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# Higher Education & Workforce Subcommittee

**Tuesday, November 5, 2013  
1:00 p.m. – 3:00 p.m.  
102 HOB**

**Meeting Packet**

**Will Weatherford  
Speaker**

**Jeanette Nuñez  
Chair**



## AGENDA

Higher Education & Workforce Subcommittee  
Tuesday, November 5, 2013  
1:00 p.m. – 3:00 p.m.  
102 HOB

- I. Call to Order/Roll Call
- II. Opening Remarks
- III. Workshop on statewide and regional workforce and education initiatives
  - Chris Hart, IV, President/CEO - Workforce Florida, Inc.
  - Rick Beasley, Executive Director - South Florida Workforce
  - Jan Ignash, Interim Chancellor - Board of Governors  
Access & Educational Attainment Commission
  - Marshall Criser, III, Chairman - Higher Education Coordinating Council
- IV. Closing Remarks and Adjournment





CHRIS HART IV  
PRESIDENT/CEO

House Higher Education and  
Workforce Subcommittee

November 5, 2013

# Florida Workforce System Branding Initiative

Where we were: 24 regional workforce boards, 25 different logos, low brand awareness



# Florida Workforce System Branding Initiative

Where we are going: A single, unified brand identity for Florida's workforce system to better serve businesses, job seekers and workers at the state and local levels.



