



WSCM Manufacturer Overview

Chester/Delaware Counties

PURPOSE

The **What's So Cool About Manufacturing? (WSCM)** Career Awareness Program was created to help build a strong pipeline of technical talent and to give students a new perspective on exciting STEM career opportunities that exist at area manufacturing companies. The WSCM Program is implemented as student video contest. Student Teams compete by creating short media stories featuring accurate images of today's manufacturing and promoting their video to peers, parents, educators, and the community. The contest culminates with public online voting and an Awards Ceremony.

MANUFACTURER PARTICIPATION

- Assign a company representative to work with the Teacher Coach & student team
- Schedule a time to virtually meet your student team and Teacher Coach
- Schedule a time to virtually collaborate with your student team about their video
- Provide company logo and/or other information needed
- Provide access for an on-site tour for your Student Team
- Provide access to 3-4 employees to be interviewed virtually or in-person in their work setting
- Review final video prior to online voting
- Help promote your team's video for online voting
- Attend the WSCM Awards Ceremony

READY TO HOST A TEAM?

- \$750 registration fee
- Match with a Student Team from a local Middle School
- Company logo on Statewide Contest website
- Company logo on MACC/DC website
- Expo Table at WSCM Awards Ceremony
- Company name/logo Included in WSCM Social Media campaigns

PROJECT OUTCOMES

- Promotes Regional & State-wide awareness of your company's products and services
- Excite students about career opportunities in manufacturing via dynamic videos
- Establish connections between manufacturing companies and local educators
- Final videos viewed by tens of thousands of viewers on contest website

"It was a fantastic experience to host a student team. Our staff enjoyed meeting the students, and lots of great outreach exposure in our community. We will definitely participate again!"

To view the videos from last year's contest, visit

<https://www.whatssocool.org/contests/chester-delaware>

2026-2027 PROGRAM TIMELINE

November 2026: In-Person & Virtual Training for Chester & Delaware County teachers & students

November 2026-February 2027: Collaboration between Manufacturer and Student Team

December 2026- March 2027: Video Production & Student Marketing Strategy

March - April 2027: Online Voting & Awards Ceremony for Schools, Manufacturers, Sponsors, and the Community. Promote your company at an Expo table to meet the families of your WSCM students.

FOR MORE INFORMATION, CONTACT JIM LAUCKNER, jlauckner@ccedcpa.com.