



**Educator instructions:**

Ask students what first comes to mind when they think about Advanced Manufacturing? What kind of jobs are involved? What kind of products are made here?

Explain to students that Advanced Manufacturing is a fast growing industry in Northeast Florida and one that offers them a lot of opportunity and career advancement as 42 percent of those in the industry are retiring in the next 5 years.

Share the website, [earnup.org](http://earnup.org). Move the mouse to Career Pathways and scroll down to Advanced Manufacturing. Click on it. That will bring you to the Advanced Manufacturing subpage.

Distribute the questions to students, share on your computer screen—whatever method works in your classroom environment. Then, Click on the 1:12 video on the right hand column of the [earnup.org](http://earnup.org) website. Show the video. Then, guide students through the questions below. Ask for their response as well as their reaction to this information.

**Q. 1 What are some components of Advanced Manufacturing?**

**Q 2 What's made in the Jacksonville region?**

**Q 3 What are some of the job titles?**

**Q 4 What are some of the top employers in advanced manufacturing in the region?**

Below the video, you'll see a carousel of clickable links to various employers shown in the video. Take a suggestion from the class. Ask a student to navigate the website, look through their site and discuss their products, how they use technology (this may also require a Google search), and explore any open careers they may have.