

# IMC Announces 2nd Regional What's So Cool About Manufacturing? Video Contest

written by Lauri Moon | November 8, 2021



## **Central Susquehanna Region Announces 2021-2022 “What’s So Cool About Manufacturing?” Student Video Contest**

The Central Susquehanna What’s So Cool About Manufacturing? partners are excited to announce the kickoff of the student video contest for the 2021-2022 school year.

The “What’s So Cool About Manufacturing?” (WSCM) student video contest pairs student teams with local manufacturers, providing middle school students a unique opportunity to learn what makes modern manufacturing cool and to produce, shoot and edit a video that documents their experience. The program was created to generate excitement that draws students to consider manufacturing career paths.

“We are extremely excited to hold this program in local school districts again this year” said Lauri Moon, Co-manager Central Susquehanna WSCM and Manager of Training & Outreach with the Innovative Manufacturers’ Center. “STEM education is vitally important, and these students will get a great opportunity see how cool our local manufacturers are and to share their videos with the community.”

“What’s So Cool About Manufacturing?” Central Susquehanna Region, produced by the Innovative Manufacturers’ Center, the Central Susquehanna Intermediate Unit, BLaST Intermediate Unit 17, The Foundation of the Columbia Montour Chamber of Commerce, and Advance Central PA will join other regions across Pennsylvania this year with students from eight local school districts partnering with eight manufacturers in the region. School districts currently signed up to participate include Danville, Central Columbia, Lewisburg, Millville, Selinsgrove, Southern Columbia, Warrior Run and Williamsport.

The students’ videos will compete in the regional contest, culminating with public voting for Viewers Choice and an awards event to be held Spring 2022. WSCM Central Susquehanna will choose one video to represent the region in the 7<sup>th</sup> Annual “What’s So Cool About Manufacturing?” PA Statewide Awards also being held in the spring.

### **About “What’s So Cool About Manufacturing”:**

Developed by Manufacturers Resource Center (MRC), WSCM program is a video based educational tool that increases awareness of career paths in manufacturing. MRC developed this innovative career awareness program that at its core is “peer marketing” (kids telling kids what’s so cool about manufacturing jobs). The contest is showcased on the What’s So Cool website and shared nationally through the Manufacturing Institute and the Manufacturing Extension Partnership platforms.

This contest gives students the opportunity to connect with local manufacturers, document their experiences and present them in an educational and “cool” way. The contest was created to generate excitement that draws students towards manufacturing career paths, and CTE and STEM education.

For more information, visit [whatssocool.org](http://whatssocool.org).