



Florida Job Growth Grant Fund Workforce Training Grant Proposal

Proposal Instructions: The Florida Job Growth Grant Fund Proposal (this document) must be completed and signed by an authorized representative of the entity applying for the grant. Please read the proposal carefully as some questions may require a separate narrative to be completed.

Entity Information

Name of Entity: Worknet Pinellas, Inc. dba CareerSource Pinellas

Federal Employer Identification Number (if applicable): ██████████

Contact Information:

Primary Contact Name: Edward Peachey

Title: President & CEO

Mailing Address: 13805 58th Street North, 2-140
Clearwater, FL 33760

Phone Number: 727-570-4300/727-423-5025c

Email: epeachey@careersourcepinellas.com

Workforce Training Grant Eligibility

Pursuant to 288.101, F.S., The Florida Job Growth Grant Fund was created to promote economic opportunity by improving public infrastructure and enhancing workforce training. This includes workforce training grants to support programs offered at state colleges and state technical centers.

Eligible entities must submit proposals that:

- Support programs and associated equipment at state colleges and state technical centers.
- Provide participants with transferable and sustainable workforce skills applicable to more than a single employer.
- Are offered to the public.
- Are based on criteria established by the state colleges and state technical centers.
- Prohibit the exclusion of applicants who are unemployed or underemployed.



1. Program Requirements:

Each proposal must include the following information describing how the program satisfies the eligibility requirements listed on page 1.

- A. Provide the title and a detailed description of the proposed workforce training.

Please see attached.

- B. Describe how this proposal supports programs at state colleges or state technical centers.

Please see attached.

- C. Describe how this proposal provides participants transferable, sustainable workforce skills applicable to more than a single employer.

Please see attached.

- D. Does this proposal support a program(s) that is offered to the public?

Yes No

- E. Describe how this proposal is based on criteria established by the state colleges and state technical centers.

Please see attached.

- F. Does this proposal support a program(s) that will not exclude unemployed or underemployed individuals?

Yes No



G. Describe how this proposal will promote economic opportunity by enhancing workforce training. Please include the number of jobs anticipated to be created from the proposed training. Further, please include the economic impact on the community, region, or state and the associated metrics used to measure the success of the proposed training.

See attached.

2. Additional Information:

A. Is this an expansion of an existing training program? Yes No

If yes, please provide an explanation for how the funds from this grant will be used to enhance the existing program.

Please see attached.

B. Does the proposal align with Florida's Targeted Industries? (View Florida's [Targeted Industries here.](#))

Yes No

If yes, please indicate the targeted industries with which the proposal aligns.

If no, with which industries does the proposal align?

Healthcare-Life Sciences

C. Does the proposal align with an occupation(s) on the Statewide Demand Occupations List and/or the Regional Demand Occupations List? (View Florida's [Demand Occupation Lists here.](#))

Yes No

If yes, please indicate the occupation(s) with which the proposal aligns.

If no, with which occupation does the proposal align?

Medical Assistants



D. Indicate how the training will be delivered (e.g., classroom-based, computer-based, other).

If in-person, identify the location(s) (e.g., city, campus, etc.) where the training will be available.

If computer-based, identify the targeted location(s) (e.g. city, county, statewide) where the training will be available.

See attached.

E. Indicate the number of anticipated enrolled students and completers.

See attached.

F. Indicate the length of program (e.g., quarters, semesters, weeks, etc.), including anticipated beginning and ending dates.

Begin Date: Upon award End Date: One year

G. Describe the plan to support the sustainability of the proposal.

See attached.

H. Identify any certifications, degrees, etc. that will result from the completion of the program. Please include the Classification of Instructional Programs (CIP) code if applicable.

See attached.



I. Does this project have a local match amount?

Yes No

If yes, please describe the entity providing the match and the amount.

See attached.

J. Provide any additional information or attachments to be considered for the proposal.

See attached.

3. Program Budget

Estimated Costs and Sources of Funding: Include all applicable workforce training costs and other funding sources available to support the proposal.

A. Workforce Training Project Costs:

Equipment	\$	_____	
Personnel	\$	_____	
Facilities	\$	_____	
Tuition	\$	_____	
Training Materials	\$	_____	
Other	\$	_____	Please Specify: _____
Total Project Costs	\$	<u>136,593.60</u>	Attached _____

B. Other Workforce Training Project Funding Sources:

City/County	\$	_____	
Private Sources	\$	_____	
Other (grants, etc.)	\$	_____	Please Specify: _____
Total Other Funding	\$	<u>0.00</u>	

Total Amount Requested \$ 136,593.60

Note: The total amount requested must equal the difference between the workforce training project costs in 3.A. and the other workforce training project funding sources in 3.B.



