

# Manufacturing Rebrand

Presented to the Manufacturing & Logistics Sector Council

3-16-16



Dr. Dana Ryan, Director  
[dryan@washoeschools.net](mailto:dryan@washoeschools.net)

## STATE ALLOCATION GRANT

**Goal 2: Attract more students to engage in level one courses, develop strategies to retain more students through the program of study, and identify/develop more qualified teachers to teach industry-standard CTE courses.**

*Objective 2.1.3: In collaboration with community partners, to include **Dream It! Do It! Nevada**, the **Governor's Office of Economic Development**, **Manufacturing Sector Council**, **Nevada Manufacturer's Association** and the **Nevada System of Higher Education**, produce marketing materials that strategically increase awareness and understanding of manufacturing with the purpose of increasing enrollment/demand for the **Manufacturing Technologies** program of study and other manufacturing-associated programs.*

- WCSO will develop and implement a comprehensive marketing strategy to increase understanding among the public, families and students about today's advanced manufacturing workplace, including environment, necessary skills and career opportunities. This campaign will aim to increase program enrollment and completion rates in Manufacturing Technologies, as well as manufacturing-related courses of study.
- **Outcome 2.1.3: At least 60% of those in attendance at Signature Academy and CTE events who preview the materials will report that it caught their attention in a positive way, increased their curiosity about manufacturing, and provided guidance to more resources.**

## Project Goals:

Create engaging, eye-catching materials that communicate a new vision of manufacturing – highlighting the innovative, sophisticated, high-tech nature of the career field

- *Television public service announcements*
- *Outdoor advertising (billboards, posters, panels)*
- *Promotional Literature for parents, families and community members*

## Purpose:

- highlight manufacturing as an career area that provides individuals with opportunities throughout their lifetimes;
- disseminate national and local research that support manufacturing career opportunities;
- promote rigorous and challenging academic and career and technical instruction, as well as linking secondary education and postsecondary education for participating CTE students;
- support – and demonstrate - partnerships between a variety of Nevada stakeholders to improve opportunities and outcomes in careers associated with Advanced Manufacturing in Nevada;
- encourage exploration and enrollment in a manufacturing pathway at the secondary or postsecondary level.

Public Service Announcement – for television



<https://youtu.be/6UTEUCwGf4E>

Public Service Announcement – for regional use



<https://youtu.be/zs66Q5TuMo8>

# Public Service Announcements - TV



## Timeline:

### **End of May**

Develop 4 company-specific PSAs for the Reno/Sparks service area

Develop 1 general PSA featuring Governor Sandoval, with footage from the four other companies

Gather responses/input from test audiences

### **End of June**

Make final adjustments to PSAs and package for distribution

Develop a participation structure for each PSA that can be used to cover the expense of the filming/distribution and contribute to a manufacturing scholarship through Dream It! Do It! Nevada

### **July - September**

Distribute the 5 PSAs regionally using as much purchased advertising time as is affordable (grant funding)

Identify and film the next 4 PSAs with a goal of being in distribution for October-November-December

### **Beyond September**

Create an on-going cycle of 5 PSAs per quarter, featuring different companies, for the next two years to develop a presence in the community, as well as change the intrinsic "picture" of what manufacturing is



