**Manufacturer’s Guide *to Digital* Classroom Visits**

**Proven by manufacturers to work!**

**Prepping is Key**

* When possible, help teachers and administrators learn more about your company prior to the visit. The more they understand what you do, the more they can be a partner in your effort to engage students.
* Even if students are not able to tour, consider offering faculty tours separately.
* Ask teachers what tools they need to draw questions out of the students. They know their students better than you do and will provide tips to maximize the student’s learning potential.
* Work with the teachers on a list of questions that they can ask the students to get the students thinking about your company, manufacturing careers, and any questions.

**Video Tips & Tricks**

* See the Manufacturers’ Guide to Great Videos and samples from Manufacturers in the [**Mission: Possible NE Manufacturing Month Toolkit**](https://www.nemanufacturingalliance.com/mfg-month-tool-kit.html).
* Keep the video short – 3-5 minutes.
* Videos could address common misunderstandings students or others have

“It’s no fun, it’s dangerous, there’s no future, I’ll get laid off, people will judge me, my parents won’t be impressed…”

**Digital Classroom Visit Customizable Template**

1. Educator introduces manufacturing discussion with key questions to students. *(Examples below, but work with the teacher on the best questions for their students.)*
   * What can you tell me about manufacturing?
   * Are there manufacturers in Nebraska? Are there manufacturers in our community?
   * How are manufacturers important to our economy?
   * How do manufacturers help the world?
   * What kind of jobs do manufacturers have?
   * Have you ever thought about a manufacturing career? Why or why not?
   * What questions would you have for a manufacturer if you met one today?
2. Educator shows video prepared by manufacturer.
3. Classroom and manufacturing representative dial into video conference for live Q&A.

***Consider dialing in to the digital classroom visit by cell phone or tablet****.* ***When you are mobile, you can show students facilities or processes rather than just tell them.***

1. Revisit some of the initial questions posted by the educator and see how perceptions changed.