- C. Provide a detailed budget narrative, including the timing and steps necessary to obtain the funding, how equipment purchases will be associated with the training program, if applicable, and any other pertinent budget-related information.

See attached.

4. Approvals and Authority

- A. If entity is awarded grant funds based on this proposal, what approvals must be obtained before it can execute a grant agreement with the Florida Department of Economic Opportunity (e.g., approval of a board, commission or council)?

No approvals required. Implementation will begin immediately.

- B. If approval of a board, commission, council or other group is needed prior to execution of an agreement between the entity and the Florida Department of Economic Opportunity:

- i. Provide the schedule of upcoming meetings for the group for a period of at least six months.

Not applicable

- ii. State whether that group can hold special meetings, and if so, upon how many days' notice.

Not applicable

- C. Attach evidence that the undersigned has all necessary authority to execute this proposal on behalf of the entity. This evidence may take a variety of forms, including but not limited to: a delegation of authority, citation to relevant laws or codes, policy documents, etc.



I, the undersigned, do hereby certify that I have express authority to sign this proposal on behalf of the above-described entity.

Name of Entity: Worknet Pinellas, Inc. dba CareerSource Pinellas

Name and Title of Authorized Representative: Edward Peachey, President & CEO

Representative Signature: 

Signature Date: 10/25/17

Florida Job Growth Grant Fund

Workforce Training Grant Proposal – Referenced Attachment

WorkNet Pinellas, Inc. dba CareerSource Pinellas and BayCare Health System
Partnership Proposal

ENTITY: WorkNet Pinellas, Inc. dba CareerSource Pinellas

Proposal submitted on behalf of and in partnership with BayCare Health System.

1. Program Requirements

A. Provide the title and a detailed description of the proposed workforce training.

Title: BayCare Medical Assistant Internship and Certification Program

Summary: Under this initiative, CareerSource Pinellas proposes to expand existing training and resources through a partnership with BayCare Health System to address their urgent need for Certified Medical Assistants. This initiative will aid in much needed talent development to address skills gaps in the rapidly growing healthcare industry and provide training, industry-recognized certifications, and work experience to local workers. The anticipated number served by this initiative is 30, with expected sustainability of the program after the initial startup period and expansion to other partner healthcare system employers. Training programs encompassed in this initiative include skills training culminating in an industry-recognized credential to include training along a career pathway in the healthcare sector, with 100% of participants placed into employment.

BayCare Medical Assistant Internship and Certification Program Proposal

Certified Medical Assistants (CMAs) play a vital role in the operation of physician offices, outpatient ambulatory clinics, hospitals and other healthcare facilities. Nationwide, the demand for medical assistants is expected to grow 23% by the year 2024; across Florida, job growth will be significantly higher at an estimated 33%. BayCare Medical Group (BayCare) is already experiencing a recruitment gap for certified medical assistants. Currently at BayCare, there are 45 open, entry-level medical assistant positions across Hillsborough and Pinellas counties. As BayCare Medical Group and BayCare Urgent Care continue to grow, the need for medical assistants will also increase.

The inability to fill these entry-level, skilled positions creates a ripple effect across the health delivery system, creating and prolonging openings for higher skilled positions. The Medical Assistant is an established entry point in a well-defined career progression ladder. In BayCare Medical Group, for example, a Medical Assistant has the ability to advance to Senior Medical Assistant, Medical Office Coordinator, Site Manager and ultimately a select few may achieve Practice Administrator. Many existing BayCare staff currently filling unskilled positions have expressed interest in filling such roles but face barriers to enrolling in available education programs like lost wages. Similarly, unemployed individuals in the community are typically unable to hold off securing employment or paying the cost of tuition. This presents an unfortunate challenge for these individuals. With a starting wage for a Medical Assistant at \$12.61 (over 50% higher than Florida minimum wage) an individual on

this path can propel themselves to ultimately move to \$13.38, \$15.15, \$19.26 and \$38.20, respective to the above outlined positions on this ladder (not inclusive of annual merit increases).

Certified Medical Assistant and Preceptor Training Programs

To solve this problem, BayCare Health System, through a partnership with CareerSource Pinellas, proposes launching the Medical Assistant Internship and Certification Program. This program will couple existing formal education and certification programs with an onsite paid internship program to mitigate lost wages for the duration of training and certification.

