

2018 Tour of Manufacturing Toolkit for Businesses

Tour of Manufacturing of South Central Minnesota sponsored by:



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South Central College
South Central Workforce Council
Waseca Chamber of Commerce¹

¹Formatting and design was adapted from the Minnesota Dream It. Do It. website (<http://www.dreamitdoitmn.com>)

So you are hosting a tour!

Awesome! We are so excited that you are willing to open up your doors to show off all the cool things you do for students. Did you know that 45% of South Central Minnesota high school graduates do not enroll in college? ² Many students are unsure what they want to do post high school and are not willing to pay for college until they have a clear career path. Educators recognize much of this uncertainty is due to lack of exposure to career options within their communities and regions. By providing an engaging tour that highlights the way you are making the world a better place, you are increasing your own exposure, offering up your place of business as a potential path for students, and becoming a strong community partner. Thank you.

This tool kit will include ideas for hosting your tours. There is no right way to give an engaging tour for students. The most important pieces to remember are:

Be warm and inviting!

Consider:

- Visiting the classroom before the tour to meet the educator and students
- Sending any forms that need to be signed ahead of time to the educator, so they can deliver them signed at the tour (non-disclosure, photo release, etc.)
- Sending any dress requirements ahead of time

Be energetic!

Consider:

- Picking your upbeat and excited employees to conduct the tours
- Breaking your students down into smaller groups
- Asking questions...and keep asking questions

Be generous!

Consider:

- Making yourself available while the students are on site
- Putting together a take-home gift that includes career pathway information and something fun
- Offering future job shadow opportunities for those who are interested



² Data accessed 8/2018 from <http://sleds.mn.gov>

Tour Guide(s) Prep

Once you have identified the absolutely most engaging, most exciting, most energizing people in your organization to lead the tours, consider how to get them prepared.

- Do you want all the tour guides to have matching shirts so they are easy to identify?
- How many students do you want per group? We find 8-10 is a great number for student groups.
- How do you want the students to engage during the tour? Hands on experiences are the best, but if that isn't possible, is there a way they can get a taste of what you do?
- Break up the tour time frame into 10 minute "chunks" and build each chunk as an experience (example in appendix)
- Create information/talking point sheets for each tour guide so they provide similar experiences and cover the same information.
- Maybe have a bingo card for students so as they go through the tour and see/hear important information, they can mark it on their card. (example is in the appendix) Prizes increase engagement almost as much as food.
- Have the tour guides create a map and plan for the day of the tour so groups are able to go through without bunching up. Consider spacing groups apart or starting in different areas of the company. If your company is small, consider a video or activity groups can do while waiting for their turn through the facility.
- Communicate with staff so they know students are coming in and what to expect.
- Set up for the tour beforehand so all materials and/or people are ready to go.

Day of Tour

Prep and organization will help this day go smoothly.

- Have signs that clearly direct the bus and students to where they should go.
- Have a greeter who builds excitement for the students. Let them know you are glad they are here.
- Have a space set up with any materials and gear the students need for their tour.
- Have the CEO welcome the group and preview what they can expect once they get into their smaller groups.
- Break students down into smaller groups. Have the chaperones help with this process and do it swiftly.
- Have the tour guides lead each of their groups to the materials table to pick up what they need before starting the tours.
- Have tour guides take groups to their designated starting points.
- Give the tours and document the experience!
- Gather any materials back from students that need to stay with you.
- Have frequently asked questions on hand for tour guides to help fill time if students aren't asking questions.
- Thank the students for coming and hand out cards for those who are interested.
- Post to social media the tour experience.
- Thank your staff!

For more ideas, use the Dream It Do It toolkits:

https://sites.bemidjistate.edu/tourofmanufacturingmn/wp-content/uploads/sites/5/2015/08/Manufacturer-Tour-Guide_FINAL_Web.pdf

https://sites.bemidjistate.edu/tourofmanufacturingmn/wp-content/uploads/sites/5/2015/08/Host-Toolkit_FINAL_Web.pdf

Appendix

Bingo cards can be customized with information about your company, equipment you use, or careers you offer. The students can be instructed to listen for these keywords and mark them on their card while on the tour.

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		FREE SPACE		