

(To be reviewed 9/01/2021 for adjustment)

### **Coordination: (In Progress)**

- Coordinate with VTC Marketing department on all efforts while utilizing best practices and guidance from VT-MC partners on overall messaging

### **Web Presence: (In Progress)**

- In partnership with VTC, develop and maintain a VT-MC website that is informative, reflects the equipment and capabilities of the VT-MC, its educational mission and a process that describes the VT-MC's approach for prototype development.
- Develop an on-line application form that will allow those with manufacturing needs to solicit help and allow the VT-MC to follow up. Degree of VT-MC website interest will also be captured utilizing google analytics
- Work through founding partners to establish a conduit link from partner websites to redirect interested parties to VT-MC website

### **Materials: (Under development)**

- Produce and distribute VT-MC materials and other marketing medium such as the two page summary and four page talking points documents to community partners and interested parties
- Develop e-blasts that highlight the VT-MC and its mission and impact potential for the surrounding communities, DoD SME's and the state of Vermont.

### **Events: (To be developed over the next 6-8 months)**

- Conduct public events through various organizations (VMEC, VT Chamber, AIVT) to include webinars, technical seminars and manufacturing awareness sessions
- VT-MC Grand Opening / Open House to the general public and high school population
- Work through the Secondary Education Initiatives department of VTC to conduct summer camps, technical center workshops and other initiatives
- Partner with the CEWD (Continuing Education and Workforce Development) department of VTC to promote the offerings of the VT-MC
- Reach out to the Vermont SME population through VT-MC events, channel partners, blogs and other regional manufacturing events and organizations