



Pennsylvania Manufacturing Week 2016

Celebrating Manufacturing in Pennsylvania - [#MFGday16](#) [#MadeInPA](#)

October 1–7, 2016 | Statewide Celebration

The Pennsylvania Department of Community & Economic Development (DCED) will once again leverage and build upon the national Manufacturing Day initiative (October 7, 2016) by hosting Pennsylvania Manufacturing Week. Manufacturing Week celebrates the manufacturing industry across the country, working to change people’s perceptions of manufacturing today, draw attention to the amazing career opportunities available and educate the public on the industry’s significant impact on the economy. Pennsylvania Manufacturing Week is designed to do all of the above by showcasing our state’s diverse manufacturing industry and the robust resources that support our manufacturers – and demonstrate how manufacturing in Pennsylvania enables our workforce to work smart and live happy.

We invite you to join us in promoting Pennsylvania’s manufacturing opportunities both leading up to and during Pennsylvania Manufacturing Week.

Pennsylvania Manufacturing Week Toolkit – Resources for YOU

DCED has prepared the following resources to help you get started

- **Outreach Content** – to inspire your own outreach efforts we have provided sample content which you may modify to suit the needs of your community
 - **Logo**
 - **Talking Points & Fast Facts**
 - **Newsletter Content**
 - **Press Release**
 - **Messages for LinkedIn ,Twitter, and Facebook**
 - **Social Media Banners**

Logos

To spread the word among your audience, you may use the following logos on your promotional items, in your email signature, or banners for social media.



Talking Points & Fast Facts

The following general talking points and facts are about Pennsylvania's manufacturing legacy.

Manufacturing in Pennsylvania

- The manufacturing industry is the foundation of Pennsylvania's economy — which means we have the skills, experience, and knowledge to help companies succeed in the United States.
- The combined factors of excellent location, an experienced manufacturing workforce, and technological expertise have resulted in manufacturing being one of the top industries in our state.
- Throughout the history of our nation, Pennsylvania has been a leader in manufacturing, and you will find that our world-class R&D institutions, technology commercialization programs, technical and industrial resources, and skilled workforce combine to create a unique advantage for businesses.
- Pennsylvania's natural gas market has recently been a key driver of downstream manufacturing, but Pennsylvania manufacturing crosses a number of industries and sectors.
- From internationally known, longstanding manufacturers like GlaxoSmithKline, Toshiba, Siemens, and Boeing to the one-of-a-kind emerging manufacturers of today, like Gilson Boards, Pennsylvania remains at the forefront of industrial and innovative technologies and processes, and continues to deliver products and solutions that meet the needs of consumers and businesses everywhere.
- Today, Pennsylvania's manufacturing industry comprises more than 14,500 establishments and over 563,000 employees that represent both traditional and additive manufacturing. These hard-working Pennsylvanians earn an average annual wage of \$63,752.
- The manufacturing industry has an \$85 billion impact on Pennsylvania's economy – the 8th largest output in the United States.

Manufacturing Offers Great Career Opportunities

The manufacturing industry offers fulfilling jobs in an industry that continues to evolve and offer new opportunities as technology becomes more prevalent. In Pennsylvania, close to a fifth of manufacturing jobs require a degree. This is set to increase as technology continues to play an ever-increasing role in the daily processes of this industry. Many companies offer significant on-the-job training (OJT) that helps workers expand their skillsets over time as demand within the industry shifts.

- **Manufacturing offers high-paying jobs. In Pennsylvania, the average annual wage for a manufacturing employee is 15% higher than the average salary across the state.**
 - \$63,752 – average annual wage in manufacturing in PA
 - \$55,276 – average annual wage of all industries in Pennsylvania
 - Manufacturing was one of the highest-paying industries for 2014 college graduates.
 - The highest-paid manufacturing degree for new graduates is that of chemical engineers, who make an average of \$97,690 in Pennsylvania, which ranks 4th in the country for employment in that occupation.

(Sources: L&I, Center for Workforce Development, 4th Quarter 2015. Accessed 8/11/16; bls.gov, Occupational Employment and Wages, May 2015, [Manufacturing Outlook 2014](#))

- **Manufacturing workers are performing fulfilling work that keeps them coming back.**
 - Manufacturing workers have the highest job tenure in the private sector.

(Source: nist.gov, U.S. Chamber of Commerce)
- **Manufacturing is a diverse industry that encompasses many occupations and skill/education levels during the production process:**
 - STEM Workers
 - Production Workers
 - Installation, Maintenance & Repair
 - Transportation & Material Moving Workers
 - Management, Business, & Financial
 - Sales
 - Office Administration
 - Package Design
 - Electrical Work

(Source: bls.gov, Manufacturing Career Outlook, 2014)
- **Workers in the manufacturing industry receive substantial benefits.**
 - 90% of manufacturing workers have medical benefits.
 - 78% of workers get retirement contributions from employers.

