

#MFGDAY16



Manufacturing Day Resources For the Media



OPENING DOORS & MINDS

Co-produced by:  **FMA** Fabricators & Manufacturers Association, International®  **MEP • MANUFACTURING EXTENSION PARTNERSHIP**  **MANUFACTURING Institute**  **NATIONAL ASSOCIATION OF Manufacturers**

Guest Producer:  **ISMA** Media Partner:  **SCI** science channel Strategic Content Partner: **EDGEFACTOR**



Dear Reader:

This kit for members of the media has been designed to introduce you to Manufacturing DaySM and help you connect to the movement's participants on both a national and a local level.

Manufacturing Day is a growing grassroots movement of manufacturers dedicated to overcoming the shared challenges facing manufacturers today. The most pressing issue is a gap in skilled labor. 80 percent of manufacturers cannot find the skilled workers they need. This gap continues to widen. Manufacturers' ability to address this issue has been hindered by the public perception that careers in manufacturing are undesirable and by the lack of sufficient preparatory education. Both of these problems stem from a lack of understanding of present-day manufacturing environments, which are highly technical.

Manufacturing Day gives manufacturers an opportunity to raise and address these issues by simply exhibiting what they do to visitors who are curious about manufacturing. The official celebration date is always the first Friday in October, but as more states declare October as Manufacturing Month, many events are scheduled throughout the month. Thousands of manufacturers across the nation participate in Manufacturing Day by hosting open houses, public tours, career workshops and other events. They are joined by community and technical colleges that host similar events to showcase their facilities and course offerings that lead to well-paid, in-demand manufacturing careers. Through this collective effort, Manufacturing Day draws public attention to manufacturing's present-day reality and encourages job seekers to develop the skills they need to qualify for long-term careers in this secure and growing sector of the economy.

This media kit provides information about the movement and provides manufacturing facts and story ideas. Please explore www.mfgday.com to learn more about Manufacturing Day, access a wide variety of informational resources, current news releases, and a calendar of the individual Manufacturing Day events in your area. If you need additional information, we encourage you to email Manufacturing Day's co-producers at info@mfgday.com or 888-394-4362.

Thank you for your time and your interest. We hope you will help to spread the message about manufacturing and experience a Manufacturing Day event in your community.

Sincerely,

The Manufacturing Day Co-Producers





Initiative Overview

An annual event that occurs on the first Friday of October, Manufacturing Day is a coordinated occasion during which U.S. manufacturers open their doors to demonstrate the potential of modern manufacturing and foster interest in manufacturing careers. Manufacturing Day was created to correct public perception, which doesn't do manufacturing justice.

Manufacturing environments, which include highly trained, well-paid employees who work on state-of-the-art equipment, are commonly thought of as antiquated factories designed for low-skilled workers. Manufacturing Day addresses this misperception by giving all manufacturers an opportunity to open their doors and show, in a coordinated effort, exactly what manufacturing is — and what it isn't.

This change in perception is the first step in addressing one of the main challenges faced by manufacturers today — a gap in skilled labor. By giving manufacturers an occasion to share what they do with their communities, Manufacturing Day provides manufacturers with an opportunity to connect directly with job seekers and students to begin to address the skilled labor shortage they face.

Supported by a group of industry sponsors and co-producers who create and maintain a host of resources and tools, Manufacturing Day amplifies the voice of individual manufacturers and delivers a coordinated message about common concerns and challenges. The rallying point for a growing mass movement, Manufacturing Day empowers manufacturers to come together to address their collective challenges so they can help their communities and future generations thrive.

Online Presence

Manufacturing Day provides updates on the movement, shares information about manufacturing, and registers events on its website and social media channels.

Website: www.mfgday.com
 Facebook: www.facebook.com/MfgDay
 Twitter: www.twitter.com/mfgday
 Google+: plus.google.com/+MFGday/posts

Co-Producers

The Manufacturing Day steering committee comprises representatives from four co-producer institutions:

- Fabricators & Manufacturers Association, International (FMA)
- National Institute of Standards & Technology's (NIST) Hollings Manufacturing Extension Partnership (MEP)
- The Manufacturing Institute (MI)
- National Association of Manufacturers (NAM)

They are joined by guest producer, Industrial Strength Marketing (ISM), official media partners, The Science Channel and Edge Factor, and movie partner, *American Made Movie*. These organizations collaborate to encourage event creation, support event hosts, develop and manage a national communications program, and drive event turnout. Learn more on the mfgday.com About Us page: www.mfgday.com/about-us.





Manufacturing Day at a Glance

WHAT is Manufacturing Day?

