QR code or visit [mnmfg.org/financialsupport](http://mnmfg.org/financialsupport).



## Our 2023 Sponsors



*“Minnesota Manufactured is really a way for us to unify efforts to the Center of Excellence so I just encourage all players in the industry to support the Center of Excellence in any way they can.”*

- Steve Kalina, President/CEO Minnesota Precision Manufacturing Association (MPMA)

# MINNESOTA MANUFACTURED™

Statewide Tour 2025

	Outreach \$250	Outreach \$750	Silver \$1500	Gold \$2500	Platinum \$5000
Benefits	Transportation	Transportation	Entertainment Video Contest	Food/Beverage	Event
	Unlimited	Unlimited	2 available	1 available	1 available
Logo listed as sponsor on Statewide Tour web page and 2025 Tour Guide	★	★	★	★	★
Social media event sponsor and thank you posts	★	★	★	★	★
Event sponsor digital badge provided	★	★	★	★	★
Logo displayed on event presentation		★	★	★	★
Verbal recognition at event (min. 3x)			★	★	★
Acknowledgment in 2025 Statewide Tour Special Edition Newsletter			★	★	★
Company branded table and 10x10 exhibit space at event				★	★
Logo printed on name badges, event program, and 2025 Tour Certificates				★	★
Logo and company description featured on Statewide Tour webpage				★	★
Opportunity to present (10-min) at Statewide Tour Awards Ceremony					★
Logo featured (prime placement) on 2025 Statewide Tour Guide					★
Complimentary Registrations		1	2	4	8

# Teachers Tour Guide

## TOUR PREPARATION CHECKLIST

Thank you for your willingness to take your students on a tour during the Minnesota Manufactured™ Statewide Tour. We think you'll agree—the tour is a terrific way for your students to learn about modern manufacturing in Minnesota.

Learn more at [mnmfg.org/statewidetour](https://mnmfg.org/statewidetour).

## HERE ARE A FEW TIPS THAT WILL MAXIMIZE LEARNING OUTCOMES FOR YOUR STUDENTS:

- Use award-winning Minnesota Manufactured™ resources to prepare your students. These free resources can be used before or after the tour to enhance outcomes. **All are available at [mnmfg.org](https://mnmfg.org).**
  - Teacher Guide: a customizable 80-page curriculum resource recommended for students grades 6-12 that can be downloaded from [mnmfg.org/educators/teacher-guide](https://mnmfg.org/educators/teacher-guide). You might want to use one or more lessons before the tour and use the rest after.
- Manufacturing Career Tool: a short, career assessment tool that matches aptitudes to various manufacturing careers. [mnmfg.org/futureinmanufacturing](https://mnmfg.org/futureinmanufacturing).
- Have students research the company's website.
- Based on their research and use of the Minnesota Manufactured™ resources, have students prepare 2-3 questions to ask during the tour.
- Instruct your students to wear closed-toe shoes. (You may want to check with the manufacturer to see if there are any additional recommendations.)
- Let your students know that manufacturers expect them to act professionally.
- Tell students where they can find additional information about manufacturing jobs (see sidebar).
- Follow your school's timeline and required protocols for arranging field trips.
- Follow-up after the tour with a thank you to the manufacturer.

## MANUFACTURING CAREER INFORMATION

Use the Manufacturing Career Tool  
[mnmfg.org/futureinmanufacturing](https://mnmfg.org/futureinmanufacturing)



**MINNESOTA STATE**  
Advanced Manufacturing  
Center of Excellence

Watch manufacturing career videos at:  
[mnmfg.org/statewidetour](https://mnmfg.org/statewidetour)

QUESTIONS?  
LEARN MORE AT:





## What manufacturing professionals have to say about their career choice



*"A career in manufacturing provides an opportunity for women to stand out in a place where people don't often expect them to be. If you're bold enough and strong enough to take on the challenge of being in manufacturing, you might have the opportunity to do things that you would never imagine. And I'd encourage any woman to give it a try."*

- Traci Tapani, Co-president, Wyoming Machine, Inc.



