



# Cross-Sector Collaboration and Engagement Workgroup

---

## Agenda

- Roll Call
- Approval of Minutes
- Presentations
  - President Gregory Haile, Broward College
  - Tina Berger, FloridaMakes
- Discussion
- Work Plan
- Public Comment



# FLORIDA TALENT DEVELOPMENT COUNCIL

---

## Group 3: Cross-Sector Collaboration and Engagement

Monday, October 21  
10:00 am – 11:00 am

---

### Roll Call

#### Members Present:

Ken Lawson, Workgroup Chair  
Bob Ward

Bob Boyd  
Adriane Grant

Emily Sikes  
Dehryl McCall

#### Others Present:

- Steven Birnholz
- Brandon Brown
- Robin Colson
- Warren Davis
- Eired Eddy
- Robin King
- Jessica Kummerle
- Tara McLarnon
- Mike Sfiropoulos
- Angela Shave
- Elizabeth Winslow
- Steve Collins
- Michelle Dennard
- Kathryn Hebda
- Carrie Henderson
- Art Hoelke
- Pam Johnson
- Carmen Mims
- Keantha Moore
- Allen Mortham
- Bill Mallowney
- Elisia Norton
- Robert O'Leary
- Representative Rene Placensia
- Zachary Reddick
- Richard Reeves



# FLORIDA TALENT DEVELOPMENT COUNCIL

## Department of Economic Opportunity Support Staff Present:

- Katie Crofoot Liebert
- Nicole Duque
- Katherine Morrison
- Emilie Oglesby
- Monica Rutkowski
- Megan Moran

## Introduction: Welcome and Opening Remarks

- Ken Lawson welcomed workgroup members and gave opening remarks.
- Joel Schleicher gave additional opening remarks.

## Discussion

- Katie Crofoot Liebert reviewed a PowerPoint presentation (**attached**) outlining the purpose and expectations of the workgroups.
- Ken Lawson opened for discussion on cross-sector collaboration.
- Discussion topics among workgroup members included:
  - Data
    - Taking inventory of what each industry sector produces.
    - Available data from Independent Colleges and Universities of Florida (ICUF).
  - 'Sector strategy' (clarified as being industry sectors)
    - Dehryl McCall from CareerSource Florida discussed Florida's Sector Strategy Toolkit as a valuable resource for states and workforce areas to focus on. The strategies align partners with select targeted industries. Dehryl McCall sent these documents to Katie Crofoot Liebert; Katie Crofoot Liebert will send these documents to workgroup members.
  - Examples of Cross Sector Collaboration
    - Embry-Riddle collaboration with Florida Technical College with the aim to lead the way in aerospace
    - CareerSource Florida collaborates with several statewide stakeholders such as FloridaMakes. CareerSource Florida worked with FloridaMakes to help create the FloridaMakes Advanced Manufacturing Workforce Leadership Council which discusses gaining talent and expanding apprenticeships and trainings.
    - CareerSource Florida has also invested in Industry Task Force Meetings to gather business intelligence/data on those industries.
- Ken Lawson posed three questions to the members to reflect on and come back to the group with:
  - Internally, how are you bringing government, academia and business together?



# FLORIDA TALENT DEVELOPMENT COUNCIL

- Is Florida's Education system flexible and responsive in providing stackable credentials for students in order for them to be successful in the workforce?
- What industry trends are you seeing?
- Next Steps
  - Invite someone from Embry-Riddle to speak on the next call.
  - Invite FloridaMakes to present to the workgroup about their current collaborative efforts and partnerships.
  - Consider Ken Lawson's questions for the next call.

## **Public Comment**

Katie Crofoot Liebert opened for comment.

## **Closing**

Ken Lawson gave closing remarks.



# Agenda

---

Roll Call

Introduction

Workgroup Overview: Purpose & Expectations

Discussion

Public Comment



# FLORIDA TALENT DEVELOPMENT COUNCIL

## Workgroup Overview

### Purpose & Expectations



## Purpose & Timeline

---

- The Florida Talent Development Council (FTDC) is charged with providing a strategic plan by December 31, 2019.
- The strategic plan must address specific deliverables outlined in statute.
  - Section 1004.015(4)(a)-(h), Florida Statutes
- The FTDC has tasked five workgroups to provide recommendations by November 20, 2019.
- The workgroups will focus on developing goals and strategies that address their assigned deliverables.



# Goals and Strategies

---

## Goal

Each workgroup will develop goals for their Strategic Priority. Goals are a driving force in the realization of the strategic plan.

### **Definition:**

A broad statement describing a desired future condition or achievement. The goal responds to identified needs or problems and states the ultimate mission or purpose of the program or collaborative.

---

## Strategies

Each workgroup will identify a set of strategies that will collectively contribute towards the progress of the goals.

**Definition:** Strategies describe how objectives will be accomplished. Strategies can be used to develop programs and activities that enable the organization to pursue the objectives.

### **Types of Strategies:**

- **Short Term/Quick Win:** Expect implementation and outcomes in next 6 months to 1 year.
- **Long Term:** Expect implementation and outcomes over 1+ years.
- **Policy:** Pursued and implemented over any time period, at local, regional or state, legislative or executive levels.
- **Learning Strategy/Prototype:** Expect implementation and outcomes over next 12 months. Opportunities to test a strategy in a targeted manner to learn and inform future strategies.





# Tools

---

## Assessment Tool

This tool provides a starting point for assessing data and information, so that the current status of Florida's workforce and education systems can be determined and needs/gaps identified. The tool is designed to be flexible and customizable to meet the scope of evaluations and analyses of needs.

The tool consists of three parts:

- 1) Guiding Questions and Summarize Findings,
- 2) Identifying and Using Data and
- 3) Identifying Needs and Priorities.

## Workgroup Work Plan

The assessment tool will assist workgroups with formatting and organizing goals and strategies for each Strategic Priority. A checklist and timeline are also included so workgroups can keep track of meeting dates, list action items and due dates, assign workgroup members to action items, and monitor the overall progress of workgroup activities.



# Expectations

---

- Each workgroup operates according to Florida's Sunshine Laws. All meetings will be noticed a week prior to the meeting date.
- Minutes from the workgroup's prior meeting will be approved at the beginning of each meeting.
- The opportunity for public comment will be given at the end of each meeting of the workgroup.
- Workgroup members will have access to a Sharepoint page where documents can be accessed and progress can be tracked.

Broward **UP**<sup>TM</sup>

— ACHIEVE UNLIMITED POTENTIAL —

**BROWARD<sup>SM</sup>**  
**COLLEGE**

# Broward College OVERVIEW

---

# 63,666

STUDENTS ENROLLED

---

# 5,167

FULL-TIME AND PART-TIME  
FACULTY AND STAFF

---

African American students | **16,803**  
Hispanic students | **19,962**

---

# 150

COUNTRIES REPRESENTED

---

# 50

LANGUAGES SPOKEN

---

In **2018**, *Diverse Issues in Higher Education* ranked Broward College **FIRST** for degrees conferred to African-American students, and **SECOND** for degrees conferred to Hispanic students.

