



Student video contest
promotes manufacturing.
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What's so cool about manufacturing? Students in Sioux Falls area are finding out

Innovative products, good companies and satisfying jobs that pay well are making manufacturing cool again.

South Dakota Manufacturing & Technology Solutions is spreading the word about all the employment opportunities in the reinvigorated field. One of the tools MTS is using is a new video contest designed to help make students and their parents more aware of jobs in manufacturing.

Eighth-graders in nine schools in the Sioux Falls area are participating in the inaugural "What's So Cool About Manufacturing?" contest. The participating schools are: Tea, Baltic, Mount Vernon, Parker, Edison (Sioux Falls), Deuel, Tri-Valley, Harrisburg and West Central.

A teacher-coach from each school works with a team of four or five students. GoPro camera equipment is being given to each school to help its team prepare a two-minute presentation. Video training also is available. Students also will get to tour and research a manufacturing plant in their area to help with their project.

Videos will be submitted to MTS in January, and winners will be recognized at an event in February. The winners will include a "Viewers' Choice" winner selected by the public.

"We're trying to change outdated perspectives that students and parents might have about manufacturing, and create more awareness about the reality of modern manufacturing jobs and how well they pay," said Sara Byre, marketing manager for the MTS office in Sioux Falls.

"We want to inspire the next generation of the state's workforce to learn about science, technology, engineering and mathematics, and then consider a career in manufacturing," she said.

Other states have launched similar video contests. Byre hopes more schools in South Dakota get inspired and participate in next year's contest. "It's just a great project for kids," she said.

About the MTS

Manufacturing & Technology Solutions uses public and private resources to help South Dakota manufacturers grow and prosper. MTS is part of the South Dakota Small Business Development Center network of business-assistance offices.

For more information, see www.sdmanufacturing.com or www.sdbusinesshelp.com.

The SBDC has regional offices in Aberdeen, Pierre, Rapid City, Sioux Falls, Watertown and Yankton, and satellite offices in Brookings and Mitchell. In addition to MTS, other programs in the SBDC network include South Dakota Procurement Technical Assistance Centers, South Dakota International Trade Center, Small Business Innovation Research programs and the Enterprise Institute. The SBDC network is an outreach program of the Beacom School of Business at the University of South Dakota.

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