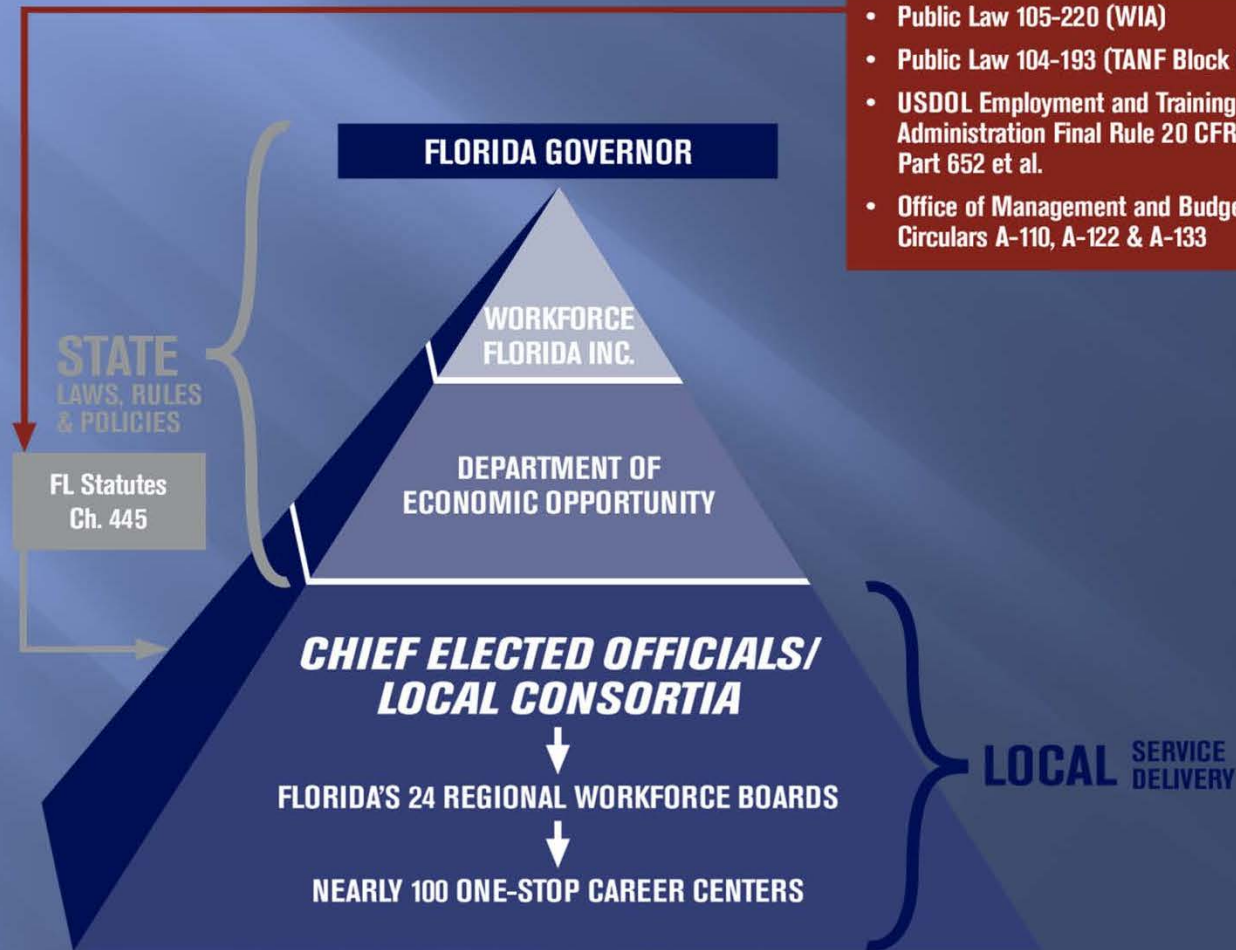
# How We Did It



# Federal and State Governance

## FEDERAL PUBLICATIONS & GUIDANCE

- Public Law 105-220 (WIA)
- Public Law 104-193 (TANF Block Grants)
- USDOL Employment and Training Administration Final Rule 20 CFR Part 652 et al.
- Office of Management and Budget Circulars A-110, A-122 & A-133





Questions?



# *SOUTH FLORIDA WORKFORCE INVESTMENT BOARD*

**HIGHER EDUCATION &  
WORKFORCE SUBCOMMITTEE**

RICK BEASLEY  
EXECUTIVE DIRECTOR  
SOUTH FLORIDA WORKFORCE

*south florida*  
**Workforce**  
*member: Employ Florida*



## WHO WE ARE



South Florida Workforce Investment Board (SFWIB) is a public-private partnership and integral partner in Miami-Dade's economic plan that initiates state and federally funded workforce development and training policies for Miami-Dade and Monroe counties.



## *BUSINESS CENTRIC*

SFWIB partners with local agencies in designing strategies to deliver the skilled workforce that meets the labor demand for new, expanding or relocating businesses.



## STRATEGIC OBJECTIVES

SFWIB approved the following seven strategic goals which are consistent with the Governor's workforce development objectives.

1. Premier National Provider of Employment and Career Training
2. Strong Timely reporting Standards for End User Customers and Providers of Services
3. Improved Digital Literacy
4. Celebrated Benchmark Leader of Best Practices
5. Dedicated Commitment to Youth Participation in the 21st Century
6. Effective Demand Driven Management/Control Tools
7. State Leader in Collaborative Partnerships



## STRATEGIC OBJECTIVES

SFWIB recently set the following six projects in an effort to achieve its seven strategic goals:

1. Ensure Rapid Response Time is in Place
2. Create Business Advisory Council
3. SFWIB Staff Collaborates with Key Trade Groups and Associations on Critical Talent Needs and Trends
4. The Age 14 to 24 Agenda
5. Raise the Bar on One-Stop Performance Consistency
6. Brand Agenda



# ECONOMIC DEVELOPMENT

Large and small companies can benefit from a number of incentives and tools offered to help offset the cost of hiring and training new and existing employees.

- **Work Opportunity Tax Credit (WOTC)** is a federal income tax credit that can reduce a business' tax liability up to \$9,600 per new hire, depending on the target group.
- **On-the-Job Training (OJT)** businesses may recoup up to 90%, and in some instances 100%, of wages paid to each new hire during the agreed upon training period.
- **Paid Work Experience (PWE)** the salary of the worker is paid, at no cost to the business, during the period of subsidy.
- **Employed Worker Training (EWT)** is a federally funded grant available to assist businesses that reimburses up to 50% of the training expenses incurred during the specified period to upgrade the skills of their existing workforce.





## ONE COMMUNITY ONE GOAL

- In April of 2011, The Beacon Council Foundation re-launched the One Community One Goal (OCOG) Targeted Industry Study for Miami-Dade County.
- The program's mission is to identify and prioritize the industries which will have the highest potential for creating the new jobs required in our economy and to work with the education community to provide the training required to support the growth of those industries.



# ONE COMMUNITY ONE GOAL

## Goals of One Community One Goal:

- Further diversify the Miami-Dade County economy by expanding job growth in existing industries and new industries;
- Gain consensus from public sector, private sector and educational institutions to prioritize, redirect and increase resources toward job growth of top selected industry clusters; and
- Implement new targeted industry marketing plan with short term and long term goals and objectives.
- Implement a new Miami-Dade County Targeted Industry Study and diversification plan.



