



## Board of Directors Meeting

February 21, 2013  
12:30 p.m. to 3:00 p.m. ET  
Augustus B. Turnbull III Florida State Conference Center  
555 West Pensacola Street  
Tallahassee, FL 32306



Workforce Florida Board/Florida Workforce Chairs'  
Alliance - Boxed Lunch Pick-up 11:15 a.m.  
Room 208 - Auditorium  
FWCA Meeting  
11:30 A.M TO 12:30 P.M. ET

## Board of Directors Meeting Agenda

FEBRUARY 21, 2013 • 12:30 TO 3:00 P.M. ET

FLORIDA STATE CONFERENCE CENTER - ROOM 208 AUDITORIUM  
555 WEST PENSACOLA STREET • TALLAHASSEE, FL 32306

### Chairman's Welcome & Opening Remarks

*Dwayne Ingram*

- Race to Place

*Stacy Campbell-Domineck*

### Florida Workforce System Branding Update

*IDEAS of Orlando Tab 1*

### Consent Items

- Approval of Designee *Tab 2*
- Approval of Minutes *Tab 3*
- Approval of Waiver Review Committee Recommendation *Ric Shriver Tab 4*

### Action Items

- Approval of Legislative Agenda *April Money Tab 5*
- Approval of Local Plans *Mary Lazor Tab 6*
- Approval of Biennial Recertification of  
Regional Workforce Boards *David Cooper Tab 7*
- Career & Professional Education Industry Certification  
List Approval *Jayne Burgess Tab 8*
- Statewide Targeted Occupations List *Jayne Burgess Tab 9*
- Approval of Electronic Board Packet Policy *Scott Fennell Tab 10*
- Approval of Contract under Workforce Florida  
Contracting Policy *Jay Barber Tab 11*
  - Quick Response Training – St. Petersburg College



## **Council Reports**

- Finance & Efficiency Council
- Performance Council
- Global Talent Competitiveness Council

**Andy Perez** Tab 12

**Britt Sikes** Tab 13

**Ric Shriver** Tab 14

## **President's Report**

**Chris Hart**

## **Regional Workforce Board Reports**

- Florida Workforce Chairs' Alliance
- Florida Workforce Development Association

**Lenné Nicklaus-Ball**

**Richard Williams**

## **New Business & Public Comment**

## **Chairman's Closing Remarks**

**Dwayne Ingram**

## **Information Items**

Tab 15

- Biography of Jesse Panuccio, Executive Director, Florida Department of Economic Opportunity
- Employ Florida Statewide Marketing and Outreach Update
- Councils Membership List
- 2013 Meeting Schedule

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## **UPCOMING MEETINGS**

Workforce Florida Executive Committee Meeting  
April 17, 2013

Workforce Florida Board of Directors/Councils Meetings  
May 21-22, 2013 (please note - new dates)  
Naples



## FLORIDA WORKFORCE SYSTEM STATEWIDE BRANDING INITIATIVE UPDATE

\* \* \* \* \*

**Goal:** Through research-based strategic market analysis and collaborative input from stakeholders throughout Florida's workforce development system, develop recommendations for a single, common brand that conveys and promotes a comprehensive, unified and aligned system of world-class services for job seekers, workers and businesses.

<b>Project Launch Date:</b>	November 2012
<b>Target Date for Rebranding Recommendations:</b>	May 2013 Quarterly Meeting of the Workforce Florida Inc. Board of Directors

**Background:** At the November 2012 Board of Directors and related meetings, the Workforce Florida board and partners were introduced to Team IDEAS, the competitively selected Florida firm chosen to conduct the research and development of a statewide, unified brand for Florida's workforce system, consistent with the branding provision in Chapter 445.007, Florida Statutes.

Charged with leading the Florida Workforce System Branding Initiative, Workforce Florida has committed to a transparent and collaborative process. The next board update is planned for February 21, 2013. Team IDEAS of Orlando will report on Phase I research findings to date.

The branding initiative was officially launched in November with an overview briefing for Workforce Florida's board and partners and participation in the Florida Workforce Development Association and Florida Workforce Chairs' Alliance meetings. Team IDEAS also held a daylong, open-door, "drop-in" session for regional and state workforce leaders to share initial thoughts and ideas regarding workforce system branding.

Among major milestones completed to date are 27 Culture Mapping sessions held in nine cities, two, daylong StoryJam™ workshops in Tampa and a state Consumer Awareness and Perceptions Research Survey.

The workforce Culture Mapping sessions were developed by Team IDEAS to better understand the cultural stories, practices, habits, rights and rituals of Florida's workforce regions that may influence the successful development of a unified brand. The small, facilitated group dialogues provided the project team with a better understanding of how the current brands are perceived by a broad spectrum of stakeholders.

The Culture Mapping sessions were conducted December through February as a series of two-hour interviews with frontline workforce professionals, regional workforce leaders, local board members, business leaders and partners as well as Workforce Florida staff members. More than 200 people participated statewide in Culture Mapping with 100-percent participation from Florida's 24 Regional Workforce Boards.

The StoryJam™ workshops were designed to bring leaders through a series of facilitated and directed exercises to develop a shared collection of core story assets, key narrative elements, success factors, perceived failure drivers and action steps relevant to creating a new brand strategy. These intensive workshops were created to develop a compelling narrative about how the Florida workforce system can be perceived by job seekers and businesses as a powerful ally and resource.

StoryJam™ participants included more than 50 workforce, business, education and economic development leaders from across Florida. The Tampa Bay-area Regional Workforce Boards — Tampa Bay WorkForce Alliance, WorkNet Pinellas, Pasco Hernando Workforce Board and Suncoast Workforce — were particularly instrumental in driving participation among stakeholders in these workshops. Workforce Florida board members who attended a StoryJam™ workshop were: Chairman Dwayne Ingram, Dan Baldwin, Mary Lou Brunell, Kevin Doyle, Leslie Ingram and Linda Sparks.

Project updates, including monthly reports (which are included in this briefing packet), are available at <http://www.workforceflorida.com/PrioritiesInitiatives/BrandingInitiative/WorkforceBrandingInitiative.php>.

# Statewide Branding Initiative Schedule of Work

Months	October		November		December		January		February		March		April		May		June	
Weeks	1-2	3-4	1-2	3-4	1-2	3-4	1-2	3-4	1-2	3-4	1-2	3-4	1-2	3-4	1-2	3-4	1-2	3-4

## PHASE ONE

Planning and Meetings																		
Culture Mapping Planning and Session Dates: Dec. 5-18, Feb. 5																		
Quantitative Research 1, Design and Fielding																		
StoryJam Planning and Sessions																		
Brand Strategy Briefing: Feb. 21 WFI Board Meeting																		
Culture Mapping Report																		
StoryJam Report																		
Quantitative Research 1 Report																		
Executive Interviews																		

## PHASE TWO

Brand/Competitive Audit																			
Brand Strategy and Positioning																			
Identity/Logo/Nomenclature																			
Quantitative Research 2: Identity Testing																			
Identity revisions and Style Guide																			
Implementation and Outreach Plan																			
Brand Recommendations at May WFI Board Meeting																			
Final Report																			



**Statewide Branding Initiative**  
Florida's Workforce System  
Monthly Progress Report  
**January 2013**



**Goal:** Through research-based strategic market analysis and collaborative input from stakeholders throughout Florida's workforce development system, develop recommendations for a single, common brand that conveys and promotes a comprehensive, unified and aligned system of world-class services for job seekers, workers and businesses.

**Launch Date:** November 2012  
**Target Date for Rebranding Recommendations:** May 2013 Quarterly Meeting of the Workforce Florida Inc. Board of Directors

**Work accomplished this reporting period:**

- Conducted two, full-day StoryJam™ workshop sessions on January 9 & 10, 2013, in Tampa. Team IDEAS and Workforce Florida welcomed stakeholders and leaders from across the state. Workforce, business, education and economic development were all represented at each of the daylong, intensive facilitated workshops.
- Received briefing from North Star Destination Strategies on top-line findings from its initial research, as Enterprise Florida Inc. develops a new business brand for Florida.
- Worked with partners at the Florida Department of Economic Opportunity and Workforce Florida to negotiate/approve database sharing agreement, which would provide access to employer contact information available through the Employ Florida Marketplace and the Florida Labor Market Statistics Center, to support the Employer Awareness and Perceptions Research.
- Designed and launched the Competitive Brand Audit with interviews planned for Florida's 24 workforce regions, the Department of Economic Opportunity, and research and analysis of state programs in Texas, Kentucky, Georgia and Alabama.
- Began executive interviews with executive directors from the 24 Regional Workforce Boards and other selected leaders, as part of the Competitive Brand Audit.
- Participated in the January 29, 2013, Employ Florida Communications Consortium monthly teleconference to follow-up on previous request for marketing collateral materials from workforce boards and answer any questions regarding the Competitive Brand Audit.
- Began interviews with communications directors for the 24 Regional Workforce Boards.
- Began compilation and analysis of Culture Mapping™ session insights to deliver Session Report in February 2013.
- Began to review and apply StoryAnalytics™ to insights collected in StoryJam™ sessions to deliver the StoryJam report in February 2013.
- Began Quantitative Research Report on insights gathered through the Consumer Awareness and Perceptions Research online survey conducted in late December to deliver on February 2013.



**Work to be accomplished within next reporting period:**

- Continue work with partners at Florida Department of Economic Opportunity and Workforce Florida, among others, to secure relevant lists of business contacts and e-mail addresses to allow Team IDEAS to execute the Phase One, Part Two Employer Awareness and Perceptions survey of users and non-users of Florida Workforce System services.
- Continue leadership outreach for Competitive Brand Audit interviews including to the U.S. Department of Labor regarding the American Job Center name and brand.
- Continue to analyze results of ongoing Competitive Brand Audit.
- Continue to analyze results of executive interviews with Regional Workforce Boards and other selected leaders.
- Continue analysis of insights from Culture Mapping™ sessions.
- Complete 27<sup>th</sup> Culture Mapping™ Session on February 5 in Miami (Region 23). This will conclude the session tours, which included interviews in eight other cities statewide beginning in December and more than 200 participants.
- Continue analysis of insights from StoryJam™ sessions for use in developing recommendations for new brand charter and identity.
- Presentation of research to date at the February 21 Workforce Florida Board of Directors Meeting.
- Continue analysis of Quantitative Research Phase One, Part One Consumer-facing Survey in order to share report at the February 21 Workforce Florida Board Meeting.



**Goal:** Through research-based strategic market analysis and collaborative input from stakeholders throughout Florida's workforce development system, develop recommendations for a single, common brand that conveys and promotes a comprehensive, unified and aligned system of world-class services for job seekers, workers and businesses.

**Launch Date:**

November 2012

**Target Date for Rebranding Recommendations:**

May 2013 Quarterly Meeting of the  
Workforce Florida Inc. Board of  
Directors

### **Work accomplished this reporting period:**

- Completed Culture Mapping™ Implementation Plan
- Completed Culture Mapping™ Sessions including eight destinations, 26 two-hour interview sessions, and more than 200 participants.
  - December 5: Central Florida (Regions 11,12,13,17)
  - December 5: Southwest Florida (Regions 18,19,24)
  - December 6: Tampa Bay-area (Regions 14,15,16)
  - December 10: Orlando Workforce Leadership Conference (Executive Directors/Senior Staff Leaders)
  - December 11: Orlando Workforce Leadership Conference (Employ Florida Communications Consortium)
  - December 13: Northwest Florida (Regions 1,2,3,4)
  - December 14: Tallahassee (Region 5 and Workforce Florida Staff)
  - December 17: Northeast Florida (Regions 6,7,8,9,10)
  - December 17: Miami/Ft. Lauderdale-area (Regions 22,23)
  - December 18: Southeast FL (Regions 20,21)
- Delivered Brand 101 Presentation Workforce Leadership Conference (December 11)
- Created Initial Quantitative Research Survey for Job Seekers, with input from Workforce Florida, Department of Economic Opportunity and Regional Board Leaders
- Launched part-one, phase-one consumer-facing Quantitative Research Survey on December 27. This online survey includes feedback from nearly 600 Florida residents who have recently looked for work, are looking for work or who are in the position to refer others to places for assistance in finding employment, to better understand residents' current state of awareness and perceptions.
- Provided and supported distribution of invitations for intensive, facilitated StoryJam™ workshop sessions to be held in Tampa on January 9 and 10, 2013
- Coordinated on-site logistical requirements for Tampa StoryJam™
- Developed unique, proprietary StoryJam content and exercises for Tampa workshop sessions

**Work to be accomplished within next reporting period:**

- Conduct two, full-day StoryJam™ workshop sessions on January 9 & 10, 2013, in Tampa
- Receive briefing from North Star Destination Strategies on top-line findings from its initial research, as Enterprise Florida develops a new business brand for Florida
- Launch part-two, phase-one Business-facing Quantitative Research Survey in January 2013. Online survey will include feedback from at least 300 Florida employers representing a variety of industries across the state to understand the current state of awareness and perceptions. Qualifying businesses will be sampled from a state database and will include foreign and domestic corporations, LLCs or Limited Partnerships, distributed among small, medium, and large firms, with both minority and non-minority-owned status. Respondents will be responsible for recruiting or hiring in their company, and will reside in the state.
- Design Competitive Brand Audit
- Begin executive interviews with 24 Regional Workforce Board Executive Directors and other selected leaders to be determined
- Begin to develop Culture Mapping™ Session Report
- Begin to develop StoryJam™ Report
- Begin to develop Quantitative Research Report



Statewide Branding Initiative  
Florida's Workforce System  
Monthly Progress Report  
November 2012



**Goal:** Through research-based strategic market analysis and collaborative input from stakeholders throughout Florida's workforce development system, develop recommendations for a single, common brand that conveys and promotes a comprehensive, unified and aligned system of world-class services for job-seekers, workers and businesses.

**Launch Date:**

November 2012

**Target Date for Rebranding Recommendations:**

May 2013 Quarterly Meeting of the Workforce Florida Inc. Board of Directors

**Work accomplished this reporting period:**

- Finalized Contract for Services, Statewide Branding Initiative for Florida's Workforce System
- Attended joint quarterly meetings of Workforce Florida and Enterprise Florida, in Orlando, November 7-9, 2012, to meet stakeholders and become immersed in the business, culture, and mission of the organizations
- Attended Florida Workforce Development Association and Florida Workforce Chairs' Alliance meetings on November 7, 2012
- Met with and gained insights from key members of the FDWA, the FWCA, Workforce Florida and the Florida Department of Economic Opportunity on November 7, 2012, to provide initial grounding into challenges and opportunities as Team IDEAS moves forward in the rebranding effort
- Introduced Team IDEAS members and presented initial rebranding plan to those Workforce Florida Board of Directors and Partners/Stakeholders during Branding Initiative Overview on November 8, 2012
- Attended Workforce Florida/Enterprise Florida reception with Governor Rick Scott and other key system leaders on November 8, 2012
- Attended Enterprise Florida Quarterly Board Meeting on November 9, 2012, where leadership from North Star Destination Strategies presented initial research and insights into their work in the business branding effort led by Enterprise Florida
- Provided/distributed invitations to leadership of all 24 workforce regions to help drive stakeholder participation in intensive, facilitated Culture Mapping™ sessions to be held throughout Florida in December. Insights from Culture Mapping™ sessions will lay the foundation for ways in which the current brand functions in its current environment.
- Planned unique and proprietary content for Workforce Culture Mapping™ Sessions to take place in at least nine locations throughout the state. Planned significant logistics involved in execution of these field sessions.

**Work to be accomplished within next reporting period:**

- Deliver Culture Mapping™ Sessions in the field
- Deliver Brand 101 Presentation to Communications Directors at Orlando Leadership Summit
- Create and launch initial Quantitative Research Survey

# Consent Item

## APPROVAL OF DESIGNEE

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In accordance with Section 4.17, of the Workforce Florida By-Laws, agency heads may be represented by a permanent designee. The permanent designee will be counted towards establishing a quorum.

Section 4.17 Permanent Designees. Those Board members who are statutorily designated members of the Board pursuant to Pub. L. No. 105-220, Title I, s.111(b)(1), subsections (A), and (C)(vi) and (C)(vii), may, at the Board member's discretion, appoint a permanent designee to serve on the Board in the Board member's absence, subject to the Board's acceptance of the designee by regular vote. The Board member shall retain the right to attend and vote (except for those non-voting members pursuant to Section 4.8) at any and all regular meetings, but the permanent designee, once accepted by the Board, may, in the Board member's absence, attend and vote (except for those non-voting members pursuant to Section 4.8) at any and all meetings and such attendance and vote shall be as if the Board member attended and voted himself/herself for all By-Law attendance and voting requirements, including, but not limited to, establishing a Board quorum. Consistent with Pub. L. No. 105-220, Title I, s.111(b) (2), permanent designees shall be individuals with optimum policymaking authority within the organization, agency or entity that the designee represents.

Workforce Florida Board member Wansley Walters, Secretary, Florida Department of Juvenile Justice, is requesting Christy Daly, Deputy Secretary, Florida Department of Juvenile Justice, be appointed as her designee. A letter of request from Secretary Walters along with a biographical sketch from Deputy Secretary Daly is attached for the board's review and approval.

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## NEEDED ACTION

**Approve Ms. Daly as the designee for Wansley Walters, Secretary, Florida Department of Juvenile Justice.**



## FLORIDA DEPARTMENT OF JUVENILE JUSTICE

Rick Scott, Governor

Wansley Walters, Secretary

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September 28, 2012

Mr. Chris Hart, IV  
President and Chief Executive Officer  
Workforce Florida, Inc.  
1580 Waldo Palmer Lane, Suite 1  
Tallahassee, Florida 32308

Dear Mr. Hart:

Consistent with Section 4.17 of the Workforce By-Laws, I hereby submit the name of Christy Daly, Deputy Secretary, Florida Department of Juvenile Justice, as my appointee for permanent designee to serve on the Board of Directors of Workforce Florida, Inc., in my absence, subject to the Board's acceptance by regular vote.

It is my understanding that I shall retain the right to attend and vote at any and all regular meetings but the permanent designee, once accepted by the Board, may, in my absence, attend and vote at any and all meetings. Such attendance and vote shall be as if I had attended and voted myself or all By-Law attendance and voting requirements, including, but not limited to, establishing a Board quorum.

In accordance with Public Law 105-220, Title I, s. 111(b)(2)(29 U.S.C. 2821(b)(2)), Christy Daly as the Deputy Secretary, holds a position with optimum policymaking authority within the Florida Department of Juvenile Justice. Her biographical sketch is attached.

Sincerely,

Wansley Walters  
Secretary

/attachment

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2737 Centerview Drive • Tallahassee, Florida 32399-3100 • (850) 488-1850

<http://www.djj.state.fl.us>

*The mission of the Department of Juvenile Justice is to increase public safety by reducing juvenile delinquency through effective prevention, intervention, and treatment services that strengthen families and turn around the lives of troubled youth.*

## Biography



### **Dept. of Juvenile Justice Deputy Secretary Christy K. Daly**

Christy K. Daly was appointed deputy secretary after serving as the Department of Juvenile Justice (DJJ) chief of staff from January 2011 to August 2012.

Ms. Daly has done much to promote DJJ's reform agenda with the Legislature and key stakeholders. Ms. Daly's service at DJJ includes interim chief of staff (2010-11), external affairs director (2008-10), legislative affairs director (2007-08) and as executive director of the Florida Juvenile Justice Foundation.

From 2001 to 2007 she worked in various positions at the Florida Network of Youth and Family Services, where she led the statewide implementation of the renowned Safe Place program. Ms. Daly received a bachelor's degree in Social Work from Florida State University and is a graduate of Leadership Tallahassee.

# **Consent Item**

## **APPROVAL OF MINUTES**

**\* \* \* \* \***

In accordance with Article VII, Section 7.3, of the approved By-Laws, the Corporation is required to keep correct and complete books and records of account and shall keep minutes on the proceedings of the Board. Draft minutes for the November 8, 2012, Board of Directors meeting and the January 16, 2013 Executive Committee meeting have been prepared for approval by the Board.

**\* \* \* \* \***

## **NEEDED ACTION**

**To approve the draft minutes of the previous Board meetings to include any modifications or changes noted by the Board.**

**DRAFT MINUTES OF THE WORKFORCE FLORIDA INC.  
BOARD OF DIRECTORS MEETING  
November 8, 2012**

**Call to Order/Opening Remarks**

Board Chairman Dwayne Ingram called the meeting to order at approximately 1:05 p.m. ET. He congratulated Finance & Efficiency Vice Chairman Lumon May on his election to the office of Escambia County Commissioner, District 3.

At the Chairman's invitation, Workforce Central Florida Executive Director Pamela Nabors led the board in the Pledge of Allegiance.

**Roll Call/Quorum**

Following brief remarks, Chairman Ingram requested a roll call. A quorum was present with the following board members in attendance:

Governor Rick Scott	Mr. Eric Kennedy
Mr. Dwayne Ingram, Chairman	Dr. William "Bill" Law
Ms. Mary Lou Brunell, Vice Chairman	Mr. Lumon May
Dr. David Armstrong	Mr. Alex Moseley
Mr. James Baiardi	Director Barbara Palmer
Mr. Dan Baldwin	Mr. Andy Perez
Mr. Randy Berridge	Ms. Linda Reiter
Dr. Brittany Birken	Mr. Rod Duckworth (for Comm. Stewart)
Sec. Charles Corley	Ms. Maria D. Rodriguez
Mr. Kevin Doyle	Mr. Ric Shriver
Mr. Matthew Falconer	Mr. Britt Sikes
Ms. Jennifer Grove	Dr. Linda Sparks
Mr. Benedict Grzesik	Mr. Al Stimac
Mr. Don Gugliuzza	Mr. Mike Carroll (for Sec. Wilkins)
Mr. George Hauer	Comm. William "Bill" Willians
Ms. Leslie Ingram	

Board members not in attendance were Exec. Dir. Hunt Deutsch, Sen. Mike Fasano, Dr. Ed Moore, Rep. Marlene O'Toole, Rep. Steve Precourt, Mr. Wayne Rosen, Mr. Steven Sonenreich, Sec. Wansley Walters, who was represented at the meeting by Deputy Secretary Christy Daly, and Sen. Stephen Wise.

Chairman Ingram thanked meeting sponsors, the host region and Enterprise Florida for its collaboration on co-located meetings and a joint reception.

He recognized Ms. Jennifer Grove as the board's new vice chairman, noting her exemplary leadership and recent accomplishments.



## **CONSENT ITEM – Approval of Minutes**

Chairman Ingram asked members to approve the minutes from the most recent board and Executive Committee meetings. He noted a correction received from WorkForce One President/CEO Mason Jackson would be incorporated.

***Motion: To approve the draft minutes of the previous board meetings to include any modifications or changes noted by the board.***

*Motion: Mr. Dan Baldwin*

*Second: Mr. Eric Kennedy*

The motion passed unanimously.

## **CONSENT ITEM – Approval of Annual Financial Audit**

Chairman Ingram asked members to approve the Annual Financial Audit, noting that Workforce Florida has received 12 consecutive years of audits with zero findings.

***Motion: To approve the annual financial audit for the fiscal year ending June 30, 2012, conducted and prepared by James Moore & Co., CPAs.***

*Motion: Mr. Ben Grzesik*

*Second: Ms. Mary Lou Brunell*

The motion passed unanimously.

Chairman Ingram noted his recent attendance at the Future of Florida Forum and at the Florida Department of Transportation Freight Leadership Forum. He thanked board members for their ongoing leadership and participation in partners' events and meetings.

Chairman Ingram recognized board member and Governor Rick Scott, noting that Governor Scott has been a true champion for the workforce system and very involved in the board's work as well as the work of state and local partners.

## **Governor's Remarks**

Governor Scott remarked that he had a valuable opportunity to meet with attendees at the National Association of Realtors Convention & Expo in Orlando earlier in the day.

He said after his efforts over the past two years to reduce Florida's business tax, about 75 percent of Florida businesses do not pay business tax. The Governor pledged to continue efforts to raise the available credit, which would mean about 80 percent of Florida businesses would not have to pay the tax, paving the way for additional job creation.

Governor Scott also mentioned his participation earlier in the day in the ceremonial groundbreaking for the new Winter Haven Intermodal Rail Terminal for Evansville Western Railway, an affiliate of Jacksonville-based CSX Transportation. The new terminal will eventually bring with it 8,500 jobs.

Governor Scott thanked Chairman Ingram, Workforce Florida President Chris Hart IV, the board and its regional partners for all their hard work and said they should be proud of the successes the workforce system is having in getting Floridians back to work. He noted that the system reported in September placing 52,000 people in jobs, and in October, 50,400. He said these efforts truly change peoples' lives, and long-term, are the most important thing we can do in our state.

Governor Scott said that in traveling Florida, he consistently hears three things Floridians care about: having a job, a great, affordable education system and good wages. He again thanked all in the room for their efforts on behalf of Floridians, and added his appreciation for their support of the Regional Workforce Boards Accountability Act.

Chairman Ingram asked if anyone had questions for the Governor. He recognized Vice Chairman Jennifer Grove.

Vice Chairman Grove said a recent Enterprise Florida competitiveness study shows many economic developers at both the regional and state level think Workforce Florida's Quick Response Training (QRT) Program is one of the state's best tools for winning competitive projects. She thanked Governor Scott for increasing funding for QRT in previous budgets, and asked whether he would consider doubling the \$6 million at which the program is currently funded to \$12 million, noting Alabama's No. 1 training incentive program, Alabama Industrial Development Training (AIDT), is funded at \$36 million.

Governor Scott said an increase in funding would be something he would look at, as Florida is competing with other states and countries.

Chairman Ingram recognized board member Al Stimac. Mr. Stimac mentioned his strong support of QRT and thanked the Governor for his ongoing efforts to bring more jobs to Florida. He noted that many of Florida's neighboring states have training programs funded at three to four times the level of QRT, and expressed appreciation that the Governor would consider additional funding.

Board member David Armstrong commended the Governor for his College and Career FIRST K-12 education initiative that focuses on teacher preparation and training and common core standards. Governor Scott said that during his fall listening tour with educators, every teacher he met stressed how much he or she cared about the students. He said they support his recommendation for an additional \$1 billion for education. He noted many teachers buy supplies, etc. with their own money and he is looking at providing teachers with debit cards to use for supplies.

Chairman Ingram invited Governor Scott to present the Governor's *Let's Get to Work Award* for the months of August, September and October. Jerome Salatino, President/CEO of the Pasco Hernando Workforce Board, accepted the award for all three months from the Governor on behalf of his board and staff.

**Panel Discussion: *Vision, Jobs and Efficiencies – Responding to the Talent Demands of Businesses and Job Seekers***

Chairman Ingram invited panelists for the *Vision, Jobs and Efficiencies – Responding to the Talent Demands of Businesses and Job Seekers* panel to come forward, noting the progress underway in creating a single workforce system from Florida's two state-level partners and 24 regional workforce boards.

Panelists Patti Breedlove, Associate Director of the Sid Martin Biotechnology Incubator, and Chair, FloridaWorks; John Wanamaker, Broker, Coldwell Banker Commercial AI Group, and Chair, Center for Business Excellence; Alvin West, Senior VP of Finance & Administration, Greater Miami Convention and Visitors Bureau, and Chair, South Florida Workforce Investment Board; Bruce Ferguson, President, WorkSource; and Richard Williams, Executive Director, Chipola Regional Workforce Development Board discussed ways in which workforce partners can work strategically to advance the Governor's priority of a more unified system.

Chairman Ingram asked panelists to address the issue of enhancing Florida's talent pipeline and share strategies and best practices toward that goal. Chair Breedlove addressed her region's efforts to assist entrepreneurs, which are now being replicated in several regions around the state. Mr. Williams spoke to the high level of cooperation among regions both in assisting with replicating best practices and in solving challenges.

Vice Chairman Grove suggested developing an inventory of innovative efforts focused on targeted industries, entrepreneurship, those involving regional collaboration, etc. to better leverage everybody's work and demonstrate the value of state and regional investments. She asked what the Workforce Florida board could do to assist the regions.

President Ferguson shared that it is most important to understand that each region is unique and policies will be implemented differently in different regions. Executive Director Williams said the state board has done a good job over the years of recognizing regional diversity, but underscored the importance of fully appreciating that what works in a rural region may not work in an urban region, so incorporating flexibility wherever possible is key. Chair Wanamaker added that, from a branding perspective, providing for customization based on local need is important. Chair West added that being able to tailor workforce services to meet the individual needs of employers allows for greater success.

Chair Breedlove noted that a great deal of case managers' time is spent on manual entry of data needed for tracking purposes. She asked about the possibility of looking into batching information or other information technology solutions that might improve staff efficiency. Chairman Ingram expressed interest in exploring options to improve efficiency.

Board member Eric Kennedy noted the Florida TRADE Program (Trade Adjustment Assistance Community College & Career Training) Grant discussed earlier in the Global Talent Competitiveness Council. Chairman Ingram suggested Council Chairman Ric Shriver could look into whether the board could explore similar efforts for the benefit of multiple regions.

Board member Matthew Falconer asked Chair Breedlove whether, in her experience, it would be beneficial to expand entrepreneurship programs beyond the high-tech industry to look at the broader scope of entrepreneurship. She agreed, noting some of the pilot initiatives were outside of high-tech.

Chair Breedlove noted five regions are currently looking at a system for Welfare Transition that is a pay-after-performance program, which she said would improve results. She sought the board's support, and Executive Director Williams seconded her request. President Hart noted that he would have a conversation with board member Mr. Mike Carroll, designee for the state Department of Children and Families, to follow up with Ms. Breedlove.

At Chair West's request, South Florida Workforce Executive Director Rick Beasley provided an update on efforts to assist displaced American Airlines employees.

Chairman Ingram asked how the boards could be more efficient in leveraging and spending the dollars they have available. Executive Director Williams suggested increased use of SharePoint-type technology to reduce the need to fill out multiple forms with the same information. He also noted his pending request to be a direct services provider, which he says will save money that can be spent to serve more clients. He added that his region shares some resources with neighboring regions, including IT staff.

Mr. Williams stated that the project to connect the Reemployment Assistance program, formerly Unemployment Compensation, with the Employ Florida Marketplace database has taken far too long. He said he is glad there is finally some incremental progress, but efficiency at the regional level is greatly hampered when key projects such as full registration experience significant delays in implementation. He further noted that when solutions that work at the local level are hampered by bureaucracy at the state level, it is not only frustrating but it can impede efforts to serve employers.

Mr. Ferguson also referenced his board's centralization of administrative functions and use of thin client technology solutions to enhance efficiencies and save money.

Chairman Ingram noted that Efficiency & Finance Council Chairman Andy Perez plans to focus his chairmanship on consideration of technology solutions to enhance efficiencies, and Chairman Perez concurred. Chairman Perez also expressed his interest in revisiting prior Workforce Florida pilot initiatives, including a scan card proposal to improve data entry efficiencies.

Executive Director Williams noted the challenge in rural areas of the lack of high-speed internet, and that sometimes going to an all-technology solution is not practical for all customers.

Commissioner Williams requested heightened focus on legislative priorities and asked the board to assist in sharing a unified message with regional partners, using the proposed doubling of funding for QRT as an example.

Chairman Ingram thanked participants and board members for the valuable dialogue.

**ACTION ITEM – Approval of Contract under Workforce Florida Contracting Policy**

Chairman Ingram noted the proposed contract is for Quick Response Training and involves St. Petersburg College, of which board member Dr. Bill Law is president. Workforce Florida contracting policy requires approval by a 2/3 vote of the board. St. Petersburg College would serve as the administrator of the contract.

