



2009 FLATE Stakeholder Survey



FLATE distributed a stakeholder survey in Fall 2009 to help identify strengths as well as opportunities for growth. 890 survey requests were emailed to FLATE stakeholders; 186 responses (21%) were received. In addition to quantitative results to six questions (plus demographics), qualitative comments were examined using a Pareto Chart.

Categories of responders included:

- 32% academic administrators
- 24% business/ industry representatives
- 21% other stakeholders such as educational staff, ATE personnel, and parents of students
- 17% faculty/ teachers/counselors
- 6% government or workforce development professionals

Over 50% of total survey respondents either agreed or strongly agreed with all of the survey statements:

- I have easy access to FLATE’s staff and its products (91%)
- Direct support from FLATE’s staff has assisted me in my work (64%)
- Professional development initiatives provided by FLATE have assisted me in my work (53%)
- Curriculum reform initiatives provided by FLATE have assisted me in my work (59%)
- Curriculum materials provided by FLATE have assisted me in my work (56%)
- FLATE’s Made in Florida outreach campaign created by FLATE has assisted me in my work (62%)

Pareto Chart Analysis of Survey Responder Comments

Code Key:		Total Count
5	Related to new product development	20
3	Related to outreach communication with manufacturers	11
4	Related to outreach and promotion of manufacturing careers	10
7	Related to outreach to educational community	10
8	Related to outreach to all stakeholders regarding promotion of FLATE services	7
10	Related to outreach to public at large	5
2	Related to partnering to leverage efforts	4
6	Related to delivery of products	3
9	Related to growing geographic impact	3
1	Related to communicating results and organizational progress	1
11	Related to greater professional development opportunities for faculty	1

In the qualitative response section of the survey, participants were invited to include details regarding their opinion of FLATE’S most important contribution in the areas of curriculum and curriculum reform, partnerships, and outreach. Responses included:

For the category of Curriculum/Curriculum Reform

1. Providing leadership with curriculum standardization between Florida Community Colleges.
2. Leadership in state curriculum reform with regard to manufacturing education and updating the statewide ET and Biotech curriculum.
3. Continuous communication and coordination between education and industry.
4. A direct link from the classroom to real-world, high tech, high wage jobs. Career and Technical Educators need organizations like this in order to build a library of current, relevant curriculum.

For the category of Partnerships

1. Collaboration: the staff at FLATE has been collaborative and supportive of grant initiatives, help with projects, help with exhibits, providing middle and high school outreach and educational initiatives for the future workforce, the staff are a great help and doing a great job.
2. Providing new and innovative information on technologies for manufacturing and sources for the development of a skilled workforce, consultative assistance, manufacturing and business updates.
3. Expertise and willingness to share useful information.
4. Support for Career Academies at local high schools.

For the category of Outreach

1. Outreach materials and activities including marketing materials, the Toothpick Factory, STEM and 'Challenge' curriculum, camps, and career awareness.
2. Promoting Engineering Technology using DVDs, CDs, posters, and feedback from high school students.
3. Factory tours; field trips that introduce students to manufacturing.
4. Exposing kids to manufacturing; enhancing the image of manufacturing as an occupation.

2010 FLATE Response Initiatives

An immediate response to the stakeholder feedback reflects the importance FLATE places on the opinions of their stakeholders. 2010 initiatives will meet needs expressed in multiple categories examined in the survey and include:

- Redesign the *Made in Florida* webpage (rollout planned for October 2010)
- Expand industry outreach efforts in south Florida
- Will survey every high school and technical school in Florida in Fall 2010 to examine career pipelines and determine the current partnerships established with local advanced manufacturing industries
- Expand STEM outreach and activities to serve a wider range of students and educators, underserved school districts, and online activities including sTEM puzzles on www.stem-at-work.org
- FLATE and HCC Brandon hosted the first BioTech Summer Camp for Teachers in 2010
- Four new industry related lesson plans and challenges were added to FLATE's WIKI resource for educators, using real world manufacturing scenarios to understand the importance of weight, volume, density, and matter with Sun Hydraulics, and emphasizing the importance of measurements and precision in the design and manufacturing of medical surgery instruments with ConMed Linvatec. More will be regularly developed every year.
- Developed a Bi-lingual (English/Spanish) DVD and online resource, *Careers in Florida's Diverse Manufacturing Industry*, as well as a *Made in Florida* career resource CD for student and educator use, and a video introduction to the FLATE resources for teachers