



MANUFACTURING DAY

Host an Event October 5

FROM THE NATIONAL ASSOCIATION OF MANUFACTURERS

MANUFACTURING IS THE BACKBONE of the American economy. So, with manufacturers needing to fill as many as 3.5 million jobs by 2025, according to Deloitte and the National Association of Manufacturers' (NAM) Manufacturing Institute, we face an urgent challenge: building the modern manufacturing workforce.

In America today, there are around 400,000 jobs unfilled in the manufacturing industry. As manufacturers know, a driving factor is the skills gap. Too few workers possess the skills—often high-tech skills—that manufacturers need. Too few young people are pursuing careers in modern manufacturing. These careers offer high-paying, meaningful work. But too few students—and their parents and teachers—know this. Manufacturing Day (MFG Day) is about changing that.

Each year, on the first Friday of October—October 5 this year—manufacturers open their doors to students, parents and educators to see what modern manufacturing looks like firsthand. Nearly 300,000 youth and parents will get a glimpse of the bright future that's possible in manufacturing.

NAM research has found that once parents and students see modern manufacturing in action—and hear about opportunities it offers—they are much more likely to consider it as a viable career. In fact, after attending an MFG Day event, 84 percent of students felt more convinced modern manufacturing provides interesting and rewarding careers.

According to research from Deloitte and the Institute, the more familiar someone is with manufacturing, the more likely he or she is to have a positive view of it. Parents who are familiar with the industry are twice as likely

to encourage their children to pursue a career in modern manufacturing. When manufacturers open their doors on MFG Day, they are changing minds and recruiting the next generation of manufacturing talent.

Young people need a chance to see that manufacturing offers them a way to change the world. And parents need to understand that they are likely to have outdated perceptions of what manufacturing looks like. As NAM President and CEO Jay Timmons says, "Manufacturers are making lifesaving medicines and life-changing technologies, revolutionizing food production, making our societies more sustainable and transforming the way we commute and communicate.... If you want to create change, be a manufacturer."

Manufacturers have a great story to tell, and we need to tell it. It's not just the success of our industry that's at stake but the strength of the entire American economy. Participating in MFG Day is a simple but consequential way to be part of the solution. Access to our MFG Day Host Toolkit is completely free to all manufacturers and educators, thanks to the investment of our sponsors. And it's easy to host an event—resources are available at www.mfgday.com. For more information about the MFG Day mission or available resources to host an event, email info@mfgday.com. ■

