



Committee on Economic Development

**Thursday, January 24, 2008
9:00 AM – 11:00 PM
Reed Hall**

REVISED

Committee Meeting Notice
HOUSE OF REPRESENTATIVES

Speaker Marco Rubio

Committee on Economic Development

Start Date and Time: Thursday, January 24, 2008 09:00 am
End Date and Time: Thursday, January 24, 2008 11:00 am
Location: Reed Hall (102 HOB)
Duration: 2.00 hrs

Presentations from:

National Aeronautics and Space Administration (NASA)
Space Florida, Steve Kohler
Workforce Florida, Chris Hart
Enterprise Florida, John Adams

NOTICE FINALIZED on 01/17/2008 16:09 by JJD

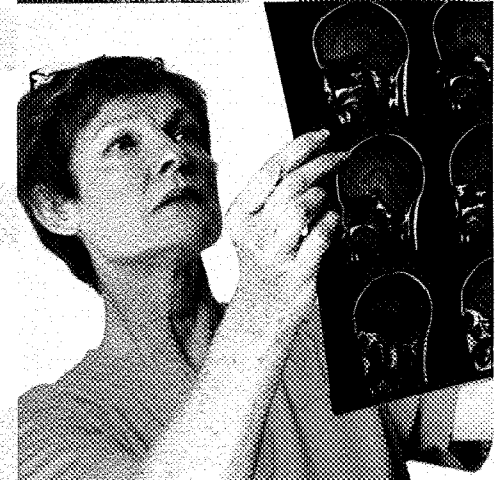
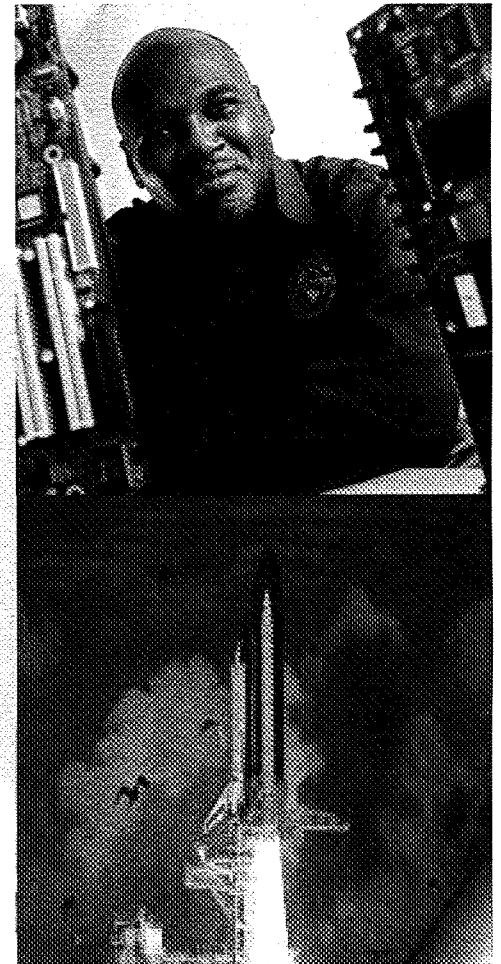
Building Florida's Workforce Talent

House Committee on Economic
Development Presentation

January 24, 2008

Chris Hart IV, President
Workforce Florida Inc.

Workforce
Florida, inc.



Workforce Florida

Vision

Florida will develop a globally competitive workforce.

Mission

Florida will develop the state's business climate by designing and implementing strategies that help Floridians enter, remain, and advance in the workforce, becoming more highly skilled and successful, benefiting Florida business and the entire state.

Florida Workforce System

Nonprofit, business-led policy board with members appointed by the Governor, Florida House and Florida Senate to oversee state workforce system

State agency responsible for administrative and fiscal affairs

Local private sector-led boards primarily responsible for service delivery

Bricks-and-mortar service centers and internet-based access point for workforce services for businesses and individuals

Site Selectors Value Florida's Training Programs

Plus: Focus Story
State-by-state overview of work force training programs P.12

April 2007 • \$3.99 • www.ExpansionManagement.com

EXPANSION MANAGEMENT

2007 Mayor's Challenge™ Rankings

Austin, Texas, tops our "the Best" ranking of metro areas that have achieved solid growth across the board in our various categories during the past 12 months.

