



Conexus President Steve Dwyer says the organization is trying to connect the most tech-savvy generation in history with high-tech jobs here in Indiana.

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## [UPDATED] Conexus Unveils Dream It Do It Online

*InsideIndianaBusiness.com Report*

[Conexus Vice President of Workforce and Education Claudia Cummings says the website will be utilized at Indiana high schools.](#)

Conexus Indiana is hoping a new website and social media network will help convince more young Hoosiers to pursue logistics and advanced manufacturing careers. Conexus has unveiled [DreamItDoItIndiana.com](#), which it considers the centerpiece of its "Dream It. Do It." campaign. The state's logistics initiative says more young people are essential for the future of manufacturing and logistics due to retirements of many Baby Boomers employed in the sector.

Source: Inside INdiana Business

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### Press Release

(INDIANAPOLIS, May 6, 2010) - Indiana's manufacturing and logistics industries have become increasingly high-tech – and so are the tools being used to showcase jobs in these sectors . Conexus Indiana today announced the formal launch of DreamItDoItIndiana.com, an interactive, multimedia, youth-oriented website and social media network designed to highlight manufacturing and logistics careers and the education and training programs necessary to pursue them.

The online campaign is the centerpiece of Conexus' 'Dream It. Do It.' campaign, a broad marketing effort to attract more young Hoosiers into the manufacturing and logistics fields. One of every five Hoosiers are employed by these industries, but the trend of Baby Boomer retirements is creating a shortage of qualified applicants for firms involved in electric vehicles and other clean technologies, medical manufacturing, aerospace, supply chain management, and many other high-growth areas.

print email newsletters

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"We're working to connect the most tech-savvy generation in history with high-tech jobs here in Indiana," said Steve Dwyer, President & CEO of Conexus Indiana. "It's clear that the web is the best vehicle to capture the imaginations of our young people with these careers, and encourage them to take the first steps towards getting the education they need."

DreamItDoltIndiana.com allows visitors to explore careers through a series of 'micro-sites,' like 'Dream It Green' (focused on green manufacturing and logistics careers in areas like electric vehicles and renewable energy) and 'Make It Your Own' (which offers hands-on challenges to gauge the problem-solving and technical aptitudes needed for today's industrial careers).

Visitors create personal accounts that encourage them to solve animated challenges, watch videos and receive more information. The goal is to engage young people, connect them with specific information about careers and educational opportunities, and enroll them in industry-endorsed programs of study.

Most advanced manufacturing and logistics job openings today require post-high school education, either technical training or an associate degree. Conexus is working with both secondary and post-secondary educational partners to create manufacturing and logistics programs that meet the needs of industry. The initiative has reached out to area high schools, and is in the process of creating a high school-level curriculum that will help prepare students for more advanced training after graduation.

"A high school diploma by itself just doesn't cut it anymore," continued Dwyer. "Manufacturers and logistics companies need employees with high-tech skills; ideally, that means taking the right classes in high school and getting into the right programs after graduation."

To put visitors on this path, DreamItDoltIndiana.com features 'webisodes' highlighting specific Indiana companies as well as 'Hot Jobs' videos profiling in-demand careers like engineering and electronics technicians, inventory control specialists and quality systems associates.

The Indianapolis headquarters of EnerDel, the premier U.S. manufacturer of advanced lithium-ion batteries for electric vehicles, is featured on the 'Dream It Green' microsite. The company is creating 1,400 new green manufacturing jobs at facilities across Central Indiana.

"We're pleased to showcase EnerDel on the Dream It. Do It. website, and believe wholeheartedly in its mission," said Rick Stanley, EnerDel's President. "As we expand our high-tech manufacturing operations, we'll be hiring hundreds of new workers. It's important that we find employees with the right technical, interpersonal, and problem solving skills. The Dream It. Do It. campaign is helping attract and educate the skilled workforce that's critical to our success."

For young people, DreamItDoltIndiana.com offers a simple message: Interesting, challenging careers in advanced manufacturing and logistics are available in Indiana – jobs that have more to do with new technologies and thinking on your feet than standing on an assembly line. It's a message that educators believe will resonate with these potential employees.

"In today's economy, it's never too early to start students thinking about career choices," said Gary Wynn, a technology instructor at Greenfield-Central High School who is serving as the Conexus 'champion' for the Greenfield-Central school district. "Conexus is doing a great service by building bridges between high schools, higher education and industry – showing students the opportunities that exist is the first step, and this site does a great job of that."

The site was officially unveiled at a late morning event at Decatur Central High School in Indianapolis which has recently undergone significant construction to create technology labs to fully prepare students for the high tech jobs targeted by the Dream it. Do it. initiative. Dream It. Do It. is led by Conexus' Vice-President of Workforce and Education Claudia Cummings – please visit DreamItDoltIndiana.com to learn more.

Launched by the Central Indiana Corporate Partnership, Conexus Indiana is the state's advanced manufacturing and logistics initiative, dedicated to making Indiana a global leader in high-growth, high-tech industries. Conexus is focused on strategic priorities like workforce development, creating new industry partnerships and marketing our competitive advantages.

For more information about Conexus Indiana, please visit <http://www.conexusindiana.com>.

Source: Conexus Indiana

