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The BUZZ

Helping students understand global challenges and education paths to obtain skills that lead to good paying careers in manufacturing and related

Nebraska's Dream!t Do!t® Newsletter

January 2013

Published by: Nebraska Advanced Manufacturing Coalition (NAMC)

COLUMBUS REGIONAL CAREER DREAM TEAM

Columbus Regional Career Dream Team
Dream!t Do!t®
Helping students understand global challenges and education paths to obtain skills that lead to good paying careers in manufacturing and related businesses.

2013-2014

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Dee Pohl — The Columbus Area Dream!t Do!t is excited to introduce its **fifth Regional Career Dream Team!** The five members of this year's team are young professionals with advanced careers in manufacturing and related businesses.

The goal of the team is to visit with students, parents, educators, and the general public about the importance of manufacturing and related industries.

They emphasize to students the importance of obtaining 21st Century skills so that when they enter the workforce, they will be positioned for good paying, enjoyable careers.

The Columbus Regional Career Dream Team (CRCDT) has a number of activities lined up to help accomplish this goal, including radio interviews, middle and high school classroom presentations, and local career fairs.

They will be present at several upcoming community events as well, in a collective effort to promote their educational and career pathways.

In a short period of time the CRCDT will reach out to more than 2200 middle and high school students raising the awareness and promoting skilled careers.

The CRCDT members represent the business sponsors of the Drive For Five Initiative in Platte County.

EDUCATORS IN INDUSTRY



Jim Vyhldal—Nine Industrial Tech Teachers from ESU # 3 toured TRI-V TOOL & Mfg. Co. in January.

Instructors spent the afternoon looking at what technical skills are needed in manufacturing and at TRI-V Tool. They will take this knowledge and ex-

perience back to classroom.

Instructors that attended were from: Louisville, Gretna, Ralston, and Plattsmouth Schools.

UPCOMING EVENTS

- | | |
|------------|---|
| Feb. 06 | Hire our Hero's Job Fair—Beatrice |
| Feb. 16 | Robotics Competition, SAC Museum |
| Feb. 20 | Fillmore County Development Council |
| Mar. 15 | Education in Industry Day—Columbus |
| Mar. 20 | Holdrege Career Fair |
| Mar. 20 | Lexington Career Fair |
| Mar. 26 | Fremont Career Day—Midlands Community College |
| Apr. 11-13 | Skills USA—Hastings |

VISIT OUR WEBSITE AT: WWW.DREAMITDOITNEBRASKA.COM

AREA DIRECTOR'S CREATING A BUZZ IN NEBRASKA

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There is a lot of exciting programs supporting Nebraska's Dream!t Do!t Initiative and the Area Director's were eager to share what they have been doing to help get young people excited about careers in advanced manufacturing and related businesses.

In January the Area Director's met at Nucor Bar Mill in Norfolk to discuss and share ideas about the various activities they have been working on in their area.

Highlights include:

Omaha:

- Advanced Manufacturing Explorer Post program with the Boy Scouts
- Internship program that partners with Metro Community College, area high schools, and manufacturing companies.
- Partnership between Career Dream Team Mentors, Avenue Scholars, and Teammates.
- Working with area high schools and colleges to develop skilled labor programs.

Fremont:

- Internship program similar to Omaha's with Metro CC, area high schools and local businesses.
- Working with a new group—The Professional Development Council.

Northeast Nebraska:

- Danielle Ortmeier, a 2012 Career Dream Team Mentor (CDT) with Smeal, will be working with Jeff Scherer to promote the DIDI Initiative in Northeast Nebraska, including Wayne and South Sioux City.

Hastings:

- Skills USA will be in Hastings again in 2012.
- Kelly Christensen, Associate Dean -CCC Hastings, and Clifton Benes, CDT with Molex will be speaking to Fillmore community leaders in Feb.
- Nebraska Community Colleges received IMPACT Grant—they are looking at developing a Manufacturing Generalist Degree as part of this grant.

Holdrege:

- Mobile Welding Lab
- Working with UNK on Internship Program
- Sponsored several plant tours and career days to discuss skills and manufacturing clusters plus implemented a training course with CCC.

Columbus:

- Fifth Regional Career Dream Team in Columbus.
- Research has been ongoing for a STEM Academy in Columbus.
- Grade School University Week (4th—5th grades).

Norfolk:

- CEENBoT program, Grow Norfolk, Career Academies, and Business in Industry Day.



Left to right: Dwayne Probyn, Executive Director; Jake Davis, Norfolk; John Vyhldal, Omaha; Becky Utter, Hastings; Dan Demuth, Fremont; Danielle Ortmeier, Northeast NE; Jeff Scherer, Northeast NE; Dee Pohl, Columbus; Brad Allmand, Holdrege

NAMC SCORECARD 2012-2013

2012-2013 Events Attended	Est. Attend.	Est. Contacts
High School Career Fairs	5,437	4,525
Classroom Presentations	791	791
Community Presentations	1125	1125
Mfg. Tours / Job Shadows	838	838
DIDI Meetings	976	976
DIDI Booth	13990	9196
Buzz Newsletters	4415	4415
News Media	1095	1095
Website Traffic	4363	4363
Year-to-date 2012-2013	32,630	26,899
Campaign Totals 2006-current	138,024	90,034

Husker Sports Radio Campaign 2012

Radio Interview (39 stations across NE—three-minute spots on Husker game day)	1,638 "spots"
Radio Commercials (KFAB - #1 station in NE)	110 (:30 spots)
DIDI Facebook—252 Likes	
DIDI Twitter: 264 Tweets/289 Followers/1,228 Following	