



FLORIDA ADVANCED TECHNOLOGICAL EDUCATION
CENTER for EXCELLENCE IN MANUFACTURING EDUCATION

NEWS from
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FOR IMMEDIATE RELEASE

THE NEW FACE OF MANUFACTURING EDUCATION

A unified effort to promote manufacturing/technical education through social networking

FLATE (Florida Advanced Technological Education) Center for Manufacturing has launched a brand new initiative to establish a presence using the popular social networking site, Facebook. This multi-layered initiative represents FLATE's efforts to reach out to younger audiences, educate/inform current and prospective students about educational and career pathways in manufacturing, and establish a channel for industry representatives to share their expertise and manufacturing best-practices with students, faculty and their colleagues.

Dr. Marilyn Barger, executive director of FLATE said "Our objective is to create a virtual environment whereby faculty members engaged in technical education, and current students pursuing a degree in manufacturing would act as the voice and face of program across the state." It will serve as a focal point in engaging "fans/friends" through pictures, podcasts, blogs, video and news clips pertaining to manufacturing in Florida, and by sharing information about scholarships, internships and employment opportunities that students can avail of.

(more)

1st add New Face of Manufacturing Education

Furthermore, the effort is an extension of FLATE's "Made in Florida" branded outreach campaign. "It reflects FLATE's on-going effort to support initiatives that stimulate interest in manufacturing and engineering technology education, and ensures a systemic and long-term increase in Florida's advanced manufacturing workforce," Barger said. Become a fan of the "Made in Florida" page on Facebook by visiting www.facebook.com/people/MadeIn-Florida/1061414676, and help promote a high-tech workforce crucial to support Florida's vibrant and diverse manufacturing community.

For more information visit www.fl-ate.org, www.madeinflorida.org, or contact Dr Marilyn Barger at 813.259.6578 or barger@fl-ate.org.

FLATE is a National Science Foundation Regional Center of Excellence, committed to ensuring that Florida has a well prepared workforce for advanced and emerging technologies related to manufacturing. Created in 2004, FLATE is one of 36 Advanced Technological Education Centers in the United States funded by the National Science Foundation focused on improving science, technology, engineering, and mathematics education and training to meet the needs of American advanced technology industries. For more information, visit www.fl-ate.org

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