

VIDEO COMPETITION



Original Creators:

Manufacturers Resource Center,
DaVinci Science Center,
Lehigh Valley Workforce Investment
Board, Lehigh Career and Technical
Institute



Target Audience:

6th - 8th grade students



Synopsis:

Dream It. Do. It.'s 'What's So Cool About Manufacturing' Video Contest is a program designed by trade organizations, employers and educators to help improve the image of manufacturing as a career choice, and to recruit more young people to vocational and technical schools that feed talent to the manufacturing industry. Teams of middle school students, led by teacher coaches, are provided with video equipment and instructional materials and matched with local manufacturers. Each team has four months to create a short video profile of their partner company, and the career opportunities they offer to answer the question, "What's So Cool about Manufacturing?" The entries are judged by an expert panel and public vote—hosted on the Dream It. Do It. Website—and winners are recognized at an awards ceremony by industry and education leaders, dignitaries, and elected officials.



Type of Activity:

Competition



Dream It. Do It. Location:

Pennsylvania



LEHIGH VALLEY VIDEO COMPETITION STORY

“What’s so cool about manufacturing?” That’s the question students from around the Greater Lehigh Valley in Pennsylvania were asked as a part of Dream It. Do It.’s inaugural Student Manufacturing Educational Media Contest. The contest, organized by the Lehigh Valley Skill Up Partnership, is intended to help change the image of manufacturing as a career path, as well as the image of career and technical education among K-12 students, their adult family members and educators.

“THE GOAL IS TO MAKE MANUFACTURING ATTRACTIVE AND COOL IN THE EYES OF EIGHTH AND NINTH GRADERS,”

said Jack Pfunder, President and CEO of the project’s lead partner, Manufacturers Resource Center (MRC). “So that a career (in manufacturing) and technical schools are on their radar,”

Before kicking off the program, organizers did a test run by partnering area students with local media professionals to produce a sample video for local guitar manufacturer Martin Guitar Company. This video, along with four other instructional videos, were given to teams with a teaching guide to help teams complete their video entries successfully.

Nineteen middle school teams from 16 public school districts entered the contest in its first year. Each team

was provided with video equipment and training and matched with an area manufacturer. Cameras in hand, the students toured their respective partner’s manufacturing facilities, learned about the products they make, and interviewed a variety of employees with different skill sets. They then used this material to create short video profiles of their companies, and the career opportunities they offer.

“The project gave students the unique opportunity to see advanced manufacturing as another career option, observe companies in the industry and community and to translate what they thought was cool to their peers,” said Karen Buck, project manager for MRC.

More than 123,000 votes were cast during the three-day public voting period, hosted on the Dream It. Do It. Pennsylvania website. The winners were honored by representatives from 20 regional manufacturing companies, dignitaries, community sponsors, and elected officials for their impressive efforts and submissions. Pfunder noted two desired outcomes from this contest: More awareness by the younger generation of what a career is like in manufacturing,

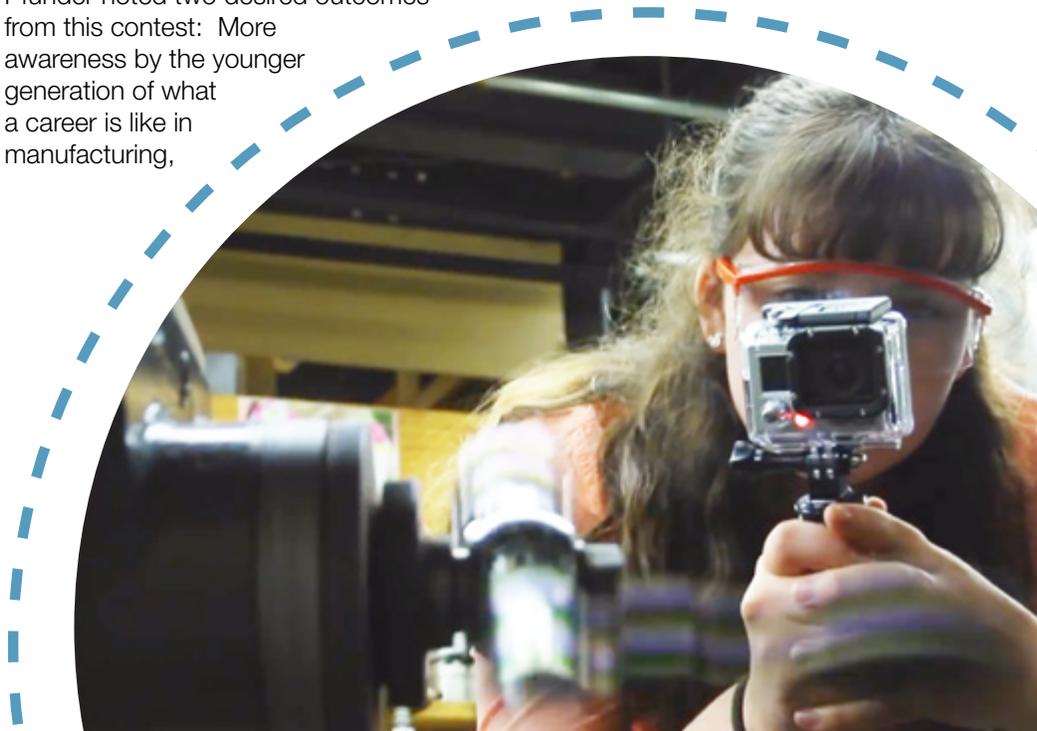
and new partnerships between local school districts and manufacturing companies.

“As these teams recognize the relevance these innovative jobs have to their world, they will communicate a more accurate view about manufacturing to their peers, parents and teachers.”

