



# FLORIDA TALENT DEVELOPMENT COUNCIL

## Meeting Minutes

July 12, 2022

2:00 – 3:00 PM

### Members Present:

- Bob Ward, Chair
- Michelle Dennard, CareerSource Florida
- Brian Mims for Mark Adler, EFI
- The Hon. Dane Eagle, Secretary of DEO
- Chancellor Henry Mack for Comm.  
Manny Diaz, DOE
- Mark Wilson, Florida Chamber
- Chancellor Marshall Criser, BOG
- Chancellor Kathy Hebda, Florida College  
System
- Kevin O'Farrell, Career and Adult Ed
- Robert Boyd, ICUF
- Robert Keiser, FAPSC

### Not Present:

- Monesia Brown, SBOE
- The Hon. Travis Hutson, Senator

### Others Present:

- Alex Brick, Senate Staff
- Florida House Staff
- Adrienne Johnston, DEO
- REACH-EOG Office Staff
- Keantha Moore, DEO
- Tiffany Vause, WIN Learning
- Victoria Heller, CareerSource Florida
- James Mosteller, CareerSource Florida
- Emily Sikes,  
BOG





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## I. Roll Call/Welcome

Bob Ward, Chair of the Council, welcomed the members and called the meeting to order at 2:02PM.

## II. Opening comments by the Chair

Chair Ward shared that he was excited for the opportunity to serve the Council and wanted to open the meeting by establishing some initial expectations, roles, and a clarified mission for moving forward.

### a. Expectations & Roles

The chair shared his goal as the Chairman of the Florida Talent Development Council was not to rule the Council, but to act more as a coach. He quoted former Florida House Speaker Chief of Staff Stephen MacNamara who said, “Speaker is a poorly named title for the job, and rather it should be ‘Listener.’ A good leader listens.” The chair shared his agreement with MacNamara’s statement and that he believed listening is critical to effective decision making – which is the main task of the Florida Talent Development Council. Chair Ward added that he did not wish to dominate the conversation, but lead the corporate body in the effort of making decisions together. He added further that decisions must be made on knowledge, not gut feelings.

The legislature recognizes that statistics and data should be the clear driving force behind decisions made by this Council. Chair Ward indicated his wish to establish processes and procedures similar to a Board of Governors meeting, a legislative committee meeting, and the like. More specifically, the chair asked the Council members to prepare information, determine what questions should be asked, present relevant information to the Council, then make a collective decision based on the inherent knowledge of the Council members or the data provided to the Council. Our information, data, and statistics will be furnished by the Florida Department of Education (including the state college system, state university system), CareerSource Florida, Independent Colleges and Universities of Florida, and others. The Council will work in step with the Governor’s REACH Office to ensure alignment with the Governor’s priorities.

## III. Overview of TDC Mission

Chair Ward continued his remarks by sharing with the Council that he seeks their advice and their leadership. The business of the Council must be a collective effort, and the work can be done if the Council deals with and makes decisions based upon facts. The chair added that Governor DeSantis made it clear in Executive Order 19-31 that he desires Florida to be the number one state in the nation for workforce education and development by 2030. Prior to moving on to the next item on the agenda, chair Ward asked if Secretary Eagle would like to say a few words.





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Secretary Eagle thanked Bob Ward for his update and that he was a great pick by the Governor. He thanked the chair and the Council for all their work and pledged the support of DEO in their efforts. In order to make Florida number 1 for workforce development and workforce education, Secretary Eagle stressed the importance of the successful implementation of the following programs: REACH Act, FL-WINS, WIOA grants, educational grants, and job growth grant funds. He concluded his remarks by sharing he was pleased with the group on the Council and believes they can steer and guide those priorities to achieve the 2030 mission.

#### **IV. Discussion about direction/work to be done**

Chair Ward thanked the Secretary for his comments and shared he was looking forward to the work ahead. The chair recalled the mission of the Council was broken up into two parts. The first part of the mission was conducted during the first year and the second part of the mission is to be conducted during the second year. The direction of the Council is to address the needs of the 21<sup>st</sup> century workforce. During the first year, the Council made a good effort to develop a strategic plan to address this, however he acknowledged the Council lacked necessary time to develop a plan that included additional elements necessary to create a more advanced strategic plan. Chair Ward continued that the Council has made great strides and has done many things well. Specifically, he mentioned the collaboration of cross sector analyzation. Working with the Council, Chamber of Commerce, DOE, and CSFL, the Council has provided an analysis regarding which degrees are effectively meeting business needs.

Chair Ward added that he did not believe the FTDC needed to meet more than quarterly. He specified that each fall the Council should evaluate the strategic plan from the previous year. The purpose of this evaluation is to ensure the Council is on target for future goals as well as analyze the accuracy and status of the previous report. The fall meeting should be several hours and should be in-person. Each meeting should include a roundtable discussion where each Councilmember provides a high-level update on their work that impacts the work of the FTDC and could impact other sectors represented on the Council. This is the opportunity for the Council to engage, move forward, and evolve.

