



2016

Company: Hypertherm

Contact: Stacey Chiocchio, Stacey.Chiocchio@hypertherm.com

Challenge: Kids think manufacturing is dirty, dark, scary, boring. We need a future workforce.

Approach: Breakdown the barriers, bring the students into our plants by providing hands on workshops and tours to show how cool it is to be a manufacturer.

Impact: Open kids' eyes to all types of careers and how important what they are learning in school is to their future careers. Having casually given tours for the last several years, in 2015 we started a more concrete program in conjunction with schools, with over 900 students visiting throughout the year. There has been a significant increase in programming in response to STEM- which includes teaching about the importance of computers, following directions, communication, tying math to everyday work, as well as robotics, environmental aspects (incl. recycling) and demonstrations.