

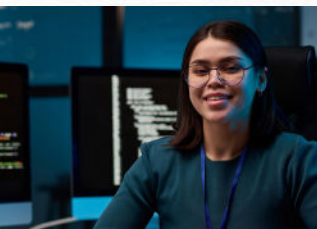
# IMAGINE YOURSELF

Investing in Our Region's Manufacturing Future

The **Imagine Yourself** campaign is a regional investment in workforce strength, manufacturing excellence, and long-term economic vitality. It is a collaborative movement that unites ALIC @ Bessemer, manufacturers, and the community in a shared commitment to grow our workforce and strengthen our local economy.



## ALIC POWERS WORKFORCE GROWTH



**ALIC @ Bessemer** serves as the platform that makes this regional investment possible. Through hands-on training, industry partnerships, and real-world pathways focused on manufacturing careers, ALIC prepares individuals for higher-earning positions

while helping local manufacturers fill workforce gaps. By working directly with regional companies that need skilled employees, ALIC connects talent to real opportunities and strengthens the manufacturing workforce.

## A STRONGER WORKFORCE STARTS WITH YOU

The **Imagine Yourself** campaign reflects a shared commitment to building a strong and sustainable manufacturing workforce for Crawford County:

- ✓ Manufacturing powers our regional economy
- ✓ Talent pipelines must be built with intention
- ✓ Employers, educators, and community must align
- ✓ Manufacturers are invited to participate

**▶ We invite you to join us as a founding campaign partner.**

## WHAT PARTNERSHIP WITH ALIC LOOKS LIKE



### Campaign Visibility

Partners receive co-branded campaign exposure across digital, radio, and billboard media, along with a dedicated presence on the Imagine Yourself website.



### Talent Connection

Manufacturers gain direct connections to students and early access to emerging workforce talent, helping build a stronger regional manufacturing pipeline.



### Programs & Engagement

Partners participate in signature events and gain access to the Ainsworth Foundation scholarship program, supporting student opportunity and workforce growth.



## SIGNATURE CAMPAIGN EVENTS

### 1 Manufacturers' Showcase

A regional capstone event highlighting innovation, employer partnerships and industry collaboration.

### 2 Manufacturing Roundtable

An opportunity for manufacturers and regional leaders to discuss workforce challenges and emerging needs.

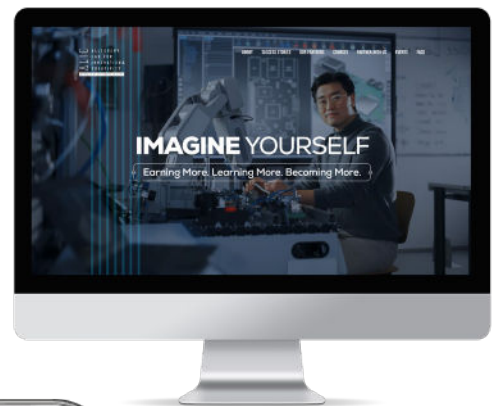
### 3 Career Connection Days

Connecting students with employers while showcasing available training pathways and advancement opportunities.

## REAL STORIES. REAL PARTNERSHIPS.

Throughout the **Imagine Yourself** campaign, we spotlight:

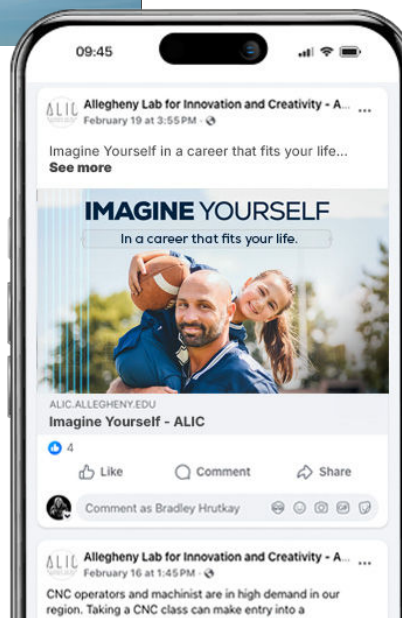
- ✓ Student journeys and career advancement
- ✓ Manufacturer spotlights and industry partnerships
- ✓ Instructor expertise and technical excellence
- ✓ Spring and Summer course pathways and training opportunities



## A VISIBLE CAMPAIGN ACTIVATION

The **Imagine Yourself** campaign will launch through coordinated physical and digital outreach. Activation includes billboards, geo-targeted digital marketing, radio placements, and social storytelling.

All campaign activity connects to a dedicated digital hub featuring the campaign landing page, manufacturer partner profiles, course pathways, scholarship access, and career exploration content. Together, these elements guide individuals from awareness to opportunity.



**ALIC** ALLEGHENY  
LAB FOR  
INNOVATION &  
CREATIVITY  
POWERED BY ALLEGHENY COLLEGE

Join ALIC as a founding campaign partner today. Email us at [alic@allegheeny.edu](mailto:alic@allegheeny.edu) for more information.

Scan the code to explore the ALIC course catalog.

