

Casting for a Career

Hosting A Successful Career Day
At Your Foundry



Published by the Non-Ferrous Founders' Society

*In cooperation with the Foundry Educational Foundation and
The Manufacturing Industries Careers Alliance*

Introduction

The Non-Ferrous Founders' Society (NFFS) is the principal North American trade association representing aluminum and brass & bronze foundries and ingot manufacturers. Established in 1943, the Society has more than 200 member companies. NFFS members employ virtually every casting process: sand; permanent mold; investment; continuous cast; centrifugal; and die-casting. The principal metals cast are aluminum, brass & bronze, however some member foundries may also pour magnesium, zinc, and other non-ferrous materials.

The Foundry Educational Foundation (FEF) is the cast metals industry's educational program at the college level. It includes a community college, four-year technology schools as well as traditional engineering colleges and graduate schools. It spans the broad range of higher education from production supervision to specialized research.

The Manufacturing Industries Careers Alliance (MICA) is a joint effort of the Center for Workforce Success of the National Association of Manufacturers' Manufacturing Institute, the Institute for Educational Leadership's Center for Workforce Development, the National Institute for Metalworking Skills, the Associated Equipment Distributors Foundation, and the Chemical Industry.

Additional information on the many programs and services offered by these organizations can be obtained from the following addresses:

Non-Ferrous Founders' Society

1480 Renaissance Drive – Suite #310
Park Ridge, IL 60068
Phone: 847-299-0950
Fax: 847-299-3598
Website : www.nffs.org

Foundry Educational Foundation

484 E Northwest Hwy
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Phone: 847-299-1776
Fax: 847-299-1789
Website: www.fefoffice.org

Manufacturing Industries Careers Alliance

c/o National Association of Manufacturers
1331 Pennsylvania Ave., NW
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Why Work For A Foundry?

Life as we enjoy it in the 21st Century would not be possible without the many contributions that metalcasting has made to human progress. Virtually every major technological advance in human history is due at least in part to the development and use of cast metal parts.

History has long marked the path of technological evolution in metals terms. The Bronze Age is the name we give to the period in human history when man began using metal tools to advance civilization from the Stone Age's hunter/gatherer mentality to a more advanced society. This in turn led to the development of trade, with bronze tools, sculptures, and weapons quickly becoming some of man's earliest commercial products.

The Iron Age represented mankind's next leap forward in the development of both commerce and industry. Iron Ore had been discovered as far back as 2000 B.C., and by the Middle Ages, iron was generally being cast throughout Europe, though the chief interest at the time was casting bells for the large cathedrals that were then being built.

Cast crucible steel was known to exist in India in 500 B.C., though the process was later lost until rediscovered in England around 1750. Aluminum was first produced in the late 1800's. Perhaps the first architectural use of aluminum was the cast 100 ounce tip of the Washington Monument set into place in 1884. (In fact, it's still up there!) The development of aluminum cooking utensils in the 1890's represented first major application for cast aluminum.

By the 20th Century, the use of metal castings of virtually all materials expanded dramatically in a wide range of applications, including motors, power transmission, transportation, communications, and computers. Despite being one of man's oldest known manufacturing processes, modern metalcasting plays an important role in every technological breakthrough. Today, foundries themselves are highly developed manufacturers, using the latest technologies (robots, computers, laser measuring and cutting tools, etc.) to produce the thousands of products that they supply to virtually every other manufacturing industry.

From the wheels on your car to the faucet on your kitchen sink, you are never more than a few feet from a metal casting. In fact, at home, at work, or at play, you could not do the things you do – or enjoy the lifestyle you lead – If it were not for the development,

the advancement, and the dependability of metal castings. To keep their leadership role in mankind's technological advances, foundries must continue to attract bright young people to work in our industry.

Today's foundries offer a wide range of employment opportunities, and foundry employees tend to earn some of the highest wages paid. But young people today are often not interested in working in the foundry industry. It just isn't "exciting" enough. Young people want hi-tech. They want computers and lasers and robots. They don't realize that the foundry industry uses all of these – and more.

That is a situation that we must address. Helping foundries explain to tomorrow's employees that metalcasting is an exciting world that they can both be part of and help to create is why we have created this guide to *"Hosting A Successful Career Day At Your Foundry."*

Seeing is believing, and visiting a foundry can help young people understand how important foundries are, how modern our plants are, and how well our employees are treated. This booklet will help you plan, prepare for, and conduct a successful career day. Follow it and you'll help build interest in your company and the Metalcasting Industry. And you'll show young people – your future employees - how foundries



Where Will Your New Employees Come From?