STATE REPORT: How the Top 100 Metro Areas in America are performing in 2007.

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WORK FORCE TRAINING

By Ken Krizner, Managing Editor

Expanding Companies Come To Depend on State Work Force Training Programs

The demand for a quick ROI in a new facility means it is imperative that a company's work force is highly trained from the first day of operations.

YOUR COMPANY is on the fast track. Sales, and your share of market, are increasing by the quarter and you, as the president or CEO, have made what is perhaps the most monumental decision in company history: You've decided to build a new facility in another state.

An expansion project is one of the most critical decisions a company will make. If done correctly, that company will reap rewards for years to come. If done incorrectly, it could haunt the company for years to come, even putting it in financial peril.

It is not a decision to take lightly. Once you've decided the best state for your company's new facility — and location within that state — it's time to determine when you want to be at full production. In today's fast-paced, global marketplace, where competition can come from just about anywhere, that time frame continues to shrink.

A decade ago, company executives might have used a plant's first six months in operation for training before they expected to see a return on their investment.

Today, however, it seems that company executives demand an ROI almost as soon as the doors open.

That means it is essential to have a work force trained and qualified before the plant launches operations. On-the-job training is no longer an option.

Top 10 States for Work Force Training Programs

1. Georgia
2. Alabama
3. Florida
4. South Carolina
5. Kentucky
6. North Carolina
7. Tennessee
8. Virginia
9. Maryland
10. Texas

Source: Expansion Management poll of 500+ site selectors, June 2007.

Workers are the linchpin of any operation, and a state or community doesn't stand a chance of attracting any company from any industry unless its work force is properly trained. New employees are expected to be cost-effective and saving money for the company from almost the first day on the job.

Work force training programs must reflect that philosophy.

Training a work force to be proficient and efficient in today's technology-intensive world is a difficult task for employers. But it is a task that must be accomplished and that's when employees turn to state work force training programs.

"More and more, companies are realizing how critical the quality of the work force is to the success of their startups and expansions," said Jerrold

Rohlsky, assistant commissioner for economic development programs in Georgia's Department of Technical and Adult Education.

Each state offers work force training programs, but each state is different. Eligibility rules vary, as do cost per employee, funding restrictions and wage requirements.

Some states offer work force training programs free to qualified companies, with other states awarding grants to companies to cover the cost of training. For a state-by-state listing of work force training programs, see pages 18 and 19, and 20 and 21.

Most states take full advantage of their community college systems, which are an ideal place to conduct work force training because that is, in essence, their mission.

"Our sole purpose is to provide opportunities for people to get a good job," said Jerry Beck, president of the College of Southern Idaho (CSI), a community college in Twin Falls, Idaho.

Work force training is a price of attracting expanding and relocating companies — or retaining companies already located in a state — and a training program is one of many incentive tools that states love at their disposal.

While the specifics might differ, the objective of all work force training programs is the same: Provide expanding and relocating companies with a vehicle to ensure that they have a properly trained work force.

• Annual poll of top site selection experts conducted by Expansion Management, a national business publication

• Florida is ranked No. 3 in 2007 poll for the overall quality of its workforce training programs

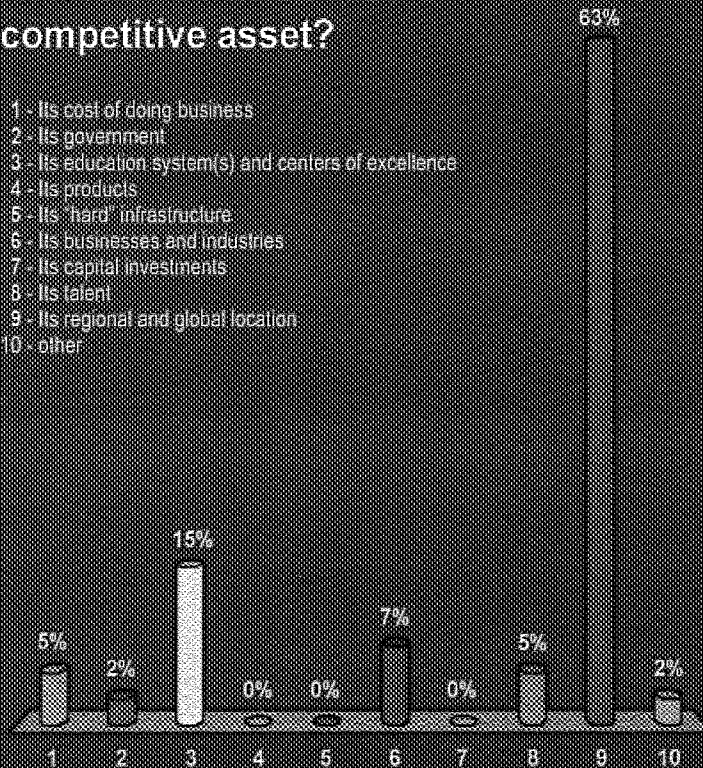
• Behind only Georgia (No. 1) and Alabama (No. 2) in the 50-state rating



