



FLORIDA TREND NEXT ADVERTORIAL PERFORMANCE



The “Made in Florida” manufacturing advertorial in *Florida Trend’s NEXT* magazine has reached hundreds of thousands of Florida high school students, informing them about careers in modern manufacturing, and providing the guidance to make the educational choices needed to obtain these careers.

Getting students interested in manufacturing as a viable and lucrative career pathway promotes the image that Florida’s manufacturing industry provides challenging, state-of-the-art technology jobs with high wages. 2010 marks the fifth year that we have partnered to place content in *NEXT*, the career guidance issue of *Florida Trend*. Due to a reduction in funds from the Florida Dept. of Education, *Florida Trend* has reduced both the page count and distribution of the *NEXT* magazine, nevertheless, advertorials continue to provide an important opportunity for Florida’s manufacturers to reach tomorrow’s workforce and promote positive awareness of manufacturing careers and education.

The *NEXT* outreach effort would not be possible without the support our generous sponsors who have contributed \$144,658 plus in kind support over a period of five years (including the 2010-2011 advertorial).

NEXT Advertorial Sponsors	
Manufacturers Association of Florida (MAF)	Florida Manufacturing Extension Partnership (FMEP)
FLATE	Harris Corporation
Made in Florida	Hoerbiger Corporation of America
Atlantic Marine Florida	Lockheed Martin
BASF	National Association of Manufacturers (NAM)
Banner Center for Manufacturing	PCS Phosphate
Biomolecular Identification and Targeted Therapeutics (BITT)	Tropicana
ConMed Linvatec	Valpak
Duratek Precast Technologies	

How the Process Works

Copies of *NEXT* Magazine are distributed to secondary students annually. Students indicate interest by mailing a response card or visiting a website address and filling out an online response card.

100% of students providing a valid email address receive a personal email from FLATE containing ready to use online collateral materials including: community college program maps, manufacturing career Job Journey (wage information), listings of Florida manufacturers, *NEXT* Advertorial, In-Demand magazine article on Robotics – Advanced Manufacturing, degree program fliers, Technical and Trade School information, Made in Florida Website information, links to manufacturers, FLATE’s social networking sites, and an email address to contact FLATE for help and additional information.

This material is based upon work supported by the National Science Foundation under Grant No. 0402215 and 0802436. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation. Revised 03/22/10.

Students not providing an email address and students whose email address bounced back to FLATE have their postal mailing contact information forwarded to appropriate regional postsecondary and technical school partners based on zip code matching.

Florida Trend's NEXT Magazine Distribution and Advertorial Performance

Date	Pages	Total NEXT Distribution	Total # of Student Responses Received Annually by NEXT	Total # of Student Responses Received from Mfg. Advertorial	Student Responses Received by FLATE as a % of NEXT Total
2006-07	100	750,000	580,319	4,360	8%
2007-08	104	750,000	803,989	4,698	6%
2008-09	96	750,000	805,461	5,762	7%
2009-10	76	400,000	417,829	2,831	7%
2010-11	70	400,000	Pending new data	1,377 as of 01/05/11	Pending new data

Student interest, demographic, and contact information is forwarded by FLATE to appropriate regional postsecondary and technical school partners based on zip code matching. 45 colleges and technical schools receive quarterly lists of prospective student leads in their service areas for follow up.

Date of Advertorial	# of Postsecondary and Technical School Partners receiving contact information (quarterly)
2006-07	18
2007-08	20
2008-09	31
2009-10	45
2010-11	45 (anticipated)

For students responding to the advertorial for the 2009-2010 Report Year, gender tracking and mode of response evaluation was added to the data collected.

2009-10 Demographic Snapshot

Date of Advertorial	Total # of Student Responses Received from Mfg. Advertorial	Total Responses from Males	Total Responses from Females
2009-10	2,831	791 28%	2,034 72%

6 responses left gender response questions blank

Over half of both male and female high school students responding to the advertorial requested community/state college information in addition to career materials.

40% (n= 1,132) of responders requested information online via the *NEXT Website* at www.FloridaNEXT.com

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2010-11 initiatives with *NEXT* include:

- 1- Added an online media version of collateral materials for email responses to inquiring students
Completed 2nd quarter 2010
- 2- Began providing student lead information to schools monthly rather than quarterly
Initiated Oct. 2010 to coincide with new advertorial cycle
- 2- Completed a survey of a randomly selected sample of 50 students to determine the effectiveness of distribution processes and the usefulness of requested information
First survey (conducted Spring Semester 2010) received only a 10% response but all responders indicated that they:
 - Received information in a timely manner
 - Found that the information they received provided useful information about manufacturing careers
 - Found the information easy to open and read.
- 3- A pilot study to examine a model using current institutional outreach measures to include *NEXT* data enrollment outcomes was distributed to 10 randomly selected schools 3rd quarter 2010.
Sent to 10 schools third quarter 2010; 1 response received. Florida Trend does not have information or data for outcomes tracking from any institution. This will require additional research in 2011.
- 4- A survey of participating institutions to determine how they use *NEXT* data, including an examination of the consistency of the collateral materials and/or follow up processes institutions use to contact *NEXT* student leads provided by FLATE is planned for 2011 as a complementary study for 3-.
Survey tool used for pilot study (3) and distribution process currently under revision.
- 5- Consideration of a female focus in collateral materials and in future advertorials

2009-10 Initiatives Completed:

Demographics analysis was added to the collection criteria. This resulted in the observation of significant interest by female high school students in careers and education in Advanced Manufacturing.