

Information for Parents



Young people want futures, not just paychecks

As parents, you want them to be happy and productive, loving the work they do. Whatever it is young people are excited about — be it cars, computers, music, or art — they can find a great career doing it in today's advanced manufacturing.

The industry has changed. It's not your father's manufacturing any more.

In fact MANUFACTURING:

- pays average wages and benefits of about \$70,000;
- employs over 14 million people in the United States;
- continues to drive the economy by making the highest contribution to economic growth of any sector;
- is responsible for more than 70 percent of private sector research and development;
- creates a wide range of advanced technologies that cut energy use and lead to a cleaner environment;
- is a knowledge-based industry powered by computer technology.

Many parents still think of manufacturing as it was 50 years ago, not realizing that it has changed into a high-tech, advanced industry requiring skilled and talented people. Unfortunately, many young people do not see manufacturing as a viable career path. In fact, they often don't even think of manufacturing. Now, high-paying positions remain open throughout the manufacturing industry with even more opportunities becoming available as the baby-boom generation retires.

Eighty percent of manufacturers in the United States report they cannot find the skilled employees they need—which translates into incredible career opportunities for the next generation. As a parent, you can advise your son and/or daughter to consider this vital career field. America makes things. It's what we do, and manufacturing is the economic driver that has provided Americans the highest standard of living in the world.

Now more than ever, advanced manufacturing offers our best and brightest opportunities to follow their passion and be nicely rewarded. Encourage your son and/or daughter to take the Dream It. Do It. Career Calculator and explore opportunities they may not even know exist.

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