(Sources: nist.gov, U.S. Chamber of Commerce)

Manufacturing Industry Impact in Pennsylvania

- \$85 billion in economic impact
- 8th largest manufacturing output in the United States
- 14,541+ manufacturing establishments
- 19,770 employers
- 563,600 employees
- \$63,752 average annual wage

(Sources: bea.gov 2015Q4 and PA Department of Labor & Industry 2015Q4)

Top Manufacturing Industries (by Employment)

- Fabricated Metal Products: 80,595
- Food: 70,394
- Machinery: 46,251
- Chemical: 40,077
- Transportation Equipment: 37,658
- Plastics & Rubber Products: 37,213
- Primary Metal: 35,293
- Computer and Electronic Product: 30,634
- Electrical Equipment and Appliances: 25,838

(Source: PA Dept. of Labor & Industry, December, 2015Q4)

View more information about PA Manufacturing on our website at dced.pa.gov/mfgweek.

Newsletter Content

To spread the word among your audience, you may wish to include the content below in your next newsletter or e-blast. We recommend sending the week prior to, or at the start of Pennsylvania Manufacturing Week on Sunday, October 1.

Title: [Region Name] Participates in PA Manufacturing Week

Image suggestion: Event Logo

October 1–7, 2016 is Pennsylvania Manufacturing Week, part of a nationwide celebration designed to change people’s perceptions of manufacturing today, draw attention to the amazing career opportunities available in a variety of sectors, and educate the public on the significant impact manufacturing has on the economy.

Pennsylvania has a deep history and rich legacy in manufacturing — it has long been the foundation for the state’s economy. Today, manufacturing has an \$85 billion impact on Pennsylvania’s economy – the 8th largest output in the United States. Manufacturing also employs over a half million workers in Pennsylvania, from a highly skilled labor force of more than 6.5 million that’s educated at nearly 300 educational institutions across the state. And those hard-working Pennsylvanians earn an average annual wage of \$63,752.

Hundreds of events and tours will be held throughout the week, giving Pennsylvanians the opportunity visit and learn more about local manufacturers. An interactive map and list of events and tours can be found at dced.pa.gov/mfgweek.

Press Releases

The sample press release below can be issued by your community as a way to join in the celebration of Pennsylvania's manufacturing industries during Manufacturing Week (October 1-7, 2016). We recommend personalizing the press release below to include local events, tours and any personal appearances you plan for the week, and to highlight local manufacturing success stories. The release can be sent to local media contacts one week prior to Pennsylvania Manufacturing Week.

FOR IMMEDIATE RELEASE

September XX, 2016

Celebrate Pennsylvania Manufacturing Week October 1-7, 2016

[CITY/TOWN], PA – Pennsylvania Manufacturing Week, October 1-7, 2016, is part of a nationwide effort to change people's perceptions of manufacturing today, draw attention to the amazing career opportunities available in a variety of sectors, and educate the public on the significant impact manufacturing has on the economy.

Local Manufacturing Week celebrations include [REDACTED]
– FOUND HERE: dced.pa.gov/mfgweek . More events and tours can be found at dced.pa.gov/mfgweek

“Manufacturing in Pennsylvania has evolved and expanded to include the use of innovative technologies to meet the needs of modern manufacturers, and our highly skilled workforce has evolved as well,” said state [STATE REP./ SEN. FIRST NAME LAST NAME (PARTY-DISTRICT)]. “I’m honored to recognize and celebrate the legacy and the future of this integral industry in PA, as well as success stories of manufacturers in our community.”

One local success story comes from [COMPANY NAME]. [Include success story of company, highlighting recent expansion news, jobs announcement or innovative product/process update].

Pennsylvania has a deep history and rich legacy in manufacturing – it has long been the foundation for the state's economy. Today, manufacturing has an \$85 billion impact on Pennsylvania's economy and is the 8th largest output in the United States. Manufacturing also employs over a half million workers in Pennsylvania, from a highly skilled labor force of more than 6.5 million, educated at nearly 300 educational institutions across the state. And those hard-working Pennsylvanians earn an average annual wage of \$63,752.

For a full list of Manufacturing Week events across the state, visit dced.pa.gov/mfgweek.

MEDIA CONTACT:

[CONTACT NAME, EMAIL AND PHONE NUMBER]

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Social Media Ideas

Joining the larger celebration is easy on social media! We are sharing a number of our own social media campaign ideas and will be on the lookout for #MFGday16 and #MadeInPA on social media.

