



pennsylvania
MANUFACTURING WEEK

OCTOBER 7-14, 2022

Pennsylvania Manufacturing Week Toolkit
October 7-14, 2022 | **#MFGWeek22**

MANUFACTURING CAREERS AT A GLANCE

Manufacturing is at the heart of Pennsylvania’s economy.

(bea.gov Employment by State 2020; Pennsylvania Manufacturing Advisory Council, PA’s Manufacturing Competitiveness Playbook 2022)

- **6th** largest manufacturing industry in the United States by employment
- **\$113.2 billion** in gross domestic product (GDP) in 2021
- **562,700+** employees (accounting for ~9.5% of all private sector jobs in PA)
- **14,000+** manufacturing establishments

Manufacturing offers well-paying, family-sustaining jobs.

(Pennsylvania Manufacturing Advisory Council, PA’s Manufacturing Competitiveness Playbook 2022)

- Manufacturing workers earn **33% more** compared to the average for other nonfarm businesses in the state
- **\$86,129** avg. compensation in manufacturing in PA, including benefits

U.S. manufacturing jobs have great employee benefits.

(Pennsylvania Manufacturing Advisory Council, PA’s Manufacturing Competitiveness Playbook 2022; U.S. Chamber of Commerce)

- Many manufacturers offer **on-the-job training** that helps employees expand their skillsets and adapt to new industry needs.
- **90%** of U.S. manufacturing employees have access to medical benefits through their employer
- **78%** of U.S. manufacturing employees have access to retirement benefits from their employer
- U.S. manufacturing workers have **the highest job security in the private sector.**

Manufacturers and makers come from diverse backgrounds and have a variety of skills and education levels.

(bls.gov, Manufacturing Career Outlook, From Prototype to Production: Careers that Bring Ideas into Being, 2018)

- Entry-level positions have different educational requirements ranging from a high-school diploma (or equivalent), to a bachelor’s degree or higher.
- Many manufacturing positions include apprenticeship opportunities and on-the-job training – offering an opportunity to earn income while learning new skills

Top Manufacturing Clusters in PA <i>Pennsylvania Manufacturing Advisory Council, PA’s Manufacturing Competitiveness Playbook 2022</i>	
Industry	Avg. Annual Employment
Manufacturing TOTAL	562,700
Food Processing and Manufacturing	57,003
Production Technology and Machinery	42,276
Plastics	37,691
Upstream Metal Manufacturing	35,966
Automotive	24,795
Information Technology	24,075
Downstream Metal Products	23,809
Metalworking Technology	19,546
Biopharmaceuticals	15,170

- Career opportunities abound for those looking for work in the manufacturing industry including:
- Industrial designers
- Mechanical and electrical engineers
- Graphic designers
- Systems software developers
- Team assemblers
- Electricians
- Computer-controlled machine tool operators (metal and plastic)
- Industrial machinery mechanics

WORKFORCE TRAINING GRANTS

The Manufacturing PA Training-to-Career Grant Program helps companies with workforce training

The [Manufacturing PA Training-to-Career Grant program](#) support projects that result in short-term work-readiness training, entry-level job placement, or the advancement of the manufacturing industry.

Funding goes to programs that work collaboratively with local manufacturers to:

- identify and teach missing essential skills for entry-level applicants for existing or near future open positions
- engage youth or those with barriers in awareness building activities of career opportunities in manufacturing, or
- advance capacity for local or regional manufacturers.

The grant funds can be used for professional services/consultants, program development, marketing, internships, equipment purchases, shop modifications, domestic travel, salaries and fringes, and audit fees.

Who can apply? Any nonprofit that develops training programs and partners with manufacturing companies to develop programs to meet local or regional needs. Applicants can include, but is not limited to:

- Pennsylvania technical schools
- Trade schools
- Community colleges
- School districts
- Workforce development boards
- Economic development organizations
- Nonprofit organizations

HELP US SPREAD THE WORD

This Manufacturing Week (Oct. 7-14, 2022) we're celebrating Pennsylvania's manufacturing industry, our makers, and encouraging the next generation of talent to take a closer look at manufacturing careers.

