**How to Guide for Organizing Plant Tours for Students, Elected Officials, and the Media**

Metalworking manufacturers have a unique opportunity to inform their community, government officials, and local educators about their industry and local career opportunities available. Associations are working with a number of groups to “get the word out” in communities across the country that there are well paying careers available in many of our shops. In some circles, a stigma about working in manufacturing still exists and we need to educate the educators as well as students and elected officials.

We are asking our members to open their doors throughout the year for plant tours for voters, students, teachers, Mayors, local Council members and Commissioners, State Senators and Representatives, and your members of Congress. This allows everyone from policymakers to parents and students to see firsthand our shops and to learn about the career opportunities available in precision manufacturing.

If you are interested in hosting students, an elected official, candidate for office, or member of the media, please contact your association.

**Step 1a: Identifying a School Near You**

Find local middle and high schools in your area with contact name and phone number:

<http://www.greatschools.org/school-district-boundaries-map>

Locate a NIMS registered organization and nationally accredited metalworking skills programs:

<https://drive.google.com/open?id=1R2DzP2JwrUqFuL04wUsgxvdfHPiccsel&usp=sharing> (Use Internet Explorer)

**Step 1b: Identifying Your Elected Officials**

Find your Mayor, Council members, State Representatives and Senators and members of Congress:

<https://org2.salsalabs.com/o/6751/getLocal.jsp>

**Step 2: Outreach**

Contact the local principal, superintendant, or program director by phone or email. Variation of an invitation letter or phone script:

*Intro if calling:* My name is X with the local manufacturing company, [COMPANY NAME], located in [CITY]. We would like to invite [your students, Mayor X, Councilwoman Y, Senator Z, etc.] to tour our plant on [provide three date options].

*Intro if a letter:* On behalf of [COMPANY NAME], a local manufacturing company in [CITY], we would like to invite [your students, Mayor X, Councilwoman Y, Senator Z, etc.] to tour our plant on [provide three date options].

*Text Continued:* We manufacture [INSERT SAMPLE OF PRODUCTS] for the [INSERT SAMPLE OF INDUSTRIES SERVED OR FINISHED PRODUCTS] industries.

This is part of a nation-wide effort to educate the public about the well-paying manufacturing careers available in our communities and teach policymakers about précising machining. Many elected officials, students, parents, and the media are not aware of the high tech and precision products we manufacture right here in our state. Manufacturing is growing and we would like to showcase our shop to you on [provide the three date options].

We would be happy to discuss logistics in more detail, including transportation, educational materials, safety requirements, among other information. We think this is a unique opportunity to teach our [kids or elected officials] and inform our community about manufacturing in the area and reinforce the role science, technology, engineering, and mathematics (STEM) education plays in our workplaces.

Thank you for your consideration and how do you think we could possibly proceed if you are interested?

**Step 3: Confirmation**

Track and confirm RSVPs with regular followup. Make sure the school/elected official’s staff knows you would like parents/staff/media (if appropriate) involved as much as possible and to attend the facility tour if available.

Provide directions and make sure drivers know where to park and there is ample space by entrance to unload visitors.

Be sure to coordinate trips to make sure there is not overlap with another group you invite.

Reach out to other local manufacturers nearby in case the tour can visit multiple facilities in your area.

**Step 4: Register Your Event**

Tell your association about your event

**Step 5: Promote Your Event**

Post your event online; get the word out through social media and association blog.

Ask the school/organization/elected official to include information on it in their newsletter/bulletin boards/listserves.

Decide if you want to invite local media.

Feel free to invite employees’ families, customers, others to help highlight your company/industry

**Step 6: Preparing for the Tour and Day Of**

Inform your employees of the visit; designate specific tour guides and photographer for the tour.

Have some finished products, company information, literature, available for viewing BEFORE the tour.

Create name badges for guests and employees involved in the tour.

Display trade association materials to give a broad sense of the industry.

Place a welcome sign outside or on lobby screen if possible.

Develop a tour map/plan; identify at which stations they will stop and informal script to describe activity.

Know what you want to say and how you want to say it in advance.

**Step 7: Followup**

Send thank you notes to primary contacts; include them on your company newsletters/publications.

Follow institution/official on social media.

Send pictures and summary to your association.