



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**