

ELEVATE

ADVANCED MANUFACTURING

Mission: To improve the perception of advanced manufacturing careers

- **15** scholarships available to be awarded in 2021!
- Elevate Ambassadors pivoted to virtual statewide presentations
- Participated in several virtual relevant trade shows
- Collaborations with IWD, DE, STEM Council, CIRAS, Iowa Community Colleges, and Future Ready Iowa



2021 Elevate Highlight

Not A Dirty Job Video Series

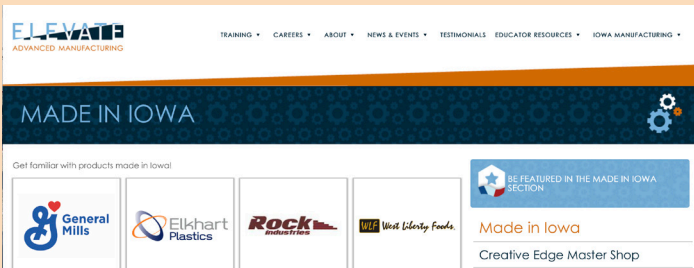
The Not A Dirty Job video campaign has been a great success for Elevate Iowa! Preliminary numbers show us we are reaching thousands of individuals across the state of Iowa.

- Received **100%** positive engagement on all social platforms
- Videos reached between **45,000** and **56,000** Iowans per share
- Iowans have watched over **620** hours of Not a Dirty Job videos
- Increasing traffic to Elevate's social media platforms and reaching new demographics
- Elevate will premiere **NEW videos** late summer and fall... stay tuned!

Website

Dec. 2019 – Dec. 2020

Average of over **400** visitors to the Made in Iowa section of the website weekly



Social Media

- Elevate is expanding strategic partnerships in 2021 to further promote brand awareness
- Launching 2021 scholarship social campaign to reach high school seniors and encourage applications
- Elevate will continue prioritizing video content in 2021 to reach target audiences
- Social media following has increased a total of **10%** from Q4 2020

Community College Enrollment & Awards for Manufacturing/Skilled Trade Programs

Comparing FY'17 (July 1, 2016 through June 30, 2017) and FY'18 (July 1, 2017 through June 30, 2018)*



Welding

Credit awards increased **16.6%** and non-credit awards increased **3.8%**



Tool & Die

Non-credit awards increased **39.1%**

Mechanical/Drafting/CADD

Enrollment increased **54.5%** and credit awards increased **300%**



Robotics

Enrollment increased **8.4%** and credit awards increased **87.5%**



*2019-2020 numbers requested from IDOE