Employers in virtually every segment of the economy are increasingly concerned that labor shortages threaten their productivity, profits and competitiveness, and that's particularly true in manufacturing industries like foundries. Low unemployment rates are a factor, but not the most fundamental one. Even in times of economic recession, those positions requiring the skills needed in the modern workplace often went begging.

Employers are increasingly frustrated by workers' deficiencies in fundamental reading, writing, and math skills. The labor shortage is complicated by the difficulty in finding people who are qualified to work . . . or at least trainable. Insufficient basic education makes training considerably more challenging.

American Management Association studies reveal that over 38 percent of 1999 job applicants lacked the literacy and numbers skills required to perform the jobs they applied for, according to AMA's annual survey on workplace testing. This figure is alarming when compared to the same percentages in recent years: 35.5 percent in 1998 and 22.8 percent in 1997.

Today's companies must compete in a global economy, respond to rapidly changing demands, produce high-quality products and implement sophisticated technologies and processes. They need a workforce that can think as well as do; solve problems independently; work effectively in teams; and wring essential productivity from new technologies.

To fill specific positions, employers can try to steal employees from competitors or provide additional training and education to their current workforce. Both strategies ultimately have the same limit: a finite labor supply. The need to develop new sources of labor – new employees - has increased the interest in schools. School-To-Career has been inspired by both the employers' need for more technically and academically proficient employees and the schools' need for learning and career opportunities for all students.

A successful School-To-Career program can be an effective broker or advocate between employers and schools. Building an effective program, however, takes time and effort, but the results can be very rewarding, both for employers and for their future employees.

The Role Of Schools In The Workplace

Historically, most comprehensive high school and community college administrators see their primary mission as preparing students for advanced education. In this view, preparation for the workplace is the job of vocational schools and employers. Employers often find the need to overcome school leaders' perceptions that the connection to work and the workplace undermines academic pursuit.

Boards of education, state education administrators, superintendents, supervisory personnel and teachers are all a part of school systems. Sometimes their responsibilities, interests and needs correspond. Often, they don't.

Complicating matters even further, some employers may have plants in regions with more than one school district. The challenges also differ depending on what kind of school is involved. The partner may be a vocational school, a comprehensive high school, a community college, a technical college or some combination.

Schools face a myriad of other competing priorities: education reform; School-To-Career challenges; new student-assessment tests; more aggressive implementation of science and technology curriculum; teacher testing; and basic daily functions such as teaching loads. Some school systems have managed to create a vision that unites all of these separate strands into a comprehensive education-reform strategy. This is a difficult challenge, and most schools still relate to these activities as separate programs.

School leaders must be willing and able to reshape schools and school systems to adapt to new methods of learning. In part, this requires changing structures, such as the lack of time for cross-disciplinary activities at school; the lack of time for teacher planning; the number of hours a student is required to stay in school; and school-release times, which make it difficult for students to "work and learn."

Creating A School to Work Partnership

Hosting a Career Day at your foundry lets students see real people working real jobs, but it's actually the end product of a long process that starts by creating a partnership with your local school system. Building a partnership takes time and effort on your part. A few good places to start are:

1. **Get Involved With Your School Board.**

One way to help create a School to Career program is to participate in the policy-making bodies that make decisions on the mission, activities and structures of schools and training programs. Employers can participate in local school boards and workforce investment boards, but serving on boards requires a time commitment and hard work. Still, it can be one of the most effective ways for an employer to demonstrate that they are committed to helping the school system develop a better-prepared workforce.

2. **Meet the Key Personnel at Your School.**

Get to know the key people in your local schools and school systems. This will help you decide who should be involved in each phase of designing and implementing a School-to-Work program. Administrators and local board members set the school system's basic policies and structures. Principals allocate resources to competing school priorities. Teachers are the direct link with students and the classroom.

The earlier that key school officials are involved in developing a School-To-Work program, the more they can contribute and the more committed they will become. Bring teachers to your foundry long before your actual Career Day. Teach them about your needs and goals in creating a work-based learning program. These visits can benefit you and your educator/partner by developing contacts and cementing relationships.

3. **Participate in Curriculum Development.**

Employers know the skills needed for their industries and occupations. They can play the critical role of presenting this information in a form that educators can use. The knowledge you have about foundry industry skill requirements can help drive curriculum development and focus classroom attention on the skill

sets that students must develop in preparing to work for your company.

4. Provide Resources and Support.

Priorities that don't have resources to support them don't receive attention. Employers can help School-To-Work efforts by assisting the schools, their members and their organizations in obtaining resources. This can range from direct fund-raising efforts to lobbying local, state, and federal government agencies for additional financial support. You can also directly provide valuable – and otherwise unavailable - teaching resources to teachers and the schools. These can include videos, manuals and CDs for in-class use by teachers. Make a copy of the Casting For A Career CD and give it to your partners at the school. Work through the metalcasting industry trade associations and your local or state manufacturing association to obtain copies of other career-related training pamphlets, brochures and materials. These are often available to you at a very modest cost, but still more than the school can afford to spend.

Setting Up Your Career Day

Preplanning

Your Career Day is a chance to showcase your company and the work it does. It lets you show students and teachers, your neighboring community, the local media and your elected officials just what you produce and how you produce it. It can be a valuable tool to let everyone know the important role your foundry plays in the local economy, and it can also help to educate everyone on how metal castings make living in the 21st Century more comfortable and enjoyable.

Setting up a Career Day requires some advanced planning and a bit of homework on your part, but it is well worth the effort. Be sure to appoint some of your key employees to the committees you'll use to assure that all aspects of the event will run smoothly. Someone must be responsible for each step within this guide.

Try not to leave too many details to the last minute. There will be more than enough problems and last minute changes to address as the event draws nearer. The more prepared you are, the better you'll be able to react to schedule and attendance changes.

Scheduling

Be sure to schedule your event with the school calendar in mind. There are certain times of the year when an "in-plant" event might work best for your schedule, but not for the school or the students. Most schools take extended spring and winter breaks. Generally, these are not a good time to get students to attend. Likewise, you'd be best to avoid school holidays and end-of-semester testing weeks. Your educator/partner can help you identify the best time to hold your event.

Invitations

Of course you're going to invite students and their teachers to attend your Career day, but they aren't the only important people you'll want to have attend. Here are a few other folks you'll want to be sure to invite:

Your elected officials – From the mayor and the members of your local city or town council to your state and federal Representatives and Senators, politicians love having an opportunity to be seen in the community. And having them attend your Career Day can serve a double purpose for you as well. First, it can help you communicate your social involvement to your elected representatives. But more importantly, it can help you develop a good rapport with key officials who can influence the future of your company and your industry. It is best to have strong contacts in both parties, so be sure to invite those officials who don't always share your views on taxation and regulatory issues. This is your chance to try and make some new friends for your foundry and for manufacturing in general.

Of course, getting elected officials to visit your foundry offers a completely different set of problems and concerns. Get a copy of the pamphlet "*Building Relationships: A Guide to Successful Plant Tours for Elected Officials and Their Staff*" from the National Association of Manufacturers for some key tips in this regard, and be sure to inform your local, state and national trade associations of your plans as well.

The Local Media – All too often, local reporters only have negative news to report. Your Career day is newsworthy, and can tell a positive story about your business, your local school system and the community. Local television and newspaper reporters should be eager to cover your event – barring some late-breaking major news story, of course.

Don't overlook the national news media representatives in your area. Even national financial publications like the Wall Street Journal publish local news and should be contacted. Quite often, they can be convinced to cover your event if given appropriate notice.

If the city editor of your large metropolitan daily is not interested in your Career Day, contact the business editor. If the business editor isn't interested, contact the Metro, Suburban or regional editor. If a news organizations tells you they can't provide on-the-

spot coverage, offer to provide it yourself with your own report and photos. They may be quite grateful for your contribution.

If possible – especially in a small TV market – have someone tape the event and provide footage to the local station. Don't forget about the cable television. Some public access channels and 24-hour local news channels will take anything you can provide or videotape. Obviously, you should have a standard press kit available and, if possible, stock video of your casting process.

Labor union representatives – Obviously, if your foundry is a union shop, you'll want to be sure to include local union officials on your invitation list. In fact, be sure your shop steward is part of the team planning the event.

Local and State School Board Members – As we've already suggested, local, state and regional school boards and educational administrators play a key role in setting priorities for the school system. Beyond those officials who have been your partners in creating the School to Work program and in setting up the Career Day, you'll want to be sure that the top local school officials are all invited to your event. It can also be an excellent way to provide some important recognition to your educator/partners for their efforts as well.