Additional information on this item is contained in the board book.

***Motion:***        ***To approve the above-listed contract by a 2/3 vote when a quorum is present.***

*Motion:*        *Mr. David Armstrong*

*Second:*       *Mr. Britt Sikes*

Dr. Law noted he was abstaining from the vote.

The motion passed unanimously.

**ACTION ITEM – Chipola Regional Workforce Board’s Request for Authority to Provide Direct Services**

Additional information on this item is contained in the board book.

***Motion:***        ***To approve the request by the Chipola Regional Workforce Development Board to provide direct services.***

*Motion:*        *Commissioner William “Bill” Williams*

*Second:*       *Mr. Eric Kennedy*

The motion passed unanimously.

As panelists prepared for the upcoming discussion, Chairman Ingram asked Mr. Al Stimac to provide an update on the \$15 million grant for the Florida TRADE Initiative in advanced manufacturing. Mr. Stimac recognized the partnership of Broward College, of which Mr. Armstrong is president; St. Petersburg College, of which Dr. Law is president, and Palm Beach State College, at which Mr. Eric Kennedy is employed, all of which are participants in the project. He and Dr. Law provided a summary of remarks presented earlier at the Global Talent Competitiveness Council, and Chairman Ingram applauded all involved for their collaboration on this promising effort.

**Panel Discussion: Meeting the Workforce Needs of Florida Businesses – the Role of Higher Education**

Chairman Ingram welcomed moderator Dr. Dale Brill from the Florida Chamber Foundation and panelists Dr. Joe Glover, University of Florida Provost and Senior Vice President of Academic Affairs, Florida College System Chancellor Randy Hanna and Dr. H. Keith Wade, president of Webber International University.

After introductory remarks by panelists, Dr. Brill noted the many similarities between the education system and the workforce system. He asked the panelists to provide an example of a misconception about higher education that needs clarification. Each panelist spoke to the impacts and opportunities of online education and evolving technology on higher education. They also discussed the importance of having a diverse range of higher education options to meet the unique needs of individual students.

Board member Dan Baldwin asked the panelists to address how the rising cost of tuition is affecting higher education. Dr. Wade said that even with ongoing tuition increases, the cost of an education at his institution is increasing at a lower rate than some of its counterparts and at a lower rate than many other commodities. He said an education at any state institution remains a very solid investment with a high rate of return, and colleges and universities are collaborating to try to keep costs down. Mr. Baldwin asked how private institutions could justify higher per-credit hour costs, to which Dr. Wade responded that independent colleges have a wide range of tuitions that can accommodate a range of budgets.

Board member Mary Lou Brunell noted that community colleges are able to offer four-year degree programs only if they offer the two-year equivalent of that program. She asked whether qualified community colleges should be allowed to offer four-year degrees. She also noted that four-year degrees are in higher demand for Registered Nurses, yet the growth in graduates is in two-year programs.

Chancellor Hanna said the average associate's degree costs \$6,000 in tuition and fees, with another \$8,000 in tuition and fees for the two additional years for a bachelor's, so a bachelor's degree costs about \$14,000, not including textbooks. He said universities cannot and should not stop their investment in research, but the financial model of universities closely ties together teaching and research. He said universities may have to look at funding the research mission differently.

Dr. Glover noted that universities have experienced significant budget reductions over the past five years, and at UF, tuition increases only made up about half of that reduction. Plus, he added, there was a mandate to put 30 percent of the tuition increase into need-based financial aid. He said 60 percent of UF's graduating seniors last year graduated with zero debt. He stressed that Florida remains very affordable compared to the national average.

Chancellor Hanna said universities are doing everything they can do grow baccalaureate nursing programs. He said there are clinical space issues and a shortage of professors, but universities are working to address these issues. He suggested associate degree nurses should be hired, and

encouraged to continue on with their education toward a bachelor's degree. He and Ms. Brunell agreed to continue their discussion.

Vice Chairman Grove, speaking on behalf of the energy industry, said she has significant concerns about the ability to attract instructors and professors with industry-relevant experience, and secondly, concerns about these instructors becoming accredited due to the significant requirements of the accreditation process. She said she would like more flexible arrangements allowing industry employees to participate in teaching opportunities. She noted the difficulty in finding qualified instructors to teach at the level necessary for industry-relevant coursework, and added that there are challenges as well as opportunities for better collaboration between industry and education in meeting the needs of today's employers.

Board member Randy Berridge, who said he serves on the board of the Southern Association of Colleges and Schools (SACS), said he would like to have further conversations about the accreditation process and its impact.

Commissioner Williams noted challenges including high academic standards for acceptance at higher education institutions and problems rural areas face in attracting college graduates back to work in those areas, citing physicians as an example.

Provost Glover noted physicians typically settle where they do their residencies, and one of the challenges in Florida is a shortage of residency programs in rural areas. He described the issue as a public health problem in need of a multipronged and collaborative solution.

Mr. Stimac said advancing technology has made it difficult for manufacturing programs at the community college level to stay industry-relevant. Mr. Hanna noted that the 28 community college districts are essentially aligned with the 24 regions of the workforce system. He said the college system needs the help of business to ensure the relevancy of programs, and urged all board members to participate in their local community college's career and program advisory committees.

Chairman Shriver noted a partnership program in the healthcare sector that integrates faculty within the workplace, and provides industry leaders time in the classroom. He noted a program in Texas that provides a stipend for associate's-level nursing students to spend their last semester in one of the private sector partner's medical facilities, helping the student more quickly acclimate to the workplace upon graduation.

Dr. Law noted there are challenges in ensuring enough clinical hours for nursing students, and collaborative partnerships with industry are valuable.

Chairman Ingram thanked Dr. Brill for moderating and the panelists for their participation and pledged support for a follow-up meeting. He recognized Dean Pat Richie of Palm Beach State College for driving up to hear the panel discussion, and thanked the many board members involved in higher education.

### **Chairman's Recognition**

Chairman Ingram recognized outgoing council chairmen Ben Grzesik, Don Gugliuzza and Al Stimac for their exemplary leadership and service, and outgoing board Vice Chairman Mary Lou Brunell for her outstanding and continuing contributions.

### **Finance & Efficiency Council**

Chairman Ingram recognized Chairman Andy Perez and Mr. Grzesik to provide the report from the Finance & Efficiency Council meeting.

Chairman Perez acknowledged Mr. Grzesik's leadership over the past year in exemplary financial management and in encouraging open dialogue with the regions, the board and Workforce Florida staff. He said his council's focus for the coming year will be on streamlining processes, saving costs and implementing technology solutions where possible. He added he will be reviewing past programs and ensuring there has been appropriate follow-through.

Chairman Perez introduced Workforce Florida Executive Vice President for Operations & CFO Scott Fennell. Mr. Fennell noted that during the council's earlier meeting, Workforce Florida General Counsel Jay Barber presented his conclusion after a feasibility study that a standardized regional provider contract is in fact feasible. Staff recommended and the council approved forming a committee, to include staff, regional partners and stakeholders to develop a standardized contract. The committee will bring the proposal back to the board for approval.

Chairman Perez recognized and thanked Ms. Lois Scott with the Department of Economic Opportunity for her presentation on DEO's Strategic Workforce Advancement Team Training Plan.

Chairman Perez further noted that Mr. Berridge had recommended the board move to a paperless system, and he is seeking an update on the full registration initiative.

Chairman Ingram thanked Chairman Perez. He then noted an opportunity for board members to sponsor a recognition event for front-line employees at the upcoming annual training summit and encouraged support.

### **Performance Council**

Chairman Ingram recognized Chairman Britt Sikes to provide the report from the Performance Council.

Chairman Sikes applauded the efforts of outgoing Chairman Gugliuzza in laying a solid foundation for the council's work in the year ahead. He noted Mr. Gugliuzza's three priorities were an integrated state performance reporting system, a regional performance management system using South Florida Workforce's model and a Florida Workforce Scorecard. The council received updates on the significant progress on each to date.



He pledged that the council will be getting out to the regions in the coming year to learn more about the good work being done and help in the sharing of best practices.

He expressed appreciation to Ms. Scott and Workforce Florida Director of Strategic Planning and Organizational Excellence Mary Lazor for their presentation on the USDOL Annual Report for 2011-2012 and the State Strategic Workforce Plan for 2012-2016. He also thanked the regional workforce boards for continued service and reporting of performance throughout the year.

Chairman Sikes thanked Dr. Brill and Mr. Rick Sessa from the Florida Chamber Foundation for their quarterly update on the Florida Scorecard Workforce and Economic Development Initiative. He also expressed appreciation to Mr. James Finch, Mr. Telly Buckles and the DEO team for its update on and efforts in developing the Florida Workforce Integrated Performance Reporting System.

Chairman Ingram thanked Chairman Sikes, and introduced Chairman Shriver and Mr. Stimac to report on the meeting of the Global Talent Competitiveness Council.

### **Global Talent Competitiveness Council**

Mr. Stimac thanked Chairman Ingram for the opportunity to serve and applauded the members of his council for their exemplary work over the past year. He also expressed his appreciation to Workforce Florida Senior Vice President for Global Talent Innovation Andra Cornelius and Workforce Florida Program Director Jayne Burgess for their great assistance and support.

Chairman Shriver recognized Mr. Stimac's extraordinary leadership and focus over the past year and provided a recap of the previous year's efforts:

- Development and implementation of Target Industry Cluster Task Forces
- Development of Supply and Demand Analysis for Target Industry Clusters and Infrastructure Industries
- CAPE (Career and Professional Education) Academies and cutting-edge work leading to industry certifications
- STEM (Science, Technology, Engineering and Math) Talent Development
- Development of the Global Trade and Logistics Talent Pipeline Initiative
- Development of the Expanding Business Engagement Initiative – 2012-2014

Chairman Shriver said the board can be very optimistic about Florida's economic future, particularly given the great work underway to develop the talent pipeline. He noted Florida's model Middle School IT Academy initiative as an example, with industry-recognized certifications actually earned at the middle school level. He also expressed appreciation to board member and Chancellor Rod Duckworth for his presentation on *Building a Career-Ready Workforce through Career and Technical Education*. One of the statistics shared was that 65 percent of students in grade school will eventually go into jobs when they complete their education that don't exist now.

**President's Report**

Chairman Ingram introduced President Hart to provide the President’s Report.

President Hart noted the Chairman of Workforce Florida also serves as a board member of Enterprise Florida. He expressed his appreciation to Enterprise Florida for November’s first-ever series of co-located meetings and joint reception to allow both boards to get to know more about each other’s work and shared goals.

He said Enterprise Florida President and CEO Gray Swoope, Florida’s Secretary of Commerce, had developed an indicators report for his board, and that Chairman Ingram had requested that Workforce Florida develop something similar to clearly illustrate outcomes and progress of flagship programs, how we as a system are doing on our key measures and how the system is doing overall in achieving its mission.

The resulting product is Workforce Florida’s *Indicators-at-a-Glance*, which President Hart said he will update and present quarterly. He provided an overview of the report, which may be viewed at the following link:

[http://workforceflorida.com/AboutUs/docs/2012-10-17\\_WFF\\_Dashboard\\_Infograph\\_8-5x11.pdf](http://workforceflorida.com/AboutUs/docs/2012-10-17_WFF_Dashboard_Infograph_8-5x11.pdf)

President Hart invited the board’s feedback and input for improvements, noting that there will be additional information and updates on an ongoing basis.

President Hart noted that the Statewide Common Measures slide provides a visual representation of the fact that Florida’s workforce system is extraordinarily strong. In every measure, our system has exceeded the federal standard.

With no new business or public comment, Chairman Ingram thanked hosts and sponsors, former Board Chairman Ray Gilley for his attendance, Workforce Florida staff and partners at Enterprise Florida.

The meeting adjourned at approximately 4:30 p.m.

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**Board Secretary Certification**

In accordance with Article VII, Section 7.3, I hereby certify that this summary reflects the proceedings by the Board of Directors of Workforce Florida, Inc., has been reviewed by the board, and approved or approved with modifications which have been incorporated herein.

\_\_\_\_\_  
Chris Hart IV  
Board Secretary

\_\_\_\_\_  
Date

**DRAFT MINUTES  
OF THE WORKFORCE FLORIDA INC.  
BOARD OF DIRECTORS  
EXECUTIVE COMMITTEE MEETING  
January 16, 2013**

**Call to Order**

Board Chairman Dwayne Ingram called the meeting of the Workforce Florida Executive Committee to order at approximately 10:00 a.m. ET on January 16, 2013, by welcoming all to the meeting.

**Roll Call/Quorum**

A quorum was present with the following Executive Committee members in attendance:

Chairman Dwayne Ingram	Ms. Leslie Ingram
Vice Chairman Jennifer Grove	Mr. Andy Perez
Ms. Mary Lou Brunell	Mr. Ric Shriver
Mr. Kevin Doyle	Mr. Britt Sikes

**Welcome & Chairman's Remarks**

Chairman Ingram opened the meeting by mentioning that Workforce Florida President/CEO Chris Hart IV will cover some new goals for the workforce system in 2013 set by Governor Rick Scott. He expressed appreciation to those who participated in the workshops held in Tampa earlier in January as part of the statewide branding initiative, and briefly recapped the opportunity he, Vice Chairman Jennifer Grove and President Hart had to participate in a dialogue with Florida Trend on Workforce Florida priorities for the year ahead.

Chairman Ingram said he hopes to focus on being more business-led this year by increasing connectivity with the business community; being more efficient and effective; and being even more engaged with the education community in building Florida's talent supply.

Chairman Ingram introduced President Hart for his report.

**President's Report**

President Hart introduced Department of Economic Opportunity Executive Director Jesse Panuccio, who expressed his enthusiasm for his new role, his interest in meeting the Workforce Florida board and staff and his willingness to help the board and regional partners achieve the Governor's goals.

**Governor's Goals**

President Hart shared that Governor Scott has set a target for the state workforce system of at least 50,000 job placements monthly and 600,000 placements by the end of the year. He

recognized three workforce system leaders who are doing exemplary work in striving to achieve the Governor's goals: Chipola Regional Workforce Development Board Executive Director Richard Williams, South Florida Workforce Executive Director Rick Beasley and Polk Works President/CEO Stacy Campbell-Domineck.

Mr. Williams, as president of the Florida Workforce Development Association (FWDA), joined President Hart earlier in the week to present before the House Subcommittee for Economic Development and Tourism. Mr. Williams noted the Governor's goals in his presentation and pledged to work to achieve those goals.

Mr. Beasley and his team reviewed their funding and the population they serve, then determined their region should be producing 9,000 placements each month as the region's proportion of the Governor's goal. He is working with his team strategically to reach their region's individual goal and help the system achieve the Governor's goals.

Ms. Campbell-Domineck and her board created a program called *Race to Place* with the goal of placing 10,000+ Polk County job seekers in jobs by June 30. She will be presenting on the program at the FWDA meeting in February.

Polk Works Board Chair Lori Walsh thanked President Hart for acknowledging Ms. Campbell-Domineck and her team's efforts. She said the entire community has embraced the *Race to Place* initiative.

Chairman Ingram suggested he may challenge board members to visit the region in their area at least once in the first quarter to learn more about what the region is doing and how the board can help.

Finance & Efficiency Chairman Andy Perez suggested doing a query to determine which industries are hiring job seekers in each region, and what credentials the individuals being hired have. President Hart said that request could be incorporated in a project DEO is currently working on to help improve business penetration. Mr. Perez suggested a friendly competition might encourage members of Florida's industry associations to work more closely with their regions to increase placements.

President Hart noted Ms. Campbell-Domineck was sending information on *Race to Place* in the event Workforce Florida and/or other regions are interested in incorporating some of its ideas. Chairman Ingram suggested Ms. Campbell-Domineck be invited to present at the board meeting as well.

### **Branding Update**

President Hart introduced Vice President of External Affairs and Board Relations Adriane Glenn Grant for an update on the workforce system's statewide branding initiative.

Ms. Grant noted Mr. Ray Gilley from the IDEAS team was on the call. She said throughout the process, which was initiated the previous fall, there has been exceptional participation from the board, state and regional partners and stakeholders. Ms. Grant said that after the initial meetings

and discussions in November, the IDEAS team adjusted its plan for moving forward to begin with in-person visits in regions throughout the state. With assistance from chief executives in the regions, IDEAS held culture-mapping sessions with small focus groups at eight or nine locations, ultimately including more than 200 people at every level in the workforce system in those conversations. The culture-mapping sessions were followed by the first of a series of online surveys with that initial survey focused on job seeker and consumer awareness.

Ms. Grant said the StoryJam™ sessions held over two days in January involved more than 50 participants from throughout the state and at every level in the workforce system, including Workforce Florida board members, and several stakeholders and partners as well. The goal was to develop consensus about not just who we are as a workforce system, but what we aspire to be and how that might be communicated by a unified brand. She noted she had received much positive feedback from participants about the process and value of time spent.

She thanked Mr. Williams for his support and assistance, Tampa Bay WorkForce Alliance/WorkNet Pinellas President/CEO Ed Peachey for his assistance in securing exceptional involvement and participation from the Tampa Bay area, and Suncoast Workforce President/CEO Mary Helen Kress and Pasco-Hernando Workforce Board President/CEO Jerome Salatino for their leadership and participation of their regions.

Ms. Grant said next steps in the research and assessment phase of the process include a business awareness survey, and a robust report-out from IDEAS at the February board meeting. Ms. Grant said she is also building an advisory panel of regional and state partners to assist with the project.

Ms. Grant added her appreciation to partners in economic development who continue to be active and engaged participants in the process. She highlighted Enterprise Florida's engagement with the Workforce Florida board in its own business branding efforts, noting that the Workforce Florida team had participated in a webinar with Enterprise Florida, Visit Florida and the firm secured to assist Enterprise Florida with its branding research. This participation and cooperation allows Workforce Florida to benefit from that research and ensure our branding process is complementary and consistent when appropriate.

President Hart requested Ms. Grant provide an overview of the process for moving recommendations gathered by IDEAS forward for the Executive Committee to take to the board. Ms. Grant said May's board meeting is the target month for bringing full recommendations to the board for consideration. As recommendations are developed, Ms. Grant will work with the advisory committee of state and local partners to vet that information prior to submission to the Executive Committee and then on to the full board. She noted the firm has also been asked to provide monthly reports, which she will share with the committee. She said she will also be sharing the monthly reports with the regional workforce board chief executives, and noted pertinent information is posted on the branding initiative webpage on [www.workforceflorida.com](http://www.workforceflorida.com) as well. Ms. Grant expressed appreciation to all for their support of the initiative.

Chairman Ingram said he had heard very positive feedback on the work to date associated with the initiative and he was extremely pleased with the participation from so many partners around

the state. Mr. Gilley thanked the Chairman and said IDEAS is enjoying working with the Workforce Florida team and partners.

**Upcoming Board Meeting**

President Hart said the upcoming board meeting will be in Tallahassee and will include a legislative component as well as an opportunity to interact with the Governor at the board reception at the Governor’s Mansion. He noted there will be a full agenda for the board meeting, with several action items to consider. He reviewed the draft agenda, noting among other items that he is anticipating an opportunity for the board to formally support the Governor’s recommendation to double funding in the Quick Response Training (QRT) Grant Program from \$6 million to \$12 million annually.

President Hart asked Workforce Florida Board Relations Director Victoria Heller to provide an overview of February’s two-day meeting schedule. Ms. Heller noted that the February board meeting series presents a unique partnership opportunity. The Florida Workforce Chairs’ Alliance will be conducting its meeting in tandem with the board meeting, with the first hour devoted to the FWCA and the remaining time for the board meeting.

After the overview, Chairman Ingram said he is looking forward to the tandem meeting with FWCA and expressed his appreciation to FWCA Chair Lenné Nicklaus-Ball and all involved for coordinating the meeting.

**Closing Remarks**

In closing, Chairman Ingram asked Executive Committee members to think about plans for a workday at a regional board and help with an acronym that might speak to the board’s goals for 2013. He thanked the participants and partners and adjourned the meeting at 11:02 a.m.

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**Board Secretary Certification**

In accordance with Article VII, Section 7.3, I hereby certify that these minutes reflect the proceedings by the Board of Directors of Workforce Florida, Inc., have been reviewed by the Board, and approved or approved with modifications which have been incorporated herein.

\_\_\_\_\_  
Chris Hart IV  
Board Secretary

\_\_\_\_\_  
Date

# Consent Item

## APPROVAL OF WORKFORCE FLORIDA INC. WAIVER REVIEW COMMITTEE RECOMMENDATION REGARDING WAIVERS FROM THE INDIVIDUAL TRAINING ACCOUNT RESERVE REQUIREMENT FOR REGION 6

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### **Background:**

Since 2000, Florida Law [s. 445.003(3)(a)1., F.S.] has required:

*At least 50 percent of the Title I funds for Adults and Dislocated Workers that are passed through to regional workforce boards shall be allocated to Individual Training Accounts unless a regional workforce board obtains a waiver from Workforce Florida, Inc. Tuition and fees qualify as an Individual Training Account expenditures, as do other programs developed by regional workforce boards in compliance with policies of Workforce Florida, Inc.*

The statute was interpreted to authorize expenditures for the various core, intensive and supportive services related to training programs. This allowed the remaining non-reserved funds be used for other non-training related services and initiatives.

Ch. 2012-29, L.O.F., amended s. 445.003(3)(a)1., F.S., to reduce Individual Training Account (ITA) expenditures to only include tuition, books and fees of training providers and “other training services” prescribed and authorized by the Workforce Investment Act. Expenditures related to core and intensive services, and supportive services, are not authorized from the ITA reserve. Funding for these expenditures must come from other Regional Workforce Board (region, or regional board) resources. This amendment to the law did not change the ITA reserve requirement and the authority of Workforce Florida, Inc. (WFI, or the Board) to grant a waiver from the requirement.

To comply with this requirement, and align with the qualified expenditures approved by the Board, the regional boards are required to report their ITA expenditures in all of the following five categories:

- Occupational Skills Training, pursuant to P.L. 105-220, s. 134(d)(4)(D)(i), which includes classroom training through eligible providers.
- Other WIA Training Services & Activities, pursuant to P.L. 105-220, s. 134(d)(4)(D)(ii)-(ix), which includes training activities through eligible providers or employers in the following categories:
  - (ii) on-the-job training;
  - (iii) programs that combine workplace training with related instruction, which may include cooperative education programs;
  - (iv) training programs operated by the private sector;
  - (v) skill upgrading and retraining;

- (vi) entrepreneurial training;
  - (vii) job readiness training;
  - (viii) adult education and literacy activities provided in combination with services described in any of clauses (i) through (vii); and
  - (ix) customized training conducted with a commitment by an employer or group of employers to employ an individual upon successful completion of the training.
- Work Experience and Internships, which includes subsidized employment and other employer provided training activities.
  - Training Program Management, which includes staff costs directly related to developing, implementing, or coordinating training programs for clients participating in Occupational Skills Training, Other WIA Training Services & Activities, Work Experience & Internships. It also includes training programs leveraged through other grants. These “staff costs” include only salaries and benefits.
  - Training Case Management, which includes case management and job placement services for clients in training (not clients seeking training). “Staff costs” include only salaries and benefits.

The first three categories show ITA expenditures for services through eligible providers or employers, while the last two categories show the qualified “in-house” staff costs related to the first three categories.

Regional boards are required to maintain records sufficient to substantiate what is reported and to facilitate DEO’s validation of such compliance. Regional boards are required to identify and report expenditures in all five categories, which will provide a more complete understanding of total costs related to training activities and support future policy debates related to regional training costs.

DEO is required to compile quarterly reports of training expenditure data submitted by the regional boards through One-Stop Management Information System (OSMIS), and to annually validate the accuracy of submissions. This information will be used to measure compliance with the ITA reserve requirement and to evaluate a regional board’s request for wavier from this requirement.

**Waivers from the ITA Reserve Requirement**

Ch. 2012-29, L.O.F., preserved the option for the Board to grant a waiver from the ITA reserve requirement. However, the law does not specify criteria for granting this waiver. On May 24, 2012 the Board adopted the following waiver criteria to provide the regional boards with uniform guidance in their applications, and to guide the Board in making an informed, consistent and objective response.

**Waiver Criteria**

For the Board to consider a waiver from the ITA reserve requirement, and to guide the Board in its review, the requesting regional board must submit to the Board:

- A waiver identifying the requested reduction from the statutorily required ITA reserve, specifying the percentage (between 0 and 49%) of Title I funds for Adults and Dislocated Workers that the regional board proposes to reserve for the required training services. This request must include supporting data, to show:



1. How the reserved training funds will be spent for ITAs and each of the other authorized training services; and
  2. How the redirected training funds will be spent for other services.
- Documentation that substantiates any of the following:
    1. The lack of demand for each of the authorized training services;
    2. The substantially greater demand for core, intensive and supportive services, and business services, relative to training services;
    3. The qualitative and quantitative financial impact that the statutorily required ITA reserve requirement has on the provision of services for clients seeking or receiving training services; or
    4. The exceptional circumstances that warrant granting of a waiver; factors to consider may include:
      - The regional board is contractually obligated or is seeking participation in a training program funded by a partner, for which the regional board will be providing Core and Intensive Services;
      - The regional board is contractually obligated or is seeking participation in a major economic development initiative of regional impact, that will result in significant job creation, to the extent the initiative does not interfere with the priority of services to other clients, as required by federal law; and
      - The regional board is entirely contained within a statutorily designated Rural Area of Critical Economic Concern (RACEC).
  - A budget (or proposed budget) showing program components and major breakouts for each program (one-stop services, training providers, administrative costs, etc).
  - Identify how the current and long-term unemployment rate for the region will be impacted by a waiver, should it be approved.
  - Documents that identify the regional board's efforts to increase demand from individuals to meet market needs (to address the "talent gap"); and
  - Documentation that the regional board and the Chief Elected Official have approved the waiver request.
  - An agreement that if the conditions warranting the waiver change, the regional board commits to comply with the ITA reserve requirement and will notify WFI of such compliance.

In addition, any waiver is limited to one year.

### **Waiver Review Committee**

On May 24, 2011 the Board authorized the Executive Committee of the Board to appoint a select committee (the Waiver Review Committee, or Committee) of three Board members to timely receive and review waiver requests, and recommend specific actions to the full board for consideration, to be approved by consent. The Board also authorized the appointment of Alternate Members to serve in the event any of the three members are unable to participate at any time. Committee members include Ric Shriver (chair), Ben Grzesik, and Alex Moseley. Alternate members are Al Stimac, George Hauer, Eric Kennedy and Andy Perez.

To implement this action of the Board, the following process was put in operation:

- Submission by a region to the Committee of an application for waiver from the ITA Reserve requirement;
- Review for completeness by WFI staff, and forwarding of materials to each member of the Committee;
- Preliminary review of the application by the Committee;
- If necessary, request from the members of the Committee for clarification of submitted material or request for additional information;
- Scheduling of a presentation, in person, before the Committee by the Executive Director of the requesting region; and
- Consideration of the application for waiver and recommendation by the Committee to the Board.

In June and July 2012, the Waiver Review Committee met to consider waiver requests from five regions, and the WFI Board of Directors met via teleconference to consider the committee's recommendations. The committee recommended and the WFI BOD approved waivers at the following level:

- For Region 1, an ITA reserve requirement of 40 percent (as requested);
- For Region 2, an ITA reserve requirement of 37.5 percent (requested: 35 percent);
- For Region 3, an ITA reserve requirement of 15 percent (requested: 10 percent);
- For Region 7, an ITA reserve requirement of 25 percent (requested: 20 percent); and
- For Region 13, an ITA reserve requirement of 40 percent (as requested).

On January 30, 2013, the Waiver Review Committee convened to consider an application from Region 6, which requested the ITA reserve requirement for its region be reduced from 50 percent to 25 percent. After considering the application and a presentation by regional staff, the Committee recommended approval of the requested waiver.

The application may be found on the WFI website at:

[http://www.workforceflorida.com/Calendar/calendar\\_docs/130130\\_R6ITAWaiverRequest.pdf](http://www.workforceflorida.com/Calendar/calendar_docs/130130_R6ITAWaiverRequest.pdf)

## REGION 6 WAIVER SUMMARY

<b>Total Budget</b>	<b>Total A&amp;DW\$</b>	<b>Required ITA@50%</b>	<b>Requested ITA@25%</b>	<b>Redirected ITA @\$@25%</b>	<b>WRC Rec: ITA@25%</b>
\$ 2,695,111	\$ 951,932	\$ 475,966	\$ 237,983	\$ 237,983	\$ 237,983

These redirected funds will be used to:

Hire an additional staff member	\$ 41,500
Provide training support services to ITA clients	\$ 80,000
Expand outreach	\$ 2,000
Electronic Records System & special projects	\$ 109,443
Misc.	\$ 5,000

### Additional Information:

- When compared to the entire FY 2011/12, in the 1<sup>st</sup> and 2<sup>nd</sup> Quarters of FY 2012/13 Region 6 has increased:
  - The number of ITA clients by 55%;
  - ITA expenditures for Occupational Skills Training by 65%; and
  - Employer-based training by 49%.
- Job orders entered by Region 6 staff are on course to be 40% greater in FY 2012/13 than in FY 2011/12.
- Region 6 reports that this fiscal year, the RWB sustained a significant loss of funds. In response the region:
  - For F/Y 2012/13, reduced its staff by 4.5 positions;
  - Outsourced financial and cash management services (to reduce the expenditure rate on administrative services);
  - Eliminated quality assurance half-time position;
  - Did not fill vacancies created by individuals leaving for other jobs;
  - Reduced the schedule for mobile services; and
  - Staff has “doubled up” on duties to cover required services.

\* \* \* \* \*

## NEEDED ACTION

**Adopt the recommendation of the WFI Waiver Review Committee: The ITA reserve requirement, as requested by Region 6, be reduced from 50 percent to 25 percent.**

**DRAFT MINUTES OF THE WORKFORCE FLORIDA INC.  
WAIVER REVIEW COMMITTEE  
JANUARY 30, 2013**

**Call to Order and Members Present**

Chairman Ric Shriver called the meeting of Waiver Review Committee to order at 1:00 p.m. ET on January 30, 2013, and recognized the other two members of the committee who were present: Alex Moseley and Ben Grzesik.

**Welcome and Presentations**

Chairman Shriver opened the meeting by welcoming attendees, noting that this process of considering Regional Workforce Board (RWB) requests to waive the statutory 50-percent Individual Training Account (ITA) reserve requirement, as defined in s. 445.003(3)(a)1., F.S., was helping the committee members better understand the regions' roles and responsibilities.

The committee first heard a presentation regarding ITA expenditure reporting and compliance issues from Jim Doyal, CPA, Department of Economic Opportunity (DEO) Grants Management. Mr. Doyal explained how DEO has implemented the requirements of the new law and the challenges in monitoring regional ITA expenditures. (Power Point presentation and handout provided.)

**Region 6**

Chairman Shriver then recognized Sheryl Rehberg, Executive Director for the North Florida Workforce Development Board (RWB 6), to summarize her region's application for a waiver of the statutory 50-percent ITA reserve requirement. Ms. Rehberg provided a summary of the information, and requested a reduction from the 50-percent statutorily ITA reserve requirement to 25 percent for RWB 6. (Application provided.) Richard Williams (RWB 3) and Rusty Skinner (RWB 10) offered supporting information for the committee's consideration.

