



FL-ATE — Florida Advanced Technological Education Center

www.fl-ate.org



**Hillsborough
Community College**
Tampa, FL

MANUFACTURING TECHNOLOGY & NANOTECHNOLOGY



The Center Enhances the Workforce by

- Partnering with the Florida Department of Education (FL-DOE) and colleges for a new statewide manufacturing curriculum
- Networking with stakeholders on shared goals for manufacturing education
- Bringing secondary school students inside manufacturing facilities
- Creating and sponsoring a statewide manufacturing awareness campaign
- Partnering with Workforce Florida for manufacturing workforce education and training

The Center Serves the Education Community

FL-ATE has partnered with the FL-DOE, industry, and eight Florida community colleges to realign the statewide manufacturing curricular frameworks for AS and AAS degrees and certificates. This partnership is also reframing seven other manufacturing-related technical programs to reduce redundancy, improve delivery, and minimize program confusion. Complementing this effort, FL-ATE is leading a statewide industry-academic partnership to redefine the high school curricular frameworks for production technologies and manufacturing academies.

To help community college faculty teach the soft skills employers seek, FL-ATE offers training using The Toothpick Factory®. This experimental and nonthreatening simulation is staged in a manufacturing context and serves as a vehicle for raising awareness and facilitates the learning of soft skills within technical courses.

For elementary, middle, and high school teachers, FL-ATE provides professional development that focuses on integrating science, technology, engineering, and mathematics (STEM) throughout the curriculum. More than 300 teachers from across Florida have been introduced to this approach and provided with classroom resources.



Students learn about automated manufacturing processes using a simulator at Hillsborough Community College.

The updated technical educational pathways will provide Florida manufacturers with a well-trained, skilled workforce for the future, meaning better lives for Florida families.

Mike Haycock
Vice President - Tropicana



A quality assurance technician inspects elements of a bar code printer.

FL-ATE Initiates *Made in Florida* Campaign

The *Made in Florida* campaign introduces students to STEM career paths through manufacturing. The effort unites manufacturers, economic development organizations, workforce agencies, educational institutions, and professional associations to support their common goal of supplying Florida's manufacturing industries with the skilled workforce they need.



***Made in Florida* Video**

The campaign's cornerstone is an upbeat, 22-minute video. The *Made in Florida* video highlights the array and diversity of products manufactured in Florida. It provides educational pathway information using interviews of young people who like their careers in manufacturing and see them as secure, challenging, and financially rewarding. FL-ATE partnered with the Manufacturers Association of Florida to produce and distribute 1,000 copies of the video. It premiered at the second annual Florida Manufacturing Summit and has been rolled out in five regions and viewed by more than 3,000 Floridians.

***Made in Florida* Web Site**

The *Made in Florida* web site, www.madeinflorida.org, is quickly becoming the key awareness instrument of Florida manufacturing workforce development for students, teachers, faculty, counselors, and parents. It hosts a streaming version of the *Made in Florida* video as well as education and career pathway information, virtual tours of Florida manufacturers, audio interviews of manufacturing professionals, curriculum modules, and links to other related resources.

***Made in Florida* Tours**

Over 980 students and 91 teachers have experienced *Made in Florida* tours of manufacturing facilities. The tours in various locations across the state receive support from local industries and government agencies.

***Made in Florida* NEXT**

With industry funding, FL-ATE developed a four-page *Made in Florida* "advertorial" that highlights manufacturing careers. It has been published in *Florida Trend's* NEXT magazine, which is distributed to 750,000 students. The content is also available in Spanish and online at *Florida Trend's* NEXT web site.

FL-ATE HAS CATALYZED FLORIDA MANUFACTURERS AND COMMUNITY COLLEGE COMMUNITIES TO BECOME ACTIVE IN OUTREACH AND STATEWIDE REFORM OF ENGINEERING TECHNICIAN EDUCATION.