An annual event during which North American manufacturers open their doors to showcase the potential of modern manufacturing and foster interest in manufacturing careers.

WHEN does Manufacturing Day happen?

Always officially celebrated on the first Friday in October, Manufacturing Day can be celebrated any day of the year when a manufacturer organizes an event to share what they do with their community. Each year the official calendar of events includes events that happen in nearly every month of the year.

WHERE do Manufacturing Day events occur?

Manufacturing Day events occur at manufacturing facilities and educational institutions across North America. Events can be found on the Manufacturing Day website's "Find an Event" page: www.mfgday.com/events. This events list is updated daily and can be searched by country, state/province, and city.

WHY is there a Manufacturing Day?

Modern manufacturing environments are commonly thought of as dark, dangerous factories designed for low-skilled workers. Manufacturing Day addresses this misperception by giving manufacturers an opportunity to open their doors and show, in a coordinated effort, what manufacturing really is today:

- Manufacturing is technologically advanced, with ample use of automation, 3-D printing, robots, and screen technology.
- The annual average salary of manufacturing workers is more than \$77,000.
- Manufacturers have the highest job tenure in the private sector.
- 90 percent of manufacturing workers have medical benefits.

WHO should attend Manufacturing Day events?

Manufacturing Day events are meant for anyone who is curious about modern manufacturing and who would like to know more about what happens in modern-day manufacturing facilities. Audiences include students, parents, educators, media, civic leaders, and local communities in general.

HOW does one get more information about Manufacturing Day?

Visit: www.mfgday.com

Call: 1-888-394-4362

Write: info@mfgday.com

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News Page

Manufacturing Day regularly publishes press releases about significant, initiative-wide developments. All Manufacturing Day releases are posted on the Manufacturing Day website on the News page as they are released. The complete list of releases can be viewed here: www.mfgday.com/news. The News page also includes links to stories related to Manufacturing Day that have been featured in key media.

Social Media

Connecting with the Manufacturing Day social media profiles is a great way to keep abreast of stories about Manufacturing Day and the many participating companies. To find key Manufacturing Day developments on Facebook and Twitter, search for the official Manufacturing Day hashtag: [#mfgday16](https://twitter.com/mfgday).

- Facebook: www.facebook.com/MfgDay
- Twitter: www.twitter.com/mfgday
- Google+: plus.google.com/+MFGday/posts
- Instagram: www.instagram.com/mfgday
- LinkedIn: www.linkedin.com/company/manufacturing-day



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Article Ideas

Below are a few ideas for the types of stories that can be told about Manufacturing Day, its participants, and the state of manufacturing in North America.

Manufacturing Day

Manufacturers Tackle Their Skilled Labor Shortage

Manufacturing Day gives manufacturers a chance to come together to speak out about the issues they collectively face. The most prevalent problem is a skilled labor shortage. On Manufacturing Day, many manufacturers will touch on this topic, as well as the solutions they are developing to tackle it.

Manufacturers Come Together to Educate the Public about Manufacturing

Manufacturing also faces another big challenge: the lack of public knowledge of, and involvement in, this important sector of the economy. Manufacturing Day is an occasion for participating manufacturers to speak directly to their local communities, informing and engaging them.

Changing Perceptions

The average person, if they don't have a connection to manufacturing doesn't know that it is alive and well and thriving and is one of the primary drivers of the North American economy. They may think we don't make anything anymore, or that all manufacturing has moved to China. They may still harbor the belief that it's dangerous and dirty.

Manufacturing Day allows people to see behind the closed doors of manufacturing plants and learn first-hand that these beliefs are outdated and incorrect. Do these personal experiences really make a difference? How much impact does a Manufacturing Day experience really have? The MFG DAY co-producers have collaborated with Deloitte to create a survey that can be used at every event to measure visitors' belief changes after just a single personal encounter with manufacturing. Introduced in 2015, survey results from the first year indicate that these experiences can be powerful agents for change. The survey will continue to be used and results analyzed by Deloitte every year going forward. [View survey results here.](#)

Manufacturing Day Host Companies

Profile of a Local Manufacturer

Manufacturing Day is designed to give manufacturers an opportunity to share their craft and company culture with their communities. A straightforward story would be to profile a local business or business leader, discussing their concerns, plans, and reasons for participating in Manufacturing Day.

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General Manufacturing

Today's Manufacturing Is Not Your Grandfather's Manufacturing

Many people have an antiquated idea of manufacturing facilities as dirty and unpleasant places to work. This article would dispel these notions by looking at present-day manufacturing working conditions and discussing Manufacturing Day as an opportunity to experience modern manufacturing facilities first hand.

