2012 marks the sixth and final year that FLATE has partnered with the Manufacturers Association of Florida and other industry partners to place content in *NEXT*, the career guidance issue of *Florida Trend*. Over the entire course of the advertorial, a total of 22,651 leads were responded to by FLATE. The *NEXT* teen response program provided weekly electronic leads to FLATE with contact information for teens requesting school and/or career information. FLATE staff zip code matched these leads and forwarded them to colleges and technical schools serving the students' area. In addition, students providing a valid email address received an email from FLATE containing ready to use online collateral materials including: community and state college program maps, manufacturing career Job Journey (wage information), listings and links for Florida manufacturers, In-Demand magazine article on Robotics – Advanced Manufacturing, degree program information, *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 (2,699 email and postal card requests were received for the 2011-12 advertorial) were forwarded monthly to designated recipients such as program managers, advisors, and career counselors at 45 Florida colleges and technical schools.

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	9%
2011-12	64	400,000	249,230	2,699	10.8%

Total 6 year student responses received and responded to by FLATE = 22,651.

Although the number of overall leads received by *NEXT* went down by 40% over the past three years, the Advanced Manufacturing Advertorial portion of the leads increased by 3.8%.

Florida Trend has significantly reduced both the page count and distribution of their *NEXT* magazine since 2009-10. Responding to the -40% change in total student responses received for the 2010-11 advertorial, *Florida Trend* stated, "The difference in the total number of leads for the issue 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." An additional reduction in overall leads of 1,559 took place the following year (2011-12). The diminishing distribution and regression of the overall response pool as well as the lack of ability by colleges to effectively track the number of students who contact them and enroll as a result of the *NEXT* advertorial were among the factors influencing FLATE and its partners not to renew the advertorial for the 2012-13 campaign. Instead, teen outreach energy will be placed with Florida's new Dream !t Do !t campaign.

In addition to the 22,651 student leads sent to state and community colleges and technical schools, FLATE initiatives using *NEXT* student leads response data included:

- A 2010-11 study examining current institutional models at Florida state and community colleges to determine how institutions use their *NEXT* student leads data and how enrollment outcomes are tracked was concluded and presented to the Occupational and Workforce Education Commission at the 2011 Association of Florida Colleges (AFC) Joint Commissions Spring Conference.

- In 2011, surveys were sent to 1,842 responding students who 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 were contacted with a personal follow-up to determine what was lacking for them in order to better meet student needs, but no feedback responses were received from this small sample.

- Gender demographics added to *NEXT* data collection criteria in 2009 continues to 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 continued in 2012 and included an "All Girls" summer STEM/Robotics camp which included an appropriate female engineering college student facilitator. Other efforts included a professional development workshop "Summer Camp" for middle and high school teachers: *Engaging Girls in STEM Curriculum,* and a July 2012 FLATE *FOCUS* newsletter targeting STEM initiatives, curriculum, activities, college and careers for girls and women. http://flate-mif.blogspot.com/2012/07/speaking-of-girls-in-stem.html).

2009-2012 Gender Snapshot of NEXT Student Responders

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%
2011-12	2,699	778 29%	1,921 71%

In closing, the *NEXT* advertorials provided an opportunity to reach out to tomorrow's workforce and promote positive awareness of manufacturing careers and education. FLATE's *Made in Florida* concurrent outreach campaign will continue to connect with and inform middle and high school students and their parents, teachers, and counselors about viable and lucrative careers in Florida advanced manufacturing, and the educational choices needed to obtain those careers. FLATE will use its experience and research with *NEXT* to inform shared innovation strategies and best practices to promote education, employment and advancement for Florida's high tech manufacturing jobs.

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