



**NEWS** from

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## **FLATE’s First White Paper Shows Tremendous Impact & Scope of *Made in Florida* Industry Tours for MFG Day**

**L**ast year, FLATE worked with regional manufacturers associations, colleges, school districts, workforce organizations and the Florida TRADE consortium to launch and implement a statewide strategy for Manufacturing Day. The event was deemed highly successful and did much to place Florida firmly on the national manufacturing map. As a result of the cohesive partnerships, more than 3,000 students from 39 counties toured 88 facilities across Florida for 2014 Manufacturing Day.

Following the tours, surveys were completed by almost 1,500 students.

Data collected included anecdotal evidence based on feedback from students, industry hosts, staff, and teachers. Survey data including emerging

Florida Manufacturing Day 2014	
Counties	39
Student Tours	95
Educators	174
Parents	113
Students	3,150
Students Surveys	1,496
Manufacturing Companies	88

themes were compiled and analyzed, and were published in the **April 2015 edition of the FLATE Focus**. In addition to what was reported in April, FLATE conducted further survey comment analysis and has published **FLATE’s first white paper** supporting the scope and impact of Made in Florida Industry tours for Manufacturing Day.

Outlined here are some highlights. As per the post event survey, one of the primary impacts from the tours was a **HEIGHTENED AWARENESS ABOUT CAREERS AND JOBS IN MANUFACTURING** following the tours. Students were exposed to a range of careers that included engineers and scientists requiring a four-year degree, to CNC technicians and helpers who could enter the

four-year degree, to CNC technicians and helpers who could enter the workforce straight from high school. Findings overwhelmingly supported the importance of showcasing real-world, work environments with real people doing real jobs. In that the *Made In Florida* industry tours served as an effective vehicle to increase participants' familiarity to industrial settings, and contributed to raising the number of parents and educators encouraging their children and students to explore the world of modern manufacturing and related careers.

The surveys also pointed to the importance of **CLASSROOM-MANUFACTURING INDUSTRY CONNECTIONS**, and the crucial need for educators to tie what students are

being taught in the classroom with the real world. Industry tours were identified as a highly effective tool to



achieve this goal. Survey data also showed significant **IMPACT ON EDUCATORS**. Educators articulated that the tours gave them a deeper insight about the manufacturing industry and related careers, and helped integrate STEM concepts in their curriculum materials. Educators also stated industry tours aided them in developing a more authentic, application-based curriculum. They recommended a two-pronged outreach strategy that is: 1. Geared to offset negative images of manufacturing; and 2. highlight use of fun, high-tech, computer skills that offer well-paying jobs and opportunities for advancement.

The **TOURS PROVED BENEFICIAL FOR ALL** in facilitating first-hand experiences for students to discover the relevance of STEM and its applications in the real world. Students were able to connect with incumbent employees engaged in manufacturing which gave them an accurate picture of what a future job in the industry looks like, and potentially helped them make informed decisions. To extend the

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**Manufacturing Day Tours: Student Feedback Shows Huge Impact**

**MFG DAY 10.03.14 FLORIDA** logo

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informed decisions. To extend the scope and deepen the impact of the tour experience, FLATE once again

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encourages teachers to have a post-tour, debriefing discussion with their students, and utilize follow-up lesson plans and activities. Additional efforts will focus on adding new tour locations and increasing student participation through regional organizational partnerships.

Planning for Manufacturing Day 2015 is already underway. FLATE together with partners across the state are working hard to grow participation as well as increase the impact of tour experiences. “FLATE staff will also be working closely with teachers before the tours to make sure they are comfortable using the pre-tour lesson plans and associated activities provided to them. If parents and teachers don’t have personal experience in today’s manufacturing, they can’t guide their children with accurate opinions and information about manufacturing careers,” said Pat Lee, FMA Public Relations Director and a member of the Rockford, Ill., Chamber of Commerce Manufacturers Council.

For in-depth information on the [Whitepaper](#) that was written by Nina Stokes, FLATE project manager ([stokes@fl-ate.org](mailto:stokes@fl-ate.org)) check out the “[What’s New Section](#)” on [www.fl-ate.org](http://www.fl-ate.org), or read the news story in the [August edition of the FLATE Focus](#). For information on the *Made in Florida* industry tours for 2015 Manufacturing Day, contact Dr. Marilyn Barger, executive director of FLATE at [barger@fl-ate.org](mailto:barger@fl-ate.org), and visit <http://madeinflorida.org/manufacturing-day>.

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