After follow-up questions, committee member Mr. Moseley made the motion to approve the requested reduction from the statutorily ITA reserve requirement, from 50 percent to 25 percent, for RWB 6. Mr. Grzesik seconded the motion, which passed unanimously. Mr. Shriver noted the committee's recommendation would be forwarded to the full Workforce Florida board for their consideration on February 21, 2012.

The committee then heard a presentation from Mr. Skinner (RWB 10) on efforts his region has taken to implement the ITA reserve requirement. (Handout Provided)

Chairman Shriver thanked the Committee, the Workforce Florida staff, Ms. Rehberg, Mr. Williams, Mr. Skinner, and Mr. Doyal for their contributions and participation. The meeting adjourned at approximately 3:00 p.m.

# **Action Item**

## **APPROVAL OF 2013 LEGISLATIVE AGENDA FOR WORKFORCE FLORIDA**

**\* \* \* \* \***

Governor Rick Scott's Florida Families First Budget for 2013-2014 recommends a total funding level of approximately \$379.8 million for Florida's workforce system. Included in the recommendation is an increase in funding for the Quick Response Training (QRT) Program from \$6 million to \$12 million in an effort to make Florida more competitive and allow for greater flexibility for the QRT Program.

Workforce Florida's priority for the 2013 legislative session will be support for Governor Scott's workforce system funding recommendations including an increase in QRT funding to \$12 million.

**\* \* \* \* \***

### **NEEDED ACTION**

**Approve the 2013 Legislative Agenda for Workforce Florida.**

# **Action Item**

## **APPROVAL OF LOCAL WORKFORCE PLANS**

\*\*\*\*\*

As with the previous State Plan, local Workforce Plans expired June 30, 2012 and the U.S. Department of Labor required new plans for the upcoming five-year federal planning period beginning July 1, 2012. As in the past, Workforce Florida required all Regional Workforce Boards to develop a comprehensive, local workforce plan, integrating WIA, Wagner-Peyser, TANF (Welfare Transition), SNAP Employment and Training, Veterans, and Migrant and Seasonal Farm Workers into a single plan.

The local planning process was initiated following the issuance of guidance regarding the approval of new five-year State and local workforce plans from the U.S. Department of Labor. At its May 24, 2012 Workforce Florida board meeting, the board approved planning instructions for the submission of local workforce plans, consistent with federal guidance and the State Workforce Plan. The local plan covers the July 1, 2012 to June 30, 2017 time period. The plan instructions were distributed to the Workforce Boards on July 9, 2012 and were due to the Department of Economic Opportunity on October 1, 2012. Staff members of the Department of Economic Opportunity reviewed the plan submissions. All regions will receive a follow-up letter upon approval by the Workforce Florida Board.

After review by Department of Economic Opportunity staff, the following action is recommended:

\*\*\*\*\*

### **NEEDED ACTION**

**Approve the local plans for all 24 regions.**

# Action Item

## BIENNIAL RECERTIFICATION OF REGIONAL WORKFORCE BOARDS

\*\*\*\*\*

### Background

Workforce Florida, Inc. (WFI), acting on behalf of the Governor, is required by federal law to biennially certify that the membership of each Regional Workforce Board (RWB) is consistent with state and federal law. The Department of Economic Opportunity (DEO) has general responsibility to review RWBs performance and to certify that each board is in compliance with applicable state and federal law. [s. 445.007(3), F.S.] As the administrative entity for WFI, DEO has the responsibility for reviewing RWB composition and recommending recertification to WFI.

Ch. 2012-129, L.O.F., amended s. 445.007(1), F.S., to limit total membership of the RWBs to the minimum required by state and federal law, except that if a public education or training provider is represented on the board, a representative of a private nonprofit provider and a representative of a private for-profit provider must also be appointed to the board. In addition, a Chief Elected Official (CEO, who is the Chair of the County Commission, or designated Chair in multi-county RWBs) may appoint additional members if approved by the Governor. The act became effective July 1, 2012.

To implement the new law, DEO issued "Final Guidance Regional Workforce Board Composition, Certification and Decertification." (See DEO FG-073 @ <http://www.floridajobs.org/PDG/guidancepapers/DEOGuidancePaperCert073.pdf>)

In mid-August, the Governor issued the following guidelines for expanded board membership:

In order to request approval of an additional member to a Board, the chief elected official should submit a letter of request to the Governor's Office (please send the letter to the attention of the Office of Policy and Budget) for review. The letter should:

- Describe the specific reasons justifying why the additional member is needed.
- Identify the person who will serve as the additional member, along with documentation that supports that the individual is qualified to serve and meets all the criteria for Board membership as outlined in Public Law No. 105-220, Title I, s. 117.
- Include a completed Questionnaire for Gubernatorial Appointments form used by the Governor's Appointments Office.
- Indicate a specific term of up to four years, for the additional membership appointment to last.

The Questionnaire for Gubernatorial Appointments form is available on the DEO website.  
(<http://www.floridajobs.org/PDG/Memos/Questionnaire121312.pdf>)

Since December 1, 2012, DEO has been reviewing the membership of RWBs for compliance with the new law, as submitted by the respective boards. Compliance regarding RWB membership has two major components:

- Ensuring that the RWB membership meets the minimum requirements of federal law and does not exceed the limited membership imposed by state law, and
- Ensuring that such members qualify for the “mandatory” representative positions – to include the “business balance” – as specified in federal law.

In addition, certification recognizes the “additional Governor-Approved” members, if any, and ensures that RWBs maintain the “business balance” required by federal law.

DEO staff has reviewed the submissions from the 24 RWBs, and recommends 17 RWBs be recertified as the designated local workforce investment board, in compliance with state and federal law. These include:

- RWB 1: Workforce Escarosa, Inc.  
(Escambia & Santa Rosa Counties)
- RWB 3: Chipola Workforce Board  
(Calhoun, Holmes, Jackson, Liberty & Washington Counties)
- RWB 5: Workforce Plus  
(Gadsden, Leon, & Wakulla Counties)
- RWB 6: North Florida Workforce Development Board  
(Hamilton, Jefferson, Lafayette, Madison, Suwannee & Taylor Counties)
- RWB 7: Florida Crown Workforce  
(Columbia, Dixie, Gilchrist & Union Counties)
- RWB 9: FloridaWorks  
(Alachua & Bradford Counties)
- RWB 10: CLM Workforce Connection  
(Citrus, Levy & Marion Counties)
- RWB 11: Workforce Development Board of Flagler and Volusia Counties  
(Flagler & Volusia Counties)
- RWB 14: WorkNet Pinellas  
(Pinellas County)
- RWB 16: Pasco-Hernando Workforce Board, Inc.  
(Pasco & Hernando Counties)
- RWB 17: Polk Works  
(Polk County)
- RWB 18: Suncoast Workforce  
(Manatee & Sarasota Counties)



- RWB 19: Heartland Workforce  
(Desoto, Hardee & Highlands Counties)
- RWB 20: Workforce Solutions  
(Indian River, Martin, Okeechobee & St. Lucie Counties)
- RWB 21: Workforce Alliance  
(Palm Beach County)
- RWB 22: Workforce One  
(Broward County)
- RWB 24: Southwest Florida Works  
(Charlotte, Collier, Glades, Hendry & Lee Counties)

DEO reported the following for the remaining seven RWBs:

- RWB 2: Jobs Plus (Okaloosa & Walton Counties) met all certification requirements, until a recent resignation of a required representative. The board is actively seeking a replacement.
- RWB 4: Workforce Center (Bay, Franklin & Gulf Counties) is still in the process of identifying or appointing board members.
- RWB 8: WorkSource (Baker, Clay, Duval, Nassau, Putnam & St. Johns Counties) is still in the process of identifying or appointing board members, or has not provided sufficient information to DEO to recommend recertification.
- RWB 12: While the composition of the Workforce Central Florida (Lake, Orange, Osceola, Seminole & Sumter Counties) board of directors is compliant with the federal law, the current board size exceeds the state limitation imposed by s. 445.007(1), F.S. The region has indicated they have a plan to come into compliance by June 30, 2013.
- RWB 13: Brevard Workforce (Brevard County) met all certification requirements, until a recent resignation of a required representative. The board is actively seeking a replacement, and plans to have an appointment in place by May 2013.
- RWB 15: Tampa Bay WorkForce Alliance (Hillsborough County) is still in the process of obtaining approval of six individuals nominated for board membership, and plans to have appointments completed by mid-March.
- RWB 23: While the composition of the South Florida Workforce (Dade & Monroe Counties) board of directors is compliant with the federal law, the current board size exceeds the state limitation imposed by s. 445.007(1), F.S. If the Governor approves the appointment of the two additional members, the board will be in compliance with state law, and eligible for recertification.

\*\*\*\*\*

## **NEEDED ACTION**

**Recertify the following RWBs as the designated local workforce investment board for their respective region, as recommended by DEO:**

- RWB 1: Workforce Escarosa, Inc.
- RWB 3: Chipola Workforce Board
- RWB 5: Workforce Plus
- RWB 6: North Florida Workforce Development Board
- RWB 7: Florida Crown Workforce
- RWB 9: FloridaWorks
- RWB 10: CLM Workforce Connection
- RWB 11: Workforce Development Board of Flagler and Volusia Counties
- RWB 14: WorkNet Pinellas
- RWB 16: Pasco-Hernando Workforce Board, Inc.
- RWB 17: Polk Works
- RWB 18: Suncoast Workforce
- RWB 19: Heartland Workforce
- RWB 20: Workforce Solutions
- RWB 21: Workforce Alliance
- RWB 22: Workforce One
- RWB 24: Southwest Florida Works

**Recertify the remaining RWBs, contingent upon submission of the required documents to DEO identifying the appropriate members, consistent with state and federal law, and recommendation by DEO for recertification by June 30, 2013. These RWBs include:**

- RWB 2: Jobs Plus
- RWB 4: Workforce Center
- RWB 8: WorkSource
- RWB 12: Workforce Central Florida
- RWB 13: Brevard Workforce
- RWB 15: Tampa Bay WorkForce Alliance
- RWB 23: South Florida Workforce



# Regional Board Appointment Matrix

February 2013

Member Category	WIA	WIA	WIA	WIA	FL	Additional	Additional
	Non-business	Business	Add'l	Add'l Business	Private Education Provider	Governor-Approved	Non-Voting
<b>WIA Required Non-Business Members</b>							
Local educational entity	1						
Postsecondary educational institution/community college	1						
Labor or employee representatives	2						
<i>Community-based organizations:</i>							
Disabled	1						
Veterans	1						
Economic development agencies	2						
<i>One-Stop partners:</i>							
TANF/DCF	1						
Vocational Rehabilitation	1						
Senior Community Service Employment Program	1						
<b>WIA Required Business Reps (11+1)</b>		<b>12</b>					
<b>WIA Required Additional One-Stop partners</b> (if available in region)							
VETS Workforce Investment Program			1				
Job Corps			1				
Native American Program			1				
Migrant & Seasonal Farmworkers Program			1				
CSBG			1				
HUD Employment & Training			1				
<b>WIA Required Additional Business Reps</b>				<b>Up to 6</b>			
<b>FL Required Private Education Providers</b>					<b>0-2</b>		
<i>Must maintain business balance</i>							
<b>Additional Governor-Approved Members</b>						<b>Uncapped</b>	
<i>Must maintain business balance</i>							
<b>Additional Non-Voting Members</b>							
Youth Council Members							<b>Uncapped</b>
Rep. from military installation (If available in region)							<b>1</b>
Current or former Welfare Transition Assistance/WF Services recipient (may be voting)							<b>1</b>
<b>Minimum Board Size</b>		<b>23</b>		<b>24-35</b>	<b>23-37</b>	<b>&gt;23</b>	<b>&gt;23</b>

Source: Pub. L. No. 105-220, Title 1, s. 117(b)(2)(A); Pub. L. No. 105-220, Title 1, s. 117(h)(3); s. 445.007(1), F.S.

Note: The figures shown on the "Minimum Board Size" line do not account for single members representing more than one category: the "Dual-Hat" effect. To qualify for more than one category, the member should have optimum policy-making authority in both positions, and be nominated by organizations from both areas of representation.

# Action Item

## CAREER AND PROFESSIONAL EDUCATION (CAPE) ACT INDUSTRY CERTIFICATION LIST

\* \* \* \* \*

### **Background:**

The Florida Career and Professional Education (CAPE) Act was enacted by the 2007 Legislature to provide a statewide planning partnership between business and education communities to attract, expand, and retain targeted, high-value industry and to sustain a strong knowledge-based economy. The intent of the act is to improve middle and high school academic performance by providing rigorous and relevant career-themed curriculum that articulates to postsecondary level coursework and leads to industry certifications. Additionally, implementation supports the state's economic development goals, responds to Florida's critical workforce needs and provides state residents with access to high-wage, high-demand careers.

The implementation of this Act requires cross-agency coordination involving Workforce Florida (WFI), the Department of Economic Opportunity (DEO) and the Florida Department of Education (DOE). The law requires DEO to define industry certifications based upon the highest available national standards. Through a defined process and submission period August 15- October 31, various entities (school districts, vendors, workforce boards, associations, etc.) propose certifications for consideration. These submissions are thoroughly reviewed and analyzed to ensure they meet the eligibility requirements. Representatives from WFI, DOE and DEO review the findings after DEO's initial research and analysis and formulate recommendations to present to Workforce Florida for final review and approval. By law, WFI is responsible for publishing an annual Comprehensive Industry Certification List and by administrative ruling is required to submit to the approved Comprehensive List to the DOE by March 1<sup>st</sup>. It is from the Comprehensive Industry Certification List that the Department of Education identifies program-to-certification linkages, identifies certifications deemed sufficiently rigorous academically and, thus, eligible for bonus FTE funding.

Last fall, various business and industry groups, regional workforce boards, school districts and career and professional academies used the formalized process through WFI's website to submit certifications for consideration as additions to the 2013-2014 *Comprehensive Industry Certification List*. At the close of the submission period October 31<sup>st</sup>, 73 unduplicated responses were received and forwarded to DEO for research and analysis. Along with the initial review/analysis, the Labor Market Statistics Unit at DEO researches reviews and assigns appropriate Standard Occupational Classification Codes (SOC) to each of the submissions.

The initial review process by DEO is used to determine if the proposed certification is: 1) linked to occupations on Florida's Statewide Demand Occupations List or Enterprise Florida's Emerging Industry List; 2) nationally recognized; 3) a product of a third independent party; and 4) had a proctored exam. Representatives from WFI, DOE, and DEO perform an in-depth review of the new submissions and from September to January hold meeting to discuss and formulate their final recommendations for presentation to the Global Talent Competitiveness Council. Those entities that proposed submissions that did not meet the eligibility were notified and given the opportunity to present additional information to substantiate their request by teleconference or in person.

The current Comprehensive 2012-2013 Industry Certification List includes 450 certifications. This list was also thoroughly reviewed and revisions/deletions made from changes by the certifying entities, i.e. changes in testing, certifications no longer being available, etc. were identified and are recommended for removal from the Comprehensive Industry Certification List. Additionally, certifications that were "daggered" last year due to the fact they no longer aligned with occupations on the Statewide Demand Occupations List or Enterprise Florida's Emerging Industry List were reviewed again and those that did not align with occupations on the 2013-2014 Statewide Demand Occupations List are also being recommended for removal.

Section 1003.492(2), F.S. and implementing administrative rules approved for the CAPE Comprehensive Industry Certification List requires that the full WFI Board of Directors approve the updated list annually at its February meeting. This initiative falls under the direction of the Global Talent Competitiveness Council and was considered by the Council at its meeting this morning. It is now being presented to the full Board of Directors for action.

### **NEEDED ACTION**

- **Approval of recommended additions to the 2012-2013 Comprehensive Industry Certification List.**
- **Approval of modifications to the current 2012-2013 Comprehensive Industry Certification List. The modified 2012-2013 list with newly approved certifications will constitute the 2013-2014 Industry Certification List.**
- **Authorize WFI staff, in collaboration with DEO and FLDOE staff, to make any necessary revisions to certifications on the approved Comprehensive Industry Certification List that may evolve from changes by the certifying entities relating to the release of newer versions, upgrades or other changes that may occur relating to eligibility issues of certification requirements.**

**2013-14 COMPREHENSIVE INDUSTRY CERTIFICATION RECOMMENDED ADDITIONS**

	<b>Certification/ Credential Title</b>	<b>Issuing Organization/Provider</b>
1	Microsoft Certified Solutions Associate (MCSA) - SQL Server 2012	Microsoft Corporation
2	Microsoft Certified Solutions Associate (MCSA) - Windows 7	Microsoft Corporation
3	Microsoft Certified Solutions Associate (MCSA) - Windows 8	Microsoft Corporation
4	Microsoft Certified Solutions Associate (MCSA) - Windows Server 2008	Microsoft Corporation
5	Microsoft Certified Solutions Associate (MCSA) - Windows Server 2012	Microsoft Corporation
6	Microsoft Certified Solutions Expert (MCSE) - Business Intelligence	Microsoft Corporation
7	Microsoft Certified Solutions Expert (MCSE) - Communication	Microsoft Corporation
8	Microsoft Certified Solutions Expert (MCSE) - Data Platform	Microsoft Corporation
9	Microsoft Certified Solutions Expert (MCSE) - Desktop Infrastructure	Microsoft Corporation
10	Microsoft Certified Solutions Expert (MCSE) - Messaging	Microsoft Corporation
11	Microsoft Certified Solutions Expert (MCSE) - Private Cloud	Microsoft Corporation
12	Microsoft Certified Solutions Expert (MCSE) - Server Infrastructure	Microsoft Corporation
13	Microsoft Certified Solutions Expert (MCSE) - SharePoint	Microsoft Corporation
14	Microsoft Technology Associate (MTA) - Gaming Development Fundamentals	Microsoft Corporation
15	Microsoft Technology Associate (MTA) - HTML5 Application Development Fundamentals	Microsoft Corporation
16	Microsoft Technology Associate (MTA) - Mobile Development Fundamentals	Microsoft Corporation
17	Registered Abdominal and Vascular Specialist (RAVS)	National Certification Medical Association
18	Registered Clinical Massage Therapist (RCMT)	National Certification Medical Association
19	Registered Clinical Medical Assistant Specialist (RCMAS)	National Certification Medical Association
20	Registered Electrocardiography Specialist (RES)	National Certification Medical Association
21	Registered Surgical Technologist (RST)	National Certification Medical Association
22	Certified Electronic Health Record Specialist (CEHRS)	National Healthcareer Association
23	Certified Medical Laboratory Assistant	National Healthcareer Association
24	National Professional Certification in Sales	National Retail Federation Foundation
25	RECF Pre-Engineering Certification	Robotics Education and Competition Foundation
26	RECF Robotics Certification	Robotics Education and Competition Foundation

**2013-2014 CAREER AND PROFESSIONAL EDUCATION ACT CERTIFICATIONS NOT RECOMMENDED FOR ADDITION TO 2012-2013 COMPREHENSIVE INDUSTRY CERTIFICATION LIST**

	<b>Certification</b>	<b>Reason Not Recommended</b>
1	911 Public Safety Telecommunicator Program	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
2	A*S*K Fundamental Marketing Concepts	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
3	Adobe Certified Associate Illustrator	Certification is still in development stage and not available at this time.
4	Adobe Certified Associate InDesign	Certification is still in development stage and not available at this time.
5	ASE Student Certification - Automatic Transmissions/Transaxles	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
6	ASE Student Certification - Brakes	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
7	ASE Student Certification - Electrical/Electronic Systems	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
8	ASE Student Certification - Engine Performance	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
9	ASE Student Certification - Engine Repair	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
10	ASE Student Certification - Heating and Air Conditioning	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
11	ASE Student Certification - Manual Drive Trains and Axles	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
12	ASE Student Certification - Mechanical and Electrical	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
13	ASE Student Certification - Non-Structural Analysis and Damage Repair	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
14	ASE Student Certification - Painting and Refinishing	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
15	ASE Student Certification - Structural Analysis and Damage Repair	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
16	ASE Student Certification - Suspension and Steering	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
17	Autodesk Certified User - 3dsMax	Certification is still in development stage and not available at this time.
18	Autodesk Certified User - Revit Architecture	Certification is still in development and beta testing stage and not available at this time.
19	Basic Safety Training (Coast Guard)	Research revealed this is a 5 day course, not a certification. Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List.
20	Certified Correctional Officer	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
21	Certified Education Robot Training (CERT) Program- iRVision (Integrated Robot Vision)	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
22	Certified Education Robot Training (CERT) Program- Material Handling	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
23	Certified Entrepreneurial Professional	Certification is not ready for implementation. Submitter indicated website information will not be available for 90 days which posts requirements and required knowledge and skills that need to be demonstrated. Also, only one local training test site has been identified and testing must be available on a statewide basis.
24	Certified Personal Fitness Trainer	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
25	Certified Phlebotomy Technician	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
26	Certified SolidWorks Simulation Associate - FEA	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List. Also exam is not proctored
27	Certified Sustainable Design Associate	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List. Also exam is not proctored
28	Drinking Water Treatment Technologist	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
29	IC3 - Global Standard 4 (GS4)	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List. This is basic computer literacy and is not occupationally specific.
30	IEMSR--Emergency Medical Responder	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
31	Microsoft Certified Solutions Associate (MCSA)	Current Windows Server certification (MICRO046) is retired and new Microsoft Certified Solutions Associate (MCSA) - Windows Server 2008, Microsoft Certified Solutions Associate (MCSA) - Window
32	MOS: Microsoft Office OneNote 2010, SharePoint 2010, Office 365	SharePoint 2010 exam is recommended to be added to current Microsoft Bundle. OneNote and Office 365 not recommended as they are administrative tools.
33	NA3SA	Is an assessment and is no longer available.
34	NASM Certified Personal Trainer (CPT)	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
35	NOCTI Apparel and Textile Production and Merchandising	An assessment, not a certification.
36	NOCTI-Criminal Justice	An assessment, not a certification.
37	NOCTI-Marine Mechanics	An assessment, not a certification.
38	ParaPro Assessment	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List and is not occupationally specific.
39	CDA- Ready Certificate	Not enough information available on website to determine eligibility criteria. Also, does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List.
40	RPS- Registered Phlebotomy Specialist	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
41	Safety Assistant	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List

**2013-2014 CAREER AND PROFESSIONAL EDUCATION ACT CERTIFICATIONS NOT RECOMMENDED FOR ADDITION TO 2012-2013 COMPREHENSIVE  
INDUSTRY CERTIFICATION LIST**

	<b>Certification</b>	<b>Reason Not Recommended</b>
42	Skills USA Connect-Automotive Service Technology	An assessment, not a certification.
43	Skills USA Connect-Collision Repair Technology	An assessment, not a certification.
44	Skills USA Connect-Criminal Justice/CSI	An assessment, not a certification.
45	Skills USA Connect-Marine Service Technology	An assessment, not a certification.
46	Staff Credential	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
47	Window Coverings Association of America (WCAA)	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List



**2013-14 COMPREHENSIVE INDUSTRY CERTIFICATION LIST REMOVALS**

**CERTIFICATIONS NO LONGER AVAILABLE**

	<b>Cert Title</b>	<b>Issuing Organization/Provider</b>	<b>Reason for Removal</b>
1	Apple Certified System Administrator (ACSA)	Apple Computer , Inc	Certification is no longer available
2	Apple iLife	Apple Computer , Inc	Certification is no longer available
3	Certified Fire Fighter	Florida Department of Financial Services, State Fire Marshall, Bureau of Fire Standards & Training	Duplication of FF 2 - on the Comprehensive List
4	Certified Home Care Aide	National Association for Home Care & Hospice	Certification is no longer available
5	Cisco Certified Internetwork Professional (CCIP)	Cisco Systems, Inc.	Certification is no longer available
6	Microsoft Certified Business Management Solutions Professional	Microsoft Corporation	This is a product and is not available
7	Microsoft Certified Business Management Solutions Specialist	Microsoft Corporation	This is a product and is not available
8	Microsoft Certified Database Administrator (MCDBA)	Microsoft Corporation	Certification is no longer available after September 30, 2012
9	Microsoft Certified Systems Engineer 2003 (MCSE)	Microsoft Corporation	Certification is no longer available after Sept 2012
10	Microsoft Certified IT Professional (MCITP) - Business Intelligence Developer	Microsoft Corporation	Certification is no longer available after July 31, 2013
11	Microsoft Certified IT Professional (MCITP) - Consumer Support Technician	Microsoft Corporation	Certification is no longer available after July 31, 2013
12	Microsoft Certified IT Professional (MCITP) - Database Administrator	Microsoft Corporation	Certification is no longer available after July 31, 2013
13	Microsoft Certified IT Professional (MCITP) - Database Developer	Microsoft Corporation	Certification is no longer available after July 31, 2013
14	Microsoft Certified IT Professional (MCITP) - Enterprise Administrator on Windows Server 2008	Microsoft Corporation	Certification is no longer available after July 31, 2013
15	Microsoft Certified IT Professional (MCITP) - Enterprise Messaging Administrator	Microsoft Corporation	Certification is no longer available after July 31, 2013
16	Microsoft Certified IT Professional (MCITP) - Enterprise Project Management with Microsoft Office Project Server 2007	Microsoft Corporation	Certification is no longer available after July 31, 2013
17	Microsoft Certified IT Professional (MCITP) - Enterprise Support Technician on Windows Vista	Microsoft Corporation	Certification is no longer available after July 31, 2013
18	Microsoft Certified IT Professional (MCITP) - Server Administrator	Microsoft Corporation	Certification is no longer available after July 31, 2013
19	Microsoft Certified Learning Consultant (MCLC)	Microsoft Corporation	Certification is no longer available after July 31, 2013
20	Microsoft Certified Professional Developer (MCPD) - Enterprise Applications Developer	Microsoft Corporation	The certifying agency retired all pathways to this certification as of July 31, 2013
21	Microsoft Certified Professional Developer (MCPD) - Web Developer	Microsoft Corporation	The certifying agency retired all pathways to this certification as of July 31, 2013
22	Microsoft Certified Professional Developer (MCPD) - Windows Developer	Microsoft Corporation	The certifying agency retired all pathways to this certification as of July 31, 2013
23	Microsoft Certified Systems Administrator (MCSA) - Windows Server 2003	Microsoft Corporation	Microsoft has technically not retired this certification, however they no longer list it under available certifications.
24	Microsoft Certified Professional Developer (MCPD) - ASP.NET Developer	Microsoft Corporation	The certifying agency retired all pathways to this certification as of July 31, 2013
25	Microsoft Certified Technology Specialist (MCTS) - .NET Framework 3.5, ADO.NET Applications	Microsoft Corporation	The certifying agency retired all pathways to this certification as of July 31, 2013
26	Microsoft Certified Technology Specialist (MCTS): .NET Framework 3.5, ASP.NET Applications	Microsoft Corporation	The certifying agency retired all pathways to this certification as of July 31, 2013
27	Microsoft Certified Technology Specialist (MCTS): .NET Framework 3.5, Windows Forms Applications	Microsoft Corporation	The certifying agency retired all pathways to this certification as of July 31, 2013
28	Microsoft Certified Technology Specialist (MCTS): .NET Framework 3.5, Presentation Foundation Applications	Microsoft Corporation	The certifying agency retired all pathways to this certification as of July 31, 2013

## 2012-2013 "DAGGERED" CERTIFICATIONS

### Daggered on 2012-2013 List - Now eligible - will remain on Comprehensive List

1	Accredited Rural Appraiser (ARA)	American Society of Farm Managers and Rural Appraisers	On 2013-2014 Statewide Demand Occupations List
2	FCC Commercial Radio Operator License - Element 3 General Radiotelephone Operator	Federal Communications Commission	On 2013-2014 Statewide Demand Occupations List
3	FCC Commercial Radio Operator License - Element 8 Ship Radar Endorsement	Federal Communications Commission	On 2013-2014 Statewide Demand Occupations List
4	Residential Accredited Appraiser (RAA)	National Association of Realtors	On 2013-2014 Statewide Demand Occupations List
5	Certified Professional Public Buyer (CPPB)	Universal Public Purchasing Certification Council	On 2013-2014 Statewide Demand Occupations List
6	NCCER Electrical - Level 1	National Center for Construction Education & Research (NCCER)	On 2013-2014 Statewide Demand Occupations List
7	NCCER Painting - Level 1	National Center for Construction Education & Research (NCCER)	On 2013-2014 Statewide Demand Occupations List
8	NCCER Painting - Level 2	National Center for Construction Education & Research (NCCER)	On 2013-2014 Statewide Demand Occupations List
9	NCCER Painting - Level 3	National Center for Construction Education & Research (NCCER)	On 2013-2014 Statewide Demand Occupations List

### Daggered on 2012-2013 Comprehensive List - Re-evaluated - To be Removed

1	Certified Executive Pastry Chef (CEPC)	American Culinary Federation	Not on 2013-2014 Statewide Demand Occupations List or
2	Certified Personal Trainer	American College of Sports Medicine	Not on 2013-2014 Statewide Demand Occupations List or
3	CompTIA CTT <sup>+</sup>	Computing Technology Industry Association (CompTIA)	Not on 2013-2014 Statewide Demand Occupations List or
4	Child Development Associate (CDA)	Council for Professional Recognition	Not on 2013-2014 Statewide Demand Occupations List or
5	Electrical Principles - Residential Construction Academy Examination	Home Builders Institute	An assessment; not a certification
6	PHR® (Professional in Human Resources)	Human Resource Cert. Institute - Soc. For Human Res. Mgt.	Not on 2013-2014 Statewide Demand Occupations List or
7	SPHR® (Senior Professional in Human Resources)	Human Resource Cert. Institute - Soc. For Human Res. Mgt.	Not on 2013-2014 Statewide Demand Occupations List or
8	GPHR® (Global Professional in Human Resources)	Human Resource Cert. Institute - Soc. For Human Res. Mgt.	Not on 2013-2014 Statewide Demand Occupations List or
9	HEAT Certification	HVAC (Heating, Ventilation and Air Conditioning) Excellence	Not a certification
10	HEAT+ Certification	HVAC (Heating, Ventilation and Air Conditioning) Excellence	Not a certification
11	Certified Alcohol and Drug Counselor (ADC)	International Certification & Reciprocity Consortium (IC&RC) Alcohol & Other Drug Abuse, Inc.	Not on 2013-2014 Statewide Demand Occupations List or
12	Master Certified Coach (MCC)	International Coach Federation	Not on 2013-2014 Statewide Demand Occupations List or
13	Manufacturing Skill Standards Council (MSSC) - Instructor Certification	The Manufacturing Skill Standards Council (MSSC)	Not on 2013-2014 Statewide Demand Occupations List or
14	Photovoltaic (PV) Entry Level Certificate of Knowledge	North American Board of Certified Energy Practitioners (NABCEP)	Not on 2013-2014 Statewide Demand Occupations List or
15	NCCER Construction Technology	National Center for Construction Education & Research (NCCER)	Requires less than a high school education
16	Registered Professional Reporter	National Court Reporters Association	Not on 2013-2014 Statewide Demand Occupations List or
17	Registered Merit Reporter	National Court Reporters Association	Not on 2013-2014 Statewide Demand Occupations List or
18	Registered Diplomate Reporter	National Court Reporters Association	Not on 2013-2014 Statewide Demand Occupations List or
19	Emergency Medical Responder (EMR)	National Registry of Emergency Medical Technicians	Not on 2013-2014 Statewide Demand Occupations List or
20	Certified Transportation Professional	Private Fleet Management Institute - National Private Truck Council	Not a certification
21	Teaching English to Speakers of Other Languages (TESOL) Certificate	World Learning SIT Graduate Institute	Not on 2013-2014 Statewide Demand Occupations List or

# Action Item

## STATEWIDE TARGETED OCCUPATIONS LIST ANNUAL APPROVAL PROCESS

\* \* \* \* \*

On an annual basis, Workforce Florida (WFI) is responsible for establishing Regional Targeted Occupations Lists (TOLs). Once developed and approved, these TOLs govern the provision of training programs being offered to individuals needing training assistance within the workforce system in compliance with federal and state law. The initial responsibility to vet the criteria as well as the Statewide Demand Occupations List approved by the Workforce Estimating Conference (WEC) falls under the jurisdiction of the Global Talent Competitiveness Council. Upon consideration and review, the Global Talent Competitiveness Council will make recommendation to the WFI Board of Directors for final consideration.