BayCare will identify internal unskilled entry-level team members or external unemployed CareerSource participants willing to participate in the program at BayCare's expense. CareerSource Pinellas and CareerSource Tampa Bay will assist in recruitment of eligible and suitable candidates through In-House Recruiting events onsite at BayCare and a system of direct referrals. BayCare Recruitment will hold a job fair with identified external candidates from CareerSource and self-identifying internal BayCare candidates. An intern group will be selected from this pool of candidates.

BayCare will identify a select number of sites where Medical Assistant Preceptors will manage no more than two Medical Assistant Interns while they are attending their educational program. The MAIs will shadow and participate with the MAPs in daily tasks expected of Medical Assistants. Prior to graduation from the program, BayCare's Career Coach and BMG Recruiters will work with MAIs to prepare them for permanent placement.

A combination of WIOA-eligible unemployed/underemployed and incumbent workers will be served by this initiative. Certified Medical Assistant training programs available through education partners Hillsborough Community College and St. Petersburg College can be completed in four months. The anticipated minimum number served by this initiative is 30, with a minimum of 10 incumbent workers trained as Medical Assistant Preceptors and 20 program participants hired into a medical assistant position within BayCare Medical Group in 2018.

Job Placement

Two new positions within BayCare will be developed for this initiative: Medical Assistant Preceptor and Medical Assistant Intern.

- Medical Assistant Preceptor (MAP): This position would handle preceptor duties for Medical Assistant Interns based at their location. They would oversee no more than two (2) interns at any one time who would shadow them in their daily duties on a daily basis throughout the duration of the internship.
- Medical Assistant Intern (MAI): This position would be hired in for the sole purpose of attending HCC or SPC to complete the Medical Assistant Program. When not participating in the program's educational requirements, the MAI would shadow the MAP and begin to take on examination, procedural and treatment duties as the skill level increases over time. These duties include patient histories, routine lab procedures and preparation of specimens for transport to the lab, following up on test orders and reports results to provider and patient, providing and maintaining patient education materials, maintaining medical

equipment, and ordering clinical supplies. The MA also creates and maintains patient electronic medical record (EMR). To round out their instruction, the MAI would also be required to complete BayCare's online Cerner (EMR) training. Upon completion of the college program, BayCare training and certification exam, the MAI would be promoted to a Medical Assistant and be placed full-time in a permanent location.

- B. Describe how this proposal supports programs at state colleges or state technical centers.

The proposed program will utilize existing curriculum offered at educational providers Hillsborough Community College and St. Petersburg College, with expansion opportunities available to additional institutions providing accredited Certified Medical Assistant training.

- C. Describe how this proposal provides participants transferable, sustainable workforce skills applicable to more than a single employer.

This program design can be replicated in other healthcare providers in the industry with the same needs for qualified, certified Medical Assistants. The recruitment gap of skilled Certified Medical Assistants is not unique to BayCare, with other healthcare employers frequently citing the same need to fill their positions. EMSI data supports these hiring trends - on average, only 59 percent of advertised Medical Assistant positions were filled, quantifying aggressive hiring competition among employers competing for regional talent. Regionally, an estimated 234 companies are competing for CMA talent.

Furthermore, the Medical Assistant certification is industry-recognized and transferable to all employers seeking this skill. In addition to organizational and industry sustainability, the skills provided under this initiative advance the long-term opportunities of the individual through a direct link to a structured career ladder in the high-demand, high-wage healthcare industry.

- D. Does this proposal support a program that is offered to the public?

Yes, the CMA training programs targeted by this initiative are offered to the public.

- E. Describe how this proposal is based on criteria established by the state colleges and state technical centers.

The proposed program will utilize existing curriculum offered at educational providers Hillsborough Community College and St. Petersburg College, with expansion opportunities available to additional institutions providing accredited Certified Medical Assistant training.

- F. Does this proposal support a program that will not exclude unemployed or underemployed individuals?

Yes, this program directly serves the unemployed and underemployed.

- G. Describe how this proposal will promote economic opportunity by enhancing workforce training. Please include the number of jobs anticipated to be created from the proposed

training. Further, please include the economic impact on the community, region, or state and the associated metrics used to measure the success of the proposed training.

This program will promote economic opportunity by addressing the needs of local healthcare employers and result in unemployed and underemployed individuals obtaining entry level employment in high demand occupations which will lead to high wage careers. Additionally, two new position titles will be created within BayCare Health System as a direct result of this initiative, which will continue to serve as a pipeline for this career pathway: Medical Assistant Preceptor and Medical Assistant Intern.

