

DREAM IT. DO IT. CAMPAIGN

Parent Organization: National Association of Manufacturers (NAM) and The Manufacturing Institute

Web Address: <http://www.dreamit-doit.com/>

Grade/Age Levels: high school and college

Overview: The goal of the Dream It. Do It. campaign is to help young adults find careers that they can be passionate about in one of manufacturing's many sectors (*Source: <http://www.dreamit-doit.com/campaign/aboutus.aspx>*). The campaign currently includes print, radio, and online ads as well as a website. The website contains a career interest quiz and career profiles as well as links to The College Board search engine where students can search for schools based on many possible preferences. The website is also connected to monster.com where students can search for both jobs and internships relating to their field of manufacturing.

Subjects Covered: All areas related to manufacturing including engineering, marketing, and even graphic design

Size of Program: Currently the ad campaign is exclusively in the Kansas City, Missouri area but will soon be expanded to other parts of the country.

Where Offered: See size of program above

Time Spent by Students: NA

Partners/Sponsors: Partners include American Association of Community Colleges, The College Board, and Monster.com; Sponsors include U.S. Department of Labor, Employment, and Training Administration, Ewing Marion Kauffman Foundation, Yellow Roadway Corporation, Kansas City Power & Light Company, and Manufacturers Association of South Central Pennsylvania (MASCPA)

Format: Print, radio, and online advertisements as well as an interactive website

Materials Available on Web and/or Purchase: Career interest survey, career profiles, school search engine, and a job/internship search engine.

Training – Avail/Required: No specific training available, but links to other training opportunities on the website.

Results to Date: NA

Cost Structure: NA

Funding: Contributions from sponsors