---

Cost for an **IN-STATE ASSOCIATE DEGREE**

**\$117.90**

*Per credit*

**\$7,074/Degree**

---

Cost for an **IN-STATE BACHELOR'S DEGREE**

**\$130.89**

*Per credit*

**\$7,853/Degree**

---

Percent of students who  
qualify for **PELL GRANT**

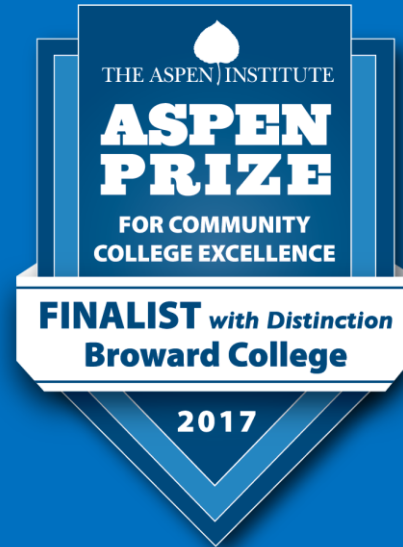
**70%**

— 2019 —



Top Ten Finalist for  
the Aspen Prize for  
Community College  
Excellence

— 2017 —



Aspen Prize  
Finalist with  
Distinction

— 2013 —



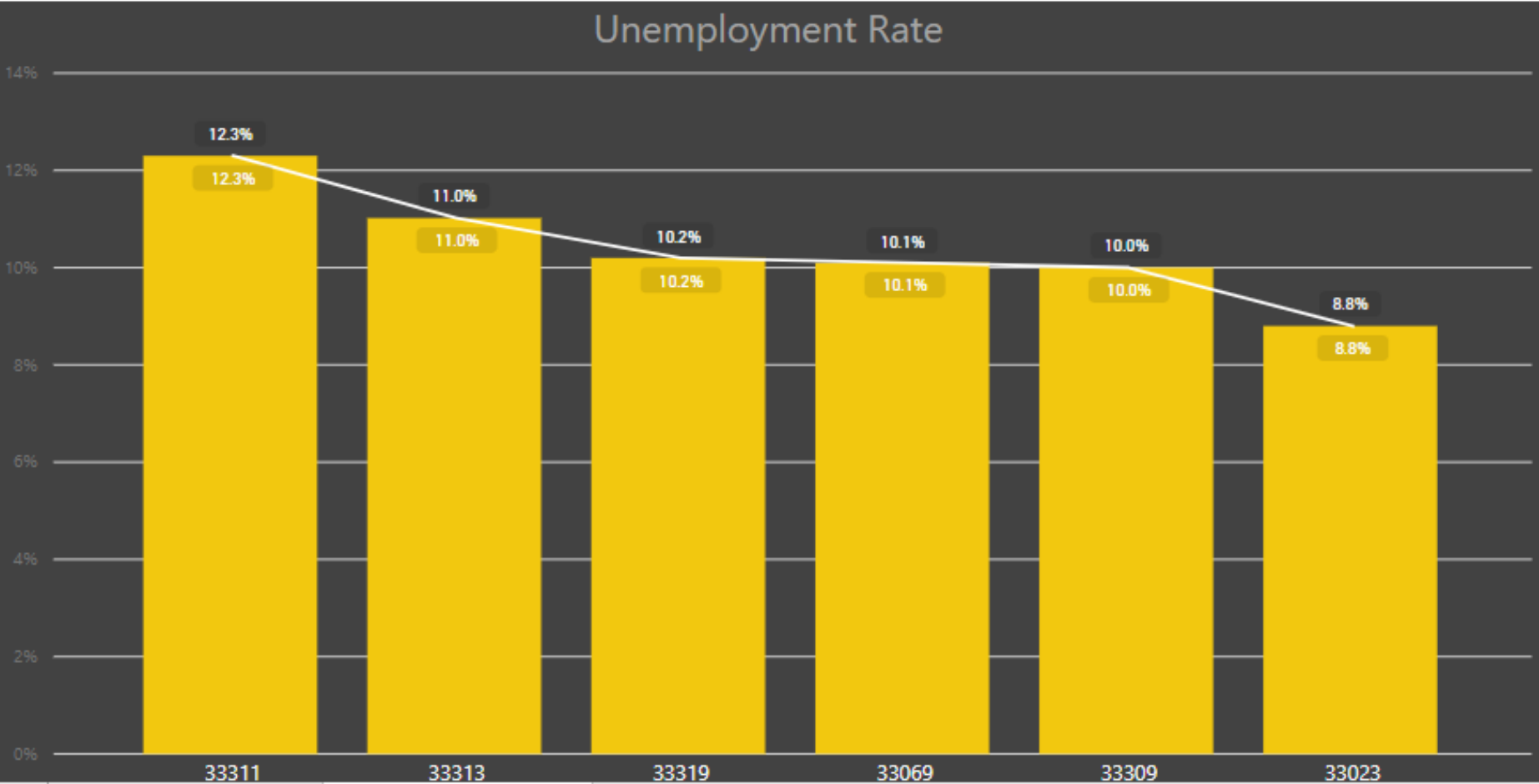
Aspen Prize Finalist

**3.1%**

**BROWARD COUNTY UNEMPLOYMENT**



- Zip Code
- Select all
  - 33023
  - 33069
  - 33309
  - 33311
  - 33313
  - 33319



Unemployment Rate  
11.45

Unemployment Count  
18,620

Not in Labor force  
92,154

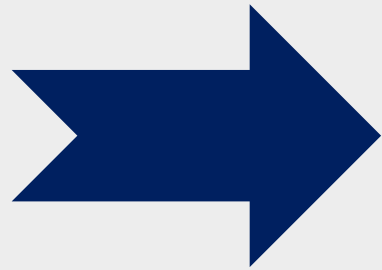
Employment Count  
142,496

Civilian Labor Force  
161,116

Population 16+  
253,332



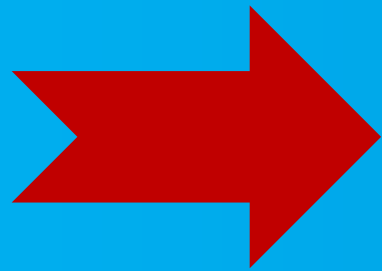
Over the Last 50 Years . . .