The Families of Your Employees – Your present employees can be an excellent referral source for new employees. Friends and family members of your current employees may know where their father/brother/mother/sister/neighbor works but have little idea of exactly what they do. Be sure all of your current employees know about your Career Day plans, and encourage them to have their families attend. It's almost exactly the same concept as having a "Job Shadow" or "Take Your Kid to Work" Day.

Your Residential Neighbors – The people who live in the area around your foundry may know very little about your company and what you do. In fact, they may have a totally wrong image of your company. Your Career Day gives you a chance to change that. Inviting the community to come see who you are and what you do. Of course, it's best to ask them to "sign up" to attend in advance. After all, you do have a responsibility for their safety - and that of your employees.

Organizing Your Career Day

You'll want to involve your employees in planning and executing your Career Day. Having young people, the media, and others visit your plant is an important event. The employees will want to show off their best side, too. Send a memo, include a notice with their paycheck and highlight the visit in your company newsletter and on the bulletin board. And, remember to involve them in all preparations.

Tour Committee Members

A key management spokesperson with knowledge of your business and your manufacturing process should host the day's activities, but be sure to include your educator/partner in the spotlight as well. Set up a small committee to plan for each aspect of your Career Day. Include both salaried and hourly workers in the host committee. You'll want planning help and participation from the people listed below.

- **Chief Executive Officer.** Always have the most senior executive available to greet your visitors and, if possible, make some introductory remarks about the company. If you have elected officials or media attending the event, this is the person who should escort them through the plant. It's a good idea, as well, to invite the owner (if that's someone other than the CEO).
- **Employee Relations or Officer Manager.** This employee knows the most about individual employees and personnel policies, both of which will be of interest for your student guests. The personnel office or department supervisors may want to recommend some employees interested in meeting them as well.
- **Plant Safety Supervisor.** You must ensure that all safety precautions are observed. Be sure that students and other guests understand that there are certain hazardous areas in the foundry and that they must follow the same safety rules and requirements that all of your regular employees must follow. If you are giving a tour while the plant is in operation, caution your guests to hold their questions until the end of the tour. Never allow guests to disrupt standard work practices, particularly where safety is a concern.

- **Public Relations or Communications Officer.** This person will be helpful in handling the local media, preparing press lists and press releases, arranging photo opportunities, and publicizing the visit in the company newsletter. Use as many staff or volunteers as necessary to ensure media needs are met.
- **Government Relations Officer.** If elected officials are attending, this person should be knowledgeable on the details of pending local or national legislative proposals relating to your business. If this is their first visit to your foundry, it may be better to avoid lobbying the officials about specific issues and, instead, to generally acquaint them with your company, its products, and its importance to the community.

Plant Preparation

Prepare your foundry to show its best side. Good housekeeping is a must. Be sure work areas are reasonably clean and all equipment is in good working order. Safety and environmental management should also be considered – just as if the visitors were all OSHA or EPA inspectors. Who knows? Some day, some of them may be.

Make it easy to get around and keep hazardous areas well marked. Prepare a map of the tour route and have clear signs showing the tour route inside the plant. Be sure your guests know what entrance to use, have people there to welcome them, hand out name badges and distribute and collect hard hats and safety goggles for everyone in the party.

Before the big day, have a briefing with all the people involved. A script of events, with times to guide you, is important to keep everyone on schedule. Conduct a mock tour to assure a smooth event. Remember to assign “clean up” duties for after the visit. Tomorrow is another work day.

Transportation

Most schools will arrange their own transportation to and from your foundry. Be sure you have a designated parking area for their bus. Usually, elected officials and the media will make their own travel arrangements to the plant. You can offer to arrange transportation as a courtesy, but don't press the issue.

As your guests arrive, be sure everyone knows exactly where to be, where the guests should gather, and be sure to have the proper people there for a great welcome!

Casting Displays & Literature

If you can, proudly display your castings for your visitors to see. Be prepared to describe what each one is if it is not immediately obvious. Try to show a diversity of products that students and your other guests will be familiar with. Remember that most of them have little idea of what a foundry is or exactly what they produce. This is your best chance to impress them with the valuable role your foundry plays in the economy.

A special exhibit, promotional materials and company literature will enhance the visit. Try to give students an idea of the many different jobs that exist within your company. Remember that many students are particularly interested in the “high-tech” stuff, but don’t overlook the “nuts and bolts” of making castings. Molding, coremaking, pouring and finishing are all areas where even the most “technologically-challenged” employees can earn a good living.



During the Foundry Tour

Show Your Processes in Operation



Highlight your operation by showing your guests how the casting process works, how different equipment comes into play, what new technologies are being used, and the overall productivity of your workers.

If feasible, without shutting down production lines, offer your visitors a chance to interact with your workforce. Let them ask questions, especially about your company as a possible employer. While there is always the risk an employee might say something you'll find embarrassing, having an opportunity to have a candid discussion with your current employees will mean a lot to your visitors.

Be sure a diverse, representative cross section of your employees is available to speak with your guests. Whatever other issues are on your mind, make sure to promote your safety and environmental records. Showcase your employee benefits and training programs. If you think your record isn't that good, discuss the efforts you are making to improve. Don't embarrass yourself by trying to cover up past problems. Instead, show how you are being proactive in correcting the situation for the future.

Be "Newsy"

Your Career Day is an obvious news event. Try to put a positive spin on the forecast for your company's growth and performance. Even during a slow economic period, try to be upbeat. Talk about productivity improvements, new order bookings, expansion plans, etc. Describe for your guests your company's plan to make it "in the long run." Relate your plans to the current employment outlook in your community. Show your student visitors why working for a foundry – **your foundry** – is an excellent career choice. Above all, try to focus on the most positive aspects of your company's future.

Talking Points

You have an important story to tell, so prepare specific answers to expected questions. Try not to reveal all of this information at once. Rather, spread it out during the event to make the visit both interesting and informative. When developing your presentation, try to work in the following information:

- **Success stories.** Talk about the history of your company and your foundry, including total investment in facilities and equipment. Mention expenditures for modernization and R&D.
- **Product manufactured.** Describe how the castings you produce are used and who some of your better known customers might be. Be sure to include some recognizable products in your list or display if possible.
- **Jobs.** Discuss the number of people employed in your plant and throughout the metalcasting industry as a whole. Mention any labor unions represented in your plant. Talk about your employment growth and how your foundry has improved the lives of workers and executives - and be sure to cover your worker health, safety and training programs.
- **Payroll.** Talk about the wages and the types and value of employees' benefits in cents-per-hour-per-employee or as a percentage of the basic wage rate. If you can, compare your per-hour wages to other employment in the area.
- **Employee benefits.** Describe programs your company offers to employees, including profit-sharing, recreational programs, health or sports facilities, credit unions, child care, educational support and discount purchases of company products.
- **Community impact.** Tell your guests about your active role as a good neighbor and "corporate citizen". How many dollars do you pay in federal, state and local taxes? What do you spend locally to buy supplies, materials and services? How much do you spend annually on environmental compliance?

Follow-up after tour

The purpose of your Career Day is to promote a better understanding of your company as an employer and the advantage that getting a proper education can give young people coming into the metalcasting industry. One key task is to make certain that the students that attend your Career Day remember your company when it comes time to find a job.

- Tokens. If you have one, present your attendees with a token of their visit. A cast token like a keychain or paperweight can be particularly memorable. The value of the item isn't important, although if you have members of the U.S. Congress among your attendees, they are only permitted to accept commemorative gifts or gifts of nominal value.
- Photos. Send the photos your public relations staff took to the school after the event. Sending one copy of a group photo for each attendee can get expensive, but posting it on your company's website so it can be downloaded and printed by the student is very cost effective. What's more, it can help show the student visitors that your foundry understands today's computer technology. Local elected officials may still prefer a "hard copy" of the photo to hang on their office wall.
- Press coverage. Provide the school with your company newsletter and other publicity the Career Day generated. Be sure to send the local media a wrap-up article on your event naming key attendees, number of visitors, and any unsolicited testimonial comments who may have had during the event.
- Follow-up Correspondence. Write a thank-you note thanking your educator/partner for their help in organizing and promoting your Career Day. Solicit their evaluation of the day's activities, as well as their input for future such events. Be sure to copy key local school administrative officials on your correspondence. If the teacher can provide you with the names and addresses of the students who attended, take the time to write each one and thank them for attending. Encourage the student to contact your personnel office any time they have questions or if they are ever looking for work. This simple gesture will make your company look warm and genuinely interested in the student, and it may eventually help you gain some new employees.