### **Background:**

The Department of Economic Opportunity's (DEO) Labor Market Statistics Unit (LMS) produces industry and occupational employment projections, along with occupational wage estimates for Florida and each of the 24 Workforce Regions. The results of this latest statewide employment forecast are presented to the WEC in August along with a preliminary statewide occupational demand list based on the previous year's wage criteria adjusted by the U.S. Bureau of Labor Statistics' Employment Cost Index (ECI). WEC Principals make decisions on the criteria that will be used to define high skill/high wage occupations and approves a Statewide Occupational Demand List that is based on agreed criteria. Per Chapter 216.136(7), F.S., the WEC is required to make recommendations to WFI on additions or deletions to lists of locally targeted occupations approved by WFI.

WFI utilizes the WEC's Statewide Demand List to define specific occupations needed for the workforce system and through a defined process develops and publishes regional Targeted Occupations Lists (TOLs).

Set criteria adopted by the WEC and being recommended to WFI for 2013-2014 is as follows:

- 150 annual openings and average growth rate of 1.55% or 360 annual openings with any positive growth
- Mean Wage of \$13.29/hour and Entry Wage of \$10.80/hour
- High Skill/High Wage (HSHW) Occupations:  
Mean Wage of \$20.82/hour and Entry Wage of \$13.29/hour

- Florida Department of Education (FLDOE) Training Codes of 3 [Postsecondary Adult Vocational (PSAV) Certificate] or and 4 (Community College Credit/Degree) The occupation requires postsecondary adult vocational training or a community college credit certificate, applied technology diploma, associate of applied science degree or associate degree

The proposed 2013-2014 Statewide Demand Occupations Lists includes 87 occupations that met the above established criteria. Due to the slower economy, there were 38 occupations that were noted by the Conferees as demand occupations that are found in declining industries and are not projected to return to their historical peak during the forecast period. This can result in an oversupply of trained workers. Many of these earmarked occupations are related to the construction industry.

WFI, as the state's private-sector led workforce policy entity, is responsible for adopting final occupational wage criteria and determines whether or not to adopt the occupational wage criteria established by the WEC, adjusted by the Florida Price Level Index for each workforce region. If adopted, LMS adjusts the statewide occupational demand list wage criteria by the Florida Price Level index for each workforce region and prepares Preliminary Targeted Occupations Lists (TOL) based on these adjusted wage criteria. Through an on-line web application, regional workforce boards can review their Preliminary Regional TOLs and request additions and deletions to their respective lists.

**WFI staff recommends the adoption of the occupation wage criteria established by the WEC adjusted by the Florida Price Level Index for each workforce region. Staff further recommends the adoption of the 2013-2014 Florida Statewide Demand Occupations List, as presented by the WEC on September 7, 2012. Upon approval, WFI will direct DEO to prepare individual regional targeted lists for each workforce board. The regional boards will have the opportunity to request additions and/or deletions to their respective targeted lists through the on-line web application with a set deadline.**

This initiative falls under the direction of the Global Talent Competitiveness Council and was considered by the Council at its meeting this morning. It is now being presented to the full Board of Directors for action.

## **NEEDED ACTION**

- 1) **Approve WFI staff recommendation to adopt the occupational wage criteria established by the Workforce Estimating Conference at their September 7, 2012 meeting adjusted by the Florida Price Level Index for each workforce region.**
- 2) **Approve WFI staff recommendation to accept the 2013-2014 Florida Statewide Demand Occupations as presented by the Workforce Estimating Conference on September 7, 2012.**

# 2013-14 Preliminary Florida Statewide Demand Occupations List

Sorted by Occupational Title

Workforce Estimating Conference Selection Criteria:

- 1 FLDOE Training Codes 3 (PSAV Certificate) and 4 (Community College Credit/Degree)
- 2 150 annual openings and average growth rate of 1.55% or 360 annual openings with any positive growth
- 3 Mean Wage of \$13.29/hour and Entry Wage of \$10.80/hour
- 4 High Skill/High Wage (HSHW) Occupations: Mean Wage of \$20.82/hour and Entry Wage of \$13.29/hour

SOC Code†	HSHW††	Occupational Title†	Annual		2012 Hourly Wage		FLDOE Training Code	In EFI Targeted Industry?	STEM Occupation?	New to List?
			Percent Growth	Annual Openings	Mean	Entry				
Occupations with titles in <b>bold type</b> and followed by an <b>asterisk (*)</b> may be found in declining industries and are not projected to return to their historical peak during the forecast period. These occupations may currently have an oversupply of trained workers, allowing the regional workforce boards the local option not to offer training for these occupations.										
113011	HSHW	Administrative Services Managers	1.72	407	48.08	28.73	4	Yes	No	No
413011		Advertising Sales Agents	0.23	372	22.16	12.02	3	Yes	No	No
493023		<b>Automotive Service Technicians and Mechanics*</b>	1.03	1,612	18.14	11.29	3	Yes	No	No
433031		<b>Bookkeeping, Accounting, and Auditing Clerks*</b>	1.55	2,911	16.36	11.47	4	Yes	No	No
472021		<b>Brickmasons and Blockmasons*</b>	4.42	243	17.84	13.06	3	No	No	No
131199	HSHW	Business Operations Specialists, All Other	1.64	2,495	29.98	16.54	4	No	No	No
292031		Cardiovascular Technologists and Technicians	2.50	245	21.55	12.35	3	Yes	Yes	No
472031		<b>Carpenters*</b>	2.91	2,365	17.71	11.36	3	No	No	No
472051		<b>Cement Masons and Concrete Finishers*</b>	4.30	529	15.27	11.00	3	No	No	No
131031	HSHW	<b>Claims Adjusters, Examiners, and Investigators*</b>	0.43	535	27.26	18.06	3	No	No	No
131041	HSHW	<b>Compliance Officers, Exc. Safety, Agri, Constr &amp; Transp.*</b>	1.59	371	27.98	17.05	3	No	No	No
151131	HSHW	Computer Programmers	0.63	556	34.31	21.06	3	Yes	Yes	Yes
151150	HSHW	Computer Support Specialists	1.49	1,360	21.75	14.15	3	Yes	Yes	No
151121	HSHW	Computer Systems Analysts	1.89	865	39.81	26.62	4	Yes	Yes	No
474011	HSHW	Construction and Building Inspectors	2.03	317	25.93	17.57	3	No	No	No
119021	HSHW	<b>Construction Managers*</b>	2.33	1,041	47.09	28.37	4	No	No	No
131051	HSHW	<b>Cost Estimators*</b>	4.53	664	28.06	18.15	4	No	Yes	No
151141	HSHW	Database Administrators	2.70	222	35.63	22.79	4	Yes	Yes	No
319091		Dental Assistants	2.59	736	16.19	12.06	3	Yes	No	No
292021	HSHW	Dental Hygienists	3.24	529	28.40	20.16	4	Yes	Yes	No
292032	HSHW	Diagnostic Medical Sonographers	3.80	264	28.50	22.27	3	Yes	No	No
472081		<b>Drywall and Ceiling Tile Installers*</b>	3.95	349	16.25	11.79	3	No	No	No

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SOC Code†	HSHW††	Occupational Title†	Annual	Annual	2012 Hourly Wage		FLDOE	In EFI	STEM	New
			Percent		Openings	Mean				
Occupations with titles in <b>bold type</b> and followed by an <b>asterisk (*)</b> may be found in declining industries and are not projected to return to their historical peak during the forecast period. These occupations may currently have an oversupply of trained workers, allowing the regional workforce boards the local option not to offer training for these occupations.										
499051	HSHW	<b>Electrical Power-Line Installers and Repairers*</b>	2.17	352	25.86	18.18	3	Yes	No	Yes
472111		<b>Electricians*</b>	2.76	1,705	19.35	14.12	3	No	No	No
292041		Emergency Medical Technicians and Paramedics	3.02	447	15.49	10.95	4	Yes	No	No
436011		<b>Executive Secretaries and Administrative Assistants*</b>	1.42	1,779	20.61	14.77	3	No	No	No
332011	HSHW	Fire Fighters	1.36	923	24.75	15.13	3	No	No	No
471011	HSHW	<b>First-Line Superv. of Construction and Extraction Workers*</b>	3.39	1,951	27.78	18.85	4	No	No	No
351012		First-Line Superv. of Food Preparation & Serving Workers	1.76	1,911	16.40	11.05	3	No	No	No
371012		First-Line Superv. of Landscaping and Groundskeeping	1.89	511	20.28	13.70	3	No	No	No
491011	HSHW	First-Line Superv. of Mechanics, Installers, and Repairers	1.33	948	28.81	18.72	3	No	No	No
431011	HSHW	First-Line Superv. of Office and Admin. Support Workers	1.54	3,412	24.13	15.76	4	Yes	No	No
511011	HSHW	<b>First-Line Superv. of Production and Operating Workers*</b>	0.42	361	27.19	17.86	3	Yes	No	No
411012	HSHW	<b>First-Line Supervisors of Non-Retail Sales Workers*</b>	0.64	966	45.51	24.08	4	No	No	No
391021		<b>First-Line Supervisors of Personal Service Workers*</b>	1.31	514	19.60	12.17	3	No	No	No
411011	HSHW	First-Line Supervisors of Retail Sales Workers	0.86	3,501	20.97	13.48	3	No	No	No
111021	HSHW	General and Operations Managers	0.85	1,996	51.17	25.25	4	Yes	No	No
472121		<b>Glaziers*</b>	4.53	218	17.20	11.60	3	No	No	No
271024	HSHW	Graphic Designers	1.15	655	21.22	13.43	4	Yes	No	No
292799		Health Technologists and Technicians, All Other	1.82	180	19.82	13.38	3	Yes	No	No
499021		Heating, A.C., and Refrigeration Mechanics and Installers	3.87	1,186	20.05	14.18	3	No	No	No
492097		<b>Home Entertainment Electronics Installers and Repairers*</b>	2.10	160	15.95	11.04	3	No	No	Yes
434161		<b>Human Resources Assistants, Exc. Payroll*</b>	1.93	449	16.83	12.53	3	No	No	Yes
499041	HSHW	Industrial Machinery Mechanics	2.90	566	21.89	15.03	3	No	No	No

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SOC Code†	HSHW††	Occupational Title†	Annual	Annual	2012 Hourly Wage		FLDOE	In EFI	STEM	New
			Percent		Openings	Mean				
Occupations with titles in <b>bold type</b> and followed by an <b>asterisk (*)</b> may be found in declining industries and are not projected to return to their historical peak during the forecast period. These occupations may currently have an oversupply of trained workers, allowing the regional workforce boards the local option not to offer training for these occupations.										
151179	HSHW	Information Security Analysts and Web Developers	1.86	800	32.92	20.69	3	Yes	Yes	Yes
413021	HSHW	Insurance Sales Agents	1.60	1,880	29.35	15.81	3	Yes	No	No
271025		<b>Interior Designers*</b>	1.85	199	23.28	12.27	4	Yes	No	No
436012		<b>Legal Secretaries*</b>	1.72	444	19.22	13.41	3	No	No	No
292061		<b>Licensed Practical and Licensed Vocational Nurses*</b>	2.27	2,151	19.94	16.17	3	Yes	No	No
132071		Loan Counselors	2.62	156	19.99	14.85	4	Yes	No	Yes
132072	HSHW	<b>Loan Officers*</b>	1.72	1,008	30.12	17.67	4	Yes	No	No
499071		Maintenance and Repair Workers, General	1.47	2,591	15.88	10.87	3	No	No	No
319011		Massage Therapists	1.72	450	18.04	10.96	3	Yes	No	Yes
319092		Medical Assistants	2.35	1,478	13.99	10.86	3	Yes	No	No
499062		Medical Equipment Repairers	2.81	189	19.45	11.84	3	Yes	Yes	No
292071		Medical Records and Health Information Technicians	2.10	449	17.10	11.27	4	Yes	No	No
436013		<b>Medical Secretaries*</b>	3.21	798	14.23	11.26	3	No	No	No
131121	HSHW	Meeting and Convention Planners	3.47	218	23.73	14.98	4	No	No	No
493042	HSHW	Mobile Heavy Equipment Mechanics, Except Engines	2.03	250	20.88	15.01	3	No	No	No
493051		Motorboat Mechanics	2.57	176	17.60	10.91	3	No	No	Yes
151142	HSHW	Network and Computer Systems Architects and Administrators	2.72	629	36.53	24.13	4	Yes	Yes	No
472073		<b>Operating Engineers/Construction Equipment Operators*</b>	3.31	740	18.09	13.07	3	No	No	No
472141		<b>Painters, Construction and Maintenance*</b>	2.64	1,244	15.44	10.85	3	No	No	Yes
232011	HSHW	Paralegals and Legal Assistants	3.38	1,044	22.89	15.48	3	Yes	No	No
312021	HSHW	Physical Therapist Assistants	2.89	183	27.66	21.29	4	Yes	No	No
472151		<b>Pipelayers*</b>	3.07	249	16.07	11.70	3	No	No	No

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SOC Code†	HSHW††	Occupational Title†	Annual	Annual	2012 Hourly Wage		FLDOE	In EFI	STEM	New
			Percent		Openings	Mean				
Occupations with titles in <b>bold type</b> and followed by an <b>asterisk (*)</b> may be found in declining industries and are not projected to return to their historical peak during the forecast period. These occupations may currently have an oversupply of trained workers, allowing the regional workforce boards the local option not to offer training for these occupations.										
472152		<b>Plumbers, Pipefitters, and Steamfitters*</b>	2.90	1,325	18.85	13.13	3	No	No	No
333051	HSHW	<b>Police and Sheriff's Patrol Officers*</b>	1.26	1,449	27.44	18.78	3	No	No	No
119141	HSHW	Property, Real Estate & Community Association Managers	0.83	769	30.17	16.32	4	No	No	No
131023	HSHW	<b>Purchasing Agents, Except Farm Products &amp; Trade*</b>	0.84	481	27.02	17.41	4	Yes	No	No
292037	HSHW	Radiologic Technologists and Technicians	2.38	581	25.71	19.12	3	Yes	No	No
419022		<b>Real Estate Sales Agents*</b>	1.73	1,978	21.69	11.00	3	Yes	No	No
291111	HSHW	Registered Nurses	2.31	6,865	31.31	23.58	4	Yes	Yes	No
291126	HSHW	Respiratory Therapists	2.37	305	25.40	20.62	4	Yes	Yes	No
472181		<b>Roofers*</b>	1.97	508	15.75	11.76	3	No	No	No
414011	HSHW	Sales Representatives, Wholesale & Mfg, Tech. & Sci. Products	1.42	1,149	42.53	23.37	3	Yes	No	No
414012	HSHW	<b>Sales Representatives, Wholesale and Manufacturing, Nontech</b>	1.40	3,147	28.86	14.40	3	Yes	No	No
492098		Security and Fire Alarm Systems Installers	2.89	427	18.11	13.44	3	No	No	No
472211		<b>Sheet Metal Workers*</b>	2.59	284	17.52	12.30	3	No	No	No
211093		<b>Social and Human Service Assistants*</b>	1.22	400	14.39	10.82	3	Yes	No	No
151132	HSHW	Software Developers, Applications	2.00	651	38.79	23.47	4	Yes	Yes	No
292055		Surgical Technologists	1.65	225	18.66	14.92	3	Yes	Yes	No
492022	HSHW	Telecommunications Equipment Installers and Repairers	0.95	427	23.65	16.08	3	Yes	No	Yes
533032		<b>Truck Drivers, Heavy and Tractor-Trailer*</b>	1.44	2,419	17.79	12.16	3	Yes	No	No
292056		Veterinary Technologists and Technicians	4.11	390	14.30	11.03	4	Yes	No	No



# 2013-14 Preliminary Florida Statewide Demand Occupations List

## Sorted by Occupational Title

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SOC Code†	HSHW††	Occupational Title†	Annual	Annual	2012 Hourly Wage		FLDOE	In EFI	STEM	New
			Percent		Openings	Mean				
Occupations with titles in <b>bold type</b> and followed by an <b>asterisk (*)</b> may be found in declining industries and are not projected to return to their historical peak during the forecast period. These occupations may currently have an oversupply of trained workers, allowing the regional workforce boards the local option not to offer training for these occupations.										
251194	HSHW	Vocational Education Teachers, Postsecondary	2.87	315	27.65	16.57	4	No	No	Yes
514121		<b>Welders, Cutters, Solderers, and Brazers*</b>	2.28	558	17.86	12.60	3	Yes	No	No

†SOC Code and Occupational Title refer to Standard Occupational Classification codes and titles.

††HSHW = High Skill/High Wage.

EFI - Enterprise Florida, Inc.

# **Action Item**

## **APPROVAL OF ELECTRONIC BOARD PACKET POLICY**

**\* \* \* \* \***

WFI currently produces board packets in a physical format that are distributed via contract carriers to board members and partners. The cost of production and distribution is substantial, and the physical format has limitations, including portability, revisability, searchability and ease of access. To reduce cost and overcome limitations, the Council would require staff to produce and distribute the board packets in a digital format. Staff recommends use of Adobe's Portable Document Format (pdf), which can be viewed on all mobile devices and desktop systems, and provides for documents that are indexed, searchable, and extensible (such as through the use of hyperlinks). The Council would instruct staff to continue evaluating new and existing technologies and to deploy them when desired advantages are identified.

The packets in digital format would become the primary method of distribution, with board members given the option each board meeting to request a physical copy.

**\* \* \* \* \***

### **NEEDED ACTION**

**Approve the board packet be published and distributed in a digital format.**

# Action Item

## APPROVAL OF CONTRACT UNDER WORKFORCE FLORIDA, INC. CONTRACTING POLICY

\*\*\*\*\*

Pursuant to the Workforce Florida, Inc. Contracting Policy, Workforce Florida, Inc. is not to enter into a contract with one of its own board members, with an organization represented by its own board member or with any entity where a board member has any relationship with the contracting vendor; however, the Contracting Policy further provides that, at the Board's discretion, the following contract may be exempted from the preceding prohibition:

- a) "A contract with an agency (as defined in s. 112.312(2), including, but not limited to, those statutorily required to be board members) when said agency is represented by a board member and said member does not personally benefit financially from such contracts."

If, in the Board's discretion, the Board chooses to exempt the contract, the approval process must meet the requirements of Section III of the Contracting Policy:

- a) The conflict of interest of the Board member must be fully disclosed.
- b) The Board member must abstain from the vote.
- c) The Board must approve by a 2/3 vote when a quorum has been established.

The following contract is submitted for the Board's review and approval:

Contract Administrator	Amount	WFI Board Member Employed By Contract Administrator	Type of Contract	WFI Contracting Policy Exemption	Board Member Personally Benefit From Contract?
St. Petersburg College	Up to \$11,584.00 for admin. costs on QRT contract.	Dr. William D. Law, Jr., President	Quick Response Training (\$243,264 contract with Power Design, Inc.)	"Agency" (as defined in s. 112.312(2), F.S.)	No

\*\*\*\*\*

### NEEDED ACTION

**Approve the above-listed contract by a 2/3 vote when a quorum has been established.**

**WORKFORCE FLORIDA, INC.**  
Agreement #QR 12/1352B

**1. PARTIES**

This Agreement is made and entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2012, between Workforce Florida, Inc., (hereinafter referred to as "WFI") located at 1580 Waldo Palmer Lane, Tallahassee, Florida 32308, St. Petersburg College, located at 13805 58th Street North, Clearwater, FL 33733, and Power Design, Inc., located at 11600 Ninth Street North, St. Petersburg, FL 33716.

**2. NOTICES**

Any notice or communications given pursuant hereto by any party shall be in writing and mailed by registered or certified mail, postage prepaid, or by express mail to the following.

- (a) Program Director  
Workforce Florida, Inc.  
1580 Waldo Palmer Lane  
Tallahassee, FL 32308
  
- (b) Dr. William Law, Jr., President  
St. Petersburg College  
13805 58th Street North  
Clearwater, FL 33733
  
- (c) Mrs. Marlene Velez, Director Human Resources  
Power Design, Inc.  
11600 Ninth Street North  
St. Petersburg, FL 33716

**3. BASIS FOR AGREEMENT**

- 3.1 WFI is empowered by provisions of section 288.047, Florida Statutes to administer the Quick Response Training Program to meet the short-term, immediate, workforce-skill needs of new and expanding business and industry in the State of Florida (A copy of Section 288.047, F.S. is attached and incorporated by this reference as "Exhibit A").

- 3.2 WFI has received Power Design, Inc.'s application dated November 29, 2012, demonstrating that it is a qualified business eligible to receive grant funding. Power Design, Inc. is committed to a net increase in existing workforce of 134 new, full-time jobs, to hiring Florida residents to fill these jobs and to completing the training program as described in the approved application. (A copy of which is attached hereto and incorporated herein as "Exhibit B.")
- 3.3 Power Design, Inc. and St. Petersburg College warrant and represent that the information set forth in the application, "Exhibit B", is true, correct and complete in all material aspects and that Exhibit B may only be amended by WFI's written approval and subject to mutual agreement by all parties.
- 3.4 WFI is prepared to provide funds not to exceed \$243,264 as outlined in the approved program budget, a copy of which is attached hereto and incorporated herein as "Exhibit C." These funds shall be expended solely for the purpose of the approved program budget on a reimbursement and performance method of payment.

#### 4. TERM OF AGREEMENT

The term of this Agreement shall commence on the approval date of the award, December 12, 2012, and shall remain in effect until the stated purpose, as outlined in Section 3.2 above, is completed to the satisfaction of WFI, with such term not to exceed a twenty-four (24) month period from the date of the approval. Training may begin as of the approval date; however, no grant funds may be disbursed for program expenses incurred prior to the execution of this Agreement.

#### 5. PAYMENTS

- 5.1 Schedule. Payments shall be made to St. Petersburg College on a reimbursement and performance basis monthly. St. Petersburg College will submit to WFI invoices including documentation of expenditures in such detail as to provide for proper preaudit and post audit. St. Petersburg College will reimburse Power Design, Inc. for eligible expenses.
- 5.2 Final Payment. Power Design, Inc. shall submit the final invoice for reimbursement no later than sixty (60) days upon completion of training, within sixty (60) days of the termination of this Agreement or within sixty (60) days of the expiration of this Agreement, whichever occurs first. WFI shall withhold final payment until a final report is submitted and all performance criteria specified have been achieved and documented.
- 5.3 Availability of Funds. WFI's liability under this Agreement is contingent upon the continued availability of legislatively appropriated funds. In the event this Agreement extends beyond WFI's current fiscal year that begins on July 1 of each

year and ends on June 30 of each succeeding year, St. Petersburg College and Power Design, Inc. mutually agree that performance and payment during subsequent fiscal periods is contingent upon funds being appropriated, allocated, or otherwise made available. WFI shall be the final determiner of the availability of such funds.

## 6. REQUIREMENTS OF ST. PETERSBURG COLLEGE

- 6.1 Specific training requirements are contained in "Exhibit B", which includes all provisions required in Exhibit A.
- 6.2 Monthly Reports. During the term of this Agreement, St. Petersburg College shall provide WFI with a monthly report, which is due by the 20th of the month following the end of the preceding month. WFI will provide templates of the reporting forms. This report is not a replacement for the other reports and audits, which may be required elsewhere in this Agreement. Such report shall include:
- (a) a written accounting of actual expenditures in comparison with the proposed expenditures;
  - (b) the total funds transferred to St. Petersburg College by WFI pursuant to this Agreement;
  - (c) the total program costs paid from funds made available by WFI pursuant to this Agreement;
  - (d) an identification of which objectives set forth in the application have been accomplished; total training hours completed; number, name and number of individuals trained and hired; current stage of training; and
  - (e) sufficient documentation for identification of all participants that would allow access through the automated student data bases pursuant to section 1008.39, Florida Statutes or electronic listings for calculation of performance measures and any other outcomes deemed pertinent to WFI.

Failure to provide a monthly report, even in months where no actual expenditures or training has occurred, shall be a material default and grounds for termination under Section 8. Failure to provide training for two consecutive months shall be a material default and grounds for termination under Section 7.

- 6.3 Final Program and Budget Report. Within sixty (60) days upon completion of training, or within sixty (60) days of expiration of this Agreement, or within sixty (60) days of termination under Section 8, whichever occurs first, St. Petersburg College will provide WFI with a certification, if possible, that the training program has been completed in compliance with the terms and conditions of this Agreement. Further, St. Petersburg College will provide a report, which shall specify:
- (a) the total funds transferred to St. Petersburg College by WFI pursuant to this Agreement;

- (b) when applicable, the total interest obtained from the investment of said funds as referenced in section 5.1;
- (c) the balance of any unexpended program funds;
- (d) name and number of individuals trained and hired through the training program;
- (e) the actual number of new, full-time jobs created by Power Design, Inc. in conjunction with this training program; and
- (f) a summary of the actual total training program costs.

6.4 Audit and Records: During the term of this Agreement, St. Petersburg College agrees to:

- (a) establish and maintain proper accounting system for books, records, and documents (including electronic storage media) in accordance with generally accepted accounting standards and practices which sufficiently and properly reflect all revenues and expenditures for funds provided by WFI under this Agreement for a period of five (5) years after the conclusion of the Agreement, after all payments are made and all pending items are closed;
- (b) submit all bills for fees or other compensation for services or expenses in detail sufficient for a proper preaudit and postaudit;
- (c) maintain financial records and reports related to funds paid to any parties for work on the matters which are the subject of this Agreement; and
- (d) include these record-keeping requirements in contracts and subcontracts entered into by St. Petersburg College with any party for work required under terms of this Agreement.

6.5 Liability: St. Petersburg College assumes the risk of any claims, suits, judgments or damages arising from St. Petersburg College's performance of, or failure to perform, the tasks and duties which are the subject of this Agreement, or from St. Petersburg College's participation in the program subject to the extent and limitations of section 768.28, Florida Statutes.

## 7. REQUIREMENTS OF POWER DESIGN, INC.

7.1 During the term of this Agreement, Power Design, Inc. agrees to:

- (a) cooperate with WFI and St. Petersburg College in every reasonable way to ensure the successful delivery of the training program;
- (b) post all job openings pertaining to this contract with the Regional Workforce Board's One-Stop Career System and utilize available services offered through the One-Stop which are useful to the company.
- (c) submit monthly to St. Petersburg College information on training activity during the previous month, grant expenditures and reimbursement requests;
- (d) provide monthly to WFI, electronically, a report which shall specify name, social security number, number of individuals trained and hired through the

training program, and other requested information for calculation of performance measures and any other outcomes as specified in section 1008.39, Florida Statutes or deemed pertinent to WFI;

- (e) furnish WFI, within sixty (60) days after completion of training, a certification that the training program and net increase in workforce has been completed in compliance with the terms and conditions of this Agreement.
- (f) provide an evaluation of St. Petersburg College and services received through the Quick Response Training Program within thirty (30) days of the conclusion of the training program;
- (g) allow WFI and St. Petersburg College, upon reasonable written request, to access information specific to the wages and performance of participants upon completion of the training program for evaluation purposes as required by sections 288.047(5)(e), 1008.39, Florida Statutes. However, as specified in section 288.047(5)(e), Florida Statutes, the information which, if released, would disclose the identity of the person to whom the information pertains or disclose the identity of the person's employer is confidential and exempt from the provisions of section 119.07(1), Florida Statutes. Any evaluations published subsequent to the training program may not identify the employer or any individual participant; and
- (h) act as an independent contractor and not as an employee of WFI or St. Petersburg College in the performance of the tasks and duties, which are specific obligations of Power Design, Inc. pursuant to this Agreement.

- 7.2 Non-discrimination and harassment-free workplace. Power Design, Inc. will not discriminate against any employee employed in the performance of this Agreement, or against any applicant for employment because of race, creed, color, handicap, national origin, marital status or sex, and will provide a harassment-free workplace, with any allegation of harassment given priority attention and action by management.
- 7.3 Public Entity Crimes. Power Design, Inc. affirms that at no time has it been convicted of a Public Entity Crime pursuant to section 287.133(2)(a), Florida Statutes, and recognizes that such a conviction during the term of this Agreement shall be a material default and may result in termination of this agreement.
- 7.4 Indemnification/Hold Harmless. Power Design, Inc. hereby agrees to indemnify and hold harmless Workforce Florida, Inc. and St. Petersburg College from all claims, liabilities, losses, damages, injury and costs of any nature whatsoever, including reasonable attorney fees and legal costs arising from, resulting from or in any way connected or associated with this Agreement, whether such claims, losses, liabilities, losses, damages, injury or costs are due or claimed to be due solely or in part to the acts of Workforce Florida, Inc. or St. Petersburg College.
- 7.5 Employment Eligibility Verification: Executive Order 11-02, signed January 4, 2011, by the Governor of Florida, requires state agency contractors utilized the U.S.



Department of Homeland Security's E-Verify system to verify the employment eligibility of:

- (a) All persons employed during the Contract term by Contractor to perform employment duties within Florida; and,
- (b) All persons (including subcontractors) assigned by Contractor to perform work pursuant to this Contract, i.e., the Contractor must require its subcontractors to utilize the E-Verify system for its employees assigned to this Contract.

E-Verify is an Internet-based system that allows an employer, using information reported on an employee's Form I-9, Employment Eligibility Verification, to determine the eligibility of all new employees hired to work in the United States after the effective date of the required Memorandum of Understanding (MOU); the responsibilities and elections of federal contractors, however, may vary, as stated in Article II.D.1.c. of the MOU. There is no charge to employers to use E-Verify. The Department of Homeland Security's E-Verify system can be found at: [http://www.dhs.gov/files/programs/gc\\_1185221678150.shtm](http://www.dhs.gov/files/programs/gc_1185221678150.shtm).

Compliance with the requirements of this section of the Contract is required prior to commencing performance under this Contract.

## 8. TERMINATION

- 8.1 Termination for Cause. In the event that St. Petersburg College or Power Design, Inc. breaches in the performance of any duty, obligation, covenant or agreement, then WFI has the right to terminate the Agreement. WFI shall provide notice of default to St. Petersburg College or Power Design, Inc. St. Petersburg College or Power Design, Inc. shall have fourteen (14) calendar days within which to correct the default and provide notice to WFI that the default has been cured. If the default is not corrected to the satisfaction of WFI, then WFI may terminate the Agreement. WFI, at its discretion, may terminate by serving a notice of termination in writing pursuant to Section 2.
- 8.2 Termination for Convenience. WFI, St. Petersburg College or Power Design, Inc. shall have the right to unilaterally terminate this Agreement for convenience by providing the other parties to the Agreement written notice pursuant to Section 2 at least thirty (30) days before the party's termination for convenience. WFI shall pay as complete and total satisfaction for such termination--for any and all approved deliverables that are delivered and invoiced provided such invoices are received by WFI at the address in Section 2 prior to such termination. Any party or parties seeking payments or damages in excess of payment for such deliverables shall breach this Agreement. Legal costs, including attorney fees, caused by such breach shall be recoverable in the event of litigation.

