

# Looking to get involved with a local school?

*Participate in our middle school  
student video contest!!*



## Company Commitment

- Identify an employee to be the point of contact for Catalyst Connection and the teacher coach throughout the program.
- The team of 7 students accompanied by their teacher coach will visit your company twice.
  - First visit for a tour of the company in the Fall (*Approximately 1-2 hours*)
  - Second visit for filming b-roll of manufacturing processes and conducting interviews with a handful of employees before Christmas break (*Approximately 2-4 hours*)
- Share the video made by students with your connections and community to create brand awareness for your company and increase views and voting numbers for your student team.
- Have company representation at the evening award ceremony in the Spring to celebrate student success, engage with their families, and talk directly to attendees about job openings at your company.

## Benefits for Participating Companies

- Change perceptions of and create awareness of manufacturing careers in your community to build a future stream of talent
- Exposure of your company to local communities through the perspective of the up and coming generation of workers
- This program will provide a sense of community within your organization
- A step toward becoming an Employer of Choice!

**To learn how to get your company involved in the program or additional sponsorship opportunity contact: Hannah Kusenko [hkusenko@catalystconnection.org](mailto:hkusenko@catalystconnection.org)**

# Wondering why manufacturers participate?

*Here are some quotes from participating companies!*

- "The WSCAM video contest is a great opportunity for us to present a snapshot of our company in an innovative way, through the eyes of the students. It's a great opportunity for our team to get involved in telling the story of our company and highlight careers in manufacturing that may interest the students. Additionally, the process (production through awards ceremony) and product generate numerous chances for us to create and promote content that can be shared internally and via social media". - **Tiffanie Tiberio, TSI Touch**
- "I find my team at Guy Chemical enjoys working with the students, teaching them about manufacturing and the jobs that are created by our company. It is always refreshing to interact with young minds with the production of a video as our common goal". - **Guy Berkebile, Guy Chemical**
- "This is a wonderful program. One of the reasons we participate in "What's So Cool about Manufacturing" is to educate and encourage young people about manufacturing careers". - **Sherry Abel, Global Incorporated**
- "We enjoy the community interaction and also opening the eyes of the next generation to all of the things you can achieve via engineering". - **Jesse Harper, PiMios**
- "It's a lot of fun for everyone involved. Seeing and interacting with the students as they learn and discover the manufacturing process and how it affects their life, seeing the employees when they realize they're "stars" in the video, the whole process is just a good experience. It's great marketing for JSP. Not everyone in the community knows who we are or what we do. The creation of the video and the contest, voting, and sharing really help us with Brand Awareness in the local community. I can't count how many people told me they "saw our video" and never had known who we were or what we did before that! It gives us a great piece of publicity or an aid for our sales and marketing group when they're introducing JSP to someone new". - **David White, JSP**
- "It's a great way for a company's employees to see the next generation take an interest in the skills and teamwork that go into a final assembly coming together. It can help your own employees gain some additional pride in what they come to work to do everyday. There is a good feeling that comes with passing knowledge on to the next generation and hopefully lighting a fire of enthusiasm and appreciation about manufacturing". - **Chance Turner, EPD Electronics**