*ONE COMMUNITY  
ONE GOAL*

## **Four Major Phases**

- Competitive Assessment / SWOT
- Target Industry Identification
- Education Assets Inventory
- Targeted Industry Strategies



*ONE COMMUNITY  
ONE GOAL*

## Target Industries

- Aviation
- Creative Design
- Hospitality & Tourism
- Information Technology
- International Banking & Finance
- Life Sciences
- Trade & Logistics



ONE COMMUNITY  
ONE GOAL

## Education Asset Inventory Findings

- Retraining Talent
- Matching College Output with Job Demand
- The Education Ecosystem
- Foundation for Targeted Learning and Skill Development
- Digital Literacy
- Career Awareness and Career Guidance



*ONE COMMUNITY  
ONE GOAL*

## **Education Asset Inventory Findings**

- Public Education Challenges
- Lifelong Learning
- Employer Engagement in Education and Workforce Development Strategy
- Culture and Language



ONE COMMUNITY  
ONE GOAL

## SFWIB Implementation Strategies of OCOG

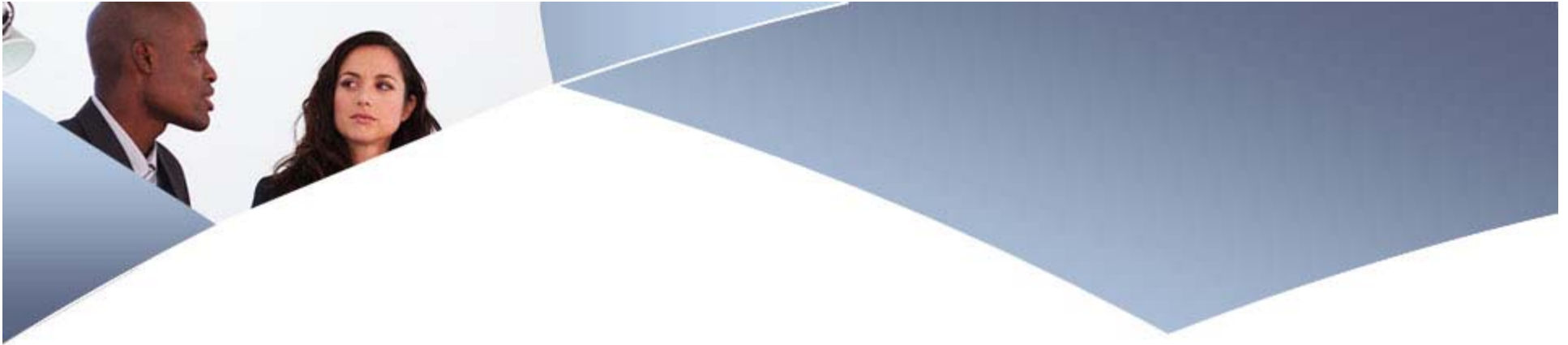
- Employed Worker Training Program
- Digital Divide Initiative
- National Flight Academy Initiative
- Nursing Scholars Program
- Career Awareness Guide
- Consumer Report Card - Occupations



## CONCLUSION

South Florida Workforce Investment Board looks forward to continuing to deliver its services and programs in response to the needs of local businesses and the community.





# QUESTIONS & ANSWERS

[WWW.SOUTHFLORIDAWORKFORCE.COM](http://WWW.SOUTHFLORIDAWORKFORCE.COM)





# Gap Analysis

## Board of Governors' Commission on Florida Higher Education Access and Degree Attainment

Presentation to the House Committee on  
Higher Education and the Workforce  
November 5, 2013

Jan Ignash, Interim Chancellor  
State University System, Florida Board of Governors

## Commission Membership

Dean Colson	Chair, Board of Governors
Marshall Criser III	Higher Education Coordinating Council and AT&T Florida
Thomas G. Kuntz	Member, Board of Governors
Wendy Link	Member, Board of Governors
Susan Pareigis	Florida Council of 100
Former Rep. William L. "Bill" Proctor	Flagler College
Kathleen Shanahan	State Board of Education



## The Commission's Guiding Questions

- Will the pipeline of college-age students produce enough college-ready students?
- Should these new students attend our state universities, or is there a major role to be played by the State's colleges?
- Will there be any future need for additional universities or colleges to meet this demand?
- Will the increased demand be evenly distributed around the state--or will some geographic areas be disproportionately affected?