Top **25%** of Income Earners

40%

77%



Bottom **20%** of Income Earners

6%

9%

# EDUCATION ATTAINMENT

Associates Degree or Higher

Age 25-64

USA  
**42.4%**

Florida  
**41.3%**

Broward  
**43.9%**

Broward**UP**<sup>TM</sup>  
— ACHIEVE UNLIMITED POTENTIAL —

COMMUNITIES

**27%**

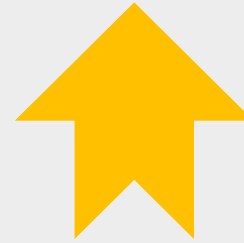
**65%**

of jobs today require  
education beyond  
High School

# Goals for **Broward UP Communities:**

**1**

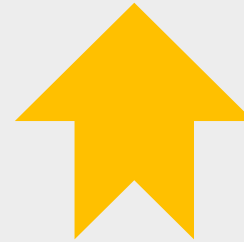
Increase college access and attendance



from **3,000+**

**2**

Improve degree and certificate attainment



from **27%**  
(and **43.9%**)  
+ certificates

**3**

Holistically raise social and economic mobility



**2+** quintiles  
from bottom **20%**



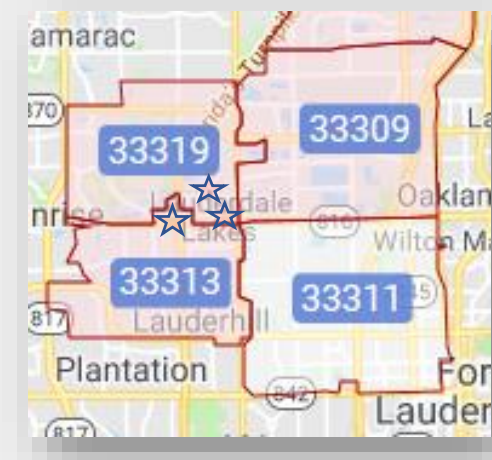
# 33311

# 12.3%

## Unemployment Rate

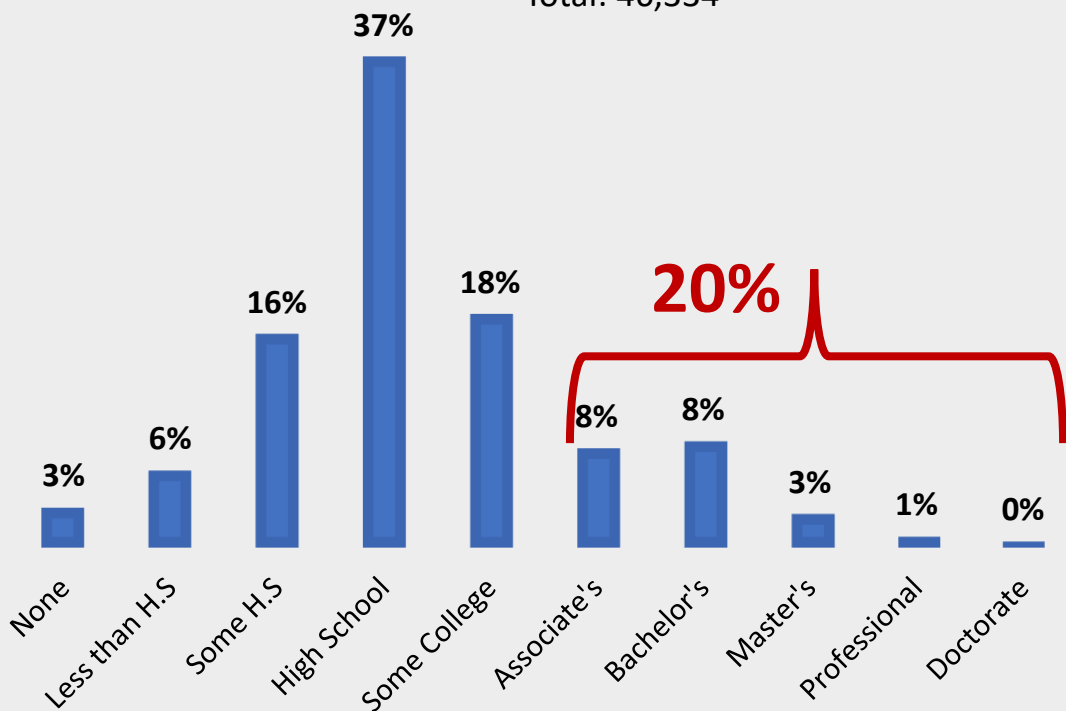
4,928 (10.5%)  
Unemployed

22,245  
Not in the labor force



### Education Attainment

Total: 46,334



# \$33,453

## Median Household Income



# 1,094

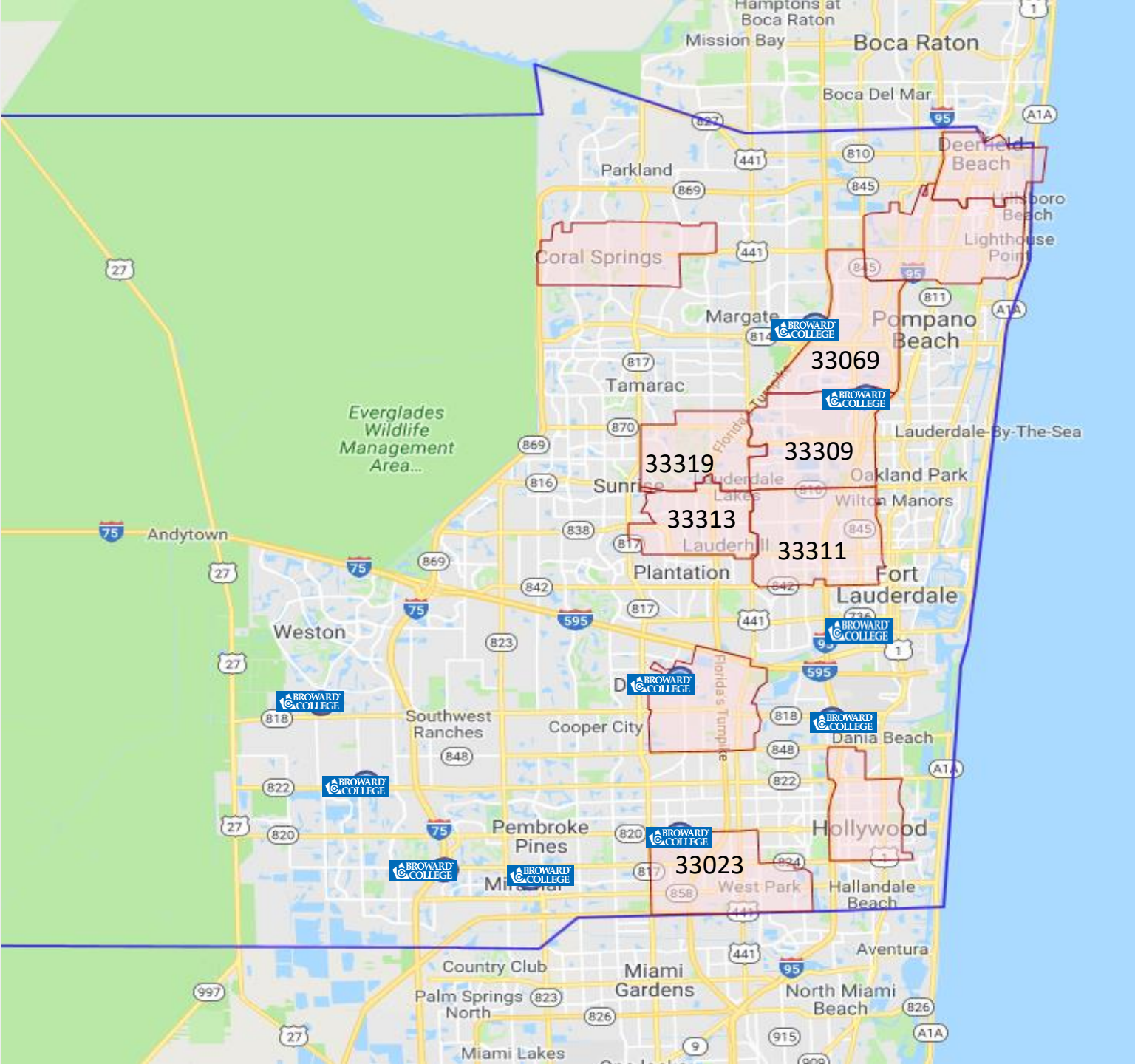
## Broward College Students

SRY 2018 & 2019

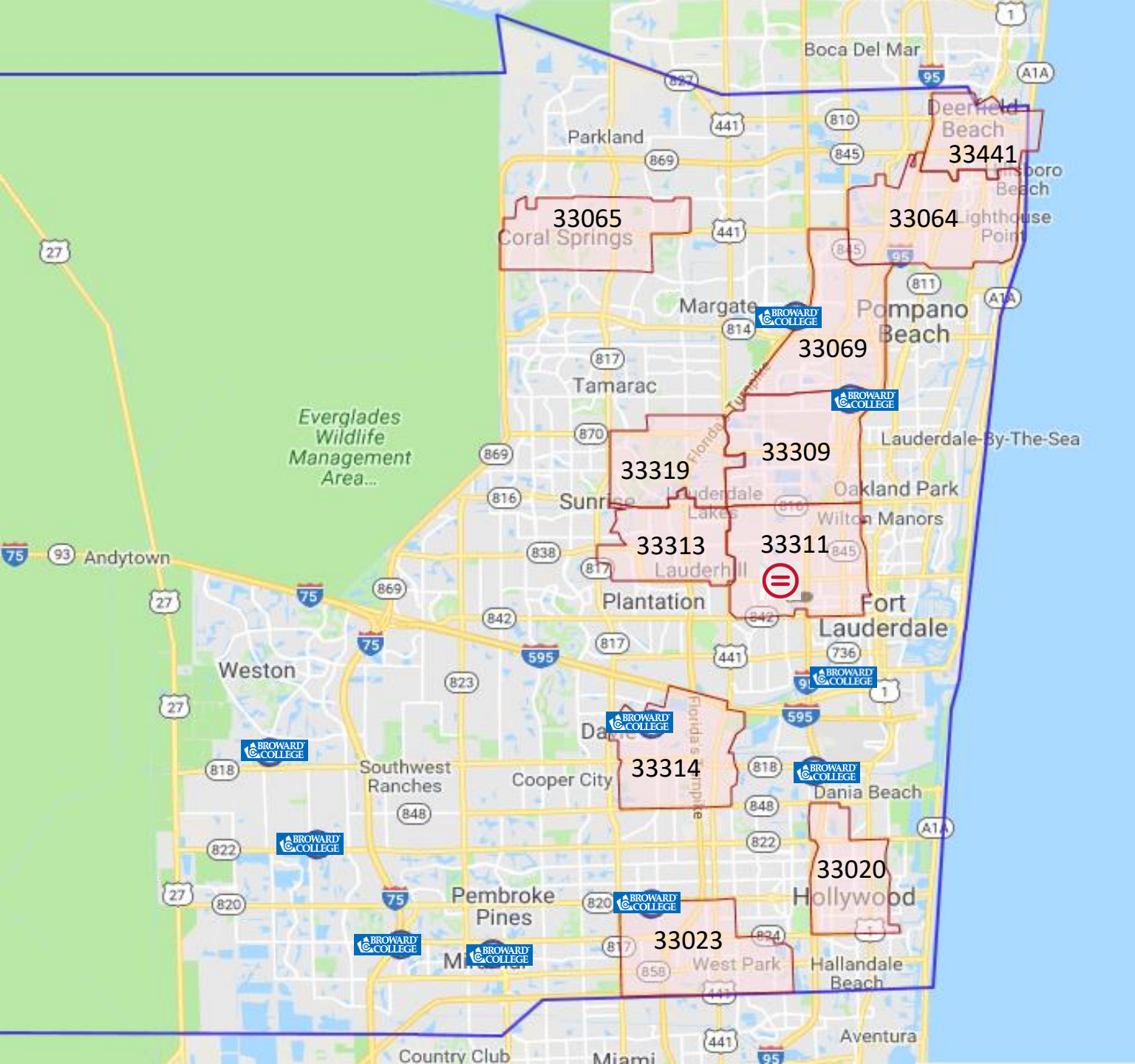
# 91

## Broward College Employees

Data Source:  
Unemployment: Us Census  
Education Attainment: Florida College Access Network



# Locations



# Urban League



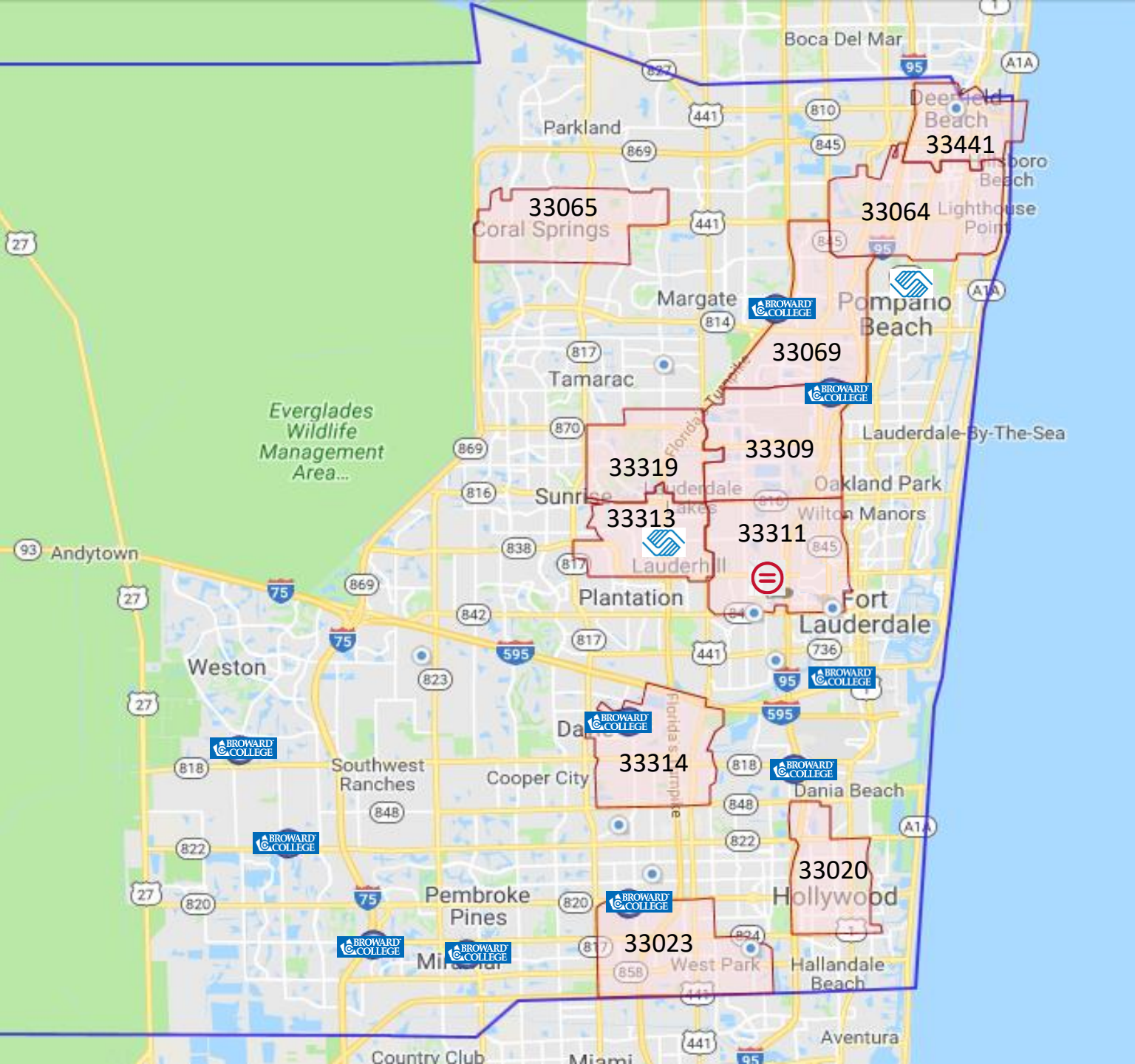
Broward College



Urban League



# Boys and Girls Club



Broward College

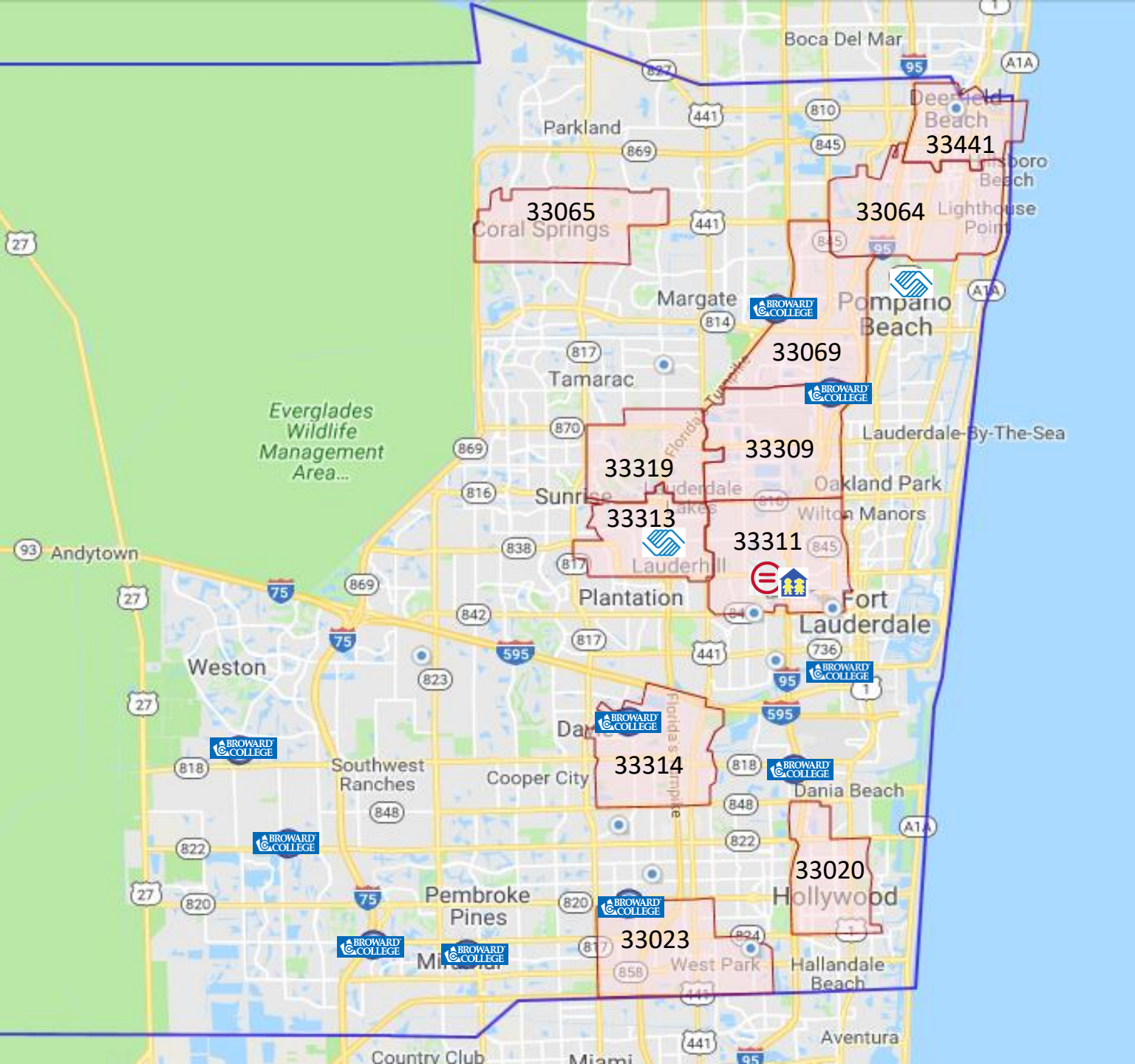


Urban League



Boys and Girls Club

# Jack and Jill Children Center



Broward College



Urban League

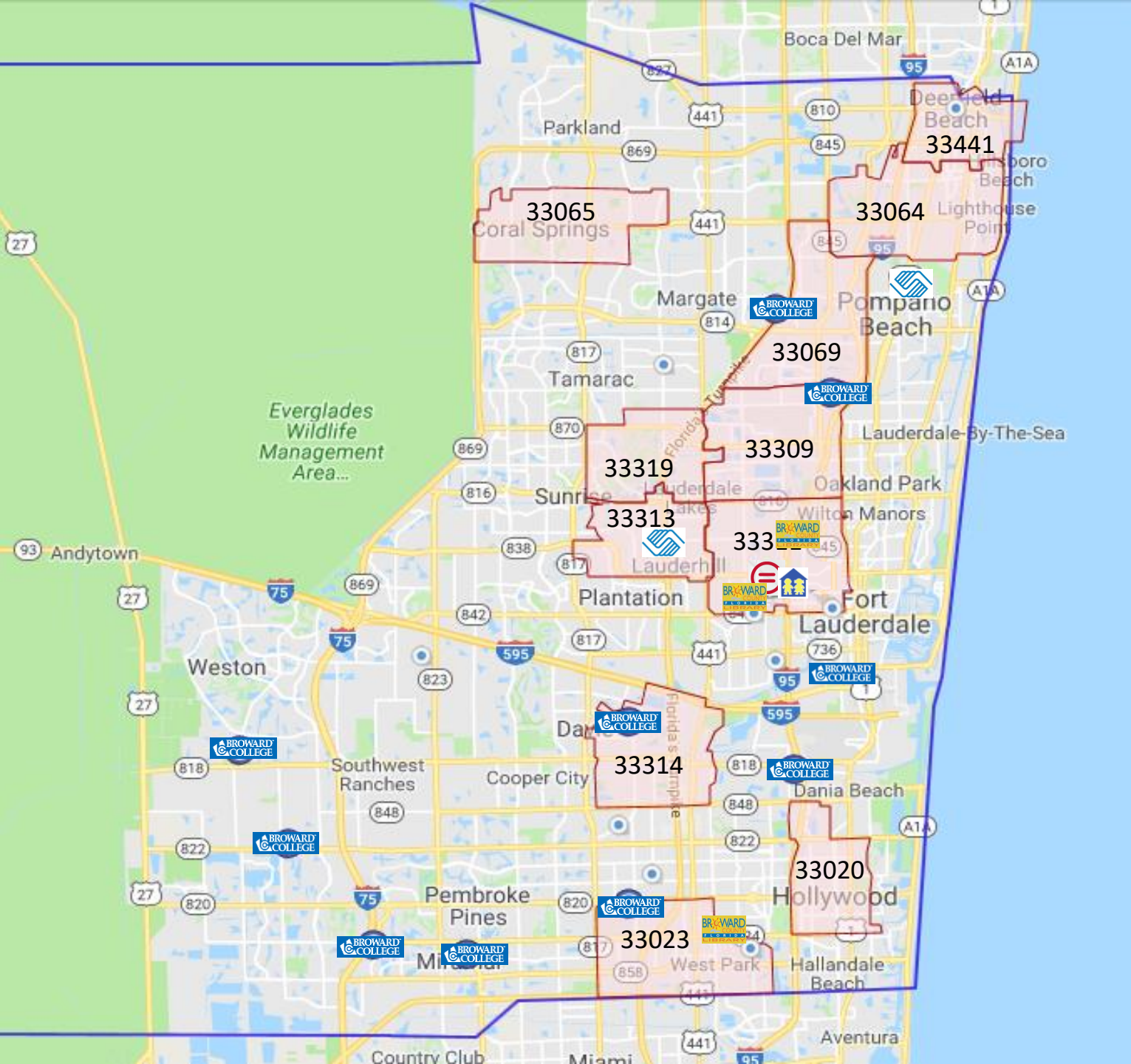


Boys and Girls Club



Jack and Jill Children's Center

# Broward County Public Libraries



Broward College



Urban League



Boys and Girls Club

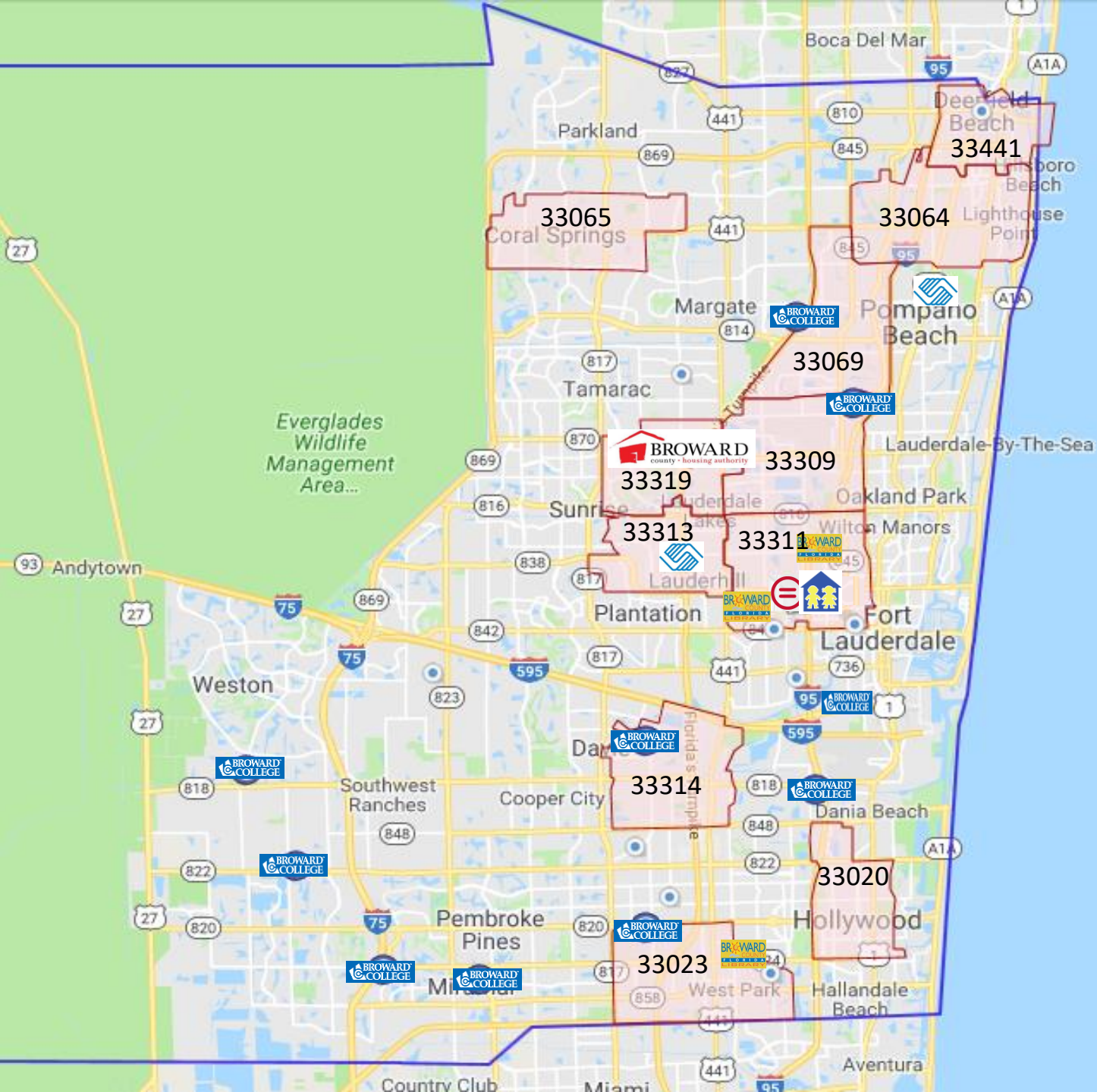


Jack and Jill Children's  
Center



County Libraries

# Broward County Housing Authority



Broward College



Urban League



Boys and Girls Club



Jack and Jill Children's Center

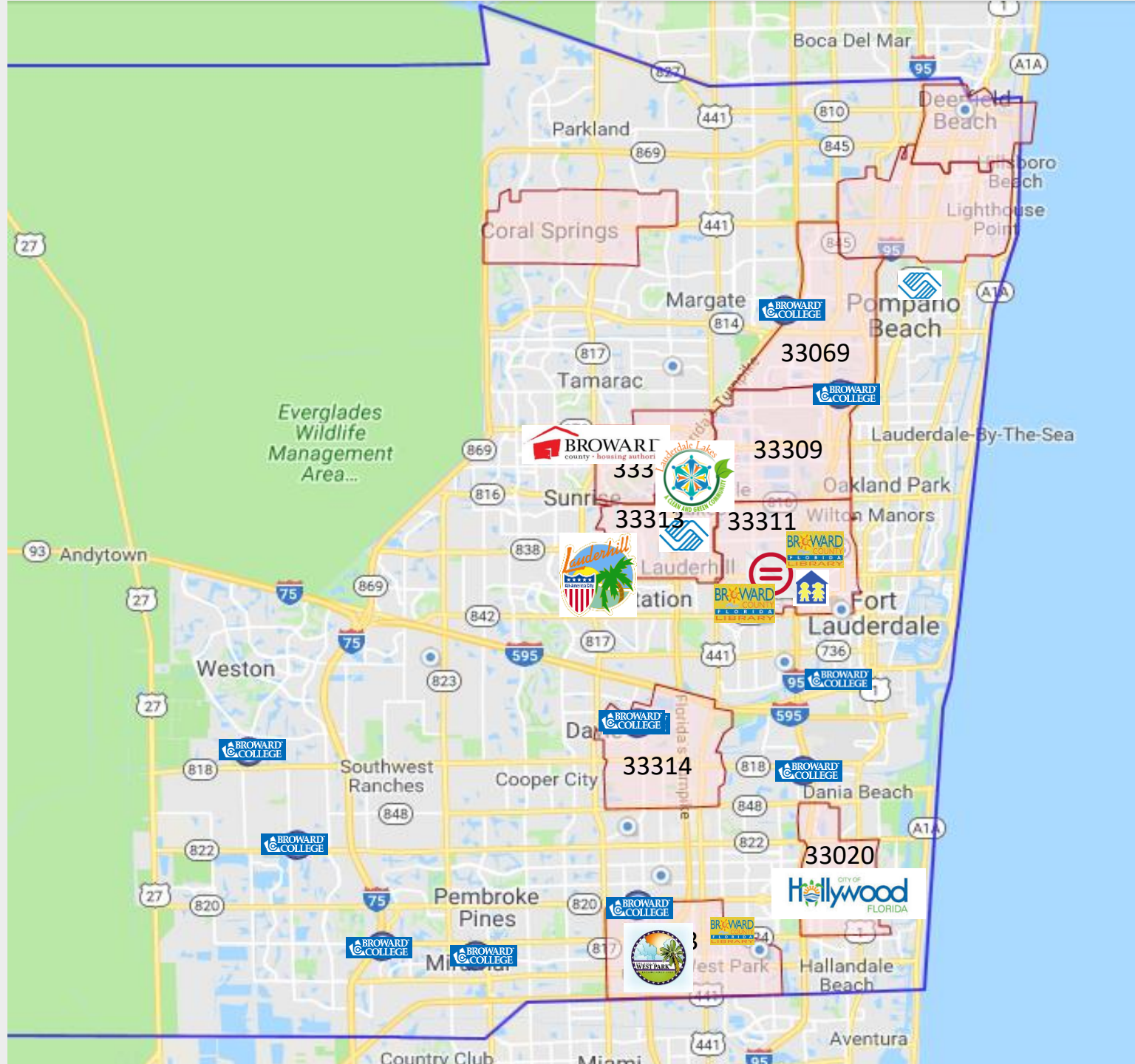


County Libraries



Housing Authority

# Municipalities



City of Lauderhill



City of Lauderdale Lakes



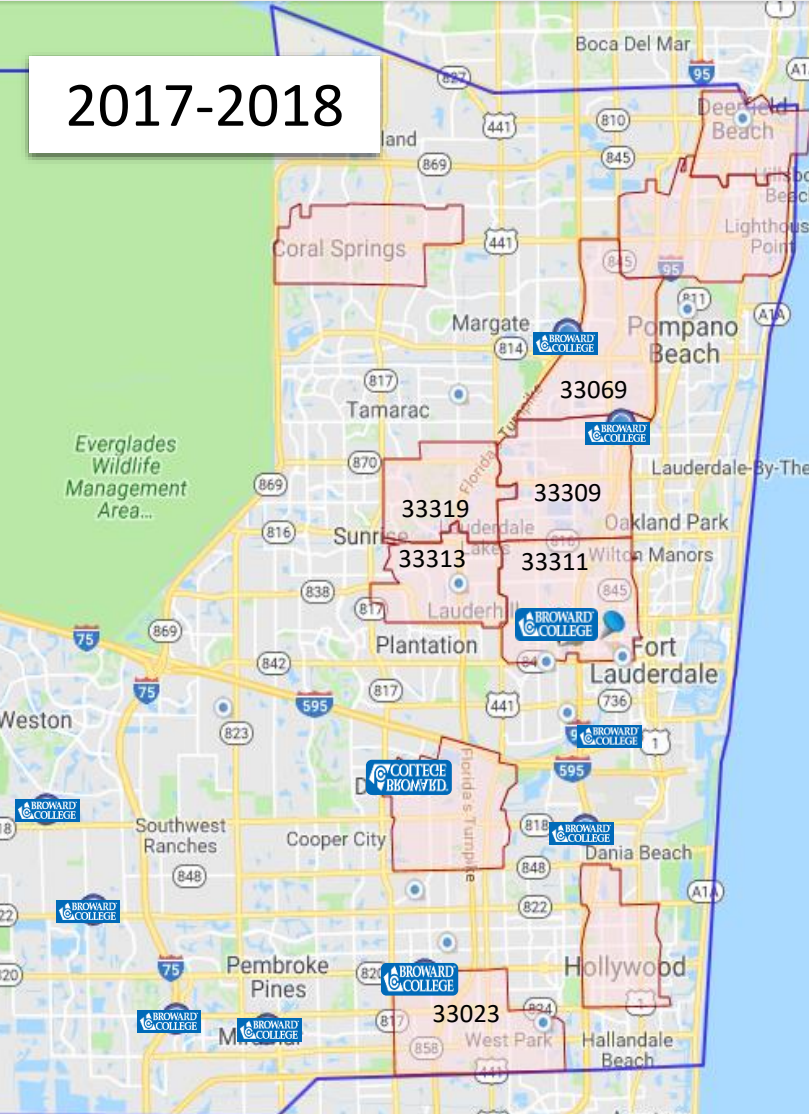
City of Hollywood



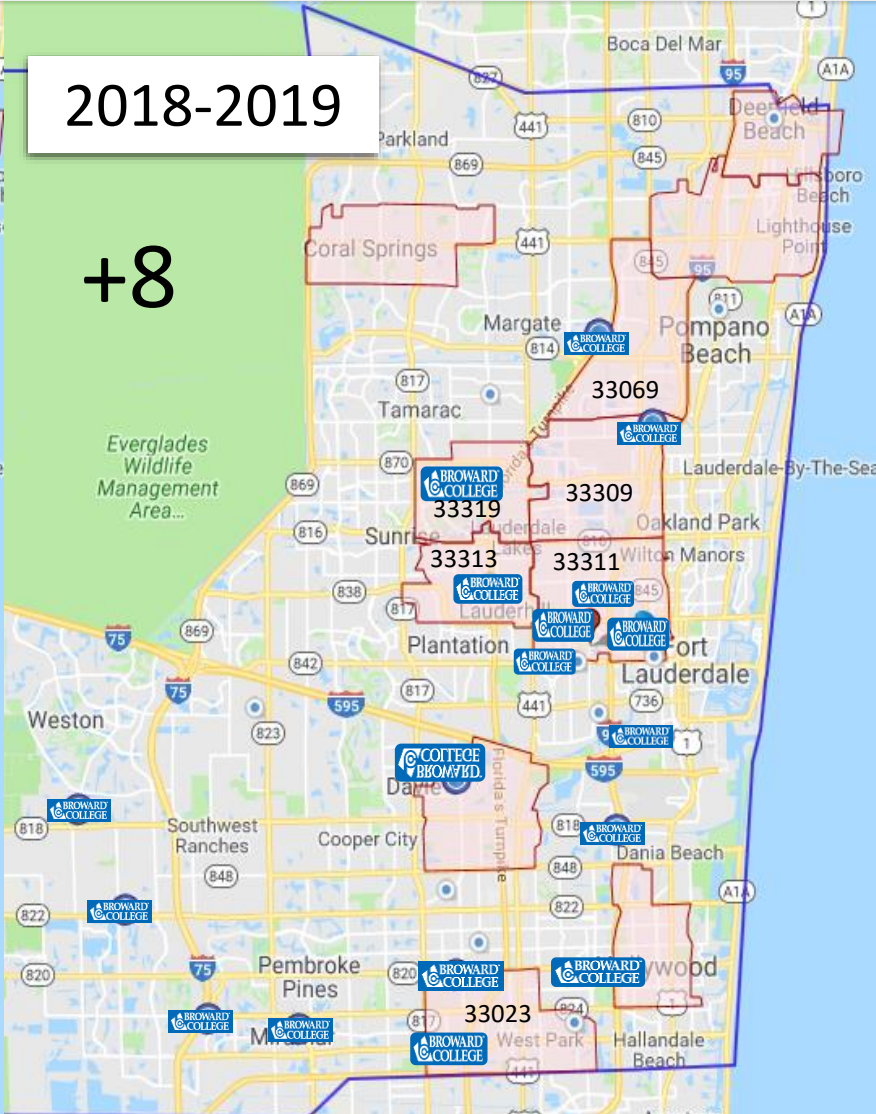
City of West Park

# Broward UP Penetration

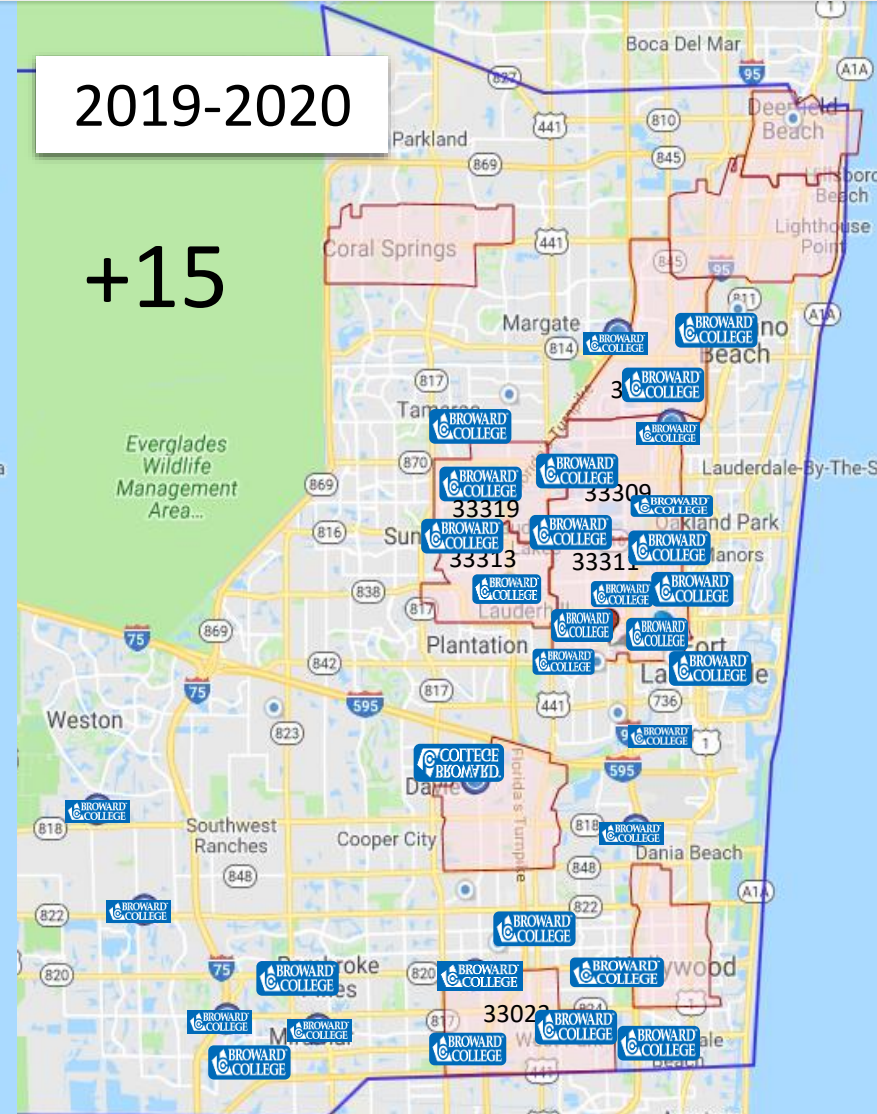
2017-2018



2018-2019



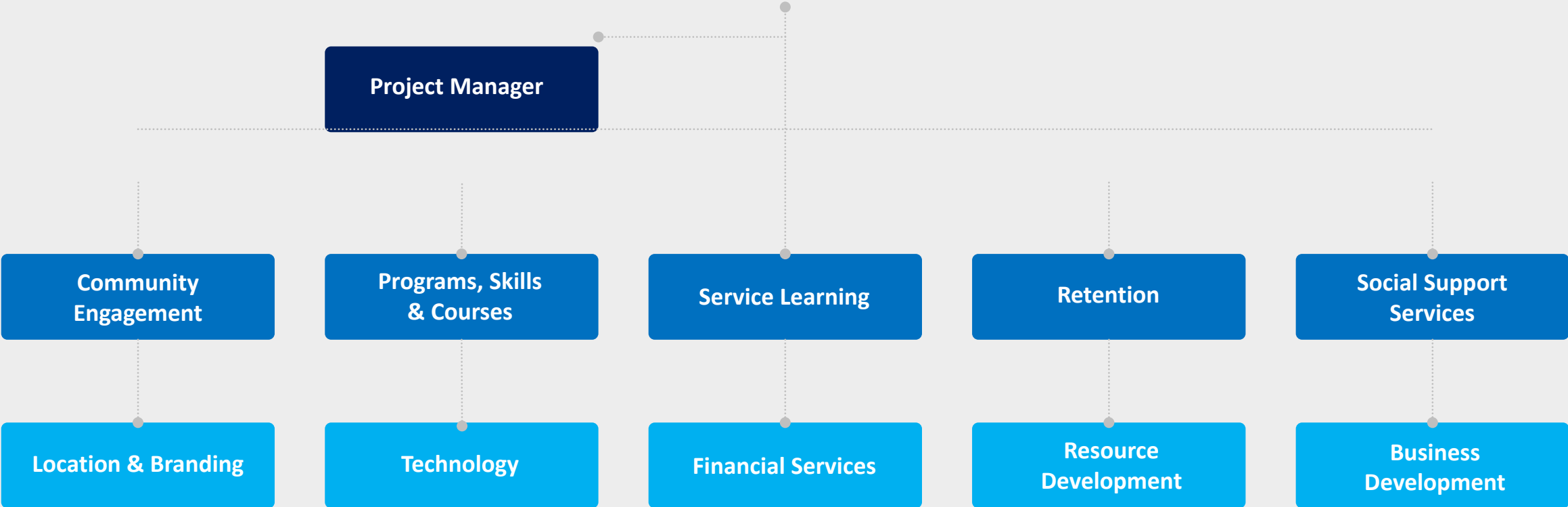
2019-2020