Feedback from students, parents and teachers who participated in the inaugural contest was resoundingly positive, providing evidence the program is already meeting its objective.

Said one student, “I learned how many different and interesting jobs are out there—just in our community—and how cool manufacturing really is.”

Another said, “There are many different opportunities for people to pursue a career in manufacturing. Manufacturing jobs are fascinating and I would be delighted to have a career in this field when I am an adult.”



VIDEO COMPETITION STEPS FOR IMPLEMENTATION:



- 1** Form mission and vision for launching a video competition. The mission should define the purpose and primary objectives of the program. The vision defines what the program should accomplish in the future.
- 2** Establish a leading organization to oversee the video competition. This could be a school, a workforce investment board, a regional manufacturers association or others. Ideally, this organization would have existing relationships with local employers and local educators.
- 3** Conduct a meeting with local career and technical education presidents. It is ideal to leverage those individuals who are already committed to manufacturing careers. The purpose of this meeting is to invite their participation and garner interest in the project.
- 4** Conduct a meeting with local superintendents to request their district's participation. You will need their commitment to connect you with a middle school within the district and a contact person to connect with a teacher coach who could lead one of the participating teams.
- 5** Shortly after or simultaneously with step 4, you must begin to conduct meetings with local manufacturers to gain their commitment to participate. They should be aware of the time commitment and the fact that their facilities will be recorded. For those that would like to participate, they need to provide a point of contact that will connect with the student team.
- 6** Once an eligible pool of schools and employers have been identified, it is time to pair manufacturers with student teams. It is ideal to pair the teams based off of geographic location to make collaboration as easy as possible.
- 7** Create a timeline for all stages of the project so that set dates are known before the competition actually begins.





8 Welcome all teams to the competition: After employers and student teams have been paired (from here known just as ‘teams’), teams should be welcomed to the competition and provided with resources. These resources include:

- The guidelines for the competition
- The timeline for all stages of the competition
- Camera equipment if being provided by the Dream It. Do It. site
- Four part media training series with complimentary training guide
- A one page overview of the project to share with parents and other educators

9 The organization executing the video competition must hold a teacher coach training for all educators participating as a coach of a team. During this training session, be prepared to address the following items:

- The role as a teacher coach, including their responsibilities overseeing the team
- Available materials and resources to help support each teams work
- A thorough review of the timeline and what deadlines the team needs to meet during the competition
- Answering any questions or addressing any concerns of the teacher coaches
- Additional training options available throughout the competition specifically pertaining to equipment usage and media editing;
- Communication schedule throughout the project to include:
 - Bi-monthly email updates from Project Manager with pertinent project deadline reminders and/or changes
 - Video progress benchmark submissions from Teacher Coaches to Project Manager

10 During the period of time in which students are filming and creating the video, it is important to track team progress through the rough cut submission dates stated on the timeline and to provide media support and rough cut reviews in a timely manner.

AS TEAMS RECOGNIZE THE RELEVANCE THESE INNOVATIVE JOBS HAVE TO THE WORLD AROUND THEM, THEY WILL COMMUNICATE A MORE ACCURATE VIEW ABOUT MANUFACTURING TO THEIR FELLOW PEERS, PARENTS & TEACHERS.

VIDEO COMPETITION STEPS FOR IMPLEMENTATION:



11 For the organization leading the video competition, it is essential to use this time to begin planning the award ceremony and the voting process. This piece of the competition will be different for each of the sites. Here are some items that should be considered:

Awards Ceremony

- Where will it be held?
- When will it be held? This likely was determined when you created the original timeline.
- Who will be in attendance?
- What will be the agenda of the event?

Voting Process

- Will you allow the general public to vote?
- Will you host the voting online?
- Will you use a judge's panel for the voting?

Prize and Awards

- What will be the prizes for each of the winning teams?
- Will there be multiple award categories?
- Will you give out a trophy? Could local manufacturing students design and manufacture the award?

Advertising/Community Engagement

- How will you promote the video competition to the community?
- Will you advertise the competition to increase voting?

Sponsorship

- Will you look for area sponsors to help cover costs for remaining expenses?

Media

- Will you invite press to cover the award ceremony or help promote the award ceremony/competition?

12 You have reached the end of video production! At this time, each of the teams will submit their final videos for one last review to ensure they meet all of the requirements set out at the beginning of the competition.

13 Finally, all completed videos should be sent to individual manufacturer with media releases for content review.





14 If you intend to utilize online voting, be sure to leave a multiple week gap between the end of the video production and the award ceremony to gather as many voters as possible.

15 Once you have closed the voting period and determined category winners, it is time to hold the award ceremony and honor all participants of the competition. A couple of matters to consider:

- How will you congratulate all teams, regardless of whether they win an award or not?
- How will you thank sponsors and manufacturers who participated in the competition?
- Will you have a keynote speaker? Could it be a local employer or elected official?
- Do you intend to provide refreshments at the awards ceremony? Could local culinary students help provide you with these refreshments? Could local food manufacturers donate refreshments?
- Do you need printing to be completed for the award ceremony? Could local printing students help provide you with those pieces?
- Remember to take plenty of photos! This will help for next year's competition and documenting the success of the current year.

16 After the competition, things to remember:

- Thank all partners, educators that participated (superintendents, principals, teachers, students), manufacturers, sponsors, and judges.
- Document all press around the event.
- Provide a questionnaire to teachers and employers to identify areas for improvement for next year.
- Provide a survey to students and parents to capture changes in their perception of manufacturing careers!
- Be willing to offer an incentive prize for completing the surveys and questionnaires.