- 8.3 Termination for Public Records Violation. Power Design, Inc. and St. Petersburg College shall, subject to the provisions of Chapter 119, Florida Statutes, and Section 11.3, permit access to public records made or received pursuant to or in connection with the transaction of business under this Agreement. WFI may terminate this Agreement if Power Design, Inc. or St. Petersburg College fails to allow access to public records.

## 9. LEGAL REQUIREMENTS

- 9.1 With respect to its interpretation, construction, effect, performance, enforcement, and all other matters, this Agreement shall be governed by, and be consistent with, the laws of the State of Florida, both procedural and substantive. Any and all litigation arising under this Agreement shall be brought in the appropriate State of Florida court in Leon County, Florida.
- 9.2 No provision for automatic renewal or extension of this Agreement shall be effective.

## 10. MODIFICATION

This writing, including all Exhibits, contains the entire Agreement of the parties. No representations were made or relied upon by any party, other than those that are expressly set forth. No agent, employee, or other representative of any party is empowered to alter any of the terms of this Agreement, unless done in writing and signed and approved by an executive officer of WFI or designee for WFI, an executive officer of St. Petersburg College and an executive officer of Power Design, Inc. The parties agree to renegotiate this Agreement if revisions of any applicable State of Florida laws, regulations or decreases in allocations make changes to this Agreement necessary.

## 11. GENERAL CONDITIONS

- 11.1 St. Petersburg College and Power Design, Inc. agree to comply with all applicable federal, state and local laws.
- 11.2 Limitations on the recovery of damages which are specifically provided by Florida Statute or general law or established by rulings of Florida courts shall apply to this Agreement. Such limitations include, but are not limited to, the following:
- (a) WFI (as if it were a State Agency) and St. Petersburg College are liable for damages only to the extent provided by section 768.28, Florida Statutes.
  - (b) WFI and St. Petersburg College are not bound by any agreements to indemnify, hold harmless, or for liquidated damages or cancellation charges.

- (c) No provision of this Agreement shall be construed as a waiver by WFI of any right, defense or claim, which WFI may have in any litigation arising under the Agreement. Nor shall any Agreement provision be construed as a waiver by WFI of any right to initiate litigation.
- 11.3 Pursuant to section 288.047(7), Florida Statutes, in providing instruction pursuant to this Agreement, materials that relate to the methods of manufacture or production, potential trade secrets, business transactions, or proprietary information received, produced, ascertained, or discovered by employees of the district school boards, community college district boards of trustees, or other personnel employed for the purposes of this section are confidential and exempt from the provisions of section 119.07(1), Florida Statutes. WFI may seek copyright protection for all instructional materials and ancillary written documents developed wholly or partially with state funds as a result of instruction provided pursuant to this Agreement. Subject to WFI's approval, Power Design, Inc. may seek copyright, patent and other intellectual property interest in the products and materials developed by Power Design, Inc. However, Power Design, Inc. shall provide WFI, upon request, with unrestrained use of any such materials that may be copyrighted, patented or otherwise protected. Such training materials may then be used by WFI in developing training programs so long as the confidential training materials and interests, stated in section 288.047(7), Florida Statutes, remain protected.
- 11.4 St. Petersburg College will reimburse WFI for any funds that the St. Petersburg College, as fiscal agent, through its negligence or in contravention of the terms of this Agreement and its obligations as fiscal agent, causes to be misdirected or to be obligated for purposes other than as specifically authorized under the terms of this Agreement.
- 11.5 Power Design, Inc. acknowledges and agrees that any expenses incurred above and beyond the grant funds shall be borne and paid by Power Design, Inc. Power Design, Inc. will be liable for any program funds used for purposes other than payment of costs listed in the approved budget "Exhibit C." If, and to the extent permitted by Florida Statute 768.28 and other applicable law, Power Design, Inc. and St. Petersburg College shall each individually indemnify and hold WFI harmless for claims made by any third party with respect to expenses incurred or activities performed by Power Design, Inc. respectively in fulfillment of this program.
- 11.6 Unless waived by WFI, textbooks and manuals funded through this Agreement, which are not consumed in the training process, will remain the property of St. Petersburg College. Said textbooks and manuals will be housed and may be used by St. Petersburg College. Power Design, Inc. confidential materials and interest remain protected as stated in section 11.3 and elsewhere throughout this Agreement.
- 11.7 St. Petersburg College and Power Design, Inc. are encouraged to utilize "minority business enterprises", as defined in section 288.703, Florida Statutes, as

subcontractors or subvenders when permitted under this Agreement and should report all such usage to WFI.

11.8 The following activities shall not be funded with any of the grant funds: (a) trainees' salaries; (b) purchase of equipment, furniture or fixtures; (c) travel and related incidental costs; and (d) lobbying of the Florida Legislature, the judiciary, or a state agency.

11.9 Triplicate Originals. This Agreement is executed in triplicate originals.

IN WITNESS WHEREOF, the parties have caused their hand to be set by their respective authorized officials hereto.

**WORKFORCE FLORIDA, INC.**

**BY:** \_\_\_\_\_  
**CHRIS HART IV**  
**PRESIDENT**

**POWER DESIGN, INC.**

**BY:** \_\_\_\_\_

**NAME:** \_\_\_\_\_  
**(Print or Type)**

**TITLE:** \_\_\_\_\_  
**(Print or Type)**

**ST. PETERSBURG COLLEGE**

**BY:** \_\_\_\_\_

**NAME:** \_\_\_\_\_  
**(Print or Type)**

**TITLE:** \_\_\_\_\_  
**(Print or Type)**

## EXHIBIT A

**FS Book: Florida Statutes**  
**FS Title: XIX - PUBLIC BUSINESS**  
**FS Chap.: 288 - COMMERCIAL DEVELOPMENT AND CAPITAL IMPROVEMENTS**  
**SECTION FS 288.046 AND FS 288.047**

*288.046 Quick Response training; legislative intent.*

The Legislature recognizes the importance of providing a skilled workforce for attracting new industries and retaining and expanding existing businesses and industries in this state. It is the intent of the Legislature that a program exist to meet the short-term, immediate, workforce-skill needs of such businesses and industries. It is further the intent of the Legislature that funds provided for the purposes of s. 288.047 be expended on businesses and industries that support the state's economic development goals, particularly high value-added businesses or businesses that locate in and provide jobs in the state's distressed urban and rural areas, and that instruction funded pursuant to s. 288.047 lead to permanent, quality employment opportunities.

History.--s. 1, ch. 93-187; s. 77, ch. 2000-165.

*288.047 Quick response training for economic development.—*

(1) The Quick-Response Training Program is created to meet the workforce-skill needs of existing, new, and expanding industries. The program shall be administered by Workforce Florida, Inc., in conjunction with Enterprise Florida, Inc., and the Department of Education. Workforce Florida, Inc. shall adopt guidelines for the administration of this program. Workforce Florida, Inc. shall provide technical services and shall identify businesses that seek services through the program. Workforce Florida, Inc., may contract with Enterprise Florida, Inc., or administer this program directly, if it is determined that such an arrangement maximizes the amount of the Quick Response grant going to direct services.

(2) Workforce Florida, Inc., shall ensure that instruction funded pursuant to this section is not available through the local community college or school district and that the instruction promotes economic development by providing specialized training to new workers or retraining for current employees to meet changing skill requirements caused by new technology or new product lines and to prevent potential layoffs. Such funds may not be expended to provide training for instruction related to retail businesses or to reimburse businesses for trainee wages. Funds made available pursuant to this section may not be expended in connection with the relocation of a business from one community to another community in this state unless Workforce Florida, Inc., determines that without such relocation the business will move outside this state or determines that the business has a compelling economic rationale for the relocation which creates additional jobs.

(3) Requests for funding through the Quick-Response Training Program may be produced through inquiries from a specific business or industry, inquiries from a school district director of career education or community college occupational dean on behalf of a business or industry, or through official state or local economic development efforts. In allocating funds for the purposes of the program, Workforce Florida, Inc., shall establish criteria for approval of requests for funding and shall select the entity that provides the most efficient, cost-effective instruction meeting such criteria. Program funds may be allocated to any area technical center, community college, or state university. Program funds may be allocated to private postsecondary institutions only upon a review that includes, but is not limited to, accreditation and licensure documentation and prior approval by Workforce Florida, Inc. Instruction

funded through the program must terminate when participants demonstrate competence at the level specified in the request; however, the grant term may not exceed 24 months. Costs and expenditures for the Quick-Response Training Program must be documented and separated from those incurred by the training provider.

(4) For the first 6 months of each fiscal year, Workforce Florida, Inc. shall set aside 30 percent of the amount appropriated for the Quick-Response Training Program by the Legislature to fund instructional programs for businesses located in an enterprise zone or Brownfield area. Any unencumbered funds remaining undisbursed from this set-aside at the end of the 6-month period may be used to provide funding for any program qualifying for funding pursuant to this section.

(5) Prior to the allocation of funds for any request pursuant to this section, Workforce Florida, Inc., shall prepare a grant agreement between the business or industry requesting funds, the educational institution receiving funding through the program, and Workforce Florida, Inc. Such agreement must include, but is not limited to:

(a) An identification of the personnel necessary to conduct the instructional program, the qualifications of such personnel, and the respective responsibilities of the parties for paying costs associated with the employment of such personnel.

(b) An identification of the estimated length of the instructional program.

(c) An identification of all direct, training-related costs, including tuition and fees, curriculum development, books and classroom materials, and overhead or indirect costs, not to exceed 5 percent of the grant amount.

(d) An identification of special program requirements that are not addressed otherwise in the agreement.

(e) Permission to access information specific to the wages and performance of participants upon the completion of instruction for evaluation purposes. Information which, if released, would disclose the identity of the person to whom the information pertains or disclose the identity of the person's employer is confidential and exempt from the provisions of s. 119.07(1). The agreement must specify that any evaluations published subsequent to the instruction may not identify the employer or any individual participant.

(6) For the purposes of this section, Workforce Florida, Inc. may accept grants of money, materials, services, or property of any kind from any agency, corporation, or individual.

(7) In providing instruction pursuant to this section, materials that relate to methods of manufacture or production, potential trade secrets, business transactions, or proprietary information received, produced, ascertained, or discovered by employees of the respective departments, district school boards, community college district boards of trustees, or other personnel employed for the purposes of this section is confidential and exempt from the provisions of s. 119.07(1). The state may seek copyright protection for all instructional materials and ancillary written documents developed wholly or partially with state funds as a result of instruction provided pursuant to this section, except for materials that are confidential and exempt from the provisions of s. 119.07(1).

(8) There is created a Quick-Response Training Program for participants in the welfare transition program. Workforce Florida, Inc., may award quick-response training grants and develop applicable

guidelines for the training of participants in the welfare transition program. In addition to a local economic development organization, grants must be endorsed by the applicable regional workforce board.

(a) Training funded pursuant to this subsection may not exceed 12 months, and may be provided by the local community college, school district, regional workforce board, or the business employing the participant, including on-the-job training. Training will provide entry-level skills to new workers, including those employed in retail, who are participants in the welfare transition program.

(b) Participants trained pursuant to this subsection must be employed at a wage not less than \$6 per hour.

(c) Funds made available pursuant to this subsection may be expended in connection with the relocation of a business from one community to another community if approved by Workforce Florida, Inc.

(9) Notwithstanding any other provision of law, eligible matching contributions received under the Quick-Response Training Program under this section may be counted toward the private-sector support of Enterprise Florida, Inc., under s. 288.90151(5) (d).

(10) Workforce Florida, Inc., and Enterprise Florida, Inc., shall ensure maximum coordination and cooperation in administering this section, in such a manner that any division of responsibility between the two organizations which relates to marketing or administering the Quick-Response Training Program is not apparent to a business that inquires about or applies for funding under this section. The organizations shall provide such a business with a single point of contact for information and assistance.

History.--s. 2, ch. 93-187; ss. 2, 71, ch. 94-136; s. 874, ch. 95-148; s. 3, ch. 95-345; s. 37, ch. 96-320; s. 134, ch. 96-406; s. 15, ch. 97-278; s. 34, ch. 97-307; s. 23, ch. 98-57; s. 78, ch. 2000-165; s. 3, ch. 2000-317.



**EXHIBIT B**

**APPLICATION**

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# QUICK RESPONSE TRAINING APPLICATION

Power Design, Inc.  
\_\_\_\_\_  
(Business name as it would appear on contract)

**WORKFORCE FLORIDA, INC.**  
1580 Waldo Palmer Lane  
Tallahassee, Florida 32308  
Phone: (850) 921-1119 ♦ Fax (850) 921-1101  
[www.workforceflorida.com](http://www.workforceflorida.com)



## **CHECK LIST FOR COMPLETE APPLICATION (ATTACH TO APPLICATION)**

- Letter from business to Workforce Florida requesting training funds
- Part I completed and signed by company authorized personnel
- Part II completed and signed by the training provider
- Part III completed by the state fiscal management entity

### **Additional Forms for Completion**

- Budget page
- Wage information form
- Student contact hours form
- Key training personnel participating in the training program and qualifications of such personnel
- Projected hiring timeline - not to exceed twenty-four (24) months

### **Required Letters to Accompany Application**

- Letter(s) of endorsement from the authorized local economic development organization(s) addressed to Workforce Florida
- Letter(s) from local educational entity certifying that courses are not available at the local level
- Letter from local Regional Workforce Development Board acknowledging assistance offered and describing services available to business
- Original and three (3) copies of completed application mailed to Workforce Florida at the address on front of application

**PART I**

**EMPLOYER IDENTIFICATION**

1. Quick Response Funding Requested ~~\$391,750.00~~ 411,337.50 <sup>THX</sup>
2. Business Name Power Design, Inc
3. Parent company and address (if applicable) N/A
4. Address: Present location 11600 Ninth Street North, St. Petersburg, FL 33716  
Proposed location, if different from above: N/A
5. Is the company minority owned?  Yes  No If yes, please check the appropriate box:  
 Native-American owned  African-American owned  
 Asian-American owned  Women-owned  
 Hispanic-American owned  Other minority-owned (specify): \_\_\_\_\_
6. Detailed description of business including industry information, history of business and projections of company Power Design, Inc. was founded in 1989 by local residents Mitch and Dana Permuy, and is a full-service electrical subcontractor based in St. Petersburg, Florida that operates in more than 14 states. Power Design's capabilities include design build and value engineering services, low voltage systems, fire alarms, security, structured wiring, telephone, cable head end systems, and controlled access. The company is forecasting a 43% growth rate in 2013 and expects a similar growth rate in 2014. Located in our St. Petersburg headquarters is our 12,000-squarefoot training center.
7. Legal Structure of business unit:  Sole Proprietor  Partnership  Corporation
8. FEID No. 65-0147539 Unemployment Compensation No. 1223596
9. Florida sales tax registration number: 62-8012804208
10. Contact person responsible for application completion Marlene Velez  
Title: Director of Human Resources  
Phone 727.497.2333 Fax 727-497.1364  
e-mail address: mvelez@powerdesigninc.us  
Business website address: www.powerdesigninc.us
11. County Pinellas County  
Primary NAICS (North American Industry Classification System) Code 551114  
(Assigned by Department of Labor)
12. Will the business be expanding or locating in a rural area, brownfield area, or Enterprise Zone?  Yes  No (If yes, please check the appropriate box).

Rural area  Brownfield Area  Empowerment Zone  Enterprise Zone.  
If Enterprise Zone or Empowerment Zone, which one: \_\_\_\_\_

13. Is the training sought for: (Please check one)  new Florida business;  
 expansion of existing Florida business; or  relocation from one Florida community to another. NOTE: *There are legal restrictions related to funds for relocation. Please contact the Quick Response Training staff for specifics.*
14. If a headquarters project, check the one that defines your project:  regional,  
 national,  international headquarters, or  national trade association headquarters.
15. Total number of existing employees at this site 168.  
Number of: full-time 166, part-time 2, temporary n/a, leased n/a
16. Does the company provide benefits for all full-time employees?  Yes  No  
If so describe and list the benefits available. Medical, Dental, Short Term Disability, Long Term Disability, Life Insurance, Flexible Spending Account, 401(k), and discount programs.
17. Capital Investment \$3,000,000
18. Number of new full-time jobs to be created within the next 24 months that are permanent, full-time employees and to be trained through this application 134
19. Requirements of potential employees Pre-employment drug and criminal background screening. Full time employees work 40 hours per week.
20. Has the business ever been subjected to criminal or civil fines and penalties?  
 Yes  No If yes, please explain: \_\_\_\_\_
21. Has the business received previous training services from the State of Florida, give types and dates:  Yes  No If yes, please describe IWT grant awarded Aug. 22, 2012 for up to \$50,000 and EWT Grant (via WorkNet Pinellas) awarded Sept. 17, 2012 for up to \$40,000.
22. Has the business received local or state financial support?  Yes  No If yes, please describe (give type(s), amount(s), and date(s)) \_\_\_\_\_
23. Give any comments relative to application consideration. (These may include importance of the employer to the industry base of the community; location in a distressed urban or rural area, Brownfield area, or Enterprise/Empowerment Zone; workforce diversity; in-kind/cash matches; quality and wages of jobs created; technical difficulty of training, etc.) Also describe the business, business history, and nature of business.

**Importance of Employer to Community Industry Base**

Power Design is one of the top electrical contractors not only in Florida, but also in the United States, and is committed to maintaining headquarters in Florida. The company has already hired more than 60 personnel in the corporate office year-to-date with wages averaging \$60,000 or more and expects a growth rate of 43% in 2013 and similar growth rate in 2014. Power Design's business focuses on science, engineering, math, and other analytical skills that are in shortage in the U.S., and therefore the company has made a commitment to provide training to its employees. The electrical trade is facing a labor shortage as more electricians retire than enter the trade. We also are challenged with developing strong leadership that can lead the company through the growth and ensure sustainability. Training and developing our new employees is critical to our business success.

Power Design was previously recognized as one of the fastest growing companies in the Tampa Bay area and has also been recognized as a top workplace, an ideal environment to create new positions and develop our new employees.

In addition to our industrial presence, Power Design also believes it is important to give back to our communities. Within the Tampa Bay area, Power Design has participated in Big Brothers, Big Sisters, raised money and walked in the Heart Walk, participated in a holiday toy drive for All Children's Hospital, and recently sent volunteers to help plant sea oats at the Sirata Beach Resort.

#### **Quality/Wages of Jobs Created**

All positions at Power Design are important and contribute directly to the goals of the company. It is important that all employees are fairly compensated for their work, and we have processes in place to ensure that our wages are representative of fair market values.

#### **Technical Difficulty of Training**

The level of technical difficulty of the training offered to employees is dependent upon their position and its respective responsibilities. The training sessions we offer to our employees are highly specialized and highly technical to match the needs of the position.

#### **Business History**

Since founded in 1989, Power Design has operated in St. Petersburg, Fla. as a family-run business built on an unbending foundation of quality service and loyalty to our employees and our customers. We are committed to providing a quality product and excellent customer service.

Power Design is a full-service national electrical contractor offering a broad scope of construction services ranging from preconstruction and design services to project completion. Power Design's experienced staff, exceptional credentials and state-of-the-art technology, provides Power Design the essential tools to ensure a project's success.

24. In compliance with F.S 288.075, do you request confidentiality?  YES, we request confidentiality;  NO, we do not request confidentiality.

Workforce Florida is tasked to supply all Florida businesses with a qualified workforce. In doing so, Florida has developed training resources as well as tools to help employers and jobseekers connect. All of Florida's workforce services and resources are connected together under the "Employ Florida" umbrella brand.

Resources and services can be accessed at local One-Stop Centers throughout the state. The One-Stop Centers, administered by local regional workforce boards, provide many valuable services without fees to the employer. Some of these services are: applicant assessment and screening; referral of qualified job applicants; access to national, state, and local employment data and labor market information; on-the-job training; and customized training.

Resources and services can also be accessed at the Employ Florida Marketplace, a powerful online tool, located at [www.EmployFlorida.com](http://www.EmployFlorida.com). The Employ Florida Marketplace enables registered employers, without leaving their desk, to create, post, and manage job openings, maintain a database of potential candidates and access information about training grants and other opportunities to aid in creating new jobs and upgrading the skills of their current staff. To learn more you may visit the Employ Florida website as a guest at any time.

If your application is approved, you will be required to register at the Employ Florida Marketplace and post your new hire positions online or through the local One-Stop Center. You can locate the One-Stop Center closest to your company by visiting the Employ Florida Marketplace at [www.EmployFlorida.com](http://www.EmployFlorida.com) and choosing "Locate your local affiliate".

---

Part I completed by:

To the best of my knowledge, the information included in this application is accurate:

*Marlene Velez*

(Signature of Authorized Officer)

*Marlene Velez*

(Name)

*Director of Human Resources*

(Title of Authorized Officer)

*10/12/12*

(Date)

Please provide the name, title and contact information of the company personnel who will be responsible for processing the required monthly reports and payment reimbursement requests.

*Alexia Farnett*

(Name)

*HR Administrator*

(Title)

*11600 Ninth St N*

(Address)

*727-210-0492*

(Telephone)

*afarnett@powerdesigninc.us*

(email)

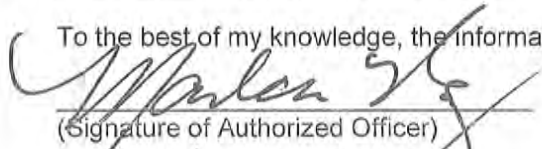
**PART II**

**TRAINING SUMMARY\***

1. Name of training provider Power Design, Inc
2. Address 11600 Ninth Street North, St. Petersburg, FL 33716
3. Contact person Marlene Velez Title Director of Human Resources  
Phone 727.497.2333 Fax 727.497.1364 e-mail address mvelez@powerdesigninc.us
4. Training start date Nov. 2012 Training end date Dec. 2014
5. Location of training Power Design Corporate Headquarters
6. Job title(s) for this training program All New Employees
7. Description of training program PDI Standards Basic – Classroom  
*Sample Courses:*  
Module 1 - History, mission and values  
Module 2 - Power Design organization structure and network  
Module 3 - Employee orientation, benefits, Intranet, etc.  
Module 4 - Power Design's business part 1  
Module 5 - Power Design's business part 2  
Module 6 - Project start-up part 1  
Module 7 - Project start-up part 2  
Module 8 - Project lifecycle  
Module 9 - Basics of project management at Power Design  
Module 10 - Customer philosophy  
Module 11 - Successful project completion  
Module 12 - Document management basics  
Module 13 – Power Design technology basics - Intranet  
Module 14 - 5S Method at Power Design  
Module 15 - Power Design communication policies  
Module 16 - Accounting and financial intro at Power Design  
Module 17 - Performance management intro  
Module 18 - Programs overview (V5, etc.)  
Module 19 - Human Resources overview  
Module 20 - Company goals and growth strategy
8. Objectives of training program To provide all new headquarters employees with the fundamental knowledge of Power Design's business, practices, procedures, etc. to increase probability of career success and delivery of a quality product to customers consistently.

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To the best of my knowledge, the information included in this application is accurate: Part II completed by:



(Signature of Authorized Officer)

Marlene Velez

(Name)

Director of HR

(Title of Authorized Officer)

10/12/12

(Date)



**PART II**

**TRAINING SUMMARY\***

1. Name of training provider Power Design, Inc
2. Address 11600 Ninth Street North, St. Petersburg, FL 33716
3. Contact person Marlene Velez Title Director of Human Resources  
Phone 727.497.2333 Fax 727.497.1364 e-mail address mvelez@powerdesigninc.us
4. Training start date Nov. 2012 Training end date Dec. 2014
5. Location of training Power Design Corporate Headquarters
6. Job title(s) for this training program All New Operations Employees
7. Description of training program PDI Standards Advanced - Classroom

*Sample Courses:*

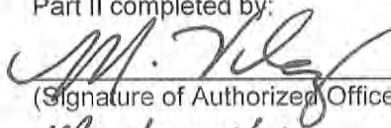
- Module 1 - Project Management - Intro
- Module 2 - Project Management - Work breakdown structure
- Module 3 - Project Management - Budgets part 1
- Module 4 - Project Management - Budgets part 2
- Module 5 - Project Management - Billing
- Module 6 - Schedule of values
- Module 7 - Field Management part 1
- Module 8 - Field Management part 2
- Module 9 - Power Design labor
- Module 10 - Installation Team Labor
- Module 11 - Third Party Subcontractors
- Module 12 - Managing contract documents part 1
- Module 13 - Managing contract documents part 2
- Module 14 - Change orders
- Module 15 - Managing customer expectations
- Module 16 - Successful project close

8. Objectives of training program To provide all new operational employees with the advanced knowledge of Power Design's business including all the techniques, practices, and procedures to successfully manage a project and grow their career as well as deliver a quality product to our customers.

---

To the best of my knowledge, the information included in this application is accurate:

Part II completed by:

  
(Signature of Authorized Officer)

Marlene Velez  
(Name)

Director of HR  
(Title of Authorized Officer)

10/12/12  
(Date)

**PART II**

**TRAINING SUMMARY\***

1. Name of training provider Power Design, Inc
2. Address 11600 Ninth Street North, St. Petersburg, FL 33716
3. Contact person Marlene Velez Title Director of Human Resources  
Phone 727.497.2333 Fax 727.497.1364 e-mail address mvelez@powerdesigninc.us
4. Training start date Nov. 2012 Training end date Dec. 2014 *Oct 2014*
5. Location of training Power Design Corporate Headquarters
6. Job title(s) for this training program All New Employees
7. Description of training program Technical Software – Part 1

*Sample Courses:*

- Oracle basics
- Logistics Seminar
- IT filters
- SharePoint
- Concur
- IT policies and procedures
- Calendar management
- Basic Excel, Word, and Outlook at Power Design
- Advanced excel, word, and outlook at Power Design
- Oracle Training - Subcontract Administration
- Oracle Training - Project information
- Oracle Training - HR Record
- Oracle Training - Time entry and management
- Oracle Training - Operations
- Oracle Training - Reporting part 1
- Oracle Training - Reporting part 2

8. Objectives of training program To provide all new headquarters employees with the fundamental knowledge of Power Design's technology systems, practices, procedures, etc. to increase efficiencies and develop employees skills.

---

To the best of my knowledge, the information included in this application is accurate:

Part II completed by:

  
\_\_\_\_\_  
(Signature of Authorized Officer)

Marlene Velez  
(Name)

Director of HR  
(Title of Authorized Officer)

10/12/12  
(Date)

**PART II**

**TRAINING SUMMARY\***

1. Name of training provider Power Design, Inc
2. Address 11600 Ninth Street North, St. Petersburg, FL 33716
3. Contact person Marlene Velez Title Director of Human Resources  
Phone 727.497.2333 Fax 727.497.1364 e-mail address mvelez@powerdesigninc.us
4. Training start date Nov. 2012 Training end date Dec. 2014 *Oct 2014?*
5. Location of training Power Design Corporate Headquarters
6. Job title(s) for this training program All New Operations Employees
7. Description of training program Technical Software – Part 2

*Sample Courses:*

- Oracle Basics
- Logistics Seminar
- Planwell
- Accubid
- SharePoint
- Microsoft Office - Power Design standards
- Oracle Training - Navigation
- Oracle Training - Project management portal
- Oracle Training - Budgets
- Oracle Training - Subcontract Administration
- Oracle Training - Billing
- Oracle Training - Reporting part 1
- Oracle Training - Reporting part 2
- Oracle Training - Resource management
- Oracle Training - Time entry and management
- Oracle Training - Forecasting

8. Objectives of training program To provide all operation employees knowledge on technology systems, practices, and procedures related to managing a project effectively, efficiently, and profitably.

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To the best of my knowledge, the information included in this application is accurate:

Part II completed by:

  
(Signature of Authorized Officer)

Marlene Velez  
(Name)

Director of HR  
(Title of Authorized Officer)

10/12/12  
(Date)

**PART II**

**TRAINING SUMMARY\***

1. Name of training provider Power Design, Inc
2. Address 11600 Ninth Street North, St. Petersburg, FL 33716
3. Contact person Marlene Velez Title Director of Human Resources  
Phone 727.497.2333 Fax 727.497.1364 e-mail address mvelez@powerdesigninc.us
4. Training start date Nov. 2012 Training end date Dec. 2014 *Oct 2014*
5. Location of training Power Design Corporate Headquarters
6. Job title(s) for this training program All New Operations Employees
7. Description of training program Technical – Electrical & Low Voltage

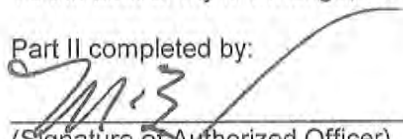
*Sample Courses:*

- Electrical Fundamentals and Basic Electricity
- Electrical Circuits, Systems and Protection
- Understanding the NEC, Volume 1
- General Requirements, Circuits & Protection
- Understanding the NEC Requirements for Grounding & Bonding
- Wiring Methods
- Low Voltage and NFPA
- Limited Energy and Communication Systems
- Raceway and Box Calculations
- Conductor Sizing and Protection Textbook
- Voltage-Drop Calculations
- Dwelling Unit Calculations
- Multifamily Dwelling Calculations
- Commercial Calculations
- Transformer Calculations
- Electrical Estimating

8. Objectives of training program To provide all operation employees technical skills and knowledge to effectively perform and grow within their roles and provide the customer a quality product that meets life-safety standards.

To the best of my knowledge, the information included in this application is accurate:

Part II completed by:

  
 \_\_\_\_\_  
 (Signature of Authorized Officer)

Marlene Velez  
 (Name)

DR of HR  
 (Title of Authorized Officer)

10/12/14  
 (Date)

**PART II**

**TRAINING SUMMARY\***

1. Name of training provider Power Design, Inc
2. Address 11600 Ninth Street North, St. Petersburg, FL 33716
3. Contact person Marlene Velez Title Director of Human Resources  
Phone 727.497.2333 Fax 727.497.1364 e-mail address mvelez@powerdesigninc.us
4. Training start date Nov. 2012 Training end date Dec. 2014 *Oct 2014*
5. Location of training Power Design Corporate Headquarters
6. Job title(s) for this training program All New Employees
7. Description of training program Communication

*Sample Courses:*

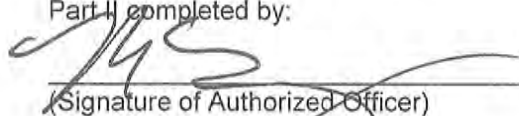
- Business Writing Webinar
- The Voice of Customer Service
- The Secrets of Power Negotiating
- Negotiation Boot Camp
- Communicating More Effectively With Others
- Effective Email Communication

8. Objectives of training program To develop employee communication skills and provide Power Design fundamental communication practices and policies to effectively perform their role.

