



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
Hannah Kusenko | hkusenko@catalystconnection.org**

School and Company Participants 23-24

Pittsburgh Central

- Apollo Ridge School District with JV Manufacturing Co., Inc.
- Baldwin-Whitehall School District with Mancini's Bakery
- Blackhawk School District with Schroeder Industries
- Butler Area School District with Butler Technologies, Inc.
- Butler Area School District with Keystone Ridge Designs
- Canon-McMillan School District with DMI Companies
- CLASS Academy with ARDEX Americas
- Franklin Regional School District with Intervala
- Freeport Area School District with JSP International
- Laurel School District with Berner International
- Monessen City School District with Roechling Machined Plastics
- Moon Area School District with Aero Tech Designs
- Mt. Lebanon School District with Haemonetics
- New Brighton School District with Impact Guard LLC
- Northgate School District with MECCO
- Norwin School District with General Carbide Corporation

Pittsburgh East

- Brownsville Area School District and Hranec Insulation Corporation
- Connellsville School District with Heartland Fabrication
- Greater Johnstown School District with JWF Industries
- Indiana Area School District with Clark Metal Products
- River Valley School District with Miller Fabrication Solutions
- Shanksville-Stonycreek School District with Lockheed Martin AeroParts, Inc.
- Somerset Area School District with ASSA Abloy

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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