

## Manufacturers Tour Guide



### LOCAL TOUR CHECKLIST

Thank you for opening your doors to students during the Minnesota Manufactured™ Statewide Tour of Manufacturing. By showcasing advanced manufacturing, you are helping inspire the next generation of manufacturing talent. To help you create a memorable and successful local event, we've created this checklist of best practices.

#### 7-10 DAYS BEFORE THE TOUR

- Encourage the teacher(s) to use award-winning Minnesota Manufactured™ resources to help prepare students for the tour. These resources can be used before or after the tour to enhance outcomes. All are available at [mnmfg.org](http://mnmfg.org).
  - Teacher Guide: an 80-page curriculum resource recommended for students grades 6-12 that can be downloaded from [mnmfg.org/educators/teacher-guide](http://mnmfg.org/educators/teacher-guide).
  - Manufacturing Career Tool: a short, career assessment tool that matches aptitudes to various manufacturing careers. This can be downloaded from [mnmfg.org/futureinmanufacturing](http://mnmfg.org/futureinmanufacturing).
- Send the teacher company brochures, your website address, and any other materials that will help the students learn about your company.
- Use our letter template to write a letter to parents, telling them about your company and what students will experience at the tour. Share the letter with the teacher and ask that it be sent home with students. (Template available on the Host page at [mnmfg.org/statewidetour/](http://mnmfg.org/statewidetour/)).
- Communicate any safety needs or clothing expectations (e.g. closed toe shoes) to the teacher so the teacher can inform students.

#### DAY OF THE TOUR

- Provide lunch for your employees in a private area on the day of the tour so they can have a break while working the open house.
- Set out a sign and brightly colored balloons in the front business entry. Ramp it up by having greeters at the front door.
- Make sure your tour space is ready. Have tour guides ready at their stations to talk and demonstrate their work.
- If possible, break students into small groups when you take them through the tour to increase their engagement.
- If you are hosting a self-guided tour, mark the pathway with brightly-colored tape and provide a map that notes highlights of the tour.
- Set up a table with career information, employment applications, and Minnesota Manufactured™ Future in Manufacturing Brochures.
- Display a TV monitor showing the Minnesota Manufactured™ career video and your company video on an endless loop. Make both available in a hospitality room. Provide snacks and have a few key employees on hand to answer follow-up questions. (Look for the Videos link on [mnmfg.org/statewidetour/](http://mnmfg.org/statewidetour/)).

#### AFTER THE TOUR

- Follow-up with a thank you to the students and teacher(s) for coming.
- Survey your employees who worked the open house event to obtain their feedback, noting what went well and what could be done to improve the event next year.
- Use the Minnesota Manufactured™ Adopt-A-School Guide to keep engaging with schools after the tour. (Available at [mnmfg.org](http://mnmfg.org))

# DEEPEN STUDENT ENGAGEMENT

- Help students engage with your company on a deeper level.
- Explain the vision and mission of your company.
- Help them understand why what your company makes matters.
- Develop a virtual tour guide so that distant learning students and teachers can utilize, share, and be available to discuss more information on career opportunities for those who are interested.
- Highlight salary and career opportunities.
- Tell them why employees like working for your company.
- Explain the social impact of your company.



**MINNESOTA STATE**  
Advanced Manufacturing Center of Excellence

Minnesota Manufactured™ is an initiative of the Minnesota State Advanced Manufacturing Center of Excellence.

*Since 2011, the Statewide Tour has reached*

## 2011-2022 TOUR RESULTS

  
**32,416**  
K-12 Students  
Attended A Tour

  
**270**  
Schools  
Participated

  
**1,191**  
Educators  
Attended A Tour

  
**1,339**  
Employers  
Participated

  
**2,056**  
Manufacturing  
Tours

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Minnesota State Advanced Manufacturing  
Center of Excellence

[mnmfg.org/statewidetour](http://mnmfg.org/statewidetour)



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