A Competitive Florida

What is Florida's most competitive asset?

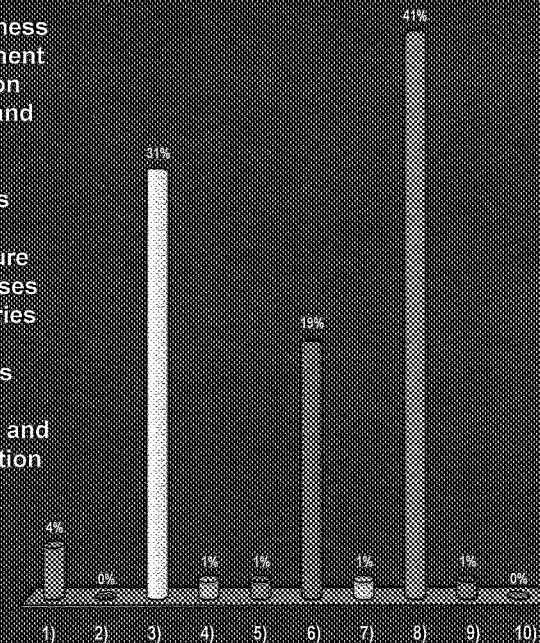
- 1 - Its cost of doing business
- 2 - Its government
- 3 - Its education system(s) and centers of excellence
- 4 - Its products
- 5 - Its "hard" infrastructure
- 6 - Its businesses and industries
- 7 - Its capital investments
- 8 - Its talent
- 9 - Its regional and global location
- 10 - other



63 % said Florida's most competitive asset IS *"Its regional & global location."*

What should be Florida's most competitive asset?

1. Its cost of doing business
2. Its government
3. Its education system(s) and centers of excellence
4. Its products
5. Its "hard" infrastructure
6. Its businesses and industries
7. Its capital investments
8. Its talent
9. Its regional and global location
10. Other