# Key Gap Analysis Questions

## Shorter-term

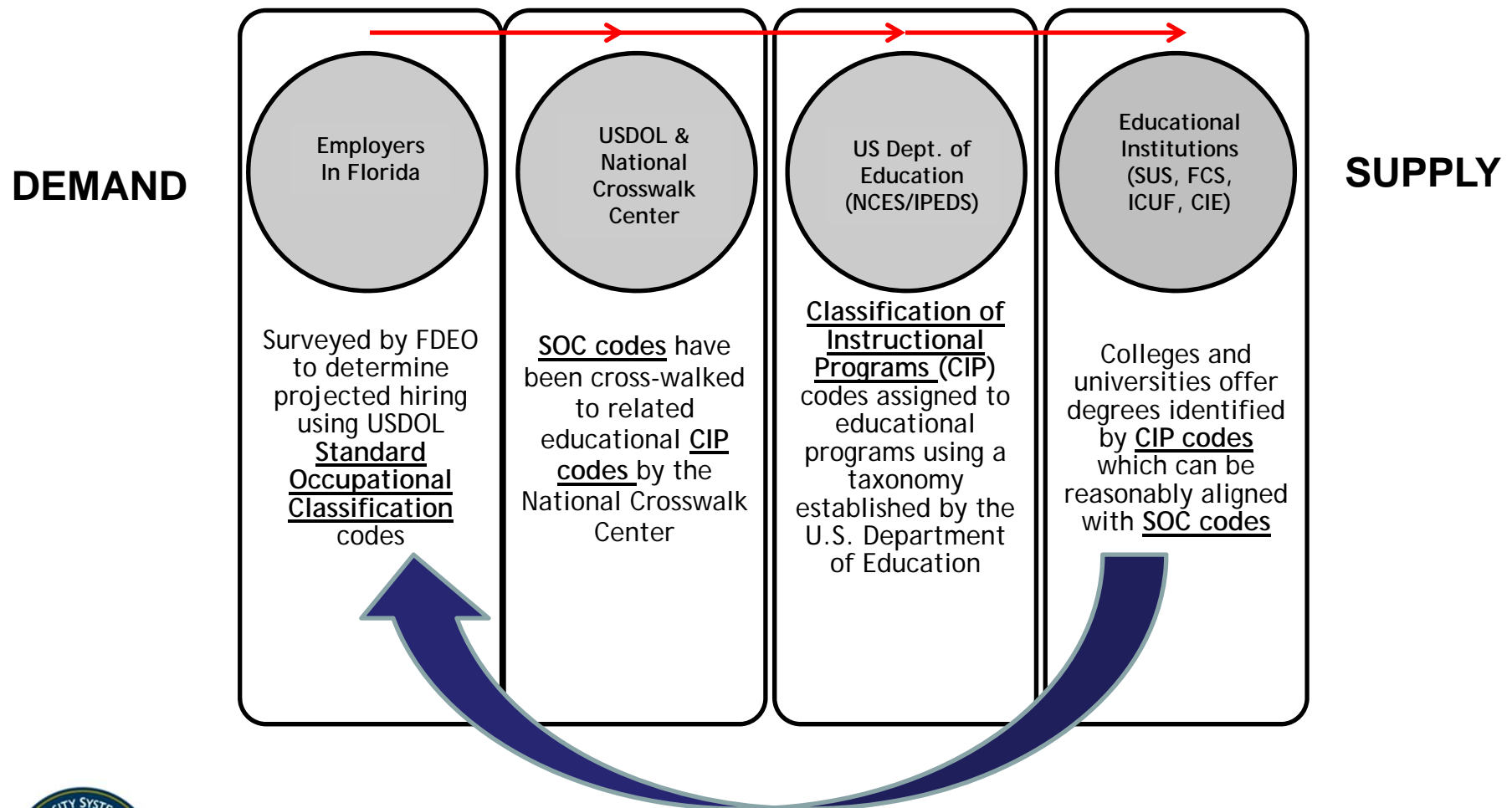
- What industries and occupations are projected to be in greatest demand in Florida through 2020—both statewide and by region?
- What is the gap between projected demand and potential supply for areas of under-supply, such as I.T.—both statewide and by region?
- If we accept BOG degree projections to 2020, what is the potential demand for graduates in top occupations?

## Longer-term

- Does the Commission envision a more ambitious future for Florida – with demand for higher levels of education for future workers?



# Elements of a Demand-Supply Gap Analysis



## Key Findings: General Higher Education

1. There is sufficient capacity in the current system to expand as needed, without building new colleges or universities.
  - Some modest additional capacity exists within SUS.
  - Graduation rates are improving within the SUS.
  - Florida College System and ICUF are adding baccalaureates.
  - E-learning is growing (UF Online and Florida Virtual Campus).
2. The SUS should work collaboratively with the Florida College System to expand upon demand in strategic ways.

***Above all, expansion needs to be thoughtful and systematic. Without planning and partnerships, a possible effect is the creation of numerous weak programs that compete with each other, resulting in an unnecessary waste of resources. Such a reaction is neither economically nor educationally justifiable.***





# Key Findings: Gap Analysis

3. Top three critical workforce needs and projected unfilled annual openings, as identified by the gap analysis (see *hand-out*):
  - Computer and Information Technology (~ 2,361)
  - Accounting, Financial Services and Auditing (~ 1,024)
  - Middle School Teacher Retention (~ 941)
  - Training and Development Specialists (~ 348)
  - Operations Research Analysts (~ 217)
  - Kindergarten Teachers (~ 210)
  - Industrial Engineers (~ 177)
  - Medical and Clinical Lab Specialists (~ 169)



## Florida's National Rankings: Considerations for Longer-Term Planning

- % of 18-24 yr. olds enrolled in college: 31<sup>st</sup>
- High school to college continuation rate: 38<sup>th</sup>
- % of 2010 population with a bachelor's or higher: 37<sup>th</sup>
- Bachelor's degrees per 18-24yr population: 34<sup>th</sup>
- Per capita gross domestic product: 40<sup>th</sup>
- Per capita net earnings: 45<sup>th</sup>
- Knowledge jobs in 2010 New Economy Index: 33<sup>rd</sup>



# Solicitation for Grant Applications

- Emphasis on expanding on current capabilities – ramping up graduates in high demand areas quickly
- Small number of grants awarded—focus on really making a difference
- Partnerships among institutions and sectors count!
- Innovation counts!