# 150 BROWARD COLLEGE EMPLOYEES



COMMISSION





## 2018-19 Continuing Education Courses and Certifications

- IT Industry Certs in A+, Cloud+, Project+, Network+, PMI CAPM/PMP
- Supply Chain Principles/Customer Service
- White Belt/Process Improvement
- Project Management
- Microsoft Excel and Data Analysis

**Free to Residents through Grant Funds**



# 689

**STUDENTS IMPACTED IN THE  
1<sup>st</sup> YEAR OF BROWARD UP!**



Throughout the 2018-2019 academic year, 689 students completed courses in Broward UP Communities, earning certificates and industry certifications.

## Courses

The first phase of Broward UP programming consists of noncredit courses leading to certificates and industry certifications in multiple high-demand areas paid from various college grants.



### Current Course Options

Lean Six Sigma White Belt

Lean Six Sigma Yellow Belt

Microsoft Excel Certificate

Microsoft Excel Data Analysis Introduction

Project Management Introduction

Project Management Execution

Supply Chain Management Principles

Supply Chain Management Customer Service Operations

Comptia A+ Beginner Information Technology Course

# BrowardUP™

ACHIEVE UNLIMITED POTENTIAL



## Flag-Raising Ceremony August 28, 2019



# BrowardUP™

— ACHIEVE UNLIMITED POTENTIAL —

Ready to join the movement?

Contact Mildred Coyne  
[mcoyne@Broward.edu](mailto:mcoyne@Broward.edu)

and

Get social with us at  
<https://www.facebook.com/groups/browardup/>

# BUILDING THE TALENT PIPELINE

## *CONNECTING MANUFACTURERS WITH WORKFORCE PARTNERS*

Tina Berger  
FloridaMakes  
Director of Talent Development  
Executive Director,  
Advanced Manufacturing Workforce Leadership  
Council



## FLORIDAMAKES VISION

---

*FloridaMakes is the statewide, industry-led partnership that strengthens and measurably advances Florida's manufacturing economy.*

*Florida's Manufacturing Extension Partnership  
of the national NIST Network*



# WHY MANUFACTURING

---

- Modern manufacturing **is undergoing a fundamental transformation; a new fourth industrial revolution.**
- Rapid technological advances and the convergence of physical and digital manufacturing are helping change the way manufacturers operate and raising the bar for required employee skillsets.