Here's how **YOU** can participate and show your support for the industry at the heart of our economy:

- Using our hashtags: **#MFGWeek22, #IMakeInPA, and #MadeInPA**
- Including information in your organization's newsletter
- Posting on Twitter, Facebook, or LinkedIn
- Sharing our event logo and social media banners

NEWSLETTER CONTENT

October 7-14 is Pennsylvania Manufacturing Week

Pennsylvania is celebrating [Manufacturing Week from Oct. 7-14](#) to help promote the fulfilling career opportunities in our [manufacturing industry](#). Help us spread the word about modern manufacturing, its positive impact on our economy and communities, and how it benefits existing employees and students who are exploring career options. [Download the PA Manufacturing Week Toolkit](#) for suggested social media posts, newsletter content, and digital graphics.

Today's industry demands experienced problem-solvers and strategists, digital operators, engineers, and others who can blend management and STEM skills. And we're proud that our state is preparing the next generation of talent for careers in manufacturing. We know these careers offer challenging, fulfilling, and stable work — present us the opportunity to bring Pennsylvania's innovation, imagination, and legendary can-do spirit to the industry at the heart of our economy and communities.

Join us this Oct. 7-14 as we celebrate all our manufacturing industry has to offer.

LOGO

The logo is available for download at <http://ow.ly/pPBA50KV50u>



SOCIAL MEDIA

Joining the larger celebration is easy on social media! We are sharing several of our own social media campaign ideas and will be on the lookout for all of you to share yours us using some of our hashtags. **#MFGWeek22 #MadeinPA #IMakeInPA**

DCED's Social Media Channels



@PADCEDnews twitter.com/PAdcednews



@PADCED facebook.com/PADCED



@Pennsylvania-Department-of-Community-&-Economic-Development

<https://www.linkedin.com/company/pennsylvania-department-of-community-&-economic-development/>




Other Useful Handles






@NIST_MEP twitter.com/NIST_MEP
@MfgDay twitter.com/MfgDay

Sample Social Media Posts



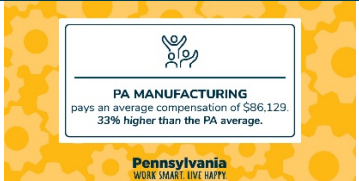
Twitter

Graphic	Post
 <p>pennsylvania MANUFACTURING WEEK OCTOBER 7-14, 2022</p>	<p>#MFGWeek22 is on October 7-14. Celebrate an industry that contributes more than \$113.2 billion to #Pennsylvania’s economy with #MadeInPA products. 🤖 🧑‍🔧 http://ow.ly/sfSI50wgu8M</p>
<p>[use social card image]</p>	<p>From [@manufacturer] to [@manufacturer], some of the world’s most popular products are #MadeInPA! What’s your favorite #MadeInPA product? 🧑‍🔧 📝 🤖 #MFGWeek22 http://ow.ly/7moL50wgsZ7</p>
<p>[embed manufacturing video]</p>	<p>Find great jobs, excellent wages, and a can-do spirit that’s simply ageless. #Pennsylvania’s manufacturing is ready for you. Make it here, make it a career. 📺 🤖 #MFGWeek22</p>
 <p>MANUFACTURING in Pennsylvania</p> <ul style="list-style-type: none"> \$113.2 Billion in economic impact 6th Largest manufacturing industry in the United States 562,700+ employees 14,000+ establishments <p>Pennsylvania WORK SMART. LIVE HAPPY.</p>	<p>#DYK #Pennsylvania's manufacturing industry is ranked 6th largest in the nation? Contributing a whopping \$113.2 billion to #Pennsylvania’s economy! 🤖 #MFGWeek22 http://ow.ly/sfSI50wgu8M</p>
 <p>The manufacturing skills gap in the U.S. could result in 2.1 million open jobs by 2030</p> <p>Pennsylvania WORK SMART. LIVE HAPPY.</p>	<p>PA manufacturers are preparing our #WorkforceInPA with the skills and abilities to meet the needs of the 21st century. 🔍 Find a local event near you to learn more about what modern manufacturing looks like today. ↓ https://mfgday.com/#find #MFGWeek22</p>
<p>[use social card image]</p>	<p>📌 #Pennsylvania’s Manufacturing Training-to-Career Grant program is helping companies identify and train a skilled #WorkforceInPA. 💰 Read more to find out if your organization is eligible for grant funding. ↓ http://ow.ly/E4q950Gi4CK #MFGWeek22</p>

