



NEXT Advertorial Performance

The Made in Florida manufacturing advertorial in Florida Trend's NEXT magazine reaches 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. These advertorials trigger student interest in manufacturing as a viable and lucrative career pathway and promote the image that Florida's manufacturing industry provides challenging, state-of-the-art technology jobs with high wages.

Florida Trend's NEXT teen response program provides weekly electronic leads to FLATE with contact information for teens requesting school and/or career information. FLATE staff zip code match these leads and forward them to colleges and technical schools. In addition, students providing a valid email address receive an email from FLATE containing ready to use online collateral materials including: community college program maps, manufacturing career Job Journey (wage information), listings and links for Florida manufacturers, NEXT Advertorial, In-Demand magazine article on Robotics – Advanced Manufacturing, degree program fliers, Made in Florida website information, FLATE's social networking sites, help with Florida's student advising site FACTS.org, and an email address to contact FLATE for help and additional information. All leads received by FLATE (2,301 email and postal card requests for the 2010-11 advertorial) are forwarded monthly to 45 Florida colleges and technical schools.

2011 marks the sixth 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 their 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. As well, the MAF editorial coordinated by FLATE increased its percentage of NEXT total lead responses to 8%.

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	250,789*	2,301	8%

*Responding to the -40% change in total student responses received, Florida Trend states, "The difference in the total number of leads for the issues is due to several factors, including the active links in the digital edition which allows the students to click on the ads and go directly to the advertiser websites to request information." Despite the decline, gender tracking FLATE added to the NEXT data collected beginning in 2009 continues to indicate that the advertorial is a very important outreach tool to inform high school girls about educational and career opportunities in Florida's high tech manufacturing industry.

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2009-11 Gender 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%
2010-11	2,031	533 26%	1,498 74%

For the 2009-10 advertorial, 60% of students requested information by filling out the response card found in the magazine rather than submitting their request online. For the 2010-11 advertorial, this figure increased to 76%. *NEXT*, in an effort to increase their significantly lower student response numbers and increase online student participation for their website and digital “flipbook” is using a “contest” format to replace the term “information request card” for students requesting information for the 2011-12 edition of *NEXT*. However, the consistent preference for postal response cards to request college and career information by students over the past two years emphasizes the importance of FLATE’s role providing leads to Florida colleges and technical schools for followup.

Do Students Find the Advertorial Effective?

Surveys were sent to 1,842 *NEXT* provided email addresses to ask: *Was the information you received via email useful in helping you learn about high tech, high wage manufacturing careers in Florida and the education needed to obtain these careers, “yes” or “no”?* 33 students (2%) responded. Of these 33 responses, 26 students (79%) answered “yes” and 7 students (21%) answered “no.” “No” responders will be contacted with a personal follow-up to determine what was lacking for them in order to better meet student needs.

2011-12 FLATE initiatives with *NEXT* include:

- 1- A second student effectiveness survey is planned for Fall 2012 for students responding to the *NEXT* 2011-12 advertorial and providing email addresses to determine if the information they received provides them with the information they need about careers in modern manufacturing, and the guidance they need to make the educational choices needed to obtain these careers.
- 2- A 2010-11 pilot study to examine a model using current institutional outreach measures and *NEXT* data enrollment outcomes was concluded and presented to the Occupational and Workforce Education Commission at the 2011 Association of Florida Colleges (AFC) Joint Commissions Spring Conference.
- 3- A research study based on the pilot to examine how all Florida colleges use FLATE’s advertorial generated leads program to increase enrollment was concluded in Sept. 2011, and is planned for dissemination to Florida colleges and presentation at the 2012 Association of Florida Colleges (AFC) Joint Commissions Spring Conference.
- 4- As previously noted, demographics analysis added to collection criteria in 2009 and reported in the 2010 and 2011 *NEXT* data performance report reflect significant interest by female high school students in careers and education in Advanced Manufacturing. A plan to develop outreach targeted toward high school girls was initiated at a FLATE 2011 summer focus group composed of county teachers, FLATE staff, and a female engineering student from the University of South Florida. Effort toward student engagement in this area will continue in 2012.