At 2:17PM, the chair continued by sharing additional information of the Council's objective. Part two of the Council's mission directly relates to the state's mission to facilitate supply and demand information for the state's health care workforce. The Florida Talent Development Council is charged with providing an annual update on December 1, 2022 including the outcomes of students in the LINE program and students who have received loan forgiveness. Chair Ward acknowledged the Council missed this report in the past, and cannot miss it again. He closed this portion of the agenda by sharing that when the legislature asks for something, the Council needs to do it because it shows our value to the state.

The chair opened this portion of the agenda up for discussion based on his remarks thus far. He also opened the floor for comments regarding outstanding strategic issues or projects. Chair Ward asked Chancellor





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Henry Mack (DOE) if he or Michelle Dennard (CSFL) had any updates to provide. Chancellor Mack deferred to Michelle for comment.

Michelle Dennard (CSFL) agreed with the chair's remarks and reiterated the Council must follow the statutory charge. She looks forward to collaborating with the Council in these efforts. Michelle continued by stating the REACH Act has enhanced and expedited better information sharing and prioritizing of strategies. She looks forward to working with the Council to better address industry and business gaps and is thankful to Bob Ward for his leadership.

Chancellor Henry Mack (DOE) echoed Michelle's comments and that this Council provides a great opportunity for interagency dialogue. Henry remarked his goals were for associating strategic education attainment and workforce supply. He added that have established common benchmarks and metrics is critical to laying the groundwork for the Council's success. Henry closed by sharing his excitement for what lies ahead and thanked the chair for his direction.

Mark Wilson (FL Chamber) echoed Michelle and Henry's comments and reiterated the need for standardized benchmarks and metrics. In the Florida Chamber Foundation's Blueprint 2030 report, he shared that most of the workforce data on accounts for Floridians between the ages of 25-64. Their goal if for 80% of Floridians to receive essential employability skills – those skills are determined by the employers.

Chair Ward thanked Mark for his comments.

Chancellor Henry Mack (DOE) added that he agreed with Mark's statement regarding the workforce data limitations. Furthermore, Chancellor Mack shared that not all certificates or other valuable awards are captured in the Luna measure. He reiterated the necessity for a standardized benchmark or metric to measure success in all entities involved with workforce education and workforce development.

Chancellor Kathy Hebda (DOE) thanked the Chair for his leadership and shared her excitement for the Council. Chancellor Hebda added some limitations she's encountered relates to economic disparities as they breakdown data captures from difference counties and regions throughout Florida.

Chair Ward thanked Chancellor Hebda for her remarks and shared that Visit Orlando partnered with Orlando Economic Prosperity in an out-of-state advertising measure budgeted at \$90M per year. Those advertising efforts are going to drive the need for additional talent as businesses migrate to Florida.

Mark Wilson (FL Chamber) shared he looked forward to hearing from education entities. Florida is the number state in the United States for our state university system and K-12 education. There isn't much to fix with regard to talent development but rather raising awareness of these awesome opportunities available right here in Florida.





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Chair Ward agreed with Mark's assessment and that it was time to destroy the myth that education is broken in Florida.

## V. Staff presentation on status of REACH Act implementation

At 2:32PM Katie Crofoot provided updates. Our team has the slides and should insert additional information here.

At 2:40PM Katie concluded her REACH Act implementation update and Bob asked the Council if they had any questions. Hearing none, Bob moved forward to the next item on the agenda.

## VI. Roundtable Updates on latest Talent Work

Chair Ward opened the next item on the agenda for Council members to provide general updates or share ongoing issues relating to their work affecting the Council.

Mark Wilson provided a brief update, but due to technical issues, I could not determine what was shared.

Michelle Dennard (CSFL) shared that her team, in coordination with the Federal Reserve Bank of Atlanta conducted a 4-month pilot program with the Zucker Center at the University of Florida. She shared a link with the Councilmembers to the report and asked for any feedback. Michelle continued by sharing the Board allocated \$9M for sector strategy development prioritizing aviation, aerospace, advanced manufacturing industries in the Space Coast. Michelle closed by sharing that her team will be publishing the first phase of the EY report on board alignment by the end of this week or early next week.

Bob thanked Michelle for her update and asked if Chancellor Marshall Criser had any updates he'd like to share with the Council.

Chancellor Criser (DOE) shared his priority of late has been internships at the state university level. While there is a unanimous conclusion that internships create value for Florida students, their team has been analyzing the effects of not-for-credit internships.

Emily Sikes (DOE) added that her team is working on the issue Marshall discussed above and also added that they are working with the Florida College System with regard to LINE and PIPELINE funds, more specifically, how to collect data to report to the Council.

Bob thanked Marshall and Emily for their updates and asked Henry if he had any updates to convey to the Council.