---

To the best of my knowledge, the information included in this application is accurate:

Part II completed by:



(Signature of Authorized Officer)

Marlene Velez

(Name)

Dir. of HR

(Title of Authorized Officer)

10/12/12

(Date)

**PART II**

**TRAINING SUMMARY\***

1. Name of training provider Power Design, Inc
2. Address 11600 Ninth Street North, St. Petersburg, FL 33716
3. Contact person Marlene Velez Title Director of Human Resources  
Phone 727.497.2333 Fax 727.497.1364 e-mail address mvelez@powerdesigninc.us
4. Training start date Nov. 2012 Training end date Dec. 2014 Oct 2014
5. Location of training Power Design Corporate Headquarters
6. Job title(s) for this training program All New Employees
7. Description of training program Management – Basic

*Sample Courses:*

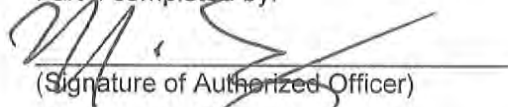
- Become a Superstar Employee
- Business Management Skills
- Effective Performance Management
- 10 Steps to Move Your Team from Ordinary to Great
- How to Handle Difficult Conversations with Employees
- Delegation Boot Camp
- Employee Motivation Techniques for Managers
- Defining a career path and developing competencies

8. Objectives of training program To develop basic leadership skills for all headquarters employees, understand what is expected of them, opportunities for career development, and understand the business.

---

To the best of my knowledge, the information included in this application is accurate:

Part II completed by:

  
(Signature of Authorized Officer)

Marlene Velez  
(Name)

Dir. of HR  
(Title of Authorized Officer)

10/12/12  
(Date)

**PART II**

**TRAINING SUMMARY\***

1. Name of training provider Power Design, Inc & Franklin Covey
2. Address 11600 Ninth Street North, St. Petersburg, FL 33716
3. Contact person Marlene Velez Title Director of Human Resources  
Phone 727.497.2333 Fax 727.497.1364 e-mail address mvelez@powerdesigninc.us
4. Training start date Nov. 2012 Training end date Dec. 2014 *Dec 2014*
5. Location of training Power Design Corporate Headquarters
6. Job title(s) for this training program All New Management Employees
7. Description of training program Management – Advanced

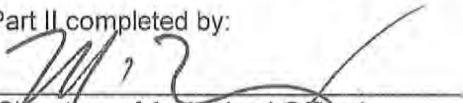
*Sample Courses:*

- |   |  |
|---|--|
| How to Effectively Supervise Off-Site Employees | Mentoring/Coaching                           |
| How to Give Presentations                       | Effective Goal Setting                       |
| Setting Performance Expectations - Covey        | Effective Disciplinary Actions               |
| Getting Started as a New Leader - Covey         | Legal Terminations & Power Design procedures |
| Essential Interviewing Skills - Covey           | Effective Job Descriptions                   |
| Compensation standards                          | Employment Law & PDI Practices               |
| Building Commitment in the Workplace            | Interviewing and Hiring                      |
| Time Management & Organization Skills           | HR Training for New Managers                 |
| Managing Multiple Priorities & Projects         | Effective Online Employee Training           |
| Conflict Management                             | Training People on the Job                   |
| Performance Management Training                 | Train the Trainer                            |

8. Objectives of training program To develop leadership skills critical to the success of a leader and the future growth of power design and its employees.

To the best of my knowledge, the information included in this application is accurate:

Part II completed by:

  
(Signature of Authorized Officer)

Marlene Velez  
(Name)

Dir of HR  
(Title of Authorized Officer)

10/12/12  
(Date)

**PART III**

**STATE FISCAL MANAGEMENT\***

1. Name of fiscal agent: St. Petersburg College, Corporate Training  
(public schools including technical centers, community colleges, or universities)
2. Address 13805 58<sup>th</sup> Street North, Clearwater, FL 33733
3. Name to appear on contract William D. Law, Jr., President
4. Contact person responsible for monthly reports James Connolly Job Title: Director, Corporate Training  
Phone number 727-341-4449  
e-mail address connolly.james@spcollege.edu
5. FEID number 59-1211489

Part III prepared by:

**INITIAL**  
WDL

~~[Signature]~~  
(Signature of Authorized Officer)  
Sharon Steber  
(Name)  
District Director  
(Title of Authorized Officer)  
10/12/12  
(Date)

William D Law Jr  
(Signature of Authorized Officer)  
William D. Law, Jr.  
(Name)  
William D. Law, Jr., College President and  
Secretary to the Board of Trustees  
(Title of Authorized Officer)  
11/29/12  
(Date)

**APPROVED**  
**AS TO FORM AND CONTENT**  
[Signature]  
COLLEGE ATTORNEY

**\*REQUIRED BY FLORIDA STATUTE 288.047(3)**



## 24 MONTH PROGRAM BUDGET

Please use this as a guide. You may include other items for consideration as required. **Show all formulas used to calculate totals as indicated. BE SPECIFIC.**

**Note: Quick Response training funds cannot be used to reimburse any training costs occurring before the grant is approved. Please consider this when developing your budget and timeline.**

BUDGET CATEGORY	QUICK RESPONSE ASSISTANCE REQUESTED	EMPLOYER CONTRIBUTION
Instructor Wages (Break out costs for individual programs including total hours and instructor wages and attach worksheet identifying total)	\$318,200 (12,728 hrs of instruction x \$25 per hr)	\$905,670 (12,728 hrs of instruction + 6364 hrs of OJT x \$35 per hour)
Curriculum Development (Break out costs for individual course requiring development and attach worksheet identifying total)	\$56,800 (2,272 hrs of dev x 25 per hour)	\$75,040 (2,272 hrs of dev x 35 per hour)
Manuals/Textbooks (itemize)	\$16,750	\$117,645
Training Facility Usage	XXXXXXXXXX	\$221,334
Training Equipment Purchase/Usage (itemize)	XXXXXXXXXX	\$43,500
Travel	XXXXXXXXXX	\$54,698
Trainees' Wages	XXXXXXXXXX	\$2,622,190
Other Costs	XXXXXXXXXX	\$12,500
Sub Total	\$391,750	\$4,052,578
Indirect Costs (.05% maximum allowed for fiscal agent)	\$ 19, 587.50	
Total	\$ 411, 337.50	\$ 4, 052, 578

## PROJECTED HIRING TIMELINE

Insert Projected # of new hires in each monthly column for the duration of the training (maximum 24 mos.)

Job Title	2012			2013												2014											
	N	D	J	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	
Accountant			1				1											1									
Accounting Manager							1																				
Accounts Payable														1													
Administrative Assistant			2	1	1	1	2		1	3		1	1	1	1				1								1
Analyst																											
Asst. Project Manager/Project Engineer	1		2				1		1	1			2														
Business Development Representative			1																								
CADD Technician	1		1		2		2		1					1													
Chief Estimator							1																				
Divisional Manager																											
Electrical Designer/Engineer	1		1																								1
Estimator	1		1		1	1	1							1													1
Fixture Specialist																											
HR Manager/Generalist	1																										1
IT Support			1																								1
IT Technician							1																				1
IT Manager																											
Logistics Coordinator																											
Low Voltage Coordinator/Designer	1		1				1																				1
Marketing Specialist			1																								
Operations Manager																											
Preconstruction Coordinator	1		1		1		1																				1
Project Manager/Senior Project Manager	1		1	1	2				1	1		1	1	1	1												1
Property Management	1						1																				
Quality Control Specialist							1																				1
Recruiter																											
Safety Specialist																											
Senior Accounting Manager																											1
Trainer																											
Training Manager																											
Superintendent																											1
LV Operations Manager			1																								

# STUDENT CONTACT HOURS FORM

Classroom Training (Number of Hours)

Job Title	# of trainees	PDI Standards-		Technical-Software Part 1	Technical-Software Part 2	Technical-Electrical & Low Voltage	Communication Training	Management & Leadership Training Basic	Management & Leadership Training Advanced	# of non-Training hours per student	# of OJT hours per student	Total # of hours per student
		Basic	Advanced									
	Total Hrs:	80	256	8	32	32	12	16	132			
	Students:	134	74	134	74	74	134	134	51			
Accountant	5	80	0	8	0	0	12	16	0	116	58	174
Accounting Manager	2	80	0	8	0	0	12	16	132	248	124	372
Accounts Payable	3	80	0	8	0	0	12	16	0	116	58	174
Administrative Assistant	20	80	0	8	0	0	12	16	0	116	58	174
Analyst	3	80	0	8	0	0	12	16	0	116	58	174
Asst. Project Manager/Project Engineer	10	80	256	8	32	32	12	16	132	568	284	852
Business Development Representative	2	80	256	8	32	32	12	16	0	436	218	654
CADD Technician	8	80	0	8	0	0	12	16	0	116	58	174
Chief Estimator	4	80	256	8	32	32	12	16	132	568	284	852
Divisional Manager/Ops VP	3	80	256	8	32	32	12	16	132	568	284	852
Electrical Designer/Engineer	4	80	256	8	32	32	12	16	0	436	218	654
Estimator	6	80	256	8	32	32	12	16	0	436	218	654
Fixture Specialist	2	80	256	8	32	32	12	16	0	436	218	654
HR Manager/Generalist	2	80	0	8	0	0	12	16	132	248	124	372
IT Support	4	80	0	8	0	0	12	16	0	116	58	174
IT Technician	2	80	0	8	0	0	12	16	0	116	58	174
IT Manager	1	80	0	8	0	0	12	16	0	116	58	174
Logistics Coordinator	2	80	0	8	0	0	12	16	132	248	124	372
Low Voltage Coordinator/Designer	6	80	256	8	32	32	12	16	0	436	218	654
Marketing Specialist	2	80	0	8	0	0	12	16	0	116	58	174
Operations Manager	3	80	256	8	32	32	12	16	132	568	284	852
Preconstruction Coordinator	9	80	256	8	32	32	12	16	0	436	218	654
Project Manager/Senior Project Manager	17	80	256	8	32	32	12	16	132	568	284	852
Property Management	2	80	0	8	0	0	12	16	0	116	58	174
Quality Control Specialist	2	80	256	8	32	32	12	16	132	568	284	852
Recruiter	2	80	0	8	0	0	12	16	0	116	58	174
Safety Specialist	1	80	256	8	32	32	12	16	0	436	218	654
Senior Accounting Manager	2	80	0	8	0	0	12	16	132	248	124	372
Trainer	1	80	256	8	32	32	12	16	132	568	284	852
Training Manager	1	80	256	8	32	32	12	16	132	568	284	852
Superintendent	2	80	256	8	32	32	12	16	132	568	284	852
LV Operations Manager	1	80	256	8	32	32	12	16	132	568	284	852
<b>TOTAL</b>	<b>134</b>	<b>10720</b>	<b>18944</b>	<b>1072</b>	<b>2368</b>	<b>2368</b>	<b>1608</b>	<b>2144</b>	<b>6732</b>	<b>11000</b>	<b>5500</b>	<b>16500</b>

## WAGE INFORMATION FORM

Please attach a brief job description for each job title

Job Title	# of Trainees	Annual Starting Wage	Annual Average Wage (after training)
Accountant	5	\$55,000	\$65,000
Accounting Manager	2	\$65,000	\$75,000
Accounts Payable	3	\$35,000	\$42,000
Administrative Assistant	20	\$35,000	\$46,000
Analyst	3	\$45,000	\$55,000
Asst. Project Manager/Project Engineer	10	\$48,000	\$58,000
Business Development Representative	2	\$55,000	\$70,000
CADD Technician	8	\$40,000	\$46,000
Chief Estimator	4	\$100,000	\$120,000
Divisional Manager	3	\$125,000	\$150,000
Electrical Designer/Engineer	4	\$60,000	\$70,000
Estimator	6	\$65,000	\$75,000
Fixture Specialist	1	\$50,000	\$60,000
HR Manager/Generalist	2	\$55,000	\$65,000
IT Support	4	\$45,000	\$50,000
IT Technician	2	\$40,000	\$45,000
IT Manager	1	\$70,000	\$90,000
Logistics Coordinator	2	\$40,000	\$45,000
Low Voltage Coordinator/Designer	8	\$65,000	\$75,000
Marketing Specialist	2	\$40,000	\$50,000
Operations Manager	3	\$80,000	\$100,000
Preconstruction Coordinator	9	\$65,000	\$75,000
Project Manager/Senior Project Manager	17	\$75,000	\$90,000
Property Management	2	\$40,000	\$45,000
Quality Control Specialist	2	\$65,000	\$75,000
Recruiter	2	\$40,000	\$50,000
Safety Specialist	1	\$60,000	\$65,000
Senior Accounting Manager	1	\$100,000	\$150,000
Trainer	1	\$60,000	\$65,000
Training Manager	1	\$65,000	\$75,000
Superintendent	2	\$70,000	\$80,000
LV Operations Manager	1	\$95,000	\$120,000

## WAGE INFORMATION FORM (CONTINUED) – JOB DESCRIPTIONS

Job Title	Position Overview
Accountant	Provides accounting, analysis and reporting support in order to meet financial targets.
Accounting Manager	Responsible for establishing, maintaining and monitoring financial information for the organization.
Accounts Payable	Responsible for the daily processing of Accounts Payable invoices.
Administrative Assistant	Performs diverse administrative duties and functions requiring initiative and sound decision making in support of the executive and/or department.
Analyst	Provide overall analytical support for the Business Development, Finance and Project Management divisions as requested.
Asst. Project Manager/Project Engineer	Provides overall support by managing material, documentation and communication with the project team.
Business Development Representative	Responsible for providing administrative support and limited preconstruction support. Efforts will be focused on Client Services, BID possessing, preparation and follow up.
CADD Technician	Collaborate with engineers and designers to create electrical, fire alarm and coordination plans for construction.
Chief Estimator	Responsible for managing the electrical estimating process from beginning to end, as well as producing a comprehensive electrical estimate for various projects and product types.
Divisional Manager	Responsible for directing, managing, and coordinating the overall planning, manpower, budget and production of electrical construction projects in an assigned division.
Electrical Designer/Engineer	Interprets electrical design requirements and provides design and technical assistance for various projects, including device layouts, detailed drawings, calculations and illustrations.
Estimator	Responsible for partnering with the senior estimating staff to provide accurate electrical estimates in a timely fashion.
Fixture Specialist	Works within the Estimating department and is responsible for the fixture take-off and pricing process.
HR Manager/Generalist	Responsible for managing HR policies, programs and practices.
IT Manager	Responsible for leadership, data integrity and direction of the technology infrastructure, as well as establishment and enforcement of standards.
IT Support	Responsible for providing convenient and comprehensive services for all computer needs, plan management, printing, office supplies and shipping needs.
IT Technician	Manages the routing and resolution of helpdesk work orders, including monitoring the helpdesk e-mail, completing work orders, and maintaining the inventory of IT equipment.
Logistics Coordinator	Responsible for handling all facets of an innovative logistics operation, providing convenient and comprehensive services for all plan management, printing, office supplies and shipping needs.
Low Voltage Coordinator/Designer	Interprets low voltage system design requirements, providing complete design and technical assistance for various projects, including device layouts, detailed drawings, calculations and illustrations.
Low Voltage Operations Manager	Responsible for managing the low voltage system scopes on multiple projects, from preconstruction services through construction installation.
Marketing Specialist	Establishes, develops and leads innovative marketing strategies engaging both internal and external publics.
Operations Manager	Serves as a strategic partner and works directly with our senior leadership in managing and coordinating construction projects.
Preconstruction Coordinator	Responsible for providing detailed coordination and installation designs for all electrical systems.
Project Manager/Senior Project Manager	Responsible for providing excellent customer service, maintaining quality assurance, and building a financially successful project.
Property Management	Supports and/or oversees all daily building operations and facilities maintenance of our corporate office, exterior property, and other rental properties owned by the company.
Quality Control Specialist	Conducts independent evaluations to improve the productivity, quality and customer relations on projects
Recruiter	Performs all recruitment functions, including corporate and field recruitment efforts, career fairs, strategy development and analysis, and candidate sourcing.
Safety Specialist	Responsible for managing safety-related programs and training as well as promoting a safe work environment at all times.
Senior Accounting Manager	Provides accounting, analysis and reporting support in order to meet financial targets.
Superintendent	Accountable for providing daily direction and leadership to provide a quality product that is on time and fairly priced to our customers.
Trainer	Develop and present training programs using both traditional and alternative methods to engage course participants.
Training Manager	Responsible for designing and implementing training content and materials, as well as delivering instructor-led training and managing company-wide training initiatives

## **KEY TRAINING PERSONNEL/QUALIFICATIONS**

### **Meredith Zdon, Chief Operating Officer**

Meredith is responsible for planning and directing all aspects of the organization's operational policies, objectives and initiatives. Meredith is also responsible for the attainment of Power Design's short and long-term financial and operational goals and ensuring that all departments operate cohesively within the same organizational procedures. Prior to joining Power Design in 2003, Meredith held various supervisory and management positions in Public Accounting at Arthur Andersen and Aidman Piser & Co. Meredith received her B.S. degree in Accounting from the University of Florida and a Master's degree in Accounting from the University of South Florida. Meredith is a Certified Public Accountant (CPA) in the state of Florida. She was named 2008 Business Woman of the Year by the *Tampa Bay Business Journal*.

### **Frank Musolino, Director of Preconstruction**

Frank oversees the Preconstruction Department, including the Design/Engineering, Coordination, CADD, and Systems groups. He also manages the Estimating Department, which is responsible for bidding out many project types that use varying delivery methods. Prior to joining Power Design in 2007, Frank held a management position with Clark Construction Group, LLC and worked in construction litigation at Moody & Shea, PA. He received his B.S. degree in Business from Wake Forest University and his M.B.A and J.D. degrees from Stetson University. Frank is an active member of the Florida and District of Columbia Bars and a LEED Accredited Professional with the U.S. Green Building Council (USGBC).

### **Mike Place, Divisional Operations Manager**

Mike is responsible for directing, managing, and coordinating the overall planning, manpower, budget and production of Power Design's electrical construction projects in the Northeast region while providing customer service and adhering to Power Design quality standards. He serves as a strategic partner and works directly with our senior leadership. Mike joined Power Design in 2000 and has more than a decade of experience in large scale electrical construction, including some of Power Design's largest projects, including multifamily, military and commercial construction. He has served at Power Design in such positions as executive project manager, vice president of estimating and Mid-Atlantic divisional operations manager.

### **Joe Micallef, Divisional Operations Manager**

Joe is responsible for directing, managing, and coordinating the overall planning, manpower, budget and production of Power Design's electrical construction projects in the Southeast region while providing customer service and adhering to Power Design quality standards. He serves as a strategic partner and works directly with our senior leadership. Prior to joining Power Design in 2006, Joe held executive positions in project management, operations, and financial management. Joe has more than 20 years of experience in the electrical industry and holds several professional accreditations, including OSHA 30 certification as well as Fire and Burglar Alarm Systems agent certifications. He has held such positions as vice president and chief financial officer, and he studied accounting at Empire State College.

### **Stephen Beals, Divisional Operations Manager**

Stephen is responsible for directing, managing, and coordinating the overall planning, manpower, budget and production of Power Design's electrical construction projects in the West region while providing customer service and adhering to Power Design quality standards. He serves as a strategic partner and works directly with our senior leadership. Stephen joined Power Design in 2002 as a Regional Construction Manager for the company's South Florida Region before being promoted to Executive Project Manager in 2004 and to his current position in 2006. Stephen is a Certified Master Electrician with more than 30 years of experience in the electrical industry. Stephen studied at Thomas College.

### **James R. (Bobby) Howard, Quality Control & Safety Specialist**

Bobby is responsible for conducting independent audits to evaluate and improve the productivity, quality and customer relations on all Power Design projects. He also has responsibility for the effectiveness of all current and future safety-related programs and training as well as promoting a safe work environment at all times. Bobby has more than 25 years experience in all phases of the electrical trade.

Course Name	BOOK TITLE	Total QRT Employees in course	Pages Per Book	x \$0.20/page (color copy)	Cost Per Book	TOTAL BOOK COST (Cost per book * # of employees)
PDI Standards Intro/Basics	Intro to Power Design and our projects	134	45	x \$0.20/page	\$9.00	\$1,206.00
PDI Standards Intro/Basics	Your network, and how to navigate successfully	134	45	x \$0.20/page	\$9.00	\$1,206.00
PDI Standards Intro/Basics	How to find critical information as a new employee	134	45	x \$0.20/page	\$9.00	\$1,206.00
PDI Standards Intro/Basics	Power Design's business part 1	134	45	x \$0.20/page	\$9.00	\$1,206.00
PDI Standards Intro/Basics	Power Design's business part 2	134	45	x \$0.20/page	\$9.00	\$1,206.00
PDI Standards Intro/Basics	Project start-up part 1	134	45	x \$0.20/page	\$9.00	\$1,206.00
PDI Standards Intro/Basics	Project start-up part 2	134	45	x \$0.20/page	\$9.00	\$1,206.00
PDI Standards Intro/Basics	Project lifecycle	134	45	x \$0.20/page	\$9.00	\$1,206.00
PDI Standards Intro/Basics	Basics of Project Management at Power Design	134	45	x \$0.20/page	\$9.00	\$1,206.00
PDI Standards Intro/Basics	Customer philosophy and communication	134	45	x \$0.20/page	\$9.00	\$1,206.00
PDI Standards Intro/Basics	Successful project completion	134	45	x \$0.20/page	\$9.00	\$1,206.00
PDI Standards Intro/Basics	Document management basics	134	45	x \$0.20/page	\$9.00	\$1,206.00
PDI Standards Intro/Basics	Power Design technology basics - Intranet and Sharepoint	134	45	x \$0.20/page	\$9.00	\$1,206.00
PDI Standards Intro/Basics	5S Method of Organization at Power Design	134	45	x \$0.20/page	\$9.00	\$1,206.00
PDI Standards Intro/Basics	Power Design communication practices	134	45	x \$0.20/page	\$9.00	\$1,206.00
PDI Standards Intro/Basics	Accounting and financial intro at PDI	134	45	x \$0.20/page	\$9.00	\$1,206.00
PDI Standards Intro/Basics	Performance management intro	134	45	x \$0.20/page	\$9.00	\$1,206.00
PDI Standards Intro/Basics	Managing programs (V5, etc.)	134	45	x \$0.20/page	\$9.00	\$1,206.00
PDI Standards Intro/Basics	Review of expectations and Goal setting	134	45	x \$0.20/page	\$9.00	\$1,206.00
PDI Standards Intro/Basics	New hire training basics	134	45	x \$0.20/page	\$9.00	\$1,206.00
<b>TOTAL</b>						<b>\$24,120.00</b>
PDI Standards Advanced	Project Management (PM) Intro	74	30	x \$0.20/page	\$6.00	\$444.00
PDI Standards Advanced	Project Management - Work breakdown structure	74	30	x \$0.20/page	\$6.00	\$444.00
PDI Standards Advanced	PM - Budgets part 1	74	30	x \$0.20/page	\$6.00	\$444.00
PDI Standards Advanced	PM - Budgets part 2	74	30	x \$0.20/page	\$6.00	\$444.00
PDI Standards Advanced	PM - Billing	74	30	x \$0.20/page	\$6.00	\$444.00
PDI Standards Advanced	Schedule of values	74	30	x \$0.20/page	\$6.00	\$444.00
PDI Standards Advanced	Field Management part 1	74	30	x \$0.20/page	\$6.00	\$444.00
PDI Standards Advanced	Field Management part 2	74	30	x \$0.20/page	\$6.00	\$444.00
PDI Standards Advanced	Power Design labor	74	30	x \$0.20/page	\$6.00	\$444.00
PDI Standards Advanced	Installation Team Labor	74	30	x \$0.20/page	\$6.00	\$444.00
PDI Standards Advanced	Third Party Subcontractors	74	30	x \$0.20/page	\$6.00	\$444.00
PDI Standards Advanced	Managing contract documents part 1	74	30	x \$0.20/page	\$6.00	\$444.00
PDI Standards Advanced	Managing contract documents part 2	74	30	x \$0.20/page	\$6.00	\$444.00
PDI Standards Advanced	Change orders	74	30	x \$0.20/page	\$6.00	\$444.00
PDI Standards Advanced	Managing customer expectations	74	30	x \$0.20/page	\$6.00	\$444.00
PDI Standards Advanced	Successful project close	74	75	x \$0.20/page	\$15.00	\$1,110.00
<b>TOTAL</b>						<b>\$7,770.00</b>
Technical- Software - Part 1	PDI Oracle Training for Project Managers	134	35	x \$0.20/page	\$7.00	\$938.00
Technical- Software - Part 1	Logistics Seminar	134	42	x \$0.20/page	\$8.40	\$1,125.60
<b>TOTAL</b>						<b>\$2,063.60</b>
Technical- Software - Part 2	Oracle Basics	74	35	x \$0.20/page	\$7.00	\$518.00

Course Name	BOOK TITLE	Total QRT Employees in course	Pages Per Book	x \$0.20/page (color copy)	Cost Per Book	TOTAL BOOK COST (Cost per book * # of employees)
Technical- Software - Part 2	Logistics Seminar	74	45	x \$0.20/page	\$9.00	\$666.00
<b>TOTAL</b>						\$1,184.00
Technical- Electrical & Low Voltage	Electrical Fundamentals and Basic Electricity at PDI	74	100	x \$0.20/page	\$20.00	\$1,480.00
Technical- Electrical & Low Voltage	Electrical Circuits, Systems, and Protection	74	100	x \$0.20/page	\$20.00	\$1,480.00
Technical- Electrical & Low Voltage	Understanding the NEC, Volume 1 and how it applies to PDI	74	650	x \$0.20/page	\$130.00	\$9,620.00
Technical- Electrical & Low Voltage	General Requirements, Circuits & Protection - Best Practices	74	100	x \$0.20/page	\$20.00	\$1,480.00
Technical- Electrical & Low Voltage	Understanding the NEC Requirements for Grounding & Bonding	74	210	x \$0.20/page	\$42.00	\$3,108.00
Technical- Electrical & Low Voltage	Wiring Methods - Best Practices	74	100	x \$0.20/page	\$20.00	\$1,480.00
Technical- Electrical & Low Voltage	Low Voltage and NFPA	74	425	x \$0.20/page	\$85.00	\$6,290.00
Technical- Electrical & Low Voltage	Limited Energy and Communication Systems	74	100	x \$0.20/page	\$20.00	\$1,480.00
Technical- Electrical & Low Voltage	Raceway and Box Calculations	74	100	x \$0.20/page	\$20.00	\$1,480.00
Technical- Electrical & Low Voltage	Conductor Sizing and Protection	74	100	x \$0.20/page	\$20.00	\$1,480.00
Technical- Electrical & Low Voltage	Voltage-Drop Calculations	74	100	x \$0.20/page	\$20.00	\$1,480.00
Technical- Electrical & Low Voltage	Dwelling Unit Calculations	74	100	x \$0.20/page	\$20.00	\$1,480.00
Technical- Electrical & Low Voltage	Multifamily Dwelling Calculations	74	100	x \$0.20/page	\$20.00	\$1,480.00
Technical- Electrical & Low Voltage	Commercial Calculations	74	100	x \$0.20/page	\$20.00	\$1,480.00
Technical- Electrical & Low Voltage	Transformer Calculations	74	100	x \$0.20/page	\$20.00	\$1,480.00
Technical- Electrical & Low Voltage	Electrical Estimating at PDI	74	410	x \$0.20/page	\$82.00	\$6,068.00
<b>TOTAL</b>						\$42,846.00
Communication	Business Writing at Power Design	134	45	x \$0.20/page	\$9.00	\$1,206.00
Communication	The Voice of Customer Service	134	45	x \$0.20/page	\$9.00	\$1,206.00
Communication	The Secrets of Power Negotiating	134	45	n/a	\$15.29	\$2,048.86
Communication	Negotiation Boot Camp	134	45	n/a	\$13.82	\$1,851.88
Communication	Communicating More Effectively With Others	134	50	x \$0.20/page	\$10.00	\$1,340.00
Communication	Effective Email Communication	134	45	x \$0.20/page	\$9.00	\$1,206.00
<b>TOTAL</b>						\$8,858.74
Management - Basic/Intro	Become a Superstar Employee	134	45	x \$0.20/page	\$9.00	\$1,206.00
Management - Basic/Intro	Business Management Skills	134	240	x \$0.20/page	\$48.00	\$6,432.00
Management - Basic/Intro	Effective Project Management	134	50	x \$0.20/page	\$10.00	\$1,340.00
Management - Basic/Intro	10 Steps to Move Your Team from Ordinary to Great	134	50	x \$0.20/page	\$10.00	\$1,340.00
Management - Basic/Intro	How to Handle Difficult Conversations with Employees	134	50	x \$0.20/page	\$10.00	\$1,340.00
Management - Basic/Intro	Delegation Bootcamp	134	50	x \$0.20/page	\$10.00	\$1,340.00
Management - Basic/Intro	Discipline and Discharge Audio Conf	134	50	x \$0.20/page	\$10.00	\$1,340.00
Management - Basic/Intro	Employee Motivation Techniques for Managers	134	50	x \$0.20/page	\$10.00	\$1,340.00
<b>TOTAL</b>						\$15,678.00
Management - Advanced	How to Effectively Supervise Off-Site Employees	51	45	x \$0.20/page	\$9.00	\$459.00
Management - Advanced	How to Give Presentations	51	45	x \$0.20/page	\$9.00	\$459.00
Management - Advanced	Leadership: Research Findings, Practice, and Skills	51	560	n/a	\$168.31	\$8,583.81
Management - Advanced	The 4 Imperatives of Great Leaders (Covey)	51	-	n/a	\$35.97	\$1,834.47
Management - Advanced	Essential Interviewing: A Programmed Approach to Effective Communication	51	368	n/a	\$106.32	\$5,422.32
Management - Advanced	Compensation standards	51	45	x \$0.20/page	\$9.00	\$459.00
Management - Advanced	Building Commitment in the Workplace	51	45	x \$0.20/page	\$9.00	\$459.00



Course Name	BOOK TITLE	Total QRT Employees in course	Pages Per Book	x \$0.20/page (color copy)	Cost Per Book	TOTAL BOOK COST (Cost per book * # of employees)
Management - Advanced	Time Management & Organization Skills	51	45	x \$0.20/page	\$9.00	\$459.00
Management - Advanced	Managing Multiple Priorities & Projects	51	45	x \$0.20/page	\$9.00	\$459.00
Management - Advanced	Conflict Management	51	45	x \$0.20/page	\$9.00	\$459.00
Management - Advanced	Performance Management Training	51	45	x \$0.20/page	\$9.00	\$459.00
Management - Advanced	Mentoring/Coaching	51	45	x \$0.20/page	\$9.00	\$459.00
Management - Advanced	Effective Goal Setting	51	45	x \$0.20/page	\$9.00	\$459.00
Management - Advanced	Effective Disciplinary Actions	51	45	x \$0.20/page	\$9.00	\$459.00
Management - Advanced	Legal Terminations & Power Design procedures	51	45	x \$0.20/page	\$9.00	\$459.00
Management - Advanced	Effective Job Descriptions	51	45	x \$0.20/page	\$9.00	\$459.00
Management - Advanced	Employment Law & PDI Practices	51	45	x \$0.20/page	\$9.00	\$459.00
Management - Advanced	Interviewing and Hiring	51	45	x \$0.20/page	\$9.00	\$459.00
Management - Advanced	HR Training for New Managers	51	50	x \$0.20/page	\$10.00	\$510.00
Management - Advanced	Effective Online Employee Training	51	45	x \$0.20/page	\$9.00	\$459.00
Management - Advanced	Hands-On Training: A Simple and Effective Method for On-the-Job Training	51	105	n/a	\$19.95	\$1,017.45
Management - Advanced	ASTD's Ultimate Train the Trainer (AstD Ultimate Series)	51	400	n/a	\$139.95	\$7,137.45
<b>TOTAL</b>						<b>\$31,849.50</b>

TOTAL \$134,369.84

**EXHIBIT C**

**APPROVED BUDGET**

COMPANY: Power Design, Inc.  
FISCAL AGENT: St. Petersburg College  
QRT CONTRACT NUMBER: 12/1352B  
APPROVAL DATE: 12/12/2012  
TOTAL TRAINEES: 134

BUDGET CATEGORY	QUICK RESPONSE TRAINING	EMPLOYER CONTRIBUTION
INSTRUCTORS WAGES	\$ 188,280	\$ 1,035,590
TRAINEE WAGES	XXXX	\$ 2,622,190
CURRICULUM DEVELOPMENT	\$ 30,000	\$ 101,840
TRAINING MANUALS	\$ 13,400	\$ 120,995
OTHER COSTS	XXXX	
Training Facility		\$ 221,334
Equipment		\$ 43,500
TRAVEL	XXXX	\$ 54,698
SUB TOTAL	\$ 231,680	\$ 4,200,147
INDIRECT COSTS	\$ 11,584	
TOTAL	\$ 243,264	\$ 4,200,147

## Finance & Efficiency Council Meeting Agenda

FEBRUARY 21, 2013  
8:30 A.M. TO 11:00 A.M.  
Residence Inn by Marriot • Conference Room

- |  |  |
|--|--|
| <b>I. Welcome &amp; Introduction</b>   | <i>Andy Perez</i>                                    |
| <b>II. Opening Remarks</b>   | <i>Andy Perez</i>                                    |
| <b>III. Self Introductions</b>   | <i>Council Members</i>                               |
| <b>IV. Review of Today's Agenda</b>  | <i>Andy Perez</i>                                    |
| <b>V. Action Items</b>   |  |
| • Approval of Electronic Board Packet Policy   | <i>Scott Fennell<br/>Nathan Roberts</i>              |
| <b>VI. Presentations</b>   |  |
| • Standardized Regional Provider Contract Workgroup Update                                       | <i>Jay Barber</i>                                    |
| • Selection and Retention of Training Providers Update and Discussion (E-Learning Clarification) | <i>Dave Cooper</i>                                   |
| • Presentation by Gwendolyn Anello from Drupal Easy  | <i>Gwendolyn Anello</i>                              |
| • Re-employment Assistance Integration with EFM  | <i>Tom Clendenning</i>                               |
| • Region 12 Progress and Audit Update  | <i>Pam Nabors<br/>Tony Lloyd and Joe Maleszewski</i> |
| <b>VII. Open Discussion</b>  |  |
| <b>VIII. Chair's Closing Remarks / Adjourn</b>   | <i>Andy Perez</i>                                    |



**SUMMARY  
OF THE WORKFORCE FLORIDA INC.  
FINANCE & EFFICIENCY COUNCIL MEETING  
November 8, 2012**

**Roll Call/Quorum**

Council Chairman Benedict Grzesik called the meeting to order. He welcomed the council members and announced and introduced the new Chairman of the Council, Andy Perez, and Assistant Chairman, Lumon May. He turned the meeting over to Chair Perez who explained that some top goals of the Council will be to save money, namely through technology and automation. Chair Perez announced the new name of the Council, which changed from Finance & Administration to the Finance & Efficiency Council. Chair Perez asked for those seated at the table to introduce themselves. The following introduced themselves:

Mr. Scott Fennell  
Mr. George Hauer  
Ms. Lisa McClain Guilford  
Mr. Dennis Meyers  
Mr. Eric Kennedy  
Mr. Randy Berridge  
Ms. Maria Rodriguez  
Mr. Ben Grzesik

Chairman Perez requested a roll call. Scott Fennell, staff to the Finance & Efficiency Council took roll. A quorum was present with the following Finance & Efficiency members in attendance:

Mr. Randy Berridge  
Mr. Ben Grzesik  
Mr. George Hauer  
Mr. Eric Kennedy  
Mr. Andy Perez  
Ms. Maria Rodriguez  
Mr. Dennis Meyers

Finance & Efficiency Council members not in attendance were Mr. Jim Baiardi, Mr. Wayne Rosen, and Mr. Lumon May.