*"Manufacturing is a fulfilling career for me. I'm confident that my skills as a welder, will always be valuable, no matter where I go. This trade offers the potential for significant earnings that will sustain my family."*

- Casey Hanevold, Welder, Wells Technology



*"My position with Marvin allows me to have the life I want to live and have the creature comforts that I need or want, and I can provide for my daughter, which is the most important thing to me. I learn something new every*

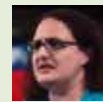
*single day, and that everything I learn is going to help me grow as a person and grow in my career."*

- Jennie Erickson Environmental Manufacturing Engineer – Marvin Windows and Doors



*"I love my career in manufacturing, it is exciting. I enjoy the challenge of taking a product from concept to completion. My career in manufacturing provides the American dream for my family."*

- Altheha Drepaul, Key Account Manager at Ajax Metal Forming Solutions



*"I like knowing that we're making a product that can be used daily. It's going to be something that you see the final outcomes out there in the world. Just looking at something and saying, "I made that." I think manufacturing is a great opportunity. There are definitely going to be jobs out there for everybody."*

- Michelle, Wilson Tool International



# ShopFloor

— C O F F E E —

## EVERY SIP SUPPORTS MANUFACTURING WORKFORCE DEVELOPMENT

The Center has partnered with ShopFloor Coffee – a portion of the proceeds are returned to the Center to support the Statewide Tour, Youth Outreach, and other Center initiatives





CELEBRATING 8 YEARS AS DULUTH'S BEST LARGE EMPLOYER  
**THANK YOU TO EVERY TEAM MEMBER**

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Discover your next career at [cirrus.link/duluthcareers](https://cirrus.link/duluthcareers)



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**2024 Statewide Tour Sponsor**

**Double Gold!**

# Additional Tour Resources

## Guides

Download these helpful guides outlining best practices and tips for maximizing the success and participation in the Statewide Tour!

- Community Tour Guide
- Manufacturer Tour Guide
- Manufacturer Virtual Tour Guide
- Teachers Tour Guide
- Manufacturer Tour Toolkit

## Templates

Check out all of these free template options! Use the School Invite Letter for sending out letters to schools, inviting them to tour your company. Use the Press Release template to announce a tour at your manufacturing facility. Use any of the Radio Ads to promote your tours across the airwaves. Use the Social Media templates across multiple platforms!

### Letters

- School Invite
- Parent Informational
- Public Official Invite

### Announcements

- College Tour

### Press Releases

- Manufacturing
- College

### Digital Ads

- General Banner/Digital Billboard
- Date Specific Banner/Digital Billboard

### Radio Ads

## Safety Glasses

Order Safety Glasses to support your Tour! If you are in need of Safety Glasses for event attendees, you may request these via the link below. Simply fill out the form, and we will get these shipped to you right away. Limit 1 request per organization.



Scan the QR code or visit:

[statewidetour.mnmfg.org/safety-glasses-order-form](http://statewidetour.mnmfg.org/safety-glasses-order-form)

## Videos

Check out our manufacturing-focused videos - feel free to use them before, during, and after your tour/event. You may also link to them via your company webpage.

## Bus Funding

The Center and its partners can help fund buses to get your students to a manufacturing tour. Funding is subject to availability and is broken down by region.



View our resources and find your Regional Contact. Scan the QR code or visit



[mnmfg.org/statewidetour](http://mnmfg.org/statewidetour)

**Central** - Steve Nusbaum  
[steve.nusbaum@sctcc.edu](mailto:steve.nusbaum@sctcc.edu)

**Northwest** - Adam Baumgartner  
[adam.baumgartner@polaris.com](mailto:adam.baumgartner@polaris.com)

**East** - Dawn Sandberg  
[dawn.sandberg@pine.edu](mailto:dawn.sandberg@pine.edu)

**Southeast** - Mike Schnell  
[mschnell@ssc.coop](mailto:mschnell@ssc.coop)

**Metro** - Steve Kalina  
[steve@mpma.com](mailto:steve@mpma.com)

**Southwest** - Jason Bruns  
[jason.bruns@mnsu.edu](mailto:jason.bruns@mnsu.edu)

**North** - Scott Turn  
[scott@bemidji.org](mailto:scott@bemidji.org)

**West** - Jaimee Meyer  
[jaimee.meyer@minnstate.edu](mailto:jaimee.meyer@minnstate.edu)

**Northeast** - Jill Murray  
[jill.murray@lsc.edu](mailto:jill.murray@lsc.edu)

# Best Practices



Lori Tapani, Co-President of Wyoming Machine, a precision metal fabrication company located near the Twin Cities, shares insights on their successful tour program. Wyoming Machine has been offering tours for over two decades and is committed to promoting manufacturing careers within their community.