## Milestones for a Grant Application Process to Address Supply-Demand aps

- 11/21/13: Final report, including RFP, approved by Board of Governors
- 2/3/14: RFP applications due
- 3/19/14: Approval of grant awards by Board of Governors
- 5/15/14: Grant funds distributed to institutions
- 6/15/15: The first in a series of ongoing progress reports due to Evaluation Team



# Questions

## Contact Information

Jan Ignash

Board of Governors

(850) 245-9716

[jan.ignash@flbog.edu](mailto:jan.ignash@flbog.edu)

Web Link: <http://flbog.edu/about/commission.php>



## Appendix B

2010-11 Florida Baccalaureates Awarded in Fields Associated with Targeted Occupations by Higher Educational Sector Production and Bachelor's Annual Gap							
CIP		Degrees Awarded by Sector					Supply- Demand Gap
Code	Title	CIE	FCS	ICUF	SUS	Total	
<b>Computer Network Architects (Gap: 439)</b> <b>Computer Systems Analysts (Gap 564)</b> <b>Computer Programmers (Gap: 316)</b> <b>Software Developers – Applications (Gap: 459)</b> <b>Software Developers – Systems Software (Gap: 370)</b> <b>Graphic Designers (Gap: 213)</b>							<b>2,361</b>
11.0101	Computer and Information Sciences, General	62	0	234	481	777	
11.0103	Information Technology	27	0	60	334	421	
11.0201	Computer Programming/ Programmer, General	204	0	0	0	204	
11.0401	Information Science/Studies	23	0	26	9	58	
11.0501	Computer Systems Analysis/Analyst	40	0	0	0	40	
11.0701	Computer Science	0	0	57	0	57	
11.0801	Web Page, Digital/Multimedia and Information Resources Design	39	0	0	0	39	
11.0803	Computer Graphics	229	0	2	0	231	
11.0901	Computer Systems Networking and Telecommunications	38	12	0	0	50	
11.1003	Computer and Information Systems Security/Information Assurance	120	0	0	0	120	
14.0901	Computer Engineering, General	1	0	38	239	278	
14.0903	Computer Software Engineering	36	0	23	0	59	
52.1201	Management Information Systems, General	38	0	38	474	550	
50.0102	Digital Arts	22	0	19	110	151	
50.0401	Design and Visual Communications, General	5	0	0	0	5	
50.0404	Industrial and Product Design	28	0	0	0	28	
50.0409	Graphic Design	172	0	117	76	365	

Code	Title	CIE	FCS	ICUF	SUS	Total	Supply-Demand Gap
<b>Middle School Teachers</b>							<b>1,024</b>
13.1203	Junior High/Intermediate/Middle School Education and Teaching	0	0	45	29	74	
13.1302	Art Teacher Education	0	0	5	44	49	
13.1305	English/Language Arts Teacher Education	0	0	9	139	148	
13.1306	Foreign Language Teacher Education	0	0	0	11	11	
13.1309	Technology Teacher Education/Industrial Arts Teacher Education	0	7	0	0	7	
13.1311	Mathematics Teacher Education	0	71	7	97	175	
13.1312	Music Teacher Education	9	0	47	103	159	
13.1314	Physical Education Teaching and Coaching	0	0	40	221	261	
13.1316	Science Teacher Education/General Science Teacher Education	0	15	2	52	69	
13.1317	Social Science Teacher Education	0	0	7	182	189	
13.1318	Social Studies Teacher Education	0	0	1	0	1	
13.1322	Biology Teacher Education	0	7	0	0	7	
13.1323	Chemistry Teacher Education	0	1	1	0	2	
13.1324	Drama and Dance Teacher Education	0	0	0	0	0	
13.1328	History Teacher Education	0	0	0	0	0	