This workforce development training program will cost approximately \$4,553 per individual served and the return on investment for every \$1.00 expended in training will result in a return of approximately \$26.96, with a total return on investment for this program estimated at \$3,682,200.

The Tampa-St. Petersburg-Clearwater MSA (comprised of Hernando, Hillsborough, Pasco, and Pinellas Counties) is home to more than 9,000 healthcare and social assistance locations with nearly 173,000 employees. These employees represent a total income of close to \$10 billion within the local economy and each healthcare industry job results in the creation of an additional 1.5 jobs, for a total of 45 jobs initially created under this program. According to the U.S. Department of Labor, Bureau of Labor Statistics, the average salary for a healthcare worker in the Tampa Bay region is \$54,475 per year, nearly 20 percent higher than the average MSA salary of \$45,510. For each person placed into a healthcare position, \$122,740 is brought into the local economy ($\$54,475 + (1.5 \times \$45,510)$). This represents a tremendous impact to our region, with a total initiative impact of nearly \$3.7 million.

2. Additional Information

A. Is this an expansion of an existing training program?

- *If yes, please provide an explanation for how the funds from this grant will be used to enhance the existing program.*

Yes, this program expands upon successful models implemented in partnership between BayCare Health System, CareerSource Pinellas, Hillsborough Community College, and St. Petersburg College, notably in the training of Registered Nurses and Medical Clinical Laboratory Technicians/Technologists.

B. Does the proposal align with Florida's Targeted Industries?

- *If yes, please indicate the targeted industries with which the proposal aligned. If no, with which industries does the proposal align?*

Yes, Healthcare-Life Sciences

C. Does the proposal align with an occupation on the Statewide Demand Occupations List and/or Regional Demand Occupation List?

- *If yes, please indicate the occupations with which the proposal aligns. If no, with which occupation does the proposal align?*

Yes, Medical Assistants

- D. Indicate how the training will be delivered (e.g. classroom-based, computer-based, other).
- *If in person, identify the targeted locations (e.g. city, campus, etc.) where the training will be available.*
 - *If computer-based, identify the targeted locations (e.g. city, county, statewide) where the training will be available.*

Training will be delivered in a combination of classroom instruction and work-based learning onsite at the employer's location. The targeted locations for this training are at the campus locations and BayCare facilities in Pinellas and Hillsborough Counties.

- E. Indicate the number of anticipated enrolled students and completers.

A minimum of 30 participants will be enrolled, complete training and be placed into employment in the initial pilot group.

- F. Indicate the length of the program (e.g. quarters, semesters, weeks, etc.), including anticipated beginning and end dates.

The duration of the program under this proposal is one year/12 months from the date of award. The CMA training programs can be completed in approximately four months.

- G. Describe the plan to support the sustainability of the proposal.

This initiative is expected to be fully integrated into the workforce training programs available in BayCare Health System. Following the successful pilot and initial startup period, this program will not only be sustainable within BayCare but targeted for replication and expansion to other healthcare providers in the industry with the same needs for qualified, certified Medical Assistants.

- H. Identify any certifications, degrees, etc. that will result from the completion of the program. Please include the Classification of Instructional Programs (CIP) code if applicable.

Certified Medical Assistant (CMA), CIP Code 51.0801 (Medical/Clinical Assistant)

- I. Does this project have a local match amount?

- *If yes, please describe the entity providing the match and the amount.*

Yes, the local match amount is approximately \$121,000 (89% of the requested funding amount). Please see Budget Narrative attachment for additional detail.

- J. Provide any additional information or attachments to be considered for the proposal.

3. Program Budget

- A. Workforce Training Project Costs
B. Other Workforce Training Project Funding Sources

Please see Budget Narrative attachment for detail.

- C. Provide a detailed budget narrative, including the timing and steps necessary to obtain the funding, how equipment purchases will be associated with the training program, if applicable, and any other pertinent budget-related information.

Please see Budget Narrative attachment for detail.

4. Approvals and Authority

- A. If entity is awarded grant funds based on this proposal, what approvals must be obtained before it can execute a grant agreement with the Florida Department of Economic Opportunity (e.g. approval of a board, commission or council)?

No approvals required. Implementation will begin immediately.

- B. If approval of a board, commission, council or other group is needed prior to execution of an agreement between the entity and the Florida Department of Economic Opportunity:

- i. Provide a schedule of upcoming meetings for the group for a period of at least six months.