## Key Aspects of Wyoming Machine’s Tour Program

- **Customized Experiences:** Tours are tailored to the specific interests and needs of each group, including students, educators, and community members.
- **Engaging Presentations:** Informative overviews of the company’s operations are provided, showcasing the diverse career opportunities available.
- **Hands-On Activities:** Visitors can experience various manufacturing processes firsthand, such as welding and metal finishing.
- **Interactive Elements:** The tours include Q&A sessions, discussions, and opportunities for personal interaction with employees.
- **Community Outreach:** Collaboration with local schools and organizations to promote manufacturing careers and foster workforce development.

By focusing on these elements, Wyoming Machine has created a memorable and impactful tour experience that effectively showcases their company and attracts potential talent.



The South Central Workforce council have been hosting a Tour of Manufacturing event annually since 2010. Some of their best practices include:

- Have a diverse committee that includes representatives from colleges, universities, high schools, local service cooperative, chambers and CareerForce partners.
- Promote the event through our event website [www.tourofmanufacturing.com](http://www.tourofmanufacturing.com), social media (Facebook and Instagram), local TV and radio ads, DEED, a digital tour magazine and tour signs at each location on event day.
- Last year, we had 13 manufacturers and 2 colleges tour sites with over 400 students from 20 local school districts. Students visited multiple tour sites resulting in 69 student tours.
- The Minnesota State Engineering Center of Excellence hosted students for a hands-on career pathway exploration activity.
- Committee members work closely with local school districts to coordinate a schedule of tours for each school. This relieves the burden from school staff and organizes groups for manufacturers that host tours.
- Developed a “How to Create a Tour of Manufacturing” guide that has been shared with other areas.

## Best Practices



Hope Riska, the Education and Events Administrator at Productivity Incorporated, shared insights on their organization's efforts to promote manufacturing careers. She highlighted various initiatives and best practices that they have implemented to engage students, adults, educators, and the community.



### Promoting careers at Productivity Inc.

#### Engaging Students

- **Oktoberfest Student Career Day:** A biennial event with hands-on activities, company demonstrations, and opportunities for students to interact with potential employers.
- **STEM Expos and Career Fairs:** Participation in these events to showcase manufacturing careers to a broader audience.
- **Private Tours:** Personalized tours for schools and robotics teams to provide an in-depth look at manufacturing processes and career opportunities.

#### Educational Outreach

- **Gene Haas Foundation:** Collaboration to award scholarships and grants to schools.
- **FIRST® Robotics Competitions:** Hope participates as a Game Announcer/Emcee, and the Gene Haas Foundation is a major sponsor. Productivity also sponsors local teams.
- **Supermileage Program:** Support through sponsorship, with the Gene Haas Foundation awarding grants to participating schools.

#### Community Engagement

- **Media Outreach:** Inviting local media to cover events and promote manufacturing careers.
- **Community Partnerships:** Collaborating with local officials and organizations to raise awareness about manufacturing.

#### Best Practices

- **Personalized Experiences:** Tailoring tours and presentations to meet the specific needs and interests of different groups.
- **Inspiring Stories:** Sharing personal stories and examples of how manufacturing has positively impacted lives.
- **Networking Opportunities:** Facilitating connections between education and industry by connecting students with potential employers.
- **Community Involvement:** Encouraging schools and communities to explore manufacturing careers and opportunities.

Overall, Productivity Inc. is dedicated to promoting manufacturing careers and inspiring the next generation of skilled workers through these comprehensive efforts.

# Best Practices



Polaris, a leading manufacturer of ATVs, snowmobiles, and military vehicles, offers comprehensive tours of its Roseau, Minnesota facility. These tours provide visitors with a unique insight into the company's manufacturing processes, history, and career opportunities.



## Key Best Practices

- **Customized Tours:** Tours are tailored to meet the specific interests and needs of different groups, such as students, sports teams, industry professionals, and special groups like Women in Manufacturing.
- **Dedicated Tour Guides:** Trained tour guides lead the tours, ensuring a consistent and informative experience for all visitors.
- **Engaging Content:** Tours include scripted stops, talking points, and fun facts, making them both educational and entertaining.
- **Hands-On Experiences:** Visitors can see manufacturing processes up close, such as welding, tube fabrication, paint, or assembly.
- **Career Development Focus:** Tours emphasize career opportunities at Polaris, particularly for students and young professionals.
- **Pre-Tour Preparation:** Tour guides prepare by researching the group's interests and adjusting the content accordingly.
- **Effective Communication:** The use of headsets ensures clear communication in the noisy factory environment.