41% said Florida's most competitive asset **SHOULD BE** *"Its talent."*

Training Florida's Talent Pool

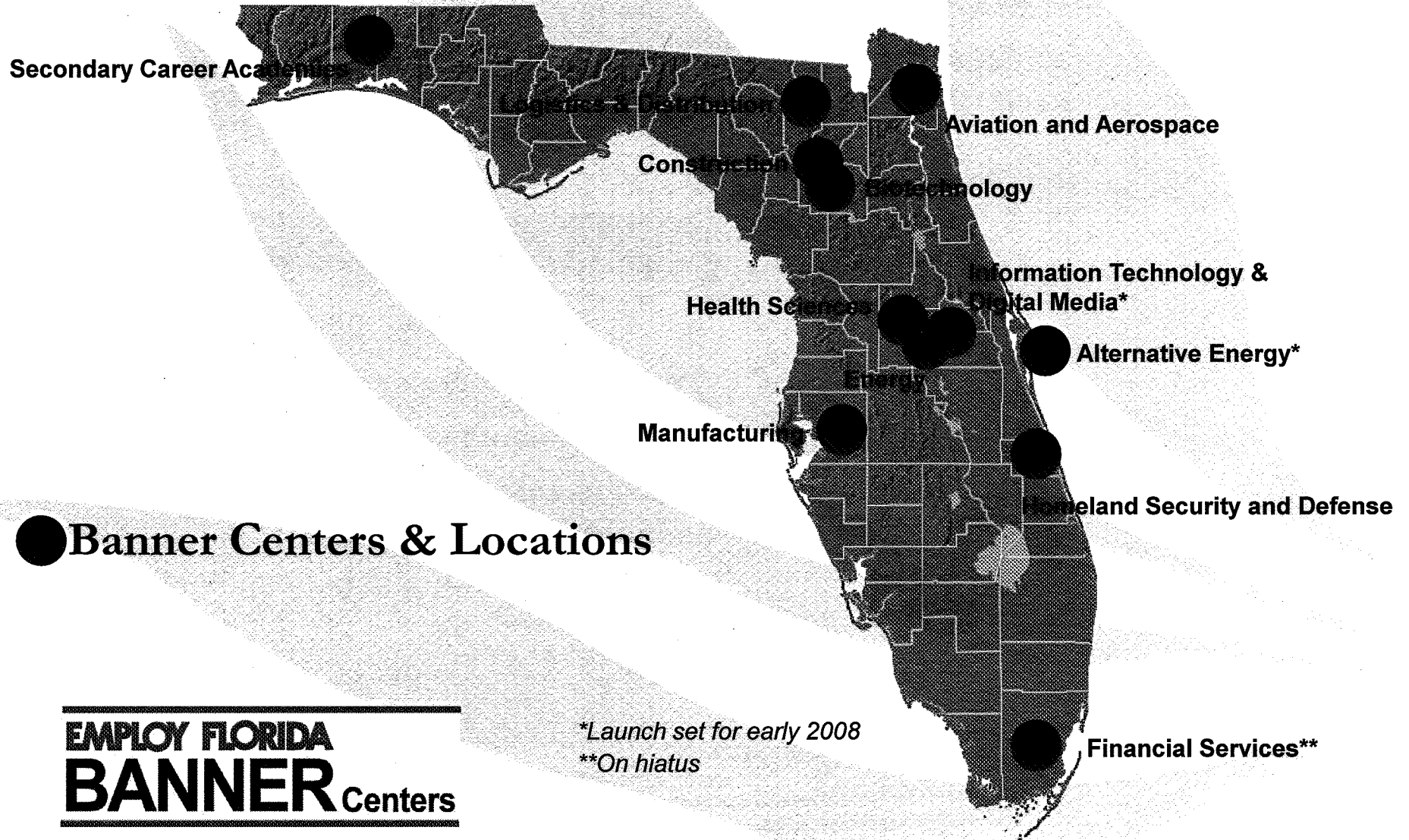
Work Response Training

Awards Since 2000: 259
Total Grants Awarded: \$58,593,232
Employer Match: \$874,623,235
Jobs Created: 61,856
Workers Trained: 66,111
State Average Investment Per Trainee: \$886
Leverage: \$14.34 : \$1

Incumbent Worker Training

Awards Since 2000: 845
Total Grants Awarded: \$27,133,615
Employer Match: \$203,913,172
Workers Trained: 98,035
State Average Investment Per Trainee: \$277
Leverage: \$7.78 : \$1

Employ Florida Banner Centers



Employ Florida Banner Centers

Employ Florida Banner Centers	Lead Education Partners
Alternative Energy*	University of Central Florida
Aviation and Aerospace	Florida Community College at Jacksonville and Brevard Community College
Biotechnology	University of Florida
Construction	Santa Fe Community College
Energy	Lake-Sumter Community College
Financial Services**	Miami Dade College
Health Sciences	Valencia Community College
Homeland Security and Defense	Indian River Community College
Information Technology & Digital Media*	Seminole Community College
Logistics & Distribution	Lake City Community College
Manufacturing	Hillsborough Community College
Secondary Career Academies	Okaloosa County School District

**Launch set for early 2008*

***On hiatus*

EMPLOY FLORIDA
BANNER Centers

CHOICE-model Career Academies

Districts	Institute Industry Sectors	Schools
Bay	Information Tech	Bay High
Charlotte	Architectural/Drafting	Port Charlotte Tech
Charlotte	Construction	Immokalee High
Charlotte	Aviation/Aerospace	Charlotte Tech Center, Lemon Bay High, Charlotte High, Port Charlotte High
Duval	Aviation/Aerospace	Sandalwood High
Franklin	Construction	Apalachee High
Leon	Construction	Leon High School
Levy	Construction	Levy High School
Manatee	Construction	Manatee High
Marion	Information Tech	Marion Tech Institute
Pasco	Information Tech	Wiregrass High
Pinellas	Construction	Seminole Vocational Center, St. Petersburg High School, Pinellas Technical Education Centers (St. Petersburg campus)
Polk	Health Sciences	Auburndale High, Bartow High, George Jenkins High, Polk Community College High, Lake Gibson High, Ridge High
Santa Rosa	Information Tech	Locklin Tech
Sarasota	Construction	North Port High School
St. Johns	Aviation/Aerospace	St. Augustine High
St. Lucie	Manufacturing / Pre-Engineering	Treasure Coast High

On the Horizon

Critical Sectors

- Water Resources

- Energy

- Aerospace

aerospace Workforce Outlook Findings

ritical training components for the Constellation program need to occur before 2009 for a small number of workers

emaining workforce needs training today for their careers of future

maintaining a stable workforce for the remaining shuttle launches is paramount to aerospace success

retention of skilled talent in Florida

Aerospace Workforce Outlook Findings

Shuttle-Related

Suppliers & Workforce

1,046 Businesses
9,235 Employees

Shuttle to Constellation

Workforce Transition

- 1/3 Will Need Transition Assistance to New Industry or Occupation
- 1/3 Will Need Skills Upgrade for Transition to Constellation and other Space-Related Employment
- 1/3 Will Retire

Workforce Solutions Now & Ahead

What's being done?

Partnerships: Workforce Florida/Space Florida/Enterprise Florida

Aerospace Career Development Council (ACDC)

What needs to be done?

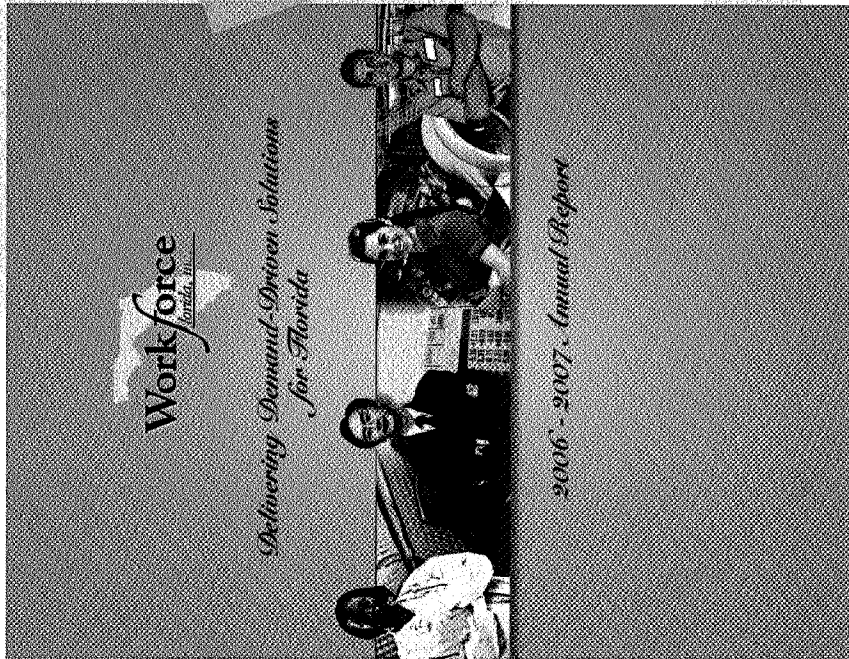
Communications/Outreach

Curriculum Development and Training

Employment Transition Services

Goal:

Retention of Skilled Talent in Florida



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Addendum A

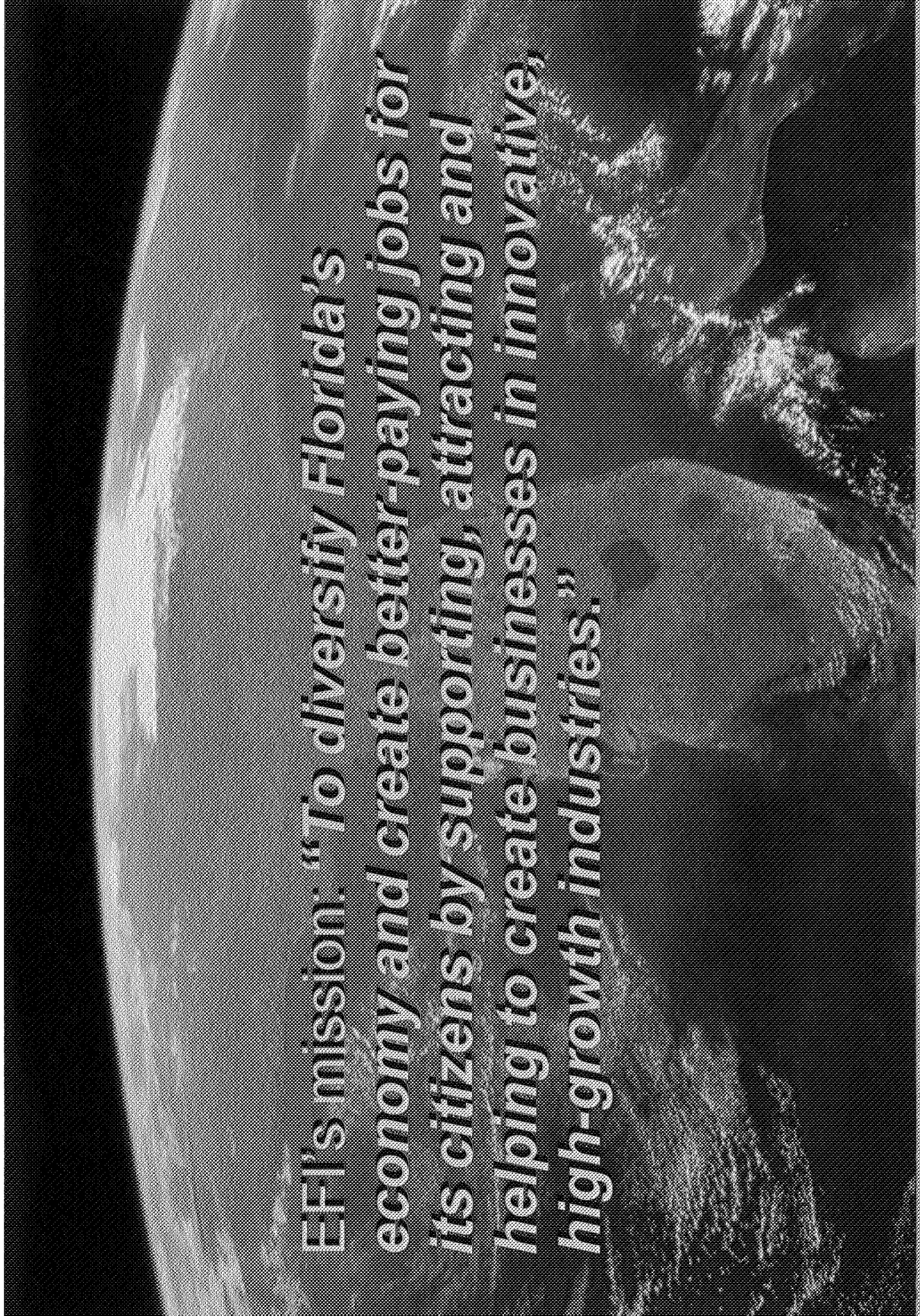
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**Enterprise Florida Presentation
House Economic Development**

Committee

January 24, 2008



EFI's mission: "To diversify Florida's economy and create better-paying jobs for its citizens by supporting, attracting and helping to create businesses in innovative, high-growth industries."

diversifying florida's economy

EFI “by the numbers”

- \$2.4 billion in direct investment on established projects
- 23,430 jobs created through EFI projects
- 18,000 jobs created/retained in targeted sectors
- \$452.8 million in export sales (targeted sectors)
- \$3.8 billion added to Florida’s GSP
- \$182.2 million to Florida’s state, local tax revenues
- Bottom line ROI: \$5.24 : 1 (last year, \$3.49 : 1)
 - *Independent audit conducted by Ernst & Young*

Focused on strategic priorities

- Roadmap for Florida's Future (Florida's five-year plan)
- Grassroots feedback shaped this plan and pinpointed six priorities:
 - Build World-Class Talent
 - Ensure Business Climate Competitiveness
 - Promote Sustainable Development to Ensure Florida's Superior Quality of Life
 - Invest in Florida's Innovation Economy
 - Establish Florida as a Pre-eminent Global Hub
 - Accelerate Florida's Economic Diversification

Questions?

Thank you.



diversifying florida's economy