- Talent at all levels is becoming a key competitive differentiator. In fact, manufacturing **executives around the world rank talent as the top driver** of manufacturing competitiveness.<sup>1</sup>
- At the same time, the US **manufacturing industry faces an estimated two-million-worker shortfall over the next decade**, and industry executives report that six out of 10 positions are currently unfilled due to a manufacturing skills gap.<sup>2</sup>

## FLORIDA MANUFACTURING

Share of Jobs **4.9%**

Annual Wages **\$61,686**

(Increasing)

Wage Share **6.1%**

## MANUFACTURING JOBS

**371,527** (Increasing)

**12<sup>th</sup>** National ranking  
(Unchanged)

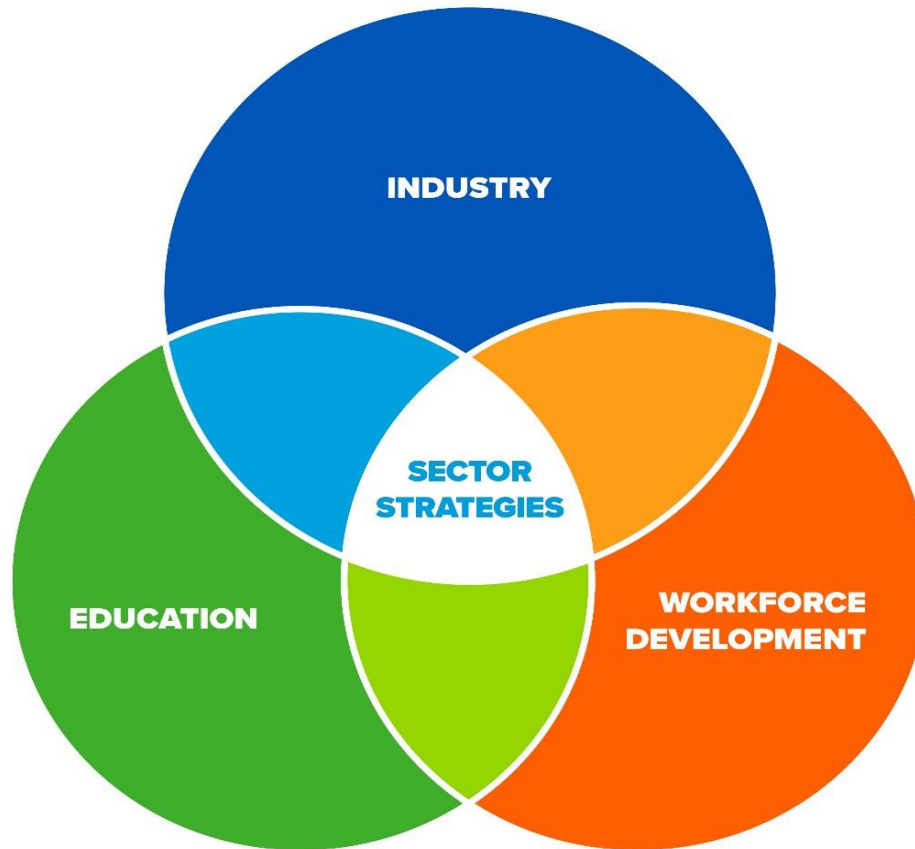
**2030 Goal Top 5**

*2019 FLORIDA CHAMBER OF  
COMMERCE  
SCORECARD*



# SECTOR STRATEGIES

---





# TOGETHER EVERYONE ACHIEVES MORE

---

## TALENT DEVELOPMENT COMMITTEE

The fundamental responsibility of the Committee is to **assist the executive management team with the identification and promotion of workforce strategies** that promote and expand manufacturing knowledge for critical skills to current and future manufacturing industries served by FloridaMakes.