**dream it. DO IT.™**

# Manufacturing - *Careers for the New Nevada*

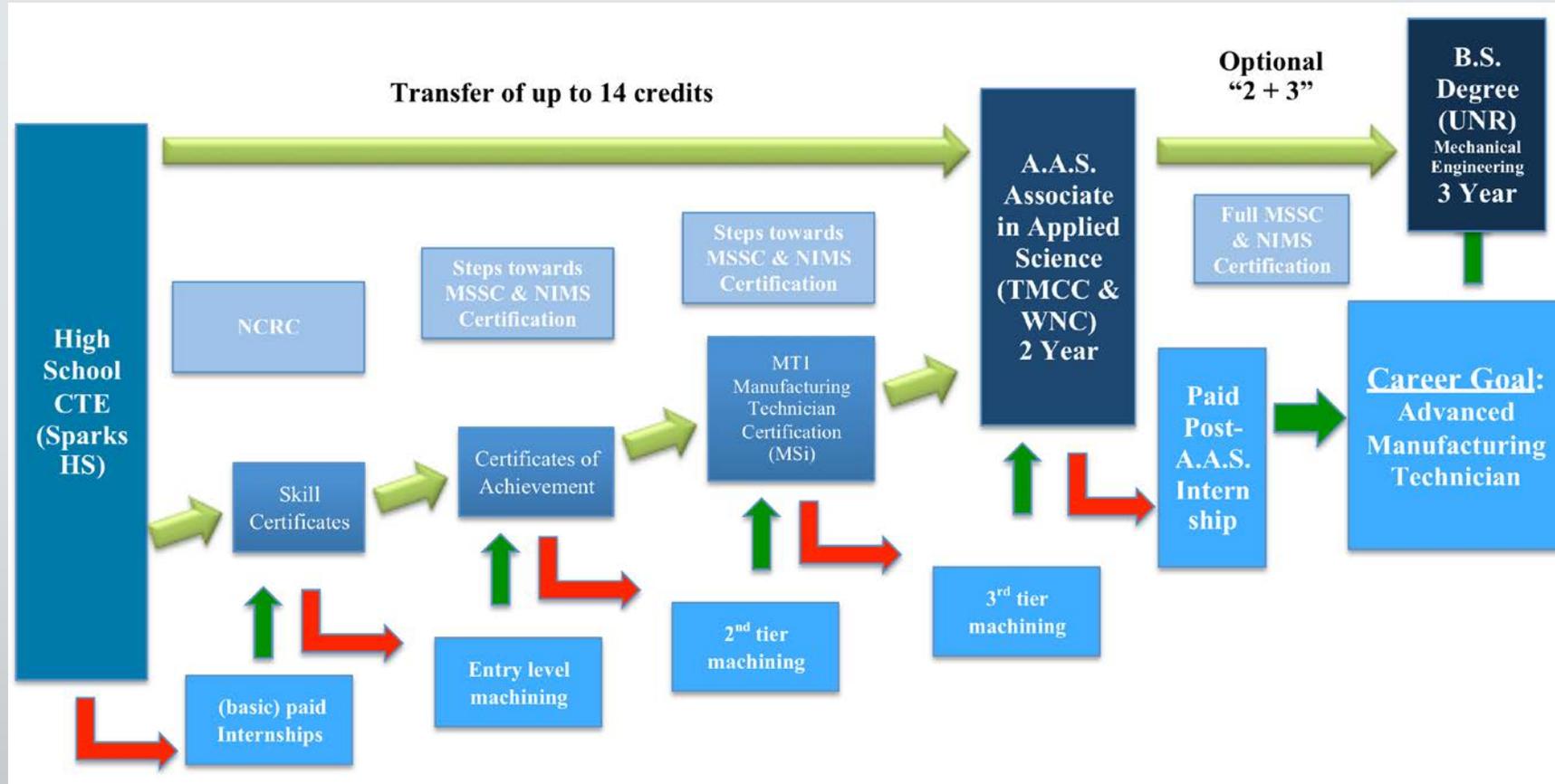
Washoe County School District  
**Signatures & CTE**  
EDUCATION FOR THE FUTURE

[dreamitdoitnevada.com](http://dreamitdoitnevada.com)

 **Micromanipulator**

3/10/16: EDAWN will provide the assistance of the Abby Agency to tighten up the design and create several additional sizes/shapes that can be used for other purposes while staying consistent with the overall design features and “feel.”

# Other Materials: Written Materials



LEAP Manufacturing (Learn and Earn Pathway) translated to varying documents for different audiences – students, parents, incumbent workers, employers.

## Other Materials: Interactive Materials



CENTRAL LOCATION to find information:

Redesign DIDINV website redesign to have a consistent look/feel with the other materials and the national brand. This site will become a clearinghouse for information about manufacturing – what IS manufacturing, how, how to find available jobs, alignment with STEM, teacher resources, school programs, community organizations, etc.

## WHAT DO YOU THINK?

Please provide your feedback by completing a brief survey.  
A link will be sent to you following this meeting.

## WANT TO HELP GET THE MESSAGE OUT?

Please contact:

Dr. Dana Ryan, WCSD

*Director, Signatures Academies & CTE*

[dryan@washoeschools.net](mailto:dryan@washoeschools.net)

775-327-3945

Karsten Heise, Nevada GOED

*Director, Technology Commercialization*

[kheise@diversifynevada.com](mailto:kheise@diversifynevada.com)

775-687-9900