- **Feedback and Improvement:** Polaris actively seeks feedback from visitors to continuously improve its tours.
- **Collaboration with Schools and Organizations:** The company partners with local schools and organizations to promote manufacturing careers and facilitate educational tours.

## Additional Highlights

- **Daily Tours:** Polaris offers daily tours at 2 PM, providing regular opportunities for visitors.
- **Special Tours:** For groups with specific interests, Polaris can arrange more in-depth tours of particular areas.
- **Swag and Giveaways:** Small tokens of appreciation, such as giveaways, enhance the visitor experience.
- **Consistent Training:** Tour guides receive ongoing training to ensure they are knowledgeable and confident.
- **Inclusive Experiences:** Polaris actively strives to create inclusive tour experiences, as demonstrated by the Women in Manufacturing tour.

## Best Practice Example

**Women in Manufacturing Tour:** This tour showcased Polaris's commitment to diversity and inclusion by featuring all-female leadership and hosting a panel discussion with women from various departments, providing a valuable and inspiring experience for visitors.

By following these best practices, Polaris has created a successful and engaging tour program that showcases its operations, inspires future generations of manufacturing professionals, and fosters a more inclusive work environment.

# Transportation Funding

## Level Up Your Field Trip! Apply for Funding to Support Student Manufacturing Tours!

Want to give your students an unforgettable field trip experience and unlock the exciting world of advanced manufacturing? The Minnesota State Advanced Manufacturing Center of Excellence and its partners are here to help! We offer funding to support transportation costs, making it easier than ever to get your students on-site for amazing manufacturing tours.

- **Students:** Explore cutting-edge technology, meet industry professionals, and discover potential career paths.
- **Manufacturers:** Provide a memorable and impactful learning experience (without breaking the bank!).

Ready to be part of the solution and inspire future innovators? Become a transportation sponsor TODAY! Visit [mnmfg.org/statewidetour](http://mnmfg.org/statewidetour) to learn how you can help. (Transportation funding is limited and varies by region.)

Let's fuel the future of manufacturing, together!

Sincerely,

The Minnesota State Advanced Manufacturing Center of Excellence



Scan the QR code or visit [mnmfg.org/financialsupport](http://mnmfg.org/financialsupport) to sponsor a bus today!



[mnmfg.org/statewidetour](http://mnmfg.org/statewidetour)

## Example Surveys to Measure Impact

### Success Story Template: My Manufacturing Tour Experience

Your Name:  School:

Manufacturing Facility Visited

#### Before the Tour:

What were your initial thoughts about manufacturing careers?

Did you have any misconceptions or stereotypes about manufacturing?

#### During the Tour:

What was the most interesting or surprising thing you learned about manufacturing?

Describe a specific experience or activity that stood out to you.

Did you interact with any manufacturing professionals?

Yes  No

If so, what did you learn from them?

#### After the Tour:

How has your perspective on manufacturing careers changed?

Did the tour inspire you to consider a career in manufacturing? If so, why?

What did you find most valuable about the tour experience?

#### Conclusion:

Share your overall impression of the manufacturing tour.

Would you recommend this experience to other students? Why or why not?

#### Optional:

Include a photo or drawing related to your tour experience.

Add a quote or memorable phrase that captures your thoughts or feelings.

Remember to be as specific and detailed as possible in your responses. Your story can inspire others to learn more about manufacturing and consider it as a potential career path.



## Student, Educator, and Manufacturing Host Survey

### Student Survey

Did your manufacturing tour inspire you to consider a career in manufacturing?

Yes  No

If yes, what specifically inspired you?

### Educator Survey

What did you hear from students about their experience on the manufacturing tour?

How has your perspective on manufacturing careers changed since attending the tour and sharing it with your students?

What advice would you give to other educators considering organizing similar tours?

### Manufacturing Host Survey

Would you be willing to host another manufacturing tour for students?

Yes  No

Was the effort of hosting the tour worthwhile?

Yes  No

What advice would you give to other manufacturing companies considering hosting tours?

Did the tour help you recruit any students for potential employment or internships?

Yes  No

# MINNESOTA MANUFACTURED™

Statewide Tour 2025

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