



Dream It Do It Strategy

For

San Joaquin Valley Manufacturing Alliance

Dream It Do It (DIDI) is an initiative/network created and managed by the **Manufacturing Institute** designed to inspire youth to consider a career in manufacturing. Designed in 2005, DIDI addresses the need to change the perception that manufacturing is not a viable profession.

The DIDI initiative offers local manufacturers, schools, community-based organizations and other stakeholders the opportunity to partner with a respected national platform to promote manufacturing as a top tier career choice in the United States. DIDI promotes manufacturing to three distinct target markets: **student, parents and educators.**

In 2015, the network successfully engaged:

- 426,000 students
- 76,000 influencers (parents and educators)
- 8,600 manufacturers

In 2016, the San Joaquin Valley Manufacturing Alliance purchased the license to market DIDI in the eight county region from Kern to San Joaquin (The first license in California, Oregon and Washington).

In order to maintain the DIDI license, a robust strategy and program is required to be implemented in the San Joaquin Valley region.

Concept:

DIDI/MFG/CTE Centers of Excellence “Showcase Centers”

State of the Art Equipment

Best Instruction

Contemporary Curriculum

Rapid Change-over

Hands-on

Student Engagement

Measureable Results

Sustainable Funding

Hypothetical Locations in the eight county regions:

County	Major Industry	CTE Focus	Centers
Kern	Oil, energy	Welding	Standard Oil, CSUB
Kings	Food processing	Manufacturing	Kraft Foods, COS
Tulare	Ag, dairy	Manufacturing	California Dairies, COS
Fresno	Ag, water	Robotics	Betts Company, CART
Madera	Ag, food processing	Manufacturing	JBT, Madera Center
Merced	Food Processing	Welding & Fabrication	Con Agra, UC Merced
Stanislaus	Logistics	Auto & Heavy Truck Maint	BTEC, CSUS
San Joaquin	Logistics	Maintenance	JL Precision, UOP