



2019-2020 Manufacturing Video Competition

Inspiring the Next Generation: Engaging Students in Manufacturing Careers

What it Is

The Connecticut. Dream It. Do. It. **'What's So Cool About Manufacturing'** Video Contest is a program designed by trade organizations, employers and educators to help improve the image of manufacturing as a career choice and to recruit more young people for careers in the manufacturing industry.

What's so cool about manufacturing?

Connecticut's high schools and manufacturers are about to get together and not just tell you... but show you!

The 'What's So Cool About Manufacturing' Video Competition (WSCAM), a Manufacturing Institute national best practice model designed to promote industry partnerships and introduce youth to today's manufacturing workplace and future careers. This innovative program was developed by our Dream It. Do It. network partners in Pennsylvania and has been successfully implemented by a number of other states. The program is targeted to high school teams and Connecticut-based manufacturers.

Please contact education@ccat.us or 860.282.4918 if you are interested in participating or have any questions.

How it Works

Each participating school will be partnered with a local manufacturing company to collaborate on the creation of a video in response to the theme: 'What's So Cool About Manufacturing'. The WSCAM Video Competition gives students the chance to learn about their partner company's products, operations, and staff while exploring all the "cool" things a career in manufacturing offers. Teams will submit their videos in April for judging and online voting.

Videos from past years' contestants can be found at www.ctdidi.com/wscam

About CTDIDI

Connecticut. Dream It. Do It. (CTDIDI) is one of more than 40 state efforts focused on developing an awareness of rewarding careers in manufacturing. The Connecticut Center for Advanced Technology licenses and leads CTDIDI as part of The National Association of Manufacturers and The Manufacturing Institute's nationwide campaign to create a positive image of today's manufacturing.



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CONTEST RULES AND REGULATIONS

1. Teams must be comprised of at least four and no more than ten students.
2. Projects must be completed by students with guidance and support from Teacher Coaches.
3. All video footage of final projects must be produced by student teams to qualify for an award. No company and/or professional video is permissible.
4. It is against the law to use music, video or images without permission. Royalty-free music may be used. Images may be used if they are specified as "public domain." If your submission contains copyrighted material of any kind, your video will be disqualified. (Visit <https://www.whatssocool.org/wp-content/uploads/2019/10/Creative-Commons-or-Royalty-Free-Music-2019.pdf> for more info.)
5. Schools must provide their own video/audio equipment. (Connecticut. Dream It. Do It. can provide a camera for use during the competition upon request).
6. Teams may only submit one video for judging, but schools may register multiple teams and they may each submit their own video.
7. Final projects should run between 2 and 2.5 minutes in duration but may NOT exceed 3 minutes.
8. Final projects must contain at least 3 interviews and must include relevant shots of the manufacturing setting.
9. Final projects must contain the school logo, the manufacturing company's logo, and (if applicable) the regional manufacturing organization's logo.
10. Prior to submission, final projects must be approved by the partner manufacturer.
11. Every student and teacher coach participant must complete a media release form. Any additional individual whose likeness appears in the video must also complete a media release form. (<http://www.ctdidi.com/programs/wscam>).
12. Teacher Coaches are responsible for leading and monitoring all activities associated with contest-related activities, including being in regular contact with your regional lead and your partner manufacturer for updates and scheduling. (See the Partner Responsibilities on page 6 for clarification.)
13. The final roster and all of the team's media release forms must be submitted before the team can be matched with a manufacturing company.
14. Each team must meet contest deadlines and deliver final project files to Connecticut. Dream It. Do It. for posting/voting.



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CONTEST TIMELINE

October	Team registration opens
December 18	Teacher Coach Orientation*, 4:30-5:30 PM CT Center for Advanced Technology, 222 Pitkin Street, East Hartford, CT 06108
January 31	Team registration closes Deadline for final team rosters
February 4	All teams are matched with manufacturing partners
February - April	Teams meet with partners, establish schedule, write scripts, and film videos Teams edit and complete their videos
April 1	Deadline for team and manufacturing company employee release forms
April 14	Videos must be submitted to partner manufacturers for approval
April 24	Final deadline for video submission
April 30 – May 7	Online voting
May	Connecticut. Dream It. Do It. Award Event(s) - Details TBA

* If you are unable to attend the orientation session, please give advance notice to education@ccat.us or 860.282.4918 as soon as possible to schedule a separate time to discuss program materials and expectations.



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PARTNER RESPONSIBILITIES

Outlined below are the responsibilities of the teacher coach and the manufacturing company in the process of the video creation.

Teacher Coach Responsibilities

- Serve as primary team contact with manufacturing partner and WSCAM coordinator
- Organize meeting days and times for students to work on the video project
- Ensure all team members' release forms are submitted to the WSCAM coordinator
- Determine logistics of scheduling student trip(s) to manufacturing partner
- Advise students in video creation process
- Keep team on track with completion of tasks in alignment with the submitted team schedule
- Attend the WSCAM 2020 Awards Event(s) to celebrate your team's success

Student Team Member Responsibilities

- Complete media release forms with parents and return to teacher coach in a timely fashion
- Direct, film, and edit all media to be used in the video submission
- Ensure that the video's message aligns with the theme of the competition
- Provide appropriate narration to accompany the video
- Create a comprehensive list of interview questions for use on-site at the manufacturing facility
- Act in a professional and work-safe manner when touring the manufacturing facility
- Attend the WSCAM 2020 Awards Event(s) to celebrate your achievement

Manufacturing Company Responsibilities

- Maintain regular contact with the teacher coach in order to schedule visits, coordinate interviews, and answer general questions
- Host tour(s) for the student team at the manufacturing facility
- Select appropriate candidates for interview
- Ensure all interviewee and company release forms are submitted to WSCAM coordinator
- Act as a source of information for the team regarding manufacturing and the company's business
- Review video and give feedback and/or approval
- Attend the WSCAM 2020 Awards Event(s) to congratulate all participants