- Thank your own. Be sure to recognize employees who combined their time and expertise to make the Career Day a success, both by a personal note and by mention in company publications.
- Evaluate. Ask company officials who participated in the event to evaluate it.

Internships, Mentoring & Scholarships

There are several other important ways that you can help your educator/partner and their students following your career day. They include:

Summer intern programs - Work with your educator/partner to help students who might be interested secure summer jobs at your foundry. School-to-Work interns can often easily become full-time employees that need less training than someone you hire from a help wanted ad in the local paper.

Mentoring – Whenever a student intern (or any new employee) starts work at your foundry, assign one of your older, more experienced employees to serve as a “Mentor” for them. The mentor should be able to help them with everything from learning their assigned job to understanding company policies to “fitting in” with other employees.

Scholarships – Students who want to continue to develop their skills to become more desirable employees will invariably also appreciate some form of financial assistance. You can help them by directing them to sources of scholarships like the Foundry Educational Foundation, state or local grant-in-aid programs, or national financial assistance sources such as the Manufacturing Industries Careers Alliance.



While you're at it, be sure to explore what financial assistance programs your state may offer companies like yours to do on-the-job employee training.

Other Resources

You owe it to yourself and to your educator/partner to find and utilize as many resources relating to jobs in the foundry industry as you can find in creating your School-to-Work partnership and setting up your career day. Here are a few other resources you can tap in this regard.

American Foundry Society, Des Plaines, IL

Publishers of *modern casting* and *Engineered Casting Solutions* magazines, AFS also directs the Cast Metals Institute, providing skills training in virtually all aspects of foundry production. Maintains an extensive library of foundry publications and literature.

Chronicle Guidance Publications, Inc., Moravia NY

Brief 374: Foundry Production Workers – This four-page career guidance brief describes the work performed at typical jobbing foundries, working conditions, hours and earnings, education and training, personal qualifications, entry and advancement, and employment outlook for the foundry industry.

FOUNDRY Management & Technology, Cleveland, OH

Published monthly by Penton Media, Inc., this leading metalcasting industry trade publication's website provides links to colleges and universities, metalcasting engineering and research sites, industry associations, and "Science & Education Resources for Kids, Parents, & Teachers."

Investment Casting Institute, Dallas, TX

Partner with the Pittsburg State University (Kansas) to create the *Investment Casting Training Center* covering ten specific focus areas in investment casting production. Participation in the training courses leads to Investment Casting Specialist Certification.

North American Die Casting Association, Rosemont, IL

Publisher of *Die Casting Engineer* magazine, NADCA also provides sources for information and reference, including training manuals covering die casting machine introduction, die casting machines, die casting dies, materials; the die casting cycle, and controlling the die casting process.

The Employment and Training Administration of the U.S. Department of Labor, Washington, DC

Classifies foundry production workers with others in production technology (G.O.E.06.01). Others in this group include lathe operators, milling machine operators, spring makers, bench hands, plastic toolmakers, hammersmiths, machine setters, and set-up workers.



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Checklist for Hosting A Successful Career Day

Creating A School-To-Work Partnership

- Get Involved With Your Local School Board
- Meet Key Personnel At The School
- Participate In Curriculum Development
- Provide Resources And Support

Setting Up Your Career Day

Preplanning

- Host Committee appointments

Scheduling

- Consider the School Calendar

Invitations

- Students & Teachers
- Elected Officials
- The Local Media
- Labor Union Officials
- Local & State School Board Members
- Families Of Your Employees
- Your Residential Neighbors
 - RSVP's

Organizing Your Career Day

Tour Committee Members

- Key Plant Personnel

Plant Preparation

- Good Housekeeping
- Map the tour route
- Route signs
- Entrance sign & Welcoming area
- Name badges
- Safety equipment
- Length of tour
- Refreshments
- Tour guide briefing
- Tour script
- Tour rehearsal

Transportation

- Designated parking area

Casting Displays & Literature

- Casting Display
- Special Exhibit Of Company Literature
- Jobs In The Foundry Industry

During the Tour

Show Your Processes in Operation

Be "Newsy"

Talking Points

- Success Stories
- Products Manufactured
- Jobs
- Payroll
- Employee benefits
- Community Impact

Follow-Up After the Tour

- Tokens
- Photos
- Press coverage
- Follow Up Correspondence
- Summer Intern Programs
- Recognition of employees
- Evaluation