



# Middle School Student Video Contest

## Program Purpose

What's So Cool About Manufacturing Student Video Contest is a career awareness program to help build a stream of technical talent and give students a new perspective on exciting STEM career opportunities that exist at local manufacturing companies.

## What You Need

- A team of **7 middle school students** in 7th and/or 8th grade
- A teacher coach or teacher coach team that is willing to guide the students to success
- Access to computers for editing purposes

## What to Expect

- Teacher coaches attend a training in the Fall hosted by Catalyst Connection where they are walked through the program requirements, tips/tricks, and given manufacturing company assignments. *New schools are provided with a full video kit to keep.*
- The team of students will visit the manufacturing company twice. First visit for a tour and second visit for filming b-roll and conducting interviews. *Reimbursement is provided for transportation and subs.*
- Students will brainstorm and storyboard a compelling storyline to show their fellow students what is cool about manufacturing and then create a creative 2.5 minute video aligning to the topic "What's So Cool About Manufacturing?"
- Students will create a marketing plan and think of "out of the box" ways to promote their video for the week of online voting.
- A formal Awards Ceremony will take place in the Spring to celebrate the students work with students, parents, teachers, school administration, and manufacturing companies
- Some teams will advance to the Statewide Competition in Harrisburg in the Spring

**To learn how to get your school involved in the program  
contact Scott Dietz [sdietz@catalystconnection.org](mailto:sdietz@catalystconnection.org)**

# School and Company Participants 21-22

- Baldwin with DMI Companies
- Blackhawk with O'Neal Manufacturing
- Burrell with JV Manufacturing
- Burrell with Natrona Bottling
- Butler Area with JSP
- Butler Area with EPD Electronics
- Canon-McMillan with Davan Manufacturing
- Charleroi with Channel Craft
- Connellsville with Intervala
- Greater Johnstown with Guy Chemical
- Laurel Highlands with TSItouch
- Moon with Seegrid
- Moon with ASSA Abloy
- New Brighton with PiMios
- Northgate with Schroeder Industries
- Norwin with Stellar Precision Components
- Rochester with MECCO
- Rockwood with Global SFC Valve
- Somerset with 4 Guys Firetrucks
- South Fayette with Auma Actuators

Watch videos created by middle school students across the state of Pennsylvania here: <https://www.whatssocool.org/>

***This could not be possible without our program funders!***

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