



# MFG Day 2020: Toolkit for Teachers

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## The Challenge

By getting involved in MFG Day, educators can help students and parents better understand the exciting careers available in modern manufacturing.

Ready to empower the next generation of creators? Take advantage of our #MFGDay20 opportunities and join us on our mission to connect students and families with the future of manufacturing.

## About MFG Day

Kicking off on Friday, Oct. 2, MFG Day serves as a flagship initiative of The Manufacturing Institute—the 501(c)3 nonprofit workforce development and education partner of the National Association of Manufacturers. MFG Day gives companies from all over the country the opportunity to showcase the benefits of modern manufacturing careers.

In addition, our events address the skills gap that will leave more than 2.4 million American jobs unfilled by 2028. This skills gap is due in part to a lack of awareness surrounding the incredible career pathways that exist in manufacturing, and the NAM, the MI and manufacturers across the country are addressing this issue proactively with MFG Day. MFG Day encourages thousands of companies and educational institutions to host virtual or safe, in-person events for students, parents, teachers and community leaders. By gaining exposure early on, students are inspired to learn more about the exciting field of modern manufacturing and the challenges the current skills gap presents.



# What Is Modern Manufacturing?

While many students may have a perception of what manufacturing is, the industry is much more complex and multifaceted than ever before. Manufacturing has undergone a dramatic shift into today's industry providing opportunities for students to design and build America's future in high-demand and high-skill careers. Did you know that, on average, a job in manufacturing pays more than \$84,000 a year in salary and benefits? Simply put, modern manufacturing is the path to a secure career and future.

Modern manufacturing also provides opportunities to develop specialties, such as operations, management, technology and engineering. New jobs in modern manufacturing extend beyond shop floors and laboratories into offices, state-of-the-art tech centers and even your living room. Everything we use today required skilled thinkers and doers to invent, market, distribute and maintain. MFG Day provides a great opportunity to ignite these important conversations!





# Call to Action

If you're looking for an engaging way to introduce students to exciting new career paths, MFG Day provides the perfect place to start. There has truly never been a better time to open up a world of possibility for your students and drive interest toward exciting career opportunities in modern manufacturing.

Here's how to get involved:



## 1 MFG Day Student Events

There's no better way to introduce your students to modern manufacturing than by incorporating an MFG Day event into your lesson plan, or by encouraging students and parents to participate in an event on their own! The following events provide an inside look at the realities of modern manufacturing.

### Creators Wanted: A Program for America's Students

When: Friday, Oct. 2, at 12:00 p.m. EDT

This is the official anchor event for MFG Day 2020 events across the country. Hosted by the MI and sponsored by Salesforce, PTC and Rockwell Automation, it aims to celebrate modern manufacturing in America and excite students about opportunities in the industry. The program will be broadcast live on [CreatorsWanted.org](https://CreatorsWanted.org) and uploaded for on-demand viewing.

[Check out the event here!](#)

### Creators Respond: Inspiration from America's Creators

When: Wednesday, Oct. 7, at 12:00 p.m. EDT

America's creators have mobilized to respond to COVID-19, with manufacturers rallying to meet the nation's needs during the pandemic. As part of the MI's program—sponsored by Walmart—students, parents and educators will get to meet some of these creators, learn their stories and witness firsthand how they're building a better tomorrow. The program will be broadcast live on [CreatorsWanted.org](https://CreatorsWanted.org) and uploaded for on-demand viewing.

[Check out the event here!](#)

### Search for nationwide or local events:

[Find an event!](#)

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## MFG Day Teacher Event

Learn more about the skills—such as creativity and problem solving—that can guide students toward a modern manufacturing path. This virtual event is hosted exclusively for teachers.

### Creators Wanted: National Teacher's Day—A Program for America's Teachers

When: Monday, Oct. 5, at 12:00 p.m. EDT

Influencers aren't just pop culture and social media stars—they're also the stars in our everyday lives and classroom. That's why the MI is hosting an MFG Day event for America's teachers—sponsored by PTC—to help them discover the opportunities a career in modern manufacturing could hold for their students. Allen Gannett, technology entrepreneur and author of [The Creative Curve](#), will headline the program with a Flash Talk on how to spur creativity.

[Check out the event here!](#)

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## MFG Day Virtual Tours

Manufacturers across the country are opening their doors virtually with 3D-mapped tours. Explore the latest videos, show them to your students or incorporate them into a lesson plan!

Check out the virtual manufacturing tours on [CreatorsWanted.org](https://www.creatorswanted.org).



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## Creators Wanted Stories

Modern manufacturing careers have transformed in significant ways, creating opportunities to design, work in teams, use the latest technologies, make tangible products, create the future, lead early on and build a lifelong and rewarding career. These are high-skill careers with multiple pathways to excel.

The [Creators Wanted videos](#) provide an inside look into the stories and careers of modern manufacturers. Each video features a personal story of a creator in manufacturing and lets students and parents hear firsthand about the opportunities a career in modern manufacturing provides.

Check them out and pass them along to your students!

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## The MI

Through 2028, 4.6 million manufacturing jobs will need to be filled, and 2.4 million are expected to go unfilled due to the skills gap. To combat the skills gap, the MI provides programming and initiatives for the current and emerging manufacturing workforce, including women, veterans and students.

The MI provides leading resources to solve the industry's toughest challenges. The MI also offers access to education and certification programs for emerging and current manufacturing workers, an integrated training and career pathway and a community of engaged workers and manufacturers. As the leading provider of industry workforce research and data, the MI provides insight, research, resources and tools to manufacturers to grow their pipeline of skilled workers.

Get the latest news and research on the industry from [the MI](#).





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## Smart MFG App

Students love video games, and the MI and PTC have partnered to create an app that gives students an interactive virtual modern manufacturing experience that excites and educates.

Download and share the Smart MFG app.

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## The Social Media Conversation

To excite future creators about the rewarding career pathways that modern manufacturing offers, we first have to increase awareness and shift misperceptions about the industry through experience and compelling content. That's where MFG Day and its social media channels come in! There are lots of engaging and enlightening conversations happening across Twitter, Facebook, Instagram and LinkedIn about the future of the industry, and we invite you to join in and follow along.

For the latest updates on MFG Day, follow @MFGDay, @TheMfgInstitute and @ShopFloorNAM on Instagram, LinkedIn, Facebook and Twitter. You can also engage with other educators and attendees, as well as companies, organizations and state officials participating in MFG Day 2020 by searching for content using the #MFGDay20 and #CreatorsWanted hashtags.

Attending an event with your students? Make sure to use #MFGDay20 and #CreatorsWanted or tag @MFGDay in your updates or recap posts!

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## Manufacture Your Future

The Arconic Foundation, Howmet Aerospace Foundation and Discovery Education have compiled free resources to 3rd–12th grade classrooms to develop STEM and critical-thinking skills in students.

Check out the exciting tools at [Manufacture Your Future!](#)

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## Email Newsletter

[Sign up](#) to receive emails from the MI to stay on top of news and opportunities surrounding modern manufacturing, including a new youth site coming soon.



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