- **Expansion of Apprenticeship Opportunities**
- **Career Perceptions Marketing Campaign**
- **Upskilling Employed and Incumbent Workers: Retaining and Retraining the existing workforce to meet everchanging needs of advanced manufacturing**



## TOGETHER EVERYONE ACHIEVES MORE

---

Florida's Advanced Manufacturing Workforce Leadership Council, through a **sector strategy approach, will develop and continue an essential business feedback** loop to ensure Florida's training and workforce system has a deep understanding of, and is responsive to, the talent needs of the advanced manufacturing industry sector.

### **The Advanced Manufacturing Workforce Leadership Council was formed in April 2019**

- Each RMA has at least one representative on the Council
- Working Committees to explore and advise on the Boards areas of focus for the year



# TALENT FOCUSED

---



## Expansion of Apprenticeship Opportunities

- Support the launch of the **AeroFlex Pre-Apprentice** Model in Brevard and Palm Beach counties
- Secured a **NIST Competitive Grant Award for \$356,000** to fund the Program Manager and outreach marketing in the CareerSource Brevard and Palm Beach Centers
- **FloridaMakes** negotiating to become the **statewide sponsor of the entry level** MSSC Industrial Manufacturing Technician Apprenticeship model

# COOL JOBS

---

## Career Perceptions Marketing Campaign

- October Manufacturing Month
- Develop tools to share with manufacturers and their sector partners to increase awareness of **career pathways**, resources, training opportunities
- FloridaMakes website- **interactive Workforce Resource microsite** for employers.
- Develop an effective Communication strategy to reach the RMA leadership and the network members
- Develop “ Best Practices” **to maximize regional engagement with sector partners** to increase awareness of manufacturing careers, pipeline needs and training opportunities etc.
- Statewide Skills Gap Survey tool and link that will provide **consistent data verified by industry** by region and a statewide summary to be shared with workforce partners.



# TAKING THE LEAD FOR CHANGE

## REGIONAL MANUFACTURING ASSOCIATIONS

---

- Active participation on the Advanced Manufacturing Workforce Leadership Council
- Identifying the regional skills gap challenges
- Active participation of the RMAs on Education and Industry Advisory Boards
- Workforce as a key partner
- Setting a course for community action



# ENGAGEMENT

---

- Provide greater value to RMA membership through leadership and advocacy for training resources and assistance
- Education keeping pace with the rapidly changing needs of Advanced Manufacturing skills and training
- Career pathways that articulate relevant industry certifications/credentials to college degrees for critical occupations
- Develop greater working relationships between RMA and local workforce boards
- Represent the voice of manufacturers to provide data and feedback to Policymakers and our Workforce partners



# COLLABORATIONS

- Career Pathways : Stackable credentials for in-demand occupations
- Florida Institute of Technology: Skills Gap Survey for Technical Skills
- FLATE-FloridaMakes: Collaboration on promoting October Manufacturing Month activities
- FLATE Community of Practice: 12 Regional Roundtable discussions
- Registered Apprenticeships



# THANK YOU!

---

*Leadership is the capacity to translate  
vision into reality.*

Warren Bennis

*[tina.berger@floridamakes.com](mailto:tina.berger@floridamakes.com)*





**Strategic Priority 3: Cross-Sector Collaboration and Engagement**

**Checklist and Timeline**

<b>Item</b>	<b>Due Date</b>	<b>Status</b>	<b>Actual Start Date</b>	<b>Actual End Date</b>	<b>Responsible Staff</b>
CSCE Workgroup Meeting 1.	10/21/19	Complete	10/21/19	10/21/19	Ken Lawson, Workgroup Chair DEO staff, technical support
Meeting 1 Action Items: Request additional information from subject matter experts to inform action steps.	10/23/19	On Schedule			Staff, Department of Economic Opportunity
<i>Action Item 1: Request presentation from FloridaMakes</i>	10/23/19	On Schedule			
<i>Action Item 2: Request preparation of discussion questions</i>	10/23/19	On Schedule			
CSCE Workgroup Meeting 2.	10/23/19	On Schedule			Ken Lawson, Workgroup Chair DEO staff, technical support
Meeting 2 Action Items:					
<i>Action Item 1:</i>					
<i>Action Item 2:</i>					
<i>Action Item 3:</i>					
<i>Action Item 4:</i>					
CSCE Workgroup Meeting 3.	10/30/19	On Schedule			Ken Lawson, Workgroup Chair DEO staff, technical support
Meeting 3 Action Items:	11/6/19				
<i>Action Item 1:</i>					
<i>Action Item 2:</i>					
<i>Action Item 3:</i>					
<i>Action Item 4:</i>					
Finalize goals and strategies, including incorporating any feedback from full FTDC.	11/18/19				Ken Lawson, Workgroup Chair DEO staff, technical support
FTDC Strategic Plan (including goals and strategies) approved by full FTDC.	12/20/19				Ken Lawson, Workgroup Chair DEO staff, technical support

**Note:** Please add more rows as needed.

## Strategic Priority 1: Policy and System Alignment

**Statutory Requirement:**

- (a) Identify Florida's fastest-growing industry sectors and the postsecondary credentials required for employment in those industries
- (b) Assess whether postsecondary degrees, certificates, and other credentials awarded by Florida's postsecondary institutions align with high-demand employment needs and job placement rates.

Goals	Strategies – DRAFT 10/22/19
PSA 1. Identify the postsecondary degrees, certificates, and other credentials awarded by Florida's postsecondary institutions	PSA 1.1. Work with staff for the postsecondary education systems to identify the range of postsecondary program offerings
	PSA 1.2. Collect data on program offerings for postsecondary institutions through IPEDS (national database), existing reporting systems or institutions—minimally, data on enrollments, completions and location of institution
	PSA 1.3. Create an Excel inventory of program offerings across the state's delivery systems, organized by workforce region
PSA 2. Identify high-demand employment needs	PSA 2.1. Identify high-demand employment needs by workforce region using DEO data
	PSA 2.2. Identify additional employment needs through other mechanisms including sector strategies and FloridaMakes
	PSA 2.3. Create an Excel inventory of employment needs, organized by workforce region
PSA 3. Identify unmet need	PSA 3.1. Identify unmet need by occupation by examining the difference between employment needs (identified under goal 2) and postsecondary production (identified under goal 1), organized by workforce region
PSA 4. Connect business/industry with postsecondary delivery systems to discuss strategies to fill the gaps and build a talent pipeline	PSA 4.1. Analyze data on job placement rates of current programs to assess student outcomes
	PSA 4.2. Publish data on unmet need and identify the areas (occupations and regions) where there is a need for a particular program
	PSA 4.3. Encourage employers and postsecondary institutions to hold regional convenings/conversations about aligning program offerings with employers' needs, leveraging existing resources including sector strategies
	PSA 4.4. Publish best practices on partnerships, leveraging the career and technical education audit

**Checklist and Timeline**

<b>Item</b>	<b>Due Date</b>	<b>Status</b>	<b>Actual Start Date</b>	<b>Actual End Date</b>	<b>Responsible Staff</b>
PSA Workgroup Meeting 1.	10/18/19	Complete	10/18/19	10/18/19	Eric Hall, Workgroup Chair DEO staff, technical support
Meeting 1 Action Items: Request additional information from subject matter experts to inform group 1's action steps	10/22/19	On Schedule			Carrie Henderson, Chair's designee
<i>Action Item 1: Request presentation from CareerSource on Sector Strategies</i>	10/22/19	On Schedule			
<i>Action Item 2: Request presentation from FloridaMakes</i>	10/22/19	On Schedule			
<i>Action Item 3: Request presentation from DEO on data collection</i>	10/22/19	On Schedule			
<i>Action Item 4: Request presentation from DOE on K-12 CTE</i>	10/22/19	On Schedule			
PSA Workgroup Meeting 2.	10/22/19	On Schedule			Eric Hall, Workgroup Chair DEO staff, technical support
Meeting 2 Action Items:					
<i>Action Item 1:</i>					
<i>Action Item 2:</i>					
<i>Action Item 3:</i>					
<i>Action Item 4:</i>					
PSA Workgroup Meeting 3.	10/29/19	On Schedule			Eric Hall, Workgroup Chair DEO staff, technical support
Meeting 3 Action Items:	11/5/19				
<i>Action Item 1:</i>					
<i>Action Item 2:</i>					
<i>Action Item 3:</i>					
<i>Action Item 4:</i>					
Finalize goals and strategies, including incorporating any feedback from full FTDC.	11/18/19				Eric Hall, Workgroup Chair DEO staff, technical support

FTDC Strategic Plan (including goals and strategies) approved by full FTDC.	12/20/19				Eric Hall, Workgroup Chair DEO staff, technical support
--	----------	--	--	--	--