Chancellor Mack (DOE) shared that he had five items to highlight. The first being \$20-\$24M to help foster regional workforce development efforts in





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the 6 counties surrounding the Space Coast. These funds are targeted to aviation, aerospace, engineering, IT, and advanced manufacturing. The next item he highlighted was his team's focus on targeted pathway programs – specifically the AA to state university system. His team is actively analyzing transfer and enrollment rates as well as how seamless the transition is. He also highlighted the \$10M to apprenticeship programs, embodying the “Earn While You Learn” battle rhythm efforts of this Administration. He also added the additional \$15M for pre-apprenticeship and apprenticeship programs. Florida International University, Florida State University, and the University of South Florida have shown significant interest in these opportunities. He added that FIU has been of particular interest due to their cybersecurity apprenticeship program. He is prioritizing efforts to ensure these opportunities are widely known throughout the state university system. Henry continued his update by sharing \$80M has been deployed for workforce education and talent development from Relief funds from the pandemic. Additionally, the previous presidential administration's December 2021 Act funds have been dispersed with \$10M designated to apprenticeship programs for critical workforce demands. Henry added that a lot of attention has been directed toward the \$5-\$10M for CTE charter schools. These charter schools connect to a college where students graduate with their high school diploma and receive a CTE certificate like an associate in science in information science or an LPN. Finally, Henry updated the Council on his team's priority in addressing dual-generation approach to education for adult learners. The goal is to meet adult learners where they are at, and to reduce the number (3 million adult Floridians) who are barely literate, do not have a high school diploma, and are the head of their respective household. He closed his remarks by sharing a brief update on the LINE and PIPELINE funds with the Board of Governors slated to address again in August 2022.

Chair Ward thanked Chancellor Mack for the update and asked if Chancellor Hebda had any additional comments.

Chancellor Hebda (DOE) shared that her team alongside the Office of Articulation would be implementing a credit for military service and instruction. She added it was important to add that uniformed experience. Kathy closed by saying this will be expanded to include law enforcement through the passage of HB 3.

Chair Ward thanked Chancellor Hebda for her update and asked Bob Boyd to provide his update.

Bob Boyd (ICUF) shared that ICUF hosts 160,000 students and 30 institutions within the state of Florida. He added that 25% of Florida teachers and 25% of Florida nurses are graduates from an ICUF school. With regard to the CRC, Bob shared that al 30 entities have provided information including 5,111 unique entries and 5,033 CIP codes. ICUF hosts 725 online programs and has 717 locations throughout the state of Florida. At the December 11<sup>th</sup> state university system and state college system board meeting, ICUF presented their information as it relates to nursing programs. ICUF has 17 nursing programs and 6,000 nursing students. ICUF provided a report to the Board of Governors including graduation rates and NCLEX passage rates. Bob added that Florida faces a doctor shortage as well and believes that graduate medical completions be included in the LINE funds. Bob shared that the largest medical school is NOVA Southeastern followed by the





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University of Miami – both of which are ICUF institutions. Bob shared that ICUF is launching a dashboard on September 1, 2022 which will include information for all of their degree programs including 1, 3, and 5-year earnings and a net price calculator for tuition. Bob realizes that, while this dashboard is not mandated, he believes this dashboard will help consumer transparency and fits in with the Board of Governors vision. Bob closed by sharing his challenge to calculate placement rates for students. He hopes to receive guidance to better develop and meet goals. Finally, he asked the Council to remember Embry Riddle with the Space Coast funding. He shared that Embry Riddle deploys the most workforce talent to the Space Coast. While the LINE fund includes private university funding, the PIPELINE fund does not.

Chair Ward thanked Bob Boyd for his updates and asked if Brian Mimbs from Enterprise Florida had any updates to share with the Council.

Brian shared that he and his team have had more engagement in the past six months than quite a while. He added that crafting short and long term needs for businesses and recruitment was key. He gave credit to the REACH team, DEO, and DOE to find ways to address these opportunities.

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|-------------------------|--------------------------|-----------------------|
| a. <b>Business</b>      | c. <b>SUS</b>            | f. <b>Legislative</b> |
| <b>Partners</b>         | d. <b>State Colleges</b> | <b>Partners</b>       |
| b. <b>Career Source</b> | e. <b>ICUF</b>           |                       |

Chair Ward thanked Brian Mimbs for his update and asked Jeanne Boggs with the REACH Office to call the roll, having skipped that order of business earlier in the day.

Jeanne Boggs called the following Council members by name. **Present:** Chair Bob Ward, Michelle Dennard, Brian Mimbs, Chancellor Henry Mack, Mark Wilson, Chancellor Marshall Criser, Chancellor Kathy Hebda, Chancellor Kevin O’Farrell, and Bob Boyd. Secretary Dane Eagle and Dr. Robert Keiser were both previously in attendance but had to depart the meeting at the time the roll was called.

**Absent:** Monesia Brown, and Senator Travis Hutson.

## VII. **Public Comment**

Chair Ward thanked Jeanne for calling the roll and turned the meeting over for public comment. Hearing no comments, he asked if there was a motion to adjourn the meeting. Bob Boyd made the motion to adjourn and Chancellor Marshall Criser seconded, the meeting adjourned at 3:07PM.