Modern Manufacturing's Many Innovations

Modern manufacturing is highly technical, including robots, automated machinery, and ample screen technologies. This article would review some of the most exciting technical aspects of manufacturing and mention Manufacturing Day as a chance for readers to witness some of these technologies in action.

Manufacturing's Big Comeback

Manufacturing is making a comeback in the U.S. Company initiatives, as well as federal and state policies, support new technologies that make American manufacturing globally competitive, creating businesses and jobs across the country. Manufacturing Day celebrates this momentum driven by innovation.

Frequently Asked Questions

What is the scope of Manufacturing Day?

The inaugural Manufacturing Day was held on October 5, 2012. 240 manufacturers in 37 states participated and about 7,500 people attended events. In 2013, Manufacturing Day grew to include 825 events in the 48 contiguous United States (along with several Canadian provinces) with more than 35,000 event attendees. The third annual event took place on October 3, 2014 and included 1,679 events and nearly 400,000 participants. In 2015, 2,600 events were produced in all 50 states, five Canadian provinces, Puerto Rico and Mexico and touched the lives of more than 400,000 participants. With official collaboration now existing between Manufacturing Day and the Manufacturing Month program in Canada as well as the fact that events are now showing up in Puerto Rico and Mexico, the co-producers anticipate that each year the celebration will continue to grow.

Who participates in Manufacturing Day?

Manufacturers throughout North America serve as event hosts. Participating industries include metal fabrication and machining, plastics, food processing, chemical and bio-technology, and aerospace, among others. Community and technical colleges and other educational institutions that prepare students for manufacturing careers also create events. Event attendees include students, parents, educators, civic leaders and business people.

What can attendees expect at Manufacturing Day events?

There are many different types of events being created, so the experience will vary from event to event. The most common type of event will be a facility tour which will provide visitors with an overview of the company in question and its day-to-day operations.

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Do all Manufacturing Day events happen on the same day?

The official celebration of Manufacturing Day each year happens on the first Friday in October. However, because Friday may be inconvenient for some hosts due to work schedules or other established civic celebrations, host companies have the leeway to choose their own event date. Most take place in September, October or November, but any day can be Manufacturing Day. The events calendar on mfgday.com can be searched by date as well as location.

How did Manufacturing Day come about?

Ed Youdell, President and CEO of the Fabricators & Manufacturers Association, International (FMA), came up with the idea of a national Manufacturing Day as a way to bring together other industry-leading organizations including the National Association of Manufacturers (NAM), The Manufacturing Institute (MI), and the National Institute of Standards & Technology's (NIST) Hollings Manufacturing Extension Partnership (MEP) to draw public attention to the great career opportunities in manufacturing.

Is this an annual celebration?

Yes, Manufacturing Day is held annually on the first Friday in October.

Does everyone who wants to attend an event have to register in advance?

Groups of five or more must register in advance, but individuals are not required to register in order to attend Manufacturing Day events. Event hosts are encouraged to connect with their communities to gauge interest, encourage attendance, and develop an informed estimate of how many guests to expect.

Resources

Facts About Manufacturing

The Facts About Manufacturing, produced jointly by The Manufacturing Institute, the Manufacturers Alliance for Productivity and Innovation, and the National Association of Manufacturers, is a collection of the key facts and figures that define the state of the U.S. manufacturing industry. These Facts are updated on a regular basis as new data becomes available.

Check out the following webpage for regular updates on costs, economy and jobs, environmental impact, foreign trade and investment, research and development, and workforce and compensation in the manufacturing sector: <http://www.themanufacturinginstitute.org/Research/Facts-About-Manufacturing/Facts.aspx>

Manufacturing Infographics

Several infographics containing quick facts about GDP, salaries and job opportunities as related to the manufacturing sector can be found on the Manufacturing Day website at: <http://www.mfgday.com/resources>.

Skills Gap and Public Perception Studies by Deloitte and The Manufacturing Institute

Deloitte and The Manufacturing Institute conduct studies every couple of years to assess the public perception of manufacturing and to gauge the level of the skills gap as seen by manufacturing executives. Both studies were completed in 2014 and the results of both studies can be downloaded from the Manufacturing Day website:

Summary of both reports: <http://www.mfgday.com/skills-gap-public-perception>

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Use of Manufacturing Day Logo

The Manufacturing Day logo may be downloaded and used in conjunction with articles written about the event. Go to: <http://www.mfgday.com/resources/logos>.

Further Inquiries

To learn more about Manufacturing Day, please call 888-394-4362 (toll-free) or 815-399-8700 or email info@mfgday.com

For information about the co-producer organizations, or to request interviews with representatives from the co-producers, please contact:

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