Chair Perez announced the first action item, acceptance of the 2011-12 financial audit conducted by James Moore and Company for the period ending June 30, 2012. Staff to the Council, Scott Fennell, introduced Lisa McClain Guilford, WFI Controller, to present the action item and introduce the audit team.

Lisa McClain Guilford explained that non-profit organizations such as WFI that expend \$500,000 or more in federal funds in its fiscal year are required to have a single audit in accordance with the U.S. Office of Management and Budget Circular A-133 and that Florida

Statute 215.97, the Florida Single Audit Act, requires non-state entities expending \$500,000 or more in state financial assistance to have a single audit for that fiscal year. She commented that this year, the audit commenced in early June and concluded in September, and she submitted a copy of the audit report by the September 30 due date to four areas or entities:

- The Office of the Inspector General at DEO,
- The Financial Monitoring & Accountability Office at DEO,
- The Finance & Accounting Office at DEO, and
- The Florida Auditor General.

She also stated that the A-133 audit report and data was submitted online to the Federal Audit Clearinghouse which minimizes the reporting burden required by A-133 because it helps to disseminate audit information to Federal agencies and the public online. She announced that WFI has achieved another successful clean audit with no findings or observations.

She stated that having the right people on the bus and seated in the right seats on the bus contributes to each year's accomplishment of a clean audit. She also commented that operational policies and procedures that the WFI staff set, implement, and enforce under the management of the Finance & Efficiency Council contribute to successful operations. She assured the Council that staff are diligent in constantly seeking best practices and continuously enhancing policies while streamlining processes for continued compliance and better efficiency and that the support of the Finance & Efficiency Council, the Board as a whole and senior management continue to be vital in moving forward in transparency and accountability in effectively and efficiently managing the federal and state funds in WFI's custody.

Ms. McClain Guilford then introduced the managing auditor from James Moore and Company CPAs who oversaw our audit for the 4<sup>th</sup> year, Mrs. Rae Kerr. She explained that James Moore and Company CPA firm specializes in non-profit and workforce board audits and that Mrs. Kerr has been with James Moore and Company for 13 years and has been in practice since 1996, so she brings of wealth of knowledge and expertise to the table. Ms. McClain Guilford asked the council members to please note that the WFI auditors do not normally attend the full Board meeting or present to the full Board, so this will be council members opportunity to familiarize themselves with the audit and ask Ms. Kerr any questions they may have as they prepare for presentation of the item to the full board later today.

**ACTION ITEM 1 – Approval of the Financial Audit Conducted by James Moore & Co., P.L. for Period Ending June 30, 2012**

Mrs. Kerr asked Council members to turn to tab 7 in the board packet. She explained how the financial statements are audited by looking at three different things: 1) audit of the financial statements, in a high-level inverse pyramid fashion, looking at the financial statements to see if they are materially correct, 2) then drill down because the audit has to be performed in accordance with generally accepted government auditing standards which requires auditors to look at compliance with laws, rules and regulations that are material to the financial statements and whether there were any internal control issues related to the financial statements, and 3) and then because WFI spends more than \$500,000 in both federal and state dollars, have to drill into programs that the auditor determines are major programs and look at the compliance

requirements that are dictated by those programs and see if WFI failed to comply with any of those rules as well as look at the internal controls over those programs. On page 1, this report is James Moore's report, the independent audit report. Paragraph 3 states that James Moore and Company issued an unqualified opinion on WFI's financial statements, the highest level of audit assurance that you can receive. This report also refers to two other reports that the auditors issue including a report issued in accordance with generally accepted government auditing standards which must be read in conjunction with the audit report to get a full understanding of the results of the audit, and the single audit requirement for a report of schedule of expenditures of awards and the report states that the schedule is materially correct in relation to the financial statements. Ms. Kerr explained this is the audit report in as a whole.

Ms. Kerr continued by referring to pages 7 and 8 of the board packet, the actual financial statements of WFI, and focused on page 8 which is a picture of revenues and expenditures that occurred at WFI during the year, pointing out that WFI maintained program service expenditures at about 76 percent of total expenditures, consistent with last fiscal year. She noted that 23 percent are expended on supportive services, of which 18-19 percent is payroll and related benefit items; so a very large portion of WFI dollars is spent on program services, a total of \$9.6 million this year. She asked for any questions.

Ms. Kerr continued by referring to pages 27 noted that for board members this is the most important page of the audit which summarizes the whole audit. She highlighted key areas of this summary page including 1) an unqualified opinion for the financial statement portion of the audit, 2) no material weaknesses in internal controls and no significant deficiencies in internal controls, 3) no non-compliance with laws, rules and regulations related to the financial statements and the generally accepted government auditing standards procedures performed, 4) federal awards programs are identified including the major program, Workforce Investment Act cluster, which includes Incumbent Worker Training with no material weaknesses identified nor any significant deficiencies identified, and 5) issued an unqualified opinion in relation to the single audit piece for both the federal and state single audit. She stated this is a clean audit, and that these two pages tell the public everything they need to know about what happened with the audit.

Chair Perez asked for questions from the council members. There were no questions. He commended staff on a job well done in allowing the auditors to render an unqualified opinion and clean audit for June 30, 2012. Ms. Kerr added that this was a transition year for WFI with the former CFO, Larry Champion, retiring and new CFO, Scott Fennell, coming aboard at the tail end of the audit. Chair Perez requested the motion to the full board to accept the financial audit as presented.

***Motion: To the Recommend to the Full Board Acceptance of the Financial Audit as Presented***

*Motion: Ms. Maria Rodriguez*

*Second: Mr. Scott Fennell*

The motion passed unanimously.

## **ACTION ITEM 2 – Chipola Regional Workforce Board’s Request for Authority to Provide Direct Services**

Chair Perez introduced the second action item explaining that this item has been presented in the past from other regions with regards to direct services versus contracting the work out to service providers. He noted that the full board must approve according to chapter 445 for this to be allowed. Chair Perez requested a motion to allow Region 3 to provide direct services.

***Motion: To Allow Region 3 to Provide Direct Services***

*Motion: Ms. Maria Rodriguez*

*Second: Mr. Randy Berridge*

Chair Perez opened for discussion by asking staff for a comparison of regions with direct versus indirect services which was provided a year ago with ten points of comparison showing where there is cost savings versus productivity. He stated that other than this, he had no issues with this request.

The motion passed unanimously.

## **INFORMATIONAL ITEM 1 – Standardized Regional Provider Contract**

Chair Perez asked Staff to the Council, Mr. Scott Fennell, to present this informational item in lieu of Mr. Jay Barber who could not attend the meeting. Mr. Fennell shared that the council was asked to review regional training provider contracts to see if there was a standard contract that could be developed amongst the regions and as a result WFI, DEO, Chair Grzesik and others conducted a SWAT analysis on enhancing the contracts and assisting training providers. He referred council members to fourth green sheet behind tab 7 of the board packet which is a brief summary and the SWAT analysis. Mr. Fennell mentioned that Mr. Barber was asked to perform a feasibility study to analyze drafting a single training provider contract. He stated that Mr. Barber looked at training provider contracts for 9 of the 24 regions with a good cross sectional of urban and rural regions. The comparison results are found on the next 8 spreadsheets behind tab 7 showing the contract language of the regional contracts including boilerplate language which for the most part were being used by the regions reviewed. Mr. Barber concluded that it is a feasible option to have a standard training provider contract since multiple regions were using essentially the same document.

Mr. Fennell recommended staff form a committee of regional workforce boards to develop a draft standard contract template to bring back to the Council at the next board meeting.

Chair Perez added that having a boiler plate contract for all regions for the majority of the requirements with customized addendums at the end to keep regionality would be a smart move going forward. Chair Perez asked for any questions. He also requested that Mr. Fennell advise when the committee is formed.

Mr. Kennedy asked if the Council would select the regions now or let staff select and report back.

Mr. Fennell stated that the Council could make recommendations or let staff work with the FWDA to help select the committee members ensuring a diverse representation.

### **INFORMATIONAL ITEM 1 – DEO’s Strategic Workforce Advancement Team Training Plan**

Mr. Perez introduced Ms. Lois Scott to present on DEO Strategic Workforce Advancement Team Training Plan.

Ms. Scott provided background relating to the workforce training initiative, including statutory reference and WFI, Inc. history of contracting with Dynamic Works as the vendor to provide such training. Ms. Scott explained that in December, 2011 the Finance and Efficiency Council (then Finance and Administration) terminated the contract with Dynamic Works and requested a committee form to determine whether another vendor or DEO should handle training. The Strategic Training Committee recommended that DEO develop and host the training site. DEO worked with a training team to develop the materials. Ms. Scott recognized those Regional Workforce Board staff that assisted in the effort. Ms. Scott reported that over 400 front-line staff have accessed the system, but no tests have been taken. They are hopeful that testing will begin by the end of the calendar year. Ms. Scott asked if there were any questions.

Chairman Perez asked when to expect completion. Ms. Scott indicated that testing will begin at the beginning of the year and they will bring back information when available.

Maria Rodriguez asked if this replaced Tier I and Tier II testing. Ms. Scott responded that Tier I is still required and all staff must pass Tier I certification within 6 months of hire. Ms. Scott also informed the Council that this program will provide the Tier I certification required. She also mentioned that training outcomes will be available in the future that show how many have taken and passed the test. In addition, they plan remediation for those staff that are doing well in the regions but may not test well so we won’t lose good people.

Mr. Perez asked for a comparison of performance both before and after the testing has begun, broken down by region. Ms. Scott indicated that they have those performance reports and can provide them for both before and after testing has commenced. However, she cautioned that Tier I testing is for new employees, and performance is determined by all employees.

Clarification was asked about remediation and what that would entail. Ms. Scott said remediation would refer the staff back to the training site in order to prepare to retake the test. In a follow-up, the question of how many time can staff retake the test was asked. Ms. Scott said guidelines were not fully developed, but she believes staff would be allowed at least two opportunities to take the test.

A Council member asked who developed the test. Ms. Scott said the test was developed by DEO staff in conjunction with Regional Workforce Board staff and a testing firm.

### **OPEN DISCUSSION**

Chairman Perez opened the floor for discussion.



Mr. Randy Berridge mentioned the emphasis brought forward by Chairman Perez on efficiency and cost control. Ms. Berridge then referenced the board packet and discussed the cost of development and shipment versus the amount of material in the packet that he really needed to review. Mr. Berridge questioned the staff on the cost of shipment, and staff confirmed that is cost approximately \$10 to ship. Mr. Berridge asked the Council if there was a way to look at making the process more efficient. Discussion began regarding format and delivery. Mr. Berridge mentioned also having staff provide a one-page document referencing key items.

Mr. Fennell recommended having an action item brought forward at the next meeting for the Council and the full Board on a more efficient process for board materials.

Mr. Perez asked if there were any other comments. Hearing none, Mr. Perez brought forward three items approved in past meetings that he would like updates on. First, the integration of the reemployment system and where we are in that process. Second, he would like an update on the bid to revamp the OSMIS system. Finally, Mr. Perez would like an update on where the regions stand on expenditure burn rates, so the Council can begin to review if funds are being expended in an appropriate manner. Mr. Kennedy agreed with the request. Mr. Fennell stated that the most recent expenditure data will be provided at the February meeting.

#### **CHAIRMAN'S CLOSING REMARKS**

Mr. Perez thanked the Council members and staff and closed the meeting.

# **Action Item**

## **APPROVAL OF ELECTRONIC BOARD PACKET POLICY**

**\* \* \* \* \***

WFI currently produces board packets in a physical format that are distributed via contract carriers to board members and partners. The cost of production and distribution is substantial, and the physical format has limitations, including portability, revisability, searchability and ease of access. To reduce cost and overcome limitations, the Council would require staff to produce and distribute the board packets in a digital format. Staff recommends use of Adobe's Portable Document Format (pdf), which can be viewed on all mobile devices and desktop systems, and provides for documents that are indexed, searchable, and extensible (such as through the use of hyperlinks). The Council would instruct staff to continue evaluating new and existing technologies and to deploy them when desired advantages are identified.

The packets in digital format would become the primary method of distribution, with board members given the option each board meeting to request a physical copy.

**\* \* \* \* \***

### **NEEDED ACTION**

**Approve the board packet be published and distributed in a digital format.**

Program Name	Workforce Investment Act
Report Section	RWB Formula
Report SubSection	WIA Adult

Expenditures through 12/31/12  
Awards through 01/22/13  
Report/date FINAL 01/29/13

		Data						
PROGRAM YEAR	Awarded to:	Orig. Award	Transfers	Other Adj.	Revised Award	LTD Expend.	Unexpend. Bal.	Expend Rate
2012	RWB 01	1,222,146	718,362	0	1,940,508	-	1,940,508	0.00%
	RWB 02	510,128	82,400	0	592,528	37,813	554,715	6.38%
	RWB 03	524,212		0	524,212	68,595	455,617	13.09%
	RWB 04	616,074		0	616,074	284,526	331,548	46.18%
	RWB 05	889,475		0	889,475	-	889,475	0.00%
	RWB 06	510,086		0	510,086	72,038	438,048	14.12%
	RWB 07	441,822	80,000	0	521,822	191,206	330,616	36.64%
	RWB 08	3,416,990	2,305,975	0	5,722,965	1,091,376	4,631,589	19.07%
	RWB 09	782,893		0	782,893	432,020	350,873	55.18%
	RWB 10	1,391,789	730,240	0	2,122,029	778,736	1,343,293	36.70%
	RWB 11	1,545,260		0	1,545,260	-	1,545,260	0.00%
	RWB 12	5,184,153		0	5,184,153	671,026	4,513,127	12.94%
	RWB 13	1,271,826		0	1,271,826	749,406	522,420	58.92%
	RWB 14	2,396,158		0	2,396,158	1,176,556	1,219,602	49.10%
	RWB 15	3,050,311		0	3,050,311	-	3,050,311	0.00%
	RWB 16	1,451,096		0	1,451,096	734,135	716,961	50.59%
	RWB 17	1,581,704	700,000	0	2,281,704	666,411	1,615,293	29.21%
	RWB 18	1,475,634	280,000	0	1,755,634	379,676	1,375,958	21.63%
	RWB 19	580,400		0	580,400	-	580,400	0.00%
	RWB 20	1,553,271		0	1,553,271	-	1,553,271	0.00%
	RWB 21	3,568,908	2,224,540	0	5,793,448	1,265,393	4,528,055	21.84%
	RWB 22	4,451,455		0	4,451,455	3,054,908	1,396,547	68.63%
	RWB 23	9,566,555		0	9,566,555	72,604	9,493,951	0.76%
	RWB 24	2,624,545		0	2,624,545	-	2,624,545	0.00%
<b>2012 Total</b>		<b>50,606,891</b>	<b>7,121,517</b>	<b>0</b>	<b>57,728,408</b>	<b>11,726,425</b>	<b>46,001,983</b>	<b>20.31%</b>

2011	RWB 01	1,035,775	780,556	109,536	1,925,867	1,616,271	309,596	83.92%
	RWB 02	434,552	239,600	45,955	720,107	720,107	-	100.00%
	RWB 03	442,483	0	46,794	489,277	489,277	-	100.00%
	RWB 04	567,204	318,018	59,984	945,206	709,368	235,838	75.05%
	RWB 05	741,334	0	78,398	819,732	661,324	158,408	80.68%
	RWB 06	436,501	(241,331)	46,162	241,332	157,234	84,098	65.15%
	RWB 07	378,831	30,000	40,064	448,895	418,895	30,000	93.32%
	RWB 08	2,947,930	3,195,643	311,754	6,455,327	6,455,327	-	100.00%
	RWB 09	659,146	258,991	69,707	987,844	987,844	-	100.00%
	RWB 10	1,218,373	744,760	128,847	2,091,980	1,127,166	964,814	53.88%
	RWB 11	1,329,372	1,258,720	140,585	2,728,677	2,375,988	352,689	87.07%
	RWB 12	4,515,080	4,213,600	477,485	9,206,165	8,526,937	679,228	92.62%
	RWB 13	1,080,317	600,000	114,247	1,794,564	1,794,564	-	100.00%
	RWB 14	2,083,095	0	220,294	2,303,389	2,303,389	-	100.00%
	RWB 15	2,639,740	1,940,997	279,162	4,859,899	4,406,312	453,587	90.67%
	RWB 16	1,257,649	0	133,001	1,390,650	1,390,650	-	100.00%
	RWB 17	1,361,763	892,529	144,012	2,398,304	2,081,385	316,919	86.79%
	RWB 18	1,307,226	960,000	138,243	2,405,469	2,221,540	183,929	92.35%
	RWB 19	496,092	188,165	52,464	736,721	569,508	167,213	77.30%
	RWB 20	1,426,697	950,000	150,878	2,527,575	2,195,452	332,123	86.86%
	RWB 21	3,266,964	1,914,858	345,492	5,527,314	5,527,314	-	100.00%
	RWB 22	3,817,257	1,000,000	403,688	5,220,945	5,220,945	-	100.00%
	RWB 23	7,588,814	701,985	802,543	9,093,342	9,093,342	-	100.00%
	RWB 24	2,421,723	0	256,105	2,677,828	2,204,062	473,766	82.31%
<b>2011 Total</b>		<b>43,453,918</b>	<b>19,947,091</b>	<b>4,595,400</b>	<b>67,996,409</b>	<b>63,254,201</b>	<b>4,742,208</b>	<b>93.03%</b>
<b>Grand Total</b>		<b>94,060,809</b>	<b>27,068,608</b>	<b>4,595,400</b>	<b>125,724,817</b>	<b>74,980,626</b>	<b>50,744,191</b>	<b>59.64%</b>

Program Name	Workforce Investment Act
Report Section	RWB Formula
Report SubSection	WIA Dislocated Worker

Expenditures through 12/31/12  
Awards through 01/22/13  
Report/date FINAL 01/29/13

		Data						
PROGRAM YEAR	Awarded to:	Orig. Award	Transfers	Other Adj.	Revised Award	LTD Expend.	Unexpend. Bal.	Expend Rate
2012	RWB 01	1,176,455	(718,362)	260,269	718,362	-	718,362	0.00%
	RWB 02	487,561	(82,400)	107,864	513,025	-	513,025	0.00%
	RWB 03	231,362		51,184	282,546	-	282,546	0.00%
	RWB 04	634,251		140,316	774,567	194,174	580,393	25.07%
	RWB 05	746,505		165,151	911,656	-	911,656	0.00%
	RWB 06	298,329		66,000	364,329	39,972	324,357	10.97%
	RWB 07	267,642	(80,000)	59,211	246,853	-	246,853	0.00%
	RWB 08	4,611,951	(2,305,975)	1,020,310	3,326,286	468,246	2,858,040	14.08%
	RWB 09	496,605		109,865	606,470	-	606,470	0.00%
	RWB 10	1,318,273	(730,240)	291,644	879,677	439,796	439,881	50.00%
	RWB 11	1,698,993		375,871	2,074,864	-	2,074,864	0.00%
	RWB 12	7,024,295		1,553,997	8,578,292	-	8,578,292	0.00%
	RWB 13	2,407,327		532,577	2,939,904	562,429	2,377,475	19.13%
	RWB 14	2,473,449		547,206	3,020,655	1,867,782	1,152,873	61.83%
	RWB 15	3,566,156		788,947	4,355,103	-	4,355,103	0.00%
	RWB 16	1,642,294		363,328	2,005,622	664,364	1,341,258	33.13%
	RWB 17	1,799,622	(700,000)	398,134	1,497,756	-	1,497,756	0.00%
	RWB 18	1,714,382	(280,000)	379,276	1,813,658	164,503	1,649,155	9.07%
	RWB 19	406,071		89,836	495,907	-	495,907	0.00%
	RWB 20	1,861,901		411,912	2,273,813	62,714	2,211,099	2.76%
	RWB 21	3,643,109	(2,224,540)	805,971	2,224,540	37,514	2,187,026	1.69%
	RWB 22	5,151,221		1,139,614	6,290,835	557,375	5,733,460	8.86%
	RWB 23	7,633,876		1,688,855	9,322,731	-	9,322,731	0.00%
	RWB 24	2,950,130		652,662	3,602,792	-	3,602,792	0.00%
<b>2012 Total</b>		<b>54,241,760</b>	<b>(7,121,517)</b>	<b>12,000,000</b>	<b>59,120,243</b>	<b>5,058,869</b>	<b>54,061,374</b>	<b>8.56%</b>

2011	RWB 01	1,052,922	(780,556)	508,190	780,556	541,542	239,014	69.38%
	RWB 02	439,948	(239,600)	212,341	412,689	343,070	69,619	83.13%
	RWB 03	223,448	0	107,848	331,296	289,809	41,487	87.48%
	RWB 04	636,037	(318,018)	306,983	625,002	523,269	101,733	83.72%
	RWB 05	606,837	0	292,889	899,726	690,611	209,115	76.76%
	RWB 06	222,550	0	348,747	571,297	329,966	241,331	57.76%
	RWB 07	241,850	(30,000)	116,729	328,579	285,921	42,658	87.02%
	RWB 08	4,310,725	(3,195,643)	2,080,562	3,195,644	3,195,644	-	100.00%
	RWB 09	458,842	(258,991)	221,459	421,310	385,275	36,035	91.45%
	RWB 10	1,319,455	(744,760)	636,833	1,211,528	457,065	754,463	37.73%
	RWB 11	1,697,936	(1,258,720)	819,506	1,258,722	925,453	333,269	73.52%
	RWB 12	6,329,028	(4,213,600)	3,054,693	5,170,121	3,960,865	1,209,256	76.61%
	RWB 13	1,555,872	(600,000)	750,939	1,706,811	1,706,811	-	100.00%
	RWB 14	2,429,538	0	1,172,611	3,602,149	3,602,149	-	100.00%
	RWB 15	3,438,768	(1,940,997)	1,659,714	3,157,485	2,544,489	612,996	80.59%
	RWB 16	1,633,653	0	788,479	2,422,132	2,422,132	-	100.00%
	RWB 17	1,598,259	(892,529)	771,397	1,477,127	1,228,432	248,695	83.16%
	RWB 18	1,720,206	(960,000)	830,253	1,590,459	1,257,255	333,204	79.05%
	RWB 19	376,330	(188,165)	181,634	369,799	347,585	22,214	93.99%
	RWB 20	1,871,154	(950,000)	903,109	1,824,263	1,820,132	4,131	99.77%
	RWB 21	3,428,951	(1,914,858)	1,654,978	3,169,071	2,340,583	828,488	73.86%
	RWB 22	4,672,217	(1,000,000)	2,255,036	5,927,253	5,927,253	-	100.00%
	RWB 23	7,187,794	(701,985)	3,469,174	9,954,983	7,158,176	2,796,807	71.91%
	RWB 24	2,864,699	0	1,382,641	4,247,340	947,502	3,299,838	22.31%
<b>2011 Total</b>		<b>50,317,019</b>	<b>(20,188,422)</b>	<b>24,526,745</b>	<b>54,655,342</b>	<b>43,230,989</b>	<b>11,424,353</b>	<b>79.10%</b>
<b>Grand Total</b>		<b>104,558,779</b>	<b>(27,309,939)</b>	<b>36,526,745</b>	<b>113,775,585</b>	<b>48,289,858</b>	<b>65,485,727</b>	<b>42.44%</b>

Program Name	Workforce Investment Act
Report Section	RWB Formula
Report SubSection	WIA Youth

Expenditures through 12/31/12  
Awards through 01/22/13  
Report/date FINAL 01/29/13

		Data					
PROGRAM YEAR	Awarded to:	Orig. Award	Award Adj.	Revised Award	LTD Expend.	Unexpend. Bal.	Expend Rate
2012	RWB 01	1,631,426	0	1,631,426	463,836	1,167,590	28.43%
	RWB 02	422,575	0	422,575	-	422,575	0.00%
	RWB 03	400,768	0	400,768	-	400,768	0.00%
	RWB 04	642,728	0	642,728	200,368	442,360	31.17%
	RWB 05	1,168,844	0	1,168,844	-	1,168,844	0.00%
	RWB 06	518,021	0	518,021	237,064	280,957	45.76%
	RWB 07	506,648	0	506,648	179,224	327,424	35.37%
	RWB 08	3,442,775	0	3,442,775	-	3,442,775	0.00%
	RWB 09	1,072,721	0	1,072,721	602,147	470,574	56.13%
	RWB 10	1,279,874	0	1,279,874	506,969	772,905	39.61%
	RWB 11	1,920,398	0	1,920,398	-	1,920,398	0.00%
	RWB 12	5,509,188	0	5,509,188	-	5,509,188	0.00%
	RWB 13	1,280,163	0	1,280,163	303,949	976,214	23.74%
	RWB 14	1,851,260	0	1,851,260	357,147	1,494,113	19.29%
	RWB 15	3,833,282	0	3,833,282	681,324	3,151,958	17.77%
	RWB 16	1,185,650	0	1,185,650	312,923	872,727	26.39%
	RWB 17	1,841,927	0	1,841,927	-	1,841,927	0.00%
	RWB 18	1,215,521	0	1,215,521	155,835	1,059,686	12.82%
	RWB 19	726,186	0	726,186	153,087	573,099	21.08%
	RWB 20	1,536,081	0	1,536,081	-	1,536,081	0.00%
	RWB 21	3,507,818	0	3,507,818	852,986	2,654,832	24.32%
	RWB 22	3,642,547	0	3,642,547	98,559	3,543,988	2.71%
	RWB 23	9,600,070	0	9,600,070	719,238	8,880,832	7.49%
	RWB 24	2,461,048	0	2,461,048	-	2,461,048	0.00%
<b>2012 Total</b>		<b>51,197,519</b>	<b>0</b>	<b>51,197,519</b>	<b>5,824,656</b>	<b>45,372,863</b>	<b>11.38%</b>

2011	RWB 01	1,502,754	0	1,502,754	1,502,754	-	100.00%
	RWB 02	388,421	0	388,421	383,359	5,062	98.70%
	RWB 03	401,572	0	401,572	335,804	65,768	83.62%
	RWB 04	644,221	0	644,221	636,862	7,359	98.86%
	RWB 05	1,063,061	0	1,063,061	883,087	179,974	83.07%
	RWB 06	481,792	0	481,792	481,792	-	100.00%
	RWB 07	470,017	0	470,017	470,017	-	100.00%
	RWB 08	3,228,416	0	3,228,416	3,120,040	108,376	96.64%
	RWB 09	983,277	0	983,277	983,277	-	100.00%
	RWB 10	1,221,930	0	1,221,930	1,106,521	115,409	90.56%
	RWB 11	1,790,484	0	1,790,484	1,442,579	347,905	80.57%
	RWB 12	5,220,693	0	5,220,693	4,560,410	660,283	87.35%
	RWB 13	1,178,195	0	1,178,195	1,178,195	-	100.00%
	RWB 14	1,751,806	0	1,751,806	1,751,806	-	100.00%
	RWB 15	3,590,261	0	3,590,261	3,590,261	-	100.00%
	RWB 16	1,117,311	0	1,117,311	1,117,311	-	100.00%
	RWB 17	1,718,906	0	1,718,906	1,693,260	25,646	98.51%
	RWB 18	1,167,142	0	1,167,142	1,160,658	6,484	99.44%
	RWB 19	674,694	0	674,694	674,694	-	100.00%
	RWB 20	1,539,672	0	1,539,672	1,258,458	281,214	81.74%
	RWB 21	3,493,124	0	3,493,124	3,464,969	28,155	99.19%
	RWB 22	3,404,579	0	3,404,579	3,404,579	-	100.00%
	RWB 23	8,318,881	0	8,318,881	8,313,321	5,560	99.93%
	RWB 24	2,502,454	0	2,502,454	1,771,476	730,978	70.79%
<b>2011 Total</b>		<b>47,853,663</b>	<b>0</b>	<b>47,853,663</b>	<b>45,285,490</b>	<b>2,568,173</b>	<b>94.63%</b>
<b>Grand Total</b>		<b>99,051,182</b>	<b>0</b>	<b>99,051,182</b>	<b>51,110,146</b>	<b>47,941,036</b>	<b>51.60%</b>