Not applicable

- ii. State whether that group can hold special meetings, and if so, upon how many days' notice.

Not applicable

- C. Attach evidence that the undersigned has all necessary authority to execute this proposal on behalf of the entity. This evidence may take a variety of forms, including but not limited to: a delegation of authority, citation to relevant laws or codes, policy documents, etc.

Please see attached.

Florida Job Growth Grant Fund - Workforce Training Grant Proposal
CareerSource Pinellas and BayCare Health System Partnership - Certified Medical Assistant Training Program

Budget

Recipient	Category	Amount
BayCare	Medical Assistant Preceptor (MAP) Stipends - A \$2 hourly stipend will be added to wages while mentoring. 40 hrs/week x 16 weeks = \$1,280 per MAP. 10 MAPs total	\$ 12,800.00
BayCare	Medical Assistant Intern (MAI) Wages - \$10/hr wage at 40/hrs per week for 16 weeks = \$6,400 per MAI. 20 MAIs total: 50% of 10 weeks of MAI wages not covered under OJT/PWE funds and 50% of 16 weeks of MAI wages for 10 participants not eligible for OJT/PWE.	\$ 52,000.00
BayCare	Career Coach - .25 FTE to provide career guidance and support to the intern group over the training period.	\$ 1,540.00
BayCare	Program Coordinator - .25 FTE to provide program scheduling and site oversight, including participation in recruitment and student selection, preceptor site preparation, and preceptor training prior to the start of the first intern class.	\$ 24,336.00
BayCare	Medical Assistant Preceptor (MAP) Training and Curriculum Development - 50% of training program and curriculum development costs for the MAP program. Total costs are estimated at \$700 per MAP for one week of training. \$350 per x 10 MAPs	\$ 3,500.00
BayCare	Medical Assistant Intern (MAI) Tuition - 50% of tuition costs at approximately \$1,500 per student over the 16 week term. 20 MAIs total, total tuition per student is estimated at \$3,000.	\$ 30,000.00
	Subtotal-Direct Costs	\$ 124,176.00
CSPIN	Indirect (10% de minimis) - Indirect costs as the grant recipient and pass through agency.	\$ 12,417.60
	TOTAL	\$ 136,593.60

Leveraged Resources

Provider	Category	Commitment
CSPIN	Career Counselor - .10 FTE to provide career counseling services to unemployed/underemployed participants.	\$ 4,000.00
CSPIN	Placement Specialist - .10 FTE to provide recruitment and placement services.	\$ 3,500.00
CSPIN	Recruiter - .10 FTE to provide In-House Recruitment (IHR) coordination services.	\$ 4,000.00
CSPIN	On-the-Job (OJT) Training Funds - Estimated at 50% of new employee wage rate for up to 6 weeks for approximately 10 MAI participants from WIOA local funds. Paid work experience and paid internship funds may also be included as additional leveraged funds if eligible.	\$ 12,000.00
BayCare	Employer Share OJT Funds - Employer share of approximately 10 participants provided relevant, monitored, structured MAI on-the-job training for an estimated 50% of the new employee wage rate for up to 6 weeks.	\$ 12,000.00
CSPIN	Employed Worker Training (EWT) Program Funds - Funds to provide support for 50% of training program and curriculum development costs for the MAP program. Total costs are estimated at \$700 per MAP for one week of training. \$350 per x 10 MAPs	\$ 3,500.00
BayCare	Medical Assistant Intern (MAI) Wages - \$10/hr wage at 40/hrs per week for 16 weeks = \$6,400 per MAI. 20 MAIs total: 50% of 10 weeks of MAI wages not covered under OJT/PWE funds and 50% of 16 weeks of MAI wages for 10 participants not eligible for OJT/PWE.	\$ 52,000.00
BayCare	Medical Assistant Intern (MAI) Tuition - BayCare will pay 50% of tuition costs at approximately \$1,500 per student over the 16 week term. 20 MAIs total	\$ 30,000.00
	TOTAL	\$ 121,000.00
	Leveraged Resources %	89%

BOARD OF DIRECTORS POLICY MANUAL

(13.0390) SUPPLEMENTAL FUNDING OPPORTUNITIES

The President and CEO shall pursue and/or initiate through staff supplemental funding opportunities through solicitation of grant awards and/or forming partnerships; however, such funding shall be sought only for the furtherance of the purposes of WorkNet Pinellas, Inc. – Workforce Development.

Legal Reference:

Adopted: