




FLATE FOCUS, is a monthly newsletter blog whose readership comprises of an eclectic mix of government, educational, and industry partners from across Florida and the nation. FLATE uses print, web based media outlets, and social networking tools to disseminate activities and projects to stakeholders and others. [FLATE Focus](#) is part of FLATE’s multi-faceted communications program designed to inform the Center’s key stakeholders about educational, outreach and professional development opportunities. Published since Spring 2007, the FLATE Focus is one of FLATE’s primary communication tools, and is published on a monthly basis. It is among the top most visited online resources offered by FLATE, and “connects manufacturers, educators and students with Florida’s workforce.” For more information visit: <http://flate-mif.blogspot.com>, or contact us at 813.259.6581, or news@fl-ate.org.

 **HOW WE DO IT**

FLATE’s products and programs are designed and created with the end user in mind. The FLATE Focus is designed and written to meet the needs, interests and demands of our state and national stakeholders. The creation, execution and delivery of the FLATE Focus are guided by: research, action, communication and evaluation.

RESEARCH	<ul style="list-style-type: none"> • Research article ideas • Brainstorm ideas with management and staff • Finalize topics & research and interviews with industry experts and/or educators
ACTION	<ul style="list-style-type: none"> • Set-up timeline from conception to completion • Conduct research on the web and/or interviews (if necessary) by phone/email • Draft articles based on interviews and/or research • Edit copy and graphics • Prepare, design & finalize layout of articles and post on blogger • Design & populate newsletter email template • Crosscheck all web links and article information
COMMUNICATE	<ul style="list-style-type: none"> • Check distribution list for errors, addition and remove requests • Email to stakeholders
EVALUATE	<ul style="list-style-type: none"> • Connect blogger account to Google Analytics • Run monthly Google Analytics report to gauge number of readers, popular topics, geographical location of readers/visitors, popular keywords

TIPS	ONCE YOU GET GOING
<p>Make News a habit with your grant team.</p> <p>Keep a story idea file.</p> <p>Have a point person.</p> <p>Be regular with your standard communication.</p> <p>Be professional.</p> <p>Share partners & stakeholders news and successes.</p> <p>Someone somewhere is interested in your project.</p> <p>Share with NSF program officers.</p> <p>Pick a format that meets your needs.</p> <p>Pick a format that works for your stakeholders.</p>	<p>Dive into data - what are people reading?</p> <p>Survey readers - what do they want to read?</p> <p>Be short - main ideas with following details </p> <p>Jazz it up - jazz the titles; challenge your readers</p> <p>Strategize graphics - be sure they tell a story</p> <p>Get interactive - polls, quizzes, surveys, social networking links, website links and contact information for more information</p> <p>Give options – for viewing, saving, printing, accessing</p>

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