Code	Title	CIE	FCS	ICUF	SUS	Total	Supply-Demand Gap
<b>Accountants and Auditors (Gap: 862), Financial Analysts (Gap: 109)</b>							<b>971</b>
52.0301	Accounting	154	0	657	1,951	2,762	
52.0304	Accounting and Finance	0	0	17	0	17	
52.0305	Accounting and Business/Management	98	0	2	0	100	
52.0801	Finance, General	21	19	328	2,605	2,973	
<b>Training and Development Specialists</b>							<b>348</b>
52.1001	Human Resources Management/ Personnel Administration, General	3	0	91	63	157	
<b>Operations Research Analysts</b>							<b>217</b>
52.1301	Management Science	0	0	52	38	90	
<b>Kindergarten Teachers</b>							<b>210</b>
13.1209	Kindergarten/Preschool Education and Teaching	0	0	0	0	0	
13.1210	Early Childhood Education and Teaching	13	27	0	256	296	
<b>Industrial Engineers</b>							<b>177</b>
14.3501	Industrial Engineering	0	0	21	91	112	
<b>Medical and Clinical Laboratory Technologists</b>							<b>169</b>
51.1005	Clinical Laboratory Science/ Medical Technology/ Technologist	0	0	1	70	71	
<b>Insurance Underwriters</b>							<b>132</b>
52.1304	Actuarial Science	0	0	0	40	40	
52.1701	Insurance	0	0	0	69	69	
<b>Credit Counselors</b>							<b>118</b>
52.0803	Banking and Financial Support Services	8	0	0	30	38	
<b>Public Relations Specialists</b>							<b>116</b>
09.0100	Communication, General	0	0	145	0	145	
09.0101	Speech Communication and Rhetoric	0	0	73	429	502	
09.0900	Public Relations, Advertising, and Applied Communication.	0	0	101	0	101	



<b>09.0902</b>	Public Relations/Image Management.	0	0	90	175	265	
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Source: IPEDS Data Center. (2013). National Center for Education Statistics; Florida ExpertNet; The State University System of Florida.

Note: Institutional Affiliation with Governing Organization was determined through the Florida TalentNet Website: <http://expertnet.org/index.cfm?fuseaction=programs.home>. Baccalaureate data include first and second majors.





# HIGHER EDUCATION COORDINATING COUNCIL

**Marshall M. Criser, III**  
**Chair**

**November 5, 2013**



## What is the Purpose of the HECC?

The Higher Education Coordinating Council is created for the purposes of identifying unmet needs; facilitating solutions to disputes regarding the creation of new degree programs and the establishment of new institutes, campuses, or centers; and facilitating solutions to data issues identified by the Articulation Coordinating Committee pursuant to s. 1007.01 to improve the K-20 education performance accountability system.

Section 1004.015(1), Florida Statutes



# Guiding Principles of the HECC

The council serves as an advisory board to the Legislature, the State Board of Education, and the Board of Governors.

**Recommendations of the council shall be consistent with the following guiding principles:**

- (a) To achieve within existing resources a seamless academic educational system that fosters an integrated continuum of kindergarten through graduate school education for Florida's students.
- (b) To promote consistent education policy across all educational delivery systems, focusing on students.
- (c) To promote substantially improved articulation across all educational delivery systems.
- (d) To promote a system that maximizes educational access and allows the opportunity for a high-quality education for all Floridians.
- (e) To promote a system of coordinated and consistent transfer of credit and data collection for improved accountability purposes between the educational delivery systems.



# Annual Report of the HECC

**The council shall annually by December 31 submit to the Governor, the President of the Senate, the Speaker of the House of Representatives, the Board of Governors, and the State Board of Education a report outlining its recommendations relating to:**

- (a) The primary core mission of public and nonpublic postsecondary education institutions in the context of state access demands and economic development goals.
- (b) Performance outputs and outcomes designed to meet annual and long-term state goals, including, but not limited to, increased student access, preparedness, retention, transfer, and completion. Performance measures must be consistent across sectors and allow for a comparison of the state's performance to that of other states.
- (c) The state's articulation policies and practices to ensure that cost benefits to the state are maximized without jeopardizing quality. The recommendations shall consider return on investment for both the state and students and propose systems to facilitate and ensure institutional compliance with state articulation policies.
- (d) Workforce development education, specifically recommending improvements to the consistency of workforce education data collected and reported by Florida College System institutions and school districts, including the establishment of common elements and definitions for any data that is used for state and federal funding and program accountability.