Program Name	Welfare Transition
Report Section	RWB Formula
Report SubSection	Welfare Transition

Expenditures through 12/31/12  
Awards through 01/22/13  
Report/date FINAL 01/29/13

		Data					
PROGRAM YEAR	Awarded to:	Orig. Award	Award Adj.	Revised Award	LTD Expend.	Unexpend. Bal.	Expend Rate
2012	RWB 01	1,657,310	0	1,657,310	690,552	966,758	41.67%
	RWB 02	444,500	0	444,500	195,967	248,533	44.09%
	RWB 03	304,049	0	304,049	160,449	143,600	52.77%
	RWB 04	587,072	0	587,072	226,358	360,714	38.56%
	RWB 05	1,390,346	0	1,390,346	598,986	791,360	43.08%
	RWB 06	429,916	0	429,916	269,414	160,502	62.67%
	RWB 07	608,379	0	608,379	331,974	276,405	54.57%
	RWB 08	5,699,949	0	5,699,949	1,697,168	4,002,781	29.78%
	RWB 09	722,937	0	722,937	387,578	335,359	53.61%
	RWB 10	1,714,448	0	1,714,448	683,703	1,030,745	39.88%
	RWB 11	2,252,311	0	2,252,311	1,028,442	1,223,869	45.66%
	RWB 12	7,108,516	0	7,108,516	4,428,487	2,680,029	62.30%
	RWB 13	1,371,794	0	1,371,794	881,020	490,774	64.22%
	RWB 14	3,039,169	0	3,039,169	1,690,473	1,348,696	55.62%
	RWB 15	6,679,166	0	6,679,166	2,368,887	4,310,279	35.47%
	RWB 16	2,133,162	0	2,133,162	696,034	1,437,128	32.63%
	RWB 17	2,703,666	0	2,703,666	1,307,776	1,395,890	48.37%
	RWB 18	2,074,207	0	2,074,207	1,033,756	1,040,451	49.84%
	RWB 19	470,069	0	470,069	186,956	283,113	39.77%
	RWB 20	2,197,487	0	2,197,487	1,007,735	1,189,752	45.86%
	RWB 21	3,123,575	0	3,123,575	1,130,330	1,993,245	36.19%
	RWB 22	5,238,330	0	5,238,330	2,510,205	2,728,125	47.92%
	RWB 23	14,483,486	0	14,483,486	5,013,248	9,470,238	34.61%
	RWB 24	2,721,572	0	2,721,572	1,174,572	1,547,000	43.16%
<b>2012 Total</b>		<b>69,155,416</b>	<b>0</b>	<b>69,155,416</b>	<b>29,700,070</b>	<b>39,455,346</b>	<b>42.95%</b>

2011	RWB 01	2,071,637	75,000	2,146,637	2,146,637	-	100.00%
	RWB 02	538,833	0	538,833	538,833	-	100.00%
	RWB 03	370,801	29,277	400,078	400,078	-	100.00%
	RWB 04	694,957	41,864	736,821	736,821	-	100.00%
	RWB 05	1,316,858	0	1,316,858	1,316,858	-	100.00%
	RWB 06	535,679	46,666	582,345	582,345	-	100.00%
	RWB 07	604,823	52,690	657,513	657,513	-	100.00%
	RWB 08	5,056,499	0	5,056,499	5,056,499	-	100.00%
	RWB 09	725,837	0	725,837	725,837	-	100.00%
	RWB 10	1,622,063	0	1,622,063	1,622,063	-	100.00%
	RWB 11	2,278,353	0	2,278,353	2,278,353	-	100.00%
	RWB 12	7,623,759	0	7,623,759	7,623,759	-	100.00%
	RWB 13	1,221,890	0	1,221,890	1,221,890	-	100.00%
	RWB 14	2,931,740	0	2,931,740	2,931,740	-	100.00%
	RWB 15	7,774,679	0	7,774,679	7,774,679	-	100.00%
	RWB 16	2,029,114	0	2,029,114	2,029,114	-	100.00%
	RWB 17	2,506,668	0	2,506,668	2,506,668	-	100.00%
	RWB 18	1,832,445	0	1,832,445	1,832,445	-	100.00%
	RWB 19	453,956	39,547	493,503	493,503	-	100.00%
	RWB 20	2,096,912	0	2,096,912	2,096,912	-	100.00%
	RWB 21	2,995,439	0	2,995,439	2,995,439	-	100.00%
	RWB 22	4,838,084	0	4,838,084	4,838,084	-	100.00%
	RWB 23	14,631,965	0	14,631,965	14,631,965	-	100.00%
	RWB 24	2,627,629	0	2,627,629	2,627,629	-	100.00%
<b>2011 Total</b>		<b>69,380,620</b>	<b>285,044</b>	<b>69,665,664</b>	<b>69,665,664</b>	<b>-</b>	<b>100.00%</b>
<b>Grand Total</b>		<b>138,536,036</b>	<b>285,044</b>	<b>138,821,080</b>	<b>99,365,734</b>	<b>39,455,346</b>	<b>71.58%</b>

Program Name	Wagner Peyser
Report Section	RWB Formula
Report SubSection	Wagner Peyser

Expenditures through 12/31/12  
Awards through 01/22/13  
Report/date FINAL 01/29/13

		Data					
PROGRAM YEAR	Awarded to:	Orig. Award	Award Adj.	Revised Award	LTD Expend.	Unexpend. Bal.	Expend Rate
2012	RWB 01	713,773	0	713,773	219,835	493,938	30.80%
	RWB 02	403,002	(2,048)	400,954	239,729	161,225	59.79%
	RWB 03	164,452	0	164,452	51,438	113,014	31.28%
	RWB 04	345,349	1	345,350	167,115	178,235	48.39%
	RWB 05	590,414	0	590,414	326,302	264,112	55.27%
	RWB 06	169,835	1	169,836	35,164	134,672	20.70%
	RWB 07	169,002	0	169,002	70,648	98,354	41.80%
	RWB 08	2,453,348	0	2,453,348	913,024	1,540,324	37.22%
	RWB 09	447,826	0	447,826	228,147	219,679	50.95%
	RWB 10	745,350	(16,602)	728,748	393,565	335,183	54.01%
	RWB 11	1,007,430	105	1,007,535	456,219	551,316	45.28%
	RWB 12	3,946,415	0	3,946,415	1,049,152	2,897,263	26.58%
	RWB 13	932,613	4	932,617	214,527	718,090	23.00%
	RWB 14	1,509,382	(17,888)	1,491,494	905,344	586,150	60.70%
	RWB 15	2,093,998	0	2,093,998	1,077,840	1,016,158	51.47%
	RWB 16	924,226	0	924,226	103,094	821,132	11.15%
	RWB 17	971,273	0	971,273	220,580	750,693	22.71%
	RWB 18	1,040,112	1	1,040,113	324,224	715,889	31.17%
	RWB 19	240,536	1	240,537	97,262	143,275	40.44%
	RWB 20	984,032	1	984,033	335,682	648,351	34.11%
	RWB 21	2,138,982	1	2,138,983	786,678	1,352,305	36.78%
	RWB 22	3,249,404	0	3,249,404	1,253,512	1,995,892	38.58%
	RWB 23	4,575,815	0	4,575,815	900,687	3,675,128	19.68%
	RWB 24	1,820,288	0	1,820,288	578,647	1,241,641	31.79%
<b>2012 Total</b>		<b>31,636,857</b>	<b>(36,423)</b>	<b>31,600,434</b>	<b>10,948,415</b>	<b>20,652,019</b>	<b>34.65%</b>

2011	RWB 01	706,374	(7,808)	698,566	698,566	-	100.00%
	RWB 02	395,482	2,048	397,530	397,530	-	100.00%
	RWB 03	163,768	0	163,768	163,768	-	100.00%
	RWB 04	337,232	649	337,881	337,881	-	100.00%
	RWB 05	586,231	(161)	586,070	586,070	-	100.00%
	RWB 06	165,340	(1)	165,339	165,339	-	100.00%
	RWB 07	168,752	0	168,752	168,752	-	100.00%
	RWB 08	2,463,712	0	2,463,712	2,463,712	-	100.00%
	RWB 09	449,834	0	449,834	449,834	-	100.00%
	RWB 10	764,831	16,603	781,434	781,434	-	100.00%
	RWB 11	1,013,469	(1,140)	1,012,329	1,012,329	-	100.00%
	RWB 12	3,963,732	13	3,963,745	2,612,522	1,351,223	65.91%
	RWB 13	923,870	(503)	923,367	923,367	-	100.00%
	RWB 14	1,533,292	17,280	1,550,572	1,550,572	-	100.00%
	RWB 15	2,085,063	0	2,085,063	2,085,063	-	100.00%
	RWB 16	943,252	(3,593)	939,659	939,659	-	100.00%
	RWB 17	976,627	(463,301)	513,326	513,326	-	100.00%
	RWB 18	1,066,631	(5,402)	1,061,229	1,061,229	-	100.00%
	RWB 19	237,929	(1)	237,928	237,928	-	100.00%
	RWB 20	985,502	(1)	985,501	985,501	-	100.00%
	RWB 21	2,142,320	(5,313)	2,137,007	2,137,007	-	100.00%
	RWB 22	3,252,141	(12,849)	3,239,292	3,239,292	-	100.00%
	RWB 23	4,634,571	245	4,634,816	4,634,816	-	100.00%
	RWB 24	1,826,973	(227,499)	1,599,474	1,599,474	-	100.00%
<b>2011 Total</b>		<b>31,786,928</b>	<b>(690,734)</b>	<b>31,096,194</b>	<b>29,744,971</b>	<b>1,351,223</b>	<b>95.65%</b>
<b>Grand Total</b>		<b>63,423,785</b>	<b>(727,157)</b>	<b>62,696,628</b>	<b>40,693,386</b>	<b>22,003,242</b>	<b>64.91%</b>

## Performance Council

FEBRUARY 21, 2013  
8:30 A.M. TO 11:00 A.M.  
TURNBULL FLORIDA STATE CONFERENCE CENTER

- |   |  |
|---|--|
| <b>I. Welcome &amp; Introduction of Incoming Chair and Vice Chair</b> | <i>Britt Sikes</i>                               |
| <b>II. Chair's Remarks</b>  | <i>Britt Sikes</i>                               |
| <b>III. Self Introductions</b>  | <i>Council Members</i>                           |
| <b>IV. Review of Today's Agenda</b>                                   | <i>Britt Sikes</i>                               |
| <b>V. Presentations</b>   |  |
| • Florida Workforce Scorecard (Florida Chamber Foundation)            | <i>Rick Sessa</i>                                |
| • Florida Workforce Integrated Performance Reporting System (FWIPRS)  | <i>James Finch &amp; Telly Buckles</i>           |
| • USDOL Common Measures—Performance Update                            | <i>Lois Scott, James Finch &amp; Tony Carter</i> |
| <b>VI. Open Discussion</b>  |  |
| <b>VII. Chair's Closing Remarks / Adjourn</b>                         | <i>Britt Sikes</i>                               |



**Performance Council**  
**Meeting Summary**  
**Thursday, November 8, 2012**

**Performance & Accountability**

**Members Present:**

Mike Carroll  
Kevin Doyle, Vice Chair  
Matthew Falconer  
Don Gugliuzza  
Dr. Bill Law  
Alex Moseley  
Steve Parrish  
Britt Sikes, Chair  
Commissioner Bill Williams

**Members Not Present:**

Dan Baldwin  
Representative Marlene O'Toole  
Linda Reiter  
Steven Sonenreich

Workforce Florida Chair Dwayne Ingram welcomed the Performance Council members and audience to the Performance Council meeting. Chair Ingram expressed his appreciation to the members participating in the meeting of the Performance Council. Chair Ingram reviewed the transition of the outgoing Chairs of WFI Councils to new Council Chairs. Chair Ingram expressed his appreciation to a great set of leaders serving this past year. Chair Ingram recognized Performance Council Chair Don Gugliuzza, his engagement and leadership. The Board Chair announced Mr. Britt Sikes is stepping into the Chair's role and Mr. Kevin Doyle will be assuming the Vice Chair's Role. Chair Ingram noted further discussions will occur during the Board meeting on exciting future actions and direction.

Chair Gugliuzza expressed his honor to serve as Chair during the past year and his appreciation for the good work completed. Chair Gugliuzza thanked the Council for their support and encouraged their continued engagement in the transition to the new Chair Britt Sikes and Vice Chair Kevin Doyle.

Chair Ingram noted the Executive Committee's attention placed on the Performance Council and discussions related to the Council's Charter with the key focus on statewide performance. The Chair provided an overview of the Council agenda referencing Tab 8 in the Board package.

The Chair asked the Council Project Staff Lead, Mary Lazor, to expand on the work of the Council. Mary reviewed Council initiatives under the leadership of Chair Gugliuzza and joint efforts of implementation by WFI and the Department of Economic Opportunity. Mary expressed appreciation to the Council members and the framework that has been established to build on initiatives during the next year. Chair Britt Sikes has asked the Council to continue the Council's aggressive positioning with attention to greater alignment with regional workforce boards.

Chair Dwayne Ingram announced the transition of Mary Lou Brunnell as the Board's Vice Chair and Jennifer Grove's confirmation to serve as the Board's new Vice Chair. Chair Ingram recognized Mary Lou's service in many capacities and her commitment to serve, as well his appreciation to Jennifer.

The first Council presentation, USDOL Annual Report (2011-2012) and State Integrated Workforce Plan (2012-2016) was presented by Mary Lazor and Lois Scott. It was noted these two reports may be found on the Workforce Florida web site. Mary Lazor provided an overview of the 2011-2012 USDOL Annual

Report with components reflecting the total investments in Florida's workforce system, financial resources, federally-required program reports, and performance, along with Board and Regional initiatives. It is important to note the development of the 2011-2012 USDOL Annual Report was built by merging the implementation of the WFI Board's Strategic Plan six major goals, WFI Council initiatives, the organizational restructuring to establish the Department of Economic Opportunity, Regional Workforce Board's program implementation and reporting from programs outlined in the previous USDOL Plan. The USDOL Annual Report includes performance on federal Common Measures, program implementation; services to targeted populations and costs of statewide workforce investment services.

Lois Scott, Department of Economic Opportunity (DEO) presented the Council with an overview of the State Strategic Workforce Plan (2012-2016), submitted September 15, 2012. Ms. Scott summarized the Workforce Investment Act (WIA) and the requirement to have approved State Plans in place to receive federal formula funding. Major components include the Governor's Vision and WFI Board goals; statewide strategic initiatives aligned with the Florida Strategic Plan for Economic Development; Talent Supply Chain, Workforce System Alignment; and LMI data relating to supply and demand to respond to employer needs. Collaborative partners, state workforce projects and initiatives are also highlighted in the State Strategic Plan submitted to USDOL. A major part of the Plan includes the delivery of services throughout the 24 Regional Workforce Boards. Proposed State-level Performance Goals, as required by USDOL, are formally negotiated through the development and submission of the Florida's State Strategic Plan. State Operational and Agricultural Outreach components are also highlighted; services and training programs; funding allocations; monitoring, operating systems and policies supporting Florida's strategies. The Employ Florida Marketplace management system; Florida Education and Training Placement Information Program; One-Stop infrastructure and services; and requested waivers are summarized in the Plan. Development of the Plan was completed through a collaborative process with comprehensive reviews of strategic plans, state and local program services, financial and information management tools. The Plan development complied with USDOL's instructions for an Integrated State Strategic Plan and included a public/private comment period.

Chair Ingram expressed appreciation to the WFI and DEO teams for the completion of the USDOL Annual Report (2011-2012) and Florida's State Strategic Workforce Plan (2012-2016) and recognized the Regional Workforce Boards for their continued work.

Chair Ingram introduced Dr. Dale Brill and Mr. Rick Sessa, Florida Chamber Foundation to provide a presentation on the Florida Workforce Scorecard. Dr. Brill provided background on the Chamber Foundation's development of the Scorecard through the talents of Dr. Carrie Blanchard. With Dr. Blanchard's move to a university position, the Chamber has engaged Mr. Rick Sessa to continue the implementation of the Scorecard development. Dr. Brill noted this is the first time the Chamber has pulled data together in a public-private partnership with displays of data and information. Dr. Brill recognized the leadership of WFI President Chris Hart and expressed appreciation to WFI. Mr. Rick Sessa presented the Quarterly Report for the 2012 third quarter with details on workforce, education and economic metrics. Comparisons were presented with trends and analyses. International trade and logistics studies indicate a major expansion at the Port of Miami with an estimated creation of 30,000 jobs. Import and export values, GDP growth, and unemployment were areas reviewed. Mr. Sessa recognized DEO for their assistance in providing employment, performance, supply/demand and Help Wanted On-line data. Workforce indicators were presented with highlights on placements in September. Tracking includes per capita income and wage increases as compared with the US average. Results from the Foundation's Small Business Surveys to approximately 600 Florida businesses reflect fewer businesses planning layoffs and additional businesses planning new hires. Planned layoffs decreased from 4% in the preceding quarter to 2%. Quarterly Reports are available within the Florida Workforce Scorecard on the WFI web site and the Florida Chamber Foundation web site. Rick shared Phase II Workforce Scorecard website plans with additional metrics and analyses. The Scorecard site was demonstrated to highlight new features. Mr. Alex

Mosely asked if tools are available to determine if Florida has an “underemployment” issue. Mr. Sessa noted, while a precise measure is not currently available, the Department of Labor has an alternative measure that tracks full-time and part-time employees. For economic reasons part-time employees are included as “underemployed” and also includes workers not actively seeking employment. Dr. Brill also noted the importance tracking of individuals completing baccalaureate degrees with difficulty finding employment. During the development of the Workforce Scorecard, educational assets were mapped within local regional workforce boards. Mr. Falconer asked if individuals are counted as placements if services were not provided by a regional workforce board. James Finch responded with the process and definitions in place to count individuals receiving services and placed. Mr. Falconer emphasized the importance of determining future training services to promote job retention. Chair Ingram recognized the thought provoking questions, the development of metrics and where our focus should be in determining the right metrics for effective job placements. Mr. Kevin Doyle asked if there is a way to identify how long jobs remain on Help Wanted On-line. Mr. Sessa noted they are seeing trends of increases in jobs advertised. However, the duration of time for period of advertised is not included in the HWOL release of information. The Department of Economic Opportunity has monthly reports to see trends nationally, statewide and within metropolitan areas. Mary expressed appreciation to the DEO Performance Unit and Labor Market Institute (LMI) for their support in providing data and information for inclusion on the Florida Workforce Scorecard.

Mary shared with the Council the impetus for the development of the Florida Workforce Scorecard is to provide tools for data-based decisions, establishing baselines, understand progress and developing strategies. Council members were encouraged to examine the new Scorecard and provide feedback. Chair Ingram expressed his appreciation to Dr. Brill and Mr. Sessa for their support and continued development of the Florida Workforce Scorecard.

Chair Ingram asked Mary to introduce the topic, *Florida Workforce Integrated Performance Reporting System (FWIPRS)* with James Finch and Telly Buckles presenting. Mary noted regional partners serve on a statewide technical development team to meet the needs of Regional Workforce Boards. Mr. James Finch expressed appreciation to WFI for providing resources to build the System, to the RWB Technical Resource Team and Executive Directors for input. James noted the diversity of state-level workforce system requests. This System is a tool where an unprecedented number of data sources are brought together to respond to requests and meet state and federal reporting requirements. James shared that data will be presented by Mr. Telly Buckles on three levels: 1) High-level data for WFI/RWB Board Members-Executive Directors; 2) Performance metrics for RWB Executive Directors, upper and mid-level regional management and 3) Performance metrics to case managers. Mr. Buckles presented an online demonstration of FWIPRS and expressed appreciation to members of the DEO Performance Team for their talent and commitment in developing a very complex system. Components of the demonstration included job seeker data by entered employment rates and funding sources. Tools readily available will include performance metric rates with comparisons of regions to state-level average rates. Training services are reflected by region and within workforce investment programs. Mr. Buckles recognized the rapid deployment process to build the Workforce Integrated Performance Reporting System and the valuable input from the Technical Resource Team. Mr. Finch noted future development will include length of employment, average wages, educational levels, etc. and thanked the teams engaged in the development of the System.

Mary Lazor expressed appreciation, on behalf of the Performance Council, to the DEO teams and the regional workforce boards for their input on the *Florida Workforce Integrated Performance Reporting System*.

Chair Sikes provided comments on the Council Charter and Council direction for 2012-2013. Chair Sikes thanked Chair Gugliuzza for his leadership, recognized Kevin Doyle for his response to serve as Vice



Chair, Mary Lazor as Council Staff Lead and the DEO teams supporting the Council. Mr. Sikes shared the focus of the Performance Council and plans to engage with local Regional Workforce Boards. The Chair encouraged the Council to continue an emphasis on entered employment and to also include work to provide opportunities for individuals to remain and advance within their employment.

Commissioner Williams recognized the valuable systems developed through Performance Council initiatives and the importance of formalizing orientation tools to assist local decision-makers in using state-level tools.

Vice Chair Kevin Doyle provided announcements of Board activities for the remainder of the Board/Council meetings.

Chair Sikes expressed his appreciation to the Council, presenters and members of the audience. The meeting was adjourned at 11:30 am.

2012: Quarter 4

# Florida Chamber Foundation-Florida Workforce Scorecard Initiative



October-December

2012

Prepared by the Florida Chamber Foundation  
in partnership with Workforce Florida, Inc.

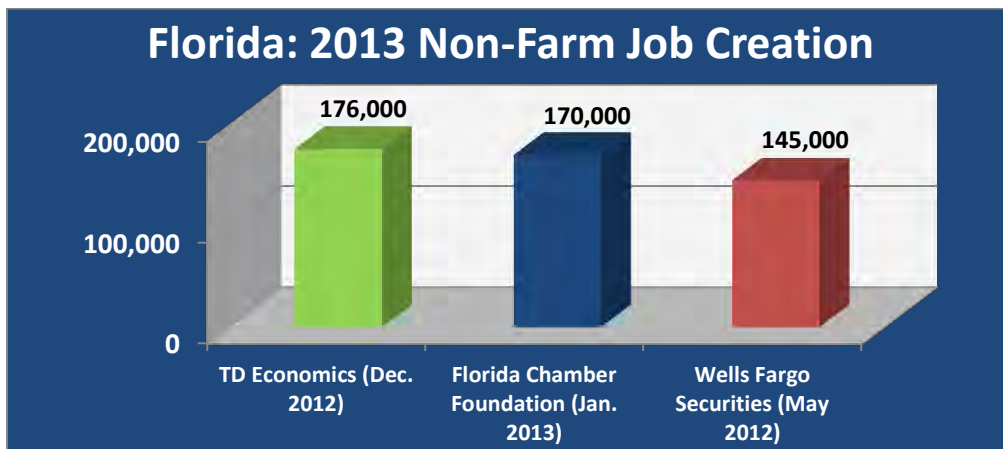
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## Section I. Florida’s Short-Term Economic Outlook:

Florida’s economy expanded at a modest pace in the fourth quarter of 2012, and key economic indicators suggest that the state’s recovery will continue in the months ahead. Many economic trends point to accelerating state economic growth over the next six months. In particular, the Philadelphia Federal Reserve Bank’s leading index for Florida suggests that the recovery will continue in the short-term. In particular, the Florida Chamber Foundation anticipates that Florida will add approximately 170,000 new non-agricultural jobs over the next 12 months. Our estimate appears to be between the more optimistic forecast of 176,000 jobs by TD Economics, but still above the fiscal year forecasts released by the Florida Office of Economic & Demographic Research.

Florida’s economy experienced a deeper recession than most states as a result of the contraction in home construction, real estate, and other financial services following the 2007 Great Recession. However, Florida’s housing market is beyond the trough in terms of home prices and sales volume, and we expect housing to improve as a result of the continued low interest rate environment for home buyers. Rising home prices will serve as a stimulus to consumer spending in 2013 as household balance sheets become stronger and consumer credit improves. The amount of consumer distress, in terms of credit and personal finances, has generally improved over the last year. While consumers in Florida faced more financial difficulties when compared to the U.S. average during the early stages of recovery, the financial condition of many Florida households has nearly converged back to the national level. Despite these signs of economic improvement and future expansion, the uncertainty of national-level fiscal policies and global economic growth will be key trends to monitor. Federal sequestration measures or additional tax hikes could slow short-term economic growth in the year ahead.



NOTE: Estimates are calculations based on relationships between historical data and assumptions that the Florida Chamber Foundation made at the time of the forecast date. Forecasts are provided for general information purposes only, and the Florida Chamber Foundation shall not be held liable for losses or damages resulting from the use of the above forecast. Forecasts are subject to change as new information becomes available.

## II. Trends in 2012:Q4 and Implications for Florida's Workforce

### Talent Supply & Education and Workforce Florida's Strategic Projects

The supply of talent in Florida has been recognized by many partners across the public and private sectors as critical to producing an innovation economy that will power the jobs of tomorrow. In order to provide an appropriately skilled labor force for both today's businesses as well as emerging industries, efforts of Workforce Florida have focused on strategic projects surrounding a **Talent Supply Chain for High Performance in the Strategic Plan** as well as **STEM** (Science, Technology, Engineering and Math) **Leadership for Florida**.

An assessment of trend analysis and reports released October—December 2012 indicates the following:

Many policymakers have stressed the necessity of a high performing education system in the state of Florida. Recent reports have focused on college-level performance, or college preparedness. However, evidence suggests that strong academic performance at secondary and post-secondary institutions requires early support in the education pipeline. **Florida has significant opportunities to improve the future supply of talent by improving middle school performance.**

Recent analysis of the National Assessment of Education Progress (NAEP) scores for Florida reveals that while Florida students appear to outperform the U.S. average in fourth grade testing, there is an alarming performance gap emerging in eighth grade achievement tests. This performance gap can be observed in subjects critical to future development in STEM-related areas of study. Florida's performance in eighth

grade mathematics testing was converging toward the national average until 2011, when the gap widened significantly. **The average mathematics score in 2011 for Florida students was 278, 5 points lower than the U.S. average of 283.**<sup>1</sup> Florida's eighth graders appear to be behind the national average in science assessments, though the performance gap is smaller.

While STEM-related performance in middle schools is below the national trend (given our NAEP indicator), there does not appear to be a similar performance gap in reading and writing scores. Florida's eighth graders are competitive in relation to national outcomes in the most recent reading and writing NAEP assessments.

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<sup>1</sup> National Center for Educational Statistics.  
*National Assessment for Educational Progress Reports.*

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## **Innovation & Economic Development and Workforce Florida's Strategic Projects**

The technological change and increased efficiencies brought about by innovative methods will continue to shape and drive Florida's economy. Workforce Florida has recognized the importance of meeting the changing workforce demands of an economy which is influenced by innovation through a strategic project that aims to provide real-time information on the **Workforce Supply and Demand Analysis** in Florida. As new companies form and existing businesses expand they will look to hire workers with the necessary skills to meet their business demand.

An assessment of trend analysis and reports released October—December 2012 indicates the following:

International trade continues to be a top goal for economic development planning in Florida. Global trade provides an opportunity for the state's businesses to advance, as well as provide jobs for Floridians within the transportation and logistics sector of our economy.

Utilizing the latest trade data, Florida's international trade activity continues to improve in the fourth quarter of 2012.<sup>2</sup> Although export activity contracted slightly in October and November 2012, the trend provides a positive indication of growth in this vital sector. In November 2012, year-to-date exports reached approximately \$61,040.2 million, which is a 2.8% increase when compared to the same period in 2011. Moreover, Florida's slowdown in export activity is consistent with trade activity in the U.S. economy overall.

Increased import activity is more than compensating for the recent decline in Florida's export value. While many economic development organizations are largely concerned with export activity in isolation, we stress the need to consider imports as a

necessary driver of economic growth and job creation. Increased imports stimulate the state's economy by providing jobs in transportation, trade, and logistics industries. Furthermore, increased imports in the fourth quarter is a sign that consumer spending may be improving ahead of the holiday season.

In November 2012, import activity reached approximately \$6.4 billion—the highest rate of trade since the 2007 Great Recession. This suggests that the demand for imported goods and commodities is strong heading into the year's end. While we expected an increase in trade as a result of seasonal sales in December, trade activity is over two percent higher when compared to November of 2011.

We find that trade activity remains a bright spot in Florida's economic recovery, but challenges remain in terms of small business access to capital. According to survey results gathered by the Florida Chamber of Commerce, small businesses identified "access to capital" as their primary concern in the fourth quarter of 2012. Attracting additional venture capital dollars to the state will be imperative for long-run prosperity and job growth.

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<sup>2</sup> U.S. Census Bureau. State Trade Data. November 2012.

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## **Business Climate & Competitiveness and Workforce Florida's Strategic Projects**

Communication and sharing of knowledge between Florida's industries and workforce development partners is critical to ensure a business climate that is competitive regionally, nationally and internationally. To help meet the informational need, this initiative serves to provide detailed analysis to support Workforce Florida's strategic project producing **The Best Informed Target Industry Cluster-specific Task Forces**.

An assessment of trend analysis and reports released October—December 2012 indicates the following:

Florida's business climate has improved substantially in the fourth quarter of 2012 when compared to its lackluster performance in the previous quarter. During the late summer months, Florida's labor market stalled briefly as economic activity decelerated across the state. The fourth quarter has provided a rebound from this temporary slump, and the state's economy has since recovered at a moderate pace.

The unemployment rate in Florida was 8.1% in November 2012, falling 0.4 percentage points from October 2012. This marks the lowest unemployment rate for the state since the recent recession. Non-farm payroll employment improved markedly in the fourth quarter when compared to the summer months. In particular, we are observing solid job creation in sectors such as retail trade, restaurants, and health services.

Our key indicators suggest that Florida's economy accelerated in the fourth quarter of 2012, and we anticipate GDP growth for the year will exceed the dismal 0.5% rate recorded in 2011. Housing prices began to increase in November 2012 after declining

slightly during the third quarter. We expect housing will improve, providing healthier balance sheets for consumers moving into 2013. The uptick in job growth is a signal that employers began to add to their payrolls during the first two months of the fourth quarter, which suggests additional production of goods and services for the fourth quarter. Other indicators such as weekly hours worked, wages and salaries confirm a general increase in activity during the quarter.

Many forecasts expect Florida's economic recovery to strengthen in 2013 when compared to the past few years of growth. In 2011, Florida's economy grew at a 0.5% pace, but estimates suggest growth in 2013 should exceed 2.0%.<sup>3</sup> Unlike the rest of the overall U.S. economy, Florida is still in a recovery phase as its economy struggles to reach pre-recession production levels. However, stronger growth over the next year should lead to an easing of the tight labor market conditions preventing many Floridians from obtaining employment.

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<sup>3</sup> TD Economics. *Quarterly State Economic Forecasts*. December 