

Voting To Begin for “What’s So Cool About Manufacturing?” Central Susquehanna Video Contest

written by Lauri Moon | March 20, 2024



IMC is proud to announce online voting for the 4th year of the Central Susquehanna “What’s So Cool About Manufacturing?” (WSCM) student video contest. Voting will commence Tuesday, March 26, 12:01AM, and remain open until Thursday, March 28, 11:59PM, on the Central Susquehanna contest page at <https://www.whatssocool.org/>. The winner will be announced during an awards event to be held April 16th.

Central PA school districts participating in this year’s video contest include Bloomsburg, Central Columbia, Huntingdon, Mount Carmel, Southern Columbia and Williamsport. These school districts videos will highlight these “cool” manufacturers in Central PA: Bloomsburg Carpet, GAF, Gardners Candies, Great Dane, Press Enterprise and West Pharmaceutical Services.

Student videos compete for the most votes to win the coveted “Viewers’ Choice Award.” The videos will also be reviewed by a panel of judges for awards in three other categories, including Outstanding Overall Program, Outstanding Team Spirit and Outstanding Brand Placement.

“We are excited to see our school districts and communities participate and support the hard work the students, teachers and manufacturers have put into this program,” said Lauri Moon, Co-Manager of the Central Susquehanna WSCM regional contest. “Online voting affords everyone the opportunity to participate and see the videos while further spreading the message about cool career opportunities in Central Pennsylvania manufacturing.

The WSCM program was created to generate excitement that draws students toward STEM education opportunities and to consider manufacturing career paths as they engage with local manufacturers, recording and presenting their experiences in an educational and “cool” way through documentary video production.

WSCM Central Susquehanna will choose two videos to represent the region in the Annual Statewide “What’s So Cool About Manufacturing?” Awards May 15th in Harrisburg.