

“Made in Florida”: a Dynamic STEM Career Outreach Campaign



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Behind every product you use, every food you bite into, and every technology you turn on, there is a world of Manufacturing. Today, technology and global economic competition are combining in unprecedented ways to change work and redefine the American workplace

so that manufacturing jobs are technology jobs. Attracting a new generation of students onto this Science, Technology, Engineering and Mathematics (STEM) pathway is critical. Not only for the success of the students as they enter the workforce, but for the success of America's economy. The “Made in Florida” campaign introduces students to the STEM career path through Manufacturing. It provides: students with tools to make education and career decisions; educators with tools to enhance their classroom experience; and gatekeepers such as parents and counselors, with the information they need to understand this dynamic career cluster.

The effort has brought economic development organizations, workforce agencies, educational institutions, and professional associations together to support a common goal. With our partners in community colleges across the state, local school districts, the regional manufacturing associations, the Florida Department of Education Community College Division and the Manufacturing Association of Florida, FL-ATE is beginning to make a significant impact.

FL-ATE OVERVIEW

The Florida Advanced Technology Education Regional Center for Manufacturing Education (FL-ATE) was funded by the ATE program of the National Science Foundation (NSF) in the summer of 2004 after 2.5 years of planning. This regional center will focus on curriculum development, faculty professional development, and outreach activities focused on recruitment of students into Florida's two-year manufacturing and related technologies A.S., A.A.S., and certificate programs. FL-ATE is one of 30 funded ATE centers throughout the country focused on regional or national needs in traditional, redefined, or emerging advanced technologies.

One unique aspect of FL-ATE is that it has a strong partnership among three educational institutions. The Center has strong participant involvement at Hillsborough Community College (HCC) its administrative institution, St. Petersburg College (SPC), and the College of Engineering at the University of South Florida (USF), as well as at a number of very supportive affiliate community colleges. The region is defined by the state boundaries and the Center is challenged to meet the manufacturing and related technologies needs of a diverse industrial customer base that are, on average, small to medium in size with a skilled workforce. The manufacturing business sector in Florida employs more than the same sector in 37 other of the 50 states, including Connecticut, Massachusetts and Missouri. This paper shares the guiding principles and specific goals of this newly formed NSF-ATE Center. It also outlines how the Center plans to meet its multifaceted challenges.

Made in Florida OUTREACH CAMPAIGN

DVD Movie

- * Explores Florida manufacturing
- * Overview of 5 industry sectors
- * Interviews with professionals
- * Information for everyone!

Online Resources

- * Virtual tours
- * Streaming video
- * Employee interviews
- * Career & education info
- * Venue for Florida's workforce

WWW.MADEINFLORIDA.ORG

Industry Tours

- * Over 900 students
- * More than 80 teachers
- * High-tech facilities
- * Career reviews
- * Focus on technologies

Classroom Resources to accompany tours

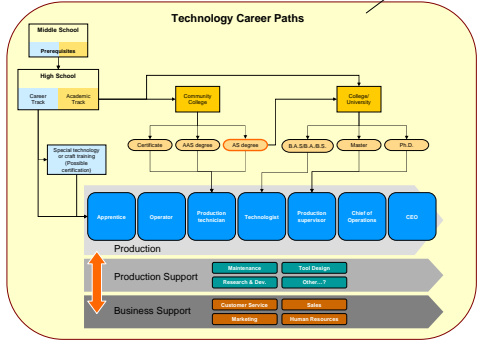
- Challenges for Students
- Notes for Instructors
- Solutions to Challenges
- Company Profiles
- Tutorials

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