2011 Report: <http://www.floridahighereducation.org/doc/HECC-FINAL-REPORT-12-14-11.pdf>

2012 Report: <http://www.floridahighereducation.org/doc/2012-HECC-Final-12-13-12.pdf>



## Membership of the HECC

- Member of the Board of Governors
- Chancellor of the State University System
- Chancellor of the Florida College System
- Member of the State Board of Education
- Executive Director of the Florida Association of Postsecondary Schools and Colleges
- President of the Independent Colleges and Universities of Florida
- President of Workforce Florida, Inc.
- President of Enterprise Florida, Inc.
- Appointee of the President of the Senate
- Appointee of the Speaker of the House of Representatives
- Appointee of the Governor



## 2011 Recommendation Thematic Areas

Strategic Degree Program Coordination (6)

Capital Expansion Issues (1)

Student Financial Aid (3)

Funding/Performance Funding (6)

Articulation Policies and Programs (10)

Data, Performance Measures, and Accountability (4)

Workforce Education (6)

(number of recommendations)



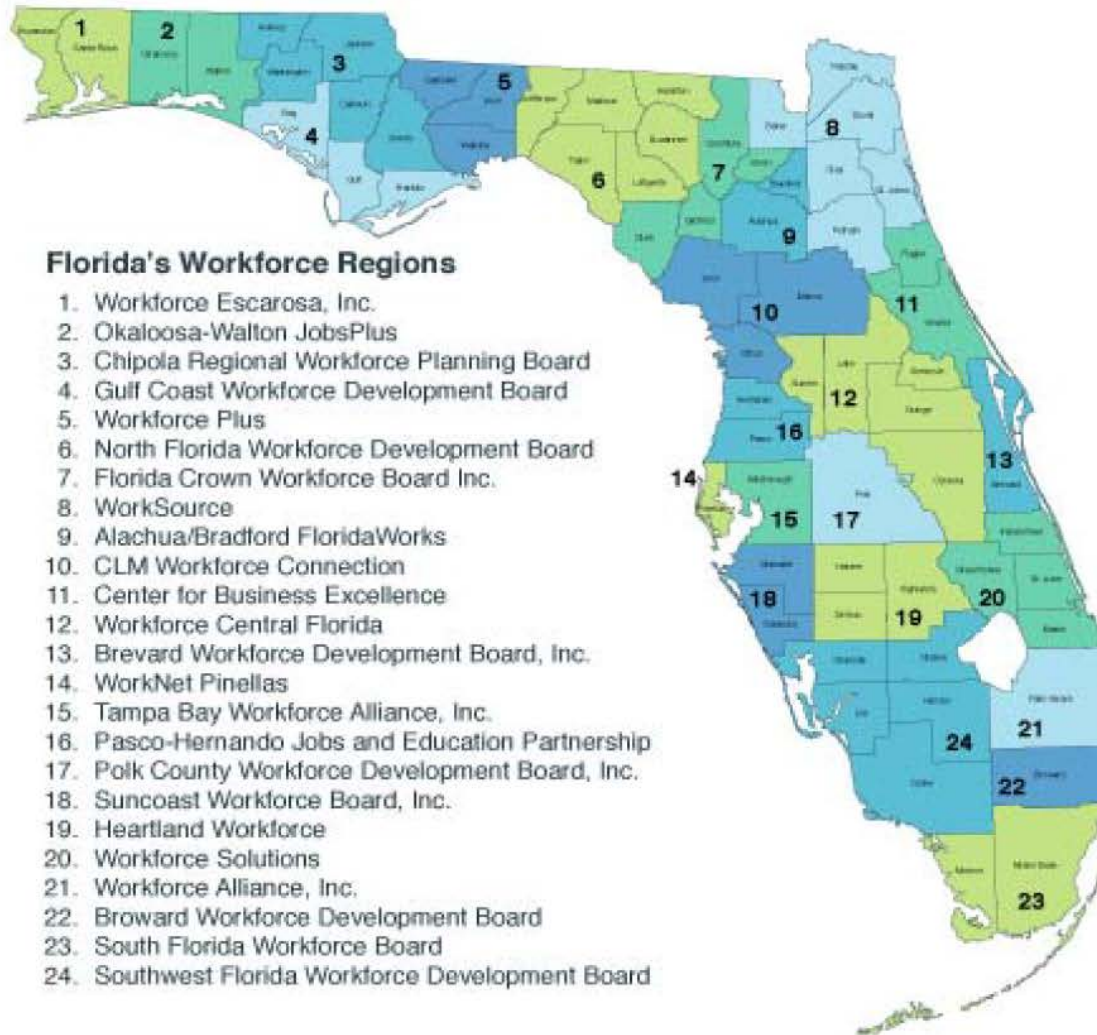


## Activities Related to 2011 HECC Recommendations

- Governor's Blue Ribbon Task Force on State Higher Education Reform
- Florida Government Efficiency Task Force
- HB 7135 – Postsecondary Education
- Board of Governors Commission on Access and Degree Attainment
- Board of Governors University Work Plan
- State Board of Education Strategic Plan
- Florida College System/Board of Governors Facilities Workgroups
- Florida Virtual Campus
- Florida College System Job Placement Tool