DCED's Social Media Channels



@PADCEDnews www.twitter.com/PAdcednews
@DCEDSecretary www.twitter.com/DCEDSecretary



Pennsylvania Department of Community & Economic Development
www.linkedin.com/company/pennsylvania-department-of-community-&-economic-development



Pennsylvania Department of Community & Economic Development
<https://www.youtube.com/user/dcedpa>

Branded Hashtag

Use #MFGday16 and #MadeInPA to join our celebration and to see how others across Pennsylvania are participating in Pennsylvania Manufacturing Week

Other Useful Twitter Handles

@newPA_PREP	Partnerships for Regional Economic Performance (PREP)
@NIST_MEP	NIST Manufacturing Extension Partnership
@MfgDay	Manufacturing Day

Sample Social Media Messages

Facebook

- August/September
 - [REGION] manufacturers: Have you considered opening your doors and hosting an event for @Manufacturing Day 2016? Check out some resources here to help make planning easier: <http://www.mfgday.com/resources/host-resources>
- October 1, 2016
 - The manufacturing industry has long formed the foundation of Pennsylvania's economy. Join us in celebrating this sector during Pennsylvania Manufacturing Week! Find local events and learn more about the industry here: dced.pa.gov/mfgweek.
 - **Suggested image:** Pennsylvania Manufacturing Week Logo
- October 2, 2016
 - #DYK: The average annual wage in manufacturing is \$63,752 and the average wage of all other industries in PA is \$55,276. #MFGday16 dced.pa.gov/mfgweek.
- October 4, 2016
 - As you celebrate Pennsylvania Manufacturing Week, we want to know: What is your favorite #MadeInPA product? dced.pa.gov/mfgweek.

- October 7, 2016
 - Happy National Manufacturing Day! Celebrate the industry that contributes \$85 billion to Pennsylvania's economy by touring a local manufacturer today: dced.pa.gov/mfgweek.
 - **Suggested image:** mfgday.com/sites/default/files/default_0.jpg
 - Be a part of the movement; show the next generation of makers what manufacturing is all about. dced.pa.gov/mfgweek

Twitter

- August/September
 - Help change outdated perceptions of manufacturing, and consider hosting an event during #MFGday16: <http://ow.ly/V4PO302tAF4>
- October 1, 2016
 - Happy PA Manufacturing Week! Celebrate the industry that contributes \$85B to PA's economy: dced.pa.gov/mfgweek #MadeInPA
 - **Suggested image:** Social Banner
- October 2, 2016
 - A career in manufacturing can be high paying and technology driven. Learn more about this advanced industry: dced.pa.gov/mfgweek
- October 3, 2016
 - It's PA Manufacturing Week! Celebrate all things #MadeInPA & attend a local event: <http://mfgday.dced.pa.gov/events/> #MFGday16
 - **Suggested image:** Pennsylvania Manufacturing Week Logo
- October 4, 2016
 - #DYK PA has the 8th largest manufacturing output in the U.S.? dced.pa.gov/mfgweek #MadeInPA
 - **Suggested image:** Social Banner
- October 5, 2016
 - PA Manufacturing Week is underway — participate in statewide events to learn about #MadeInPA career opportunities: <http://mfgday.dced.pa.gov/events/>
- October 6, 2016
 - #MadeInPA: PA is home to the Mushroom Capital of the World and produces 80% of America's pretzels: <http://mfgday.dced.pa.gov>
- October 7, 2016
 - Happy #MFGday16! Manufacturers across PA will open their doors today — find an event here: <http://mfgday.dced.pa.gov/events/>
 - **Suggested image:** Social Banner
 - #DYK Manufacturing workers have the highest job tenure in the private sector? #MFGday16 dced.pa.gov/mfgweek

LinkedIn

- August/September:
 - [REGION] manufacturers: Have you considered opening your doors and hosting an event for @Manufacturing Day 2016? Check out some resources here to help make planning easier: <http://www.mfgday.com/resources/host-resources>
- October 1, 2016

- **Post:** Today kicks off Pennsylvania Manufacturing Week, part of a nationwide initiative to change perceptions of manufacturing, promote career opportunities, and educate the public on the industry's impact. Participate here: dced.pa.gov/mfgweek
- **Link Descriptor:** The manufacturing industry has long formed the foundation of Pennsylvania's economy — we invite local communities to join events across Pennsylvania during Manufacturing Week.
- **Suggested image:** Pennsylvania Manufacturing Week Logo
- October 7, 2016
 - **Post:** It's Manufacturing Day, and we're celebrating the industry that employs more than 560,000 people across 14,540+ establishments in Pennsylvania. Find a local event to attend here: <http://mfgday.dced.pa.gov/events/>
 - **Link Descriptor:** Pennsylvania manufacturing has evolved and expanded to include the use of innovative technologies to meet the needs of modern manufacturers. Learn more by attending a local event!
 - **Suggested image:** mfgday.com/sites/default/files/default_0.jpg

Social Media Banners

The following social media banners are available for you to use on your social media channels – the individual .jpg files are separate attachments

Pre-event Promotion- Link to dced.pa.gov/mfgweek



For use during PA Manufacturing Week (October 1 – 7)- Link to dced.pa.gov/mfgweek

