



## Online Effort Promotes Manufacturing, Logistics Careers

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**The setting is a production line at Toyota Motor Manufacturing Indiana near Princeton; elaborate robots spin and maneuver, sparks fly and a career begins—at least that's the reaction Conexus Indiana leaders are hoping for from young people viewing online videos at [DreamItDoltIndiana.com](http://DreamItDoltIndiana.com), a new website designed to attract young Hoosiers to careers in the state's advanced manufacturing and logistics (AML) industry.**

The [website](http://DreamItDoltIndiana.com) is the centerpiece of Conexus' "Dream It. Do It." program, a broad marketing effort to attract more young Hoosiers to AML careers.

"To maintain our position as first in the nation in manufacturing, Indiana has to remain competitive in human capital," says Conexus Vice President of Workforce and Community Programs Claudia Cummings. "That means people not only have to have an interest in careers in advanced manufacturing and logistics, but they also have to have the proper training to fill the jobs." [Listen](#)

Conexus leaders say recruiting young people to AML careers is more critical than ever; the Hoosier industry is bracing for a "tidal wave" of Baby Boomer retirements. The resulting gap is projected to create a shortage of qualified workers in AML's high growth sectors, including medical manufacturing, aerospace, supply chain management, electric vehicles and other clean technologies. [Listen](#)

The "Dream It. Do It." campaign, which targets young Hoosiers between the ages of 16 and 24, is striving to connect this tech-savvy generation with Indiana's emerging high-tech jobs in manufacturing and logistics by "speaking their language," designing an interactive, multimedia website and social media network.

"You're not going to see a lot of TV commercials or billboards from us," says Cummings. "Instead, we're going to be laser targeted at our audience—young people who have an aptitude for technology. We're going to be using Facebook, YouTube and Twitter, with our centerpiece being this robust website with multimedia activities including games, videos and quizzes." [Listen](#)

On the website, visitors can watch videos that showcase some of the high-tech AML companies in Indiana; young people will see engines manufactured at Rolls-Royce for unmanned military aircraft, slick cars powered by EnerDel's lithium-ion batteries and FedEx jets—loaded with packages processed in Indianapolis—taking to the sky.

In addition to sparking interest in AML careers, Conexus hopes giving young Hoosiers a first-hand look inside AML operations will help change their outdated perception of the industry. It's a critical step toward filling job openings, according to Cathy Langham, owner and president of Langham Logistics in Indianapolis and a member of the Conexus board.

"[Before launching Dream It. Do It.], if you asked high school kids what logistics meant, they didn't know. They had no idea," says Langham. "I'm most excited about this campaign helping people understand more about this industry—it's not just driving trucks. This will help kids understand what AML is and the opportunities." [Listen](#)

The website also encourages visitors to create personal accounts, which will be used to connect them with specific information about careers and educational opportunities that could lead to enrollment in programs of study. Since the website's launch, more than 300 accounts have already been created.

Langham says driving young people to educational programs designed for AML careers is greatly needed to create human capital.

"Hiring hasn't been easy the last couple of years—and that's for all levels of positions," says Langham. "From the basic skills up to the higher level skills, it's not easy. It's been very difficult to find people with all the skills we look for." [Listen](#)

It's a common concern across the state's AML industry, and Conexus leaders are confident the new website, combined with the overall "Dream It. Do It." campaign, will battle workforce shortages and prepare a new generation of workers to maintain the industry's might.

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