# Florida TalentNet



### Florida's Workforce Regions

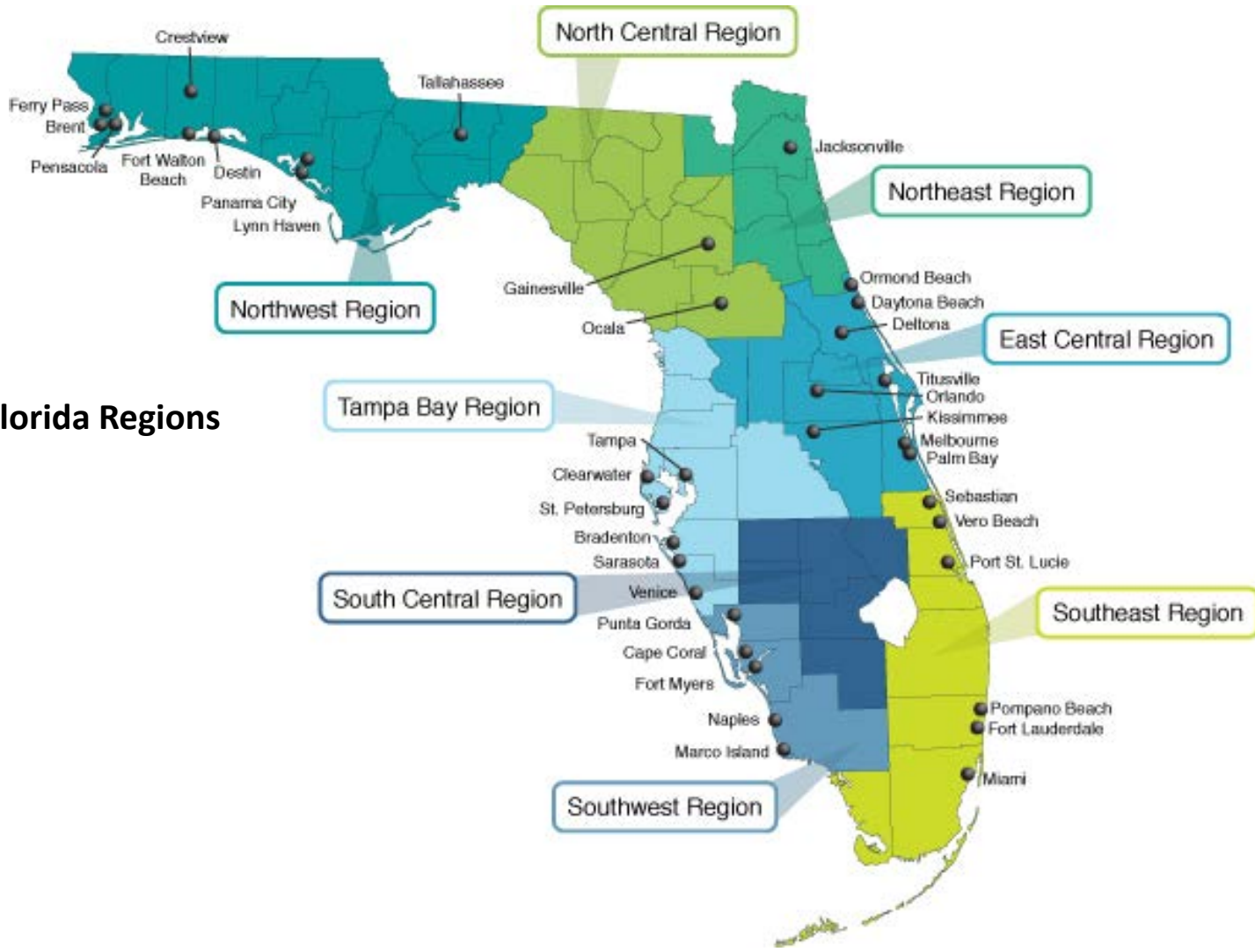
1. Workforce Escarosa, Inc.
2. Okaloosa-Walton JobsPlus
3. Chipola Regional Workforce Planning Board
4. Gulf Coast Workforce Development Board
5. Workforce Plus
6. North Florida Workforce Development Board
7. Florida Crown Workforce Board Inc.
8. WorkSource
9. Alachua/Bradford FloridaWorks
10. CLM Workforce Connection
11. Center for Business Excellence
12. Workforce Central Florida
13. Brevard Workforce Development Board, Inc.
14. WorkNet Pinellas
15. Tampa Bay Workforce Alliance, Inc.
16. Pasco-Hernando Jobs and Education Partnership
17. Polk County Workforce Development Board, Inc.
18. Suncoast Workforce Board, Inc.
19. Heartland Workforce
20. Workforce Solutions
21. Workforce Alliance, Inc.
22. Broward Workforce Development Board
23. South Florida Workforce Board
24. Southwest Florida Workforce Development Board



# Florida TalentNet



## Enterprise Florida Regions





# Higher Education Coordinating Council