Facebook

Graphic	Post
 <p>pennsylvania MANUFACTURING WEEK OCTOBER 7-14, 2022</p>	<p>It's Pennsylvania Manufacturing Week! 🎉 Did you know the annual average manufacturing wage is \$86,129 – 33% more than the state's average annual wage? 🤖</p> <p>#IMakeInPA — and it pays! http://ow.ly/sfSI50wgu8M</p>
<p>[use social card image]</p>	<p>From [@manufacturer] to [@manufacturer], Pennsylvania makes some of the world's finest products. 🛠️🧠🤖 What's your favorite #MadeInPA product? #MFGWeek22 http://ow.ly/7moL50wgsZ7</p>
 <p>Manufacturing PA has invested over \$17.5 million into 83 job training projects since 2017.</p> <p>Pennsylvania WORK SMART. LIVE HAPPY.</p>	<p>Pennsylvania is working smart. 🤖 The Manufacturing PA Training-to-Career Grant program is helping businesses identify and train a skilled workforce in the Keystone State. Learn more about the program and see if your organization is eligible for funding. ↓ http://ow.ly/E4q950Gi4CK #MFGWeek22</p>
<p>[embed mfg video]</p>	<p>Pennsylvania's manufacturing industry is booming and so are the jobs. Make it here and make it a career. 🛠️📝🤖 #MFGWeek22</p>
 <p>MANUFACTURING in Pennsylvania</p> <ul style="list-style-type: none"> \$113.2 Billion in economic impact 6th Largest manufacturing industry in the United States 562,700+ employees 14,000+ establishments <p>Pennsylvania WORK SMART. LIVE HAPPY.</p>	<p>Manufacturing is at the heart ❤️ of Pennsylvania's economy. This diverse industry brings a whopping \$113.2 billion to PA's economy and accounts for nearly 10% of all jobs in the Keystone State. 🤖 http://ow.ly/sfSI50wgu8M #MFGWeek22</p>
<p>[use social card image]</p>	<p>From robotic dogs and iPhone laser technology to electric motorcycles and space robotics, Pennsylvania is a hotbed for #MadeInPA innovation and technology. 🤖🚀 Check out some of the coolest products that PA companies are pioneering. ↓ http://ow.ly/F1GC50KULH1 #MFGWeek22</p>

LinkedIn

Graphic	Post
	<p>Happy #Pennsylvania Manufacturing Week! 🎉 This week, celebrate an industry that contributes more than \$113.2 billion to our state's economy with #MadeInPA products. 🍷 🍻 🎸 #MFGWeek22 http://ow.ly/sfSI50wgu8M</p>
<p>[embed mfg video]</p>	<p>#Pennsylvania's manufacturing industry is booming and so are the jobs. Make it here and make it a career. 🎯 🧠 #MFGWeek22</p>
	<p>#Pennsylvania is investing in its #WorkforceInPA with manufacturing training programs at the forefront. 🤝 Learn more about how we educate our growing #IMakeInPA workforce. #MFGWeek22 http://ow.ly/iz1550KUU3R</p>
<p>[use social card image]</p>	<p>What do crayons 🖍️, guitars 🎸, chocolate 🍫, violins 🎻, and brews 🍺 all have in common? They are all #MadeInPA! What's your favorite PA product? #MFGWeek22 http://ow.ly/7moL50wqsZ7</p>
	<p>Did you know manufacturing jobs have an average salary of \$86,129 – 33% more than the state's average annual wage for all other occupations in #Pennsylvania? 📊 #MFGWeek22 http://ow.ly/sfSI50wgu8M</p>
<p>[use social card image]</p>	<p>Pennsylvania is committed to ensuring that our manufacturers develop and keep the best talent. 🤝 Learn more about the Manufacturing PA Training-to-Career Grant program and how this funding opportunity can help grow your company and develop a highly-skilled #WorkforceInPA. ↓ http://ow.ly/E4q950Gi4CK</p>

SOCIAL MEDIA BANNERS AND VIDEO

Download the hi-res versions of banners and a video for Twitter, Facebook, and LinkedIn at: <http://ow.ly/pPBA50KV50u>

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PENNSYLVANIA
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in Pennsylvania

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PA MANUFACTURING
pays an average compensation of **\$86,129**,
33% higher than the PA average.

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The manufacturing skills gap
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