



National Science Foundation
www.madeinflorida.org
www.fl-ate.org

November 5, 2008

Dear Manufacturing Education and Outreach advocate,

FLATE, the NSF-funded Florida Advanced Technological Education Center, and the Manufacturers Association of Florida (MAF) are soliciting sponsors for the "Made in Florida" outreach campaign; specifically for a manufacturing "advertorial" in the 2009 edition of Florida Trend's NEXT magazine. Through the "Made in Florida" campaign, we have reached hundreds of thousands of Florida high school students, informed them about careers in modern manufacturing, and provided them the guidance to make the educational choices needed to obtain these careers.

We realize that getting the students interested in manufacturing as a viable and lucrative career pathway is only one piece of the awareness and recruitment puzzle, and that parents and the entire local community must be made aware that the manufacturing industry provides challenging, state-of-the-art technology jobs with high wages. FLATE has partnered with MAF to expand the "Made in Florida" concept to become the image of a coordinated statewide awareness campaign. This initiative encompasses the "Made in Florida" DVD and online video, our web-presence www.MadeInFlorida.org, advertorials in Florida Trend's NEXT, live and virtual industry tours, career paths, MySpace and YouTube content, employee interviews, and educational options.

2009 will mark the fourth year that we have partnered to place content in NEXT, the career guidance issue of Florida Trend. Through this strategic partnership we have reached 750,000 high school students each year. In 2006, we created an advertorial, funded with the support of two Florida manufacturers. This advertorial resulted in 4360 responses from students asking for more information about manufacturing and technology career and education pathways. In 2007 and 2008, more companies stepped forward to finance the advertorial. From the 2007 advertorial, 4470 students replied and in just the 8 weeks since the 2008 issue was distributed, 2557 students have replied. In 2009 we again want to reach these students. This is an important opportunity for Florida's manufacturers to reach tomorrow's workforce and receive recognition of their support in a major publication.

Enclosed is a flier describing the impact of some of the "Made in Florida" activities. We urge you visit the "Made in Florida" website (www.MadeInFlorida.org) and the NEXT website (www.floridaNEXT.com – click on "Workin' It" to find our advertorial) to see the positive messages and resources we're sending to today's youth.

FLATE and MAF are asking you to help promote manufacturing careers and education in 2009. Sponsorships are available at multiple levels that allow your company to achieve recognition for your support. The deadline for sponsorship payment is May 1, 2009. Please contact me (813.259.6579 or roe@FL-ATE.org) to find out how you can contribute.

You have the ability to make a difference. Your sponsorship will help us go the extra mile in affecting positive change for manufacturing awareness and education in Florida.

Best Regards,

Eric A. Roe, Ph.D.,
Director, FLATE – Florida Advanced Technological Education Center

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“Made in Florida” is the Manufacturing and STEM (Science Technology Engineering and Mathematics) Outreach Campaign of the National Science Foundation-funded FLATE Center for Manufacturing Education and its Industry partner the Manufacturers Association of Florida (MAF).

“Made in Florida” supports initiatives that stimulate an interest in manufacturing and engineering technology; develop an awareness of the science behind the products we use everyday; attract the next generation to manufacturing and engineering technology academic programs and careers; attract and support members of underrepresented populations.

Join FLATE in this outreach campaign and help to grow the workforce needed for Florida’s vibrant and diverse manufacturing community. In the coming year, it will fund the following programs, cultivating a culture of manufacturing awareness and interest in the next generation of manufacturing and engineering technicians and technologists.

Below are just 3 of our current initiatives that need your financial support to continue.

Florida Trend’s NEXT

In 2006, 2007, and 2008 manufacturers stepped up to the plate to provide the funding for eye-catching advertorials that reached 750,000 Florida high school students each academic year.

These advertorials let students know that Florida manufacturing is here to stay with great paying, challenging and rewarding careers. They also provided the educational pathway information to guide the students in their career path plans.

FLATE responded to 8830 student requests for more information from the 2006 and 2007 advertorials and thus far has received 2557 requests from the 2008 advertorial

Look online (English & Spanish) at www.FloridaNEXT.com



www.MadeInFlorida.org



The “Made in Florida” website provides the career and educational pathway information that students, parents, career changers, and educators need to make informed decisions about today’s modern manufacturing careers.

It features virtual tours and videos of some of Florida’s 16,900 manufacturers and provides educational resources to bring the real world into the classroom.

There have been over 600,000 hits since the website debut in December 2005 and an average of 1600 new hits everyday.

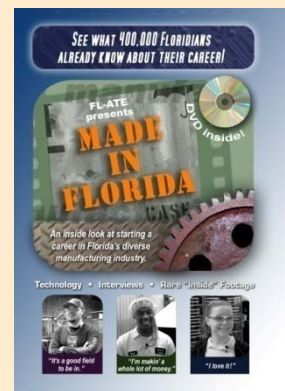
“Made in Florida” DVD

FLATE and MAF produced a 22 minute DVD currently being distributed throughout the State.

The DVD explores the breadth of manufacturing and highlights career opportunities in Florida through employee interviews and an inside look at Florida manufacturing facilities.

So far , over 850 of the DVD’s have been distributed to schools, workforce boards, and community associations through the State of Florida.

Currently FLATE is re-mastering the DVD to include a Spanish language track to further reach Florida’s untapped labor pool.



IMPACT

- ⊕ The “Made in Florida” video has been distributed to over **850** teachers and/or guidance counselors and used in school districts all over in Florida.
- ⊕ **NEXT** 2006 Publication - **4360** Student Responses
- ⊕ **NEXT** 2007 Publication – **4470** Student Responses
- ⊕ **NEXT Industry Sponsors:**
 - ⊕Tropicana ⊕Atlantic Marine
 - ⊕Hoerbiger USA ⊕Lockheed Martin
 - ⊕Florida MEP ⊕NAM
 - ⊕BASF ⊕Banner Center for Mfg.
- ⊕ **“Made In Florida” Industry Tours:** 40 different manufacturing facilities in Florida hosted **86 Tours** with **1955 Students** and **179 Educators**. Students indicated a 19% gain in interest careers in manufacturing, after the tours.
- ⊕ Over **600,000** website hits since December 2005 on the **“Made In Florida”** (www.madeinflorida.org) website.

HOW YOU CAN HELP

Join the “Made in Florida” donor community! Fund the search for the next generation of innovators. Shape the future of the Engineering and Manufacturing Technology professions.

NEXT is an excellent opportunity for Florida’s Manufacturers to bring manufacturing careers to the forefront and, at the same time, receive recognition in major publication.

Sponsorship levels for the “Made in Florida” Outreach Campaign start at \$2500 and reach all of Florida’s counties.

For more information about FLATE and the “Made in Florida” campaign please contact Dr. Eric Roe, Director, at roe@fl-ate.org or by phone at 813.259.6579.

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FLATE (Florida Advanced Technological Education Center) was created in 2004 through a National Science Foundation Advanced Technological Education grant. The center is one of 36 Centers of Excellence in the United States focused on improving science, technology, engineering, and mathematics education to meet the technician workforce needs of American advanced-technology industries. FLATE is housed on the Brandon Campus of Hillsborough Community College in Tampa, Florida and serves the entire State’s educational programs for manufacturing and related technologies.

Learn more about FLATE at: WWW.FL-ATE.ORG



The Manufacturing Association of Florida (**MAF**) is the advocate for manufacturers in Florida. Improving Florida’s manufacturing business environment and developing a qualified workforce remain top priorities for MAF.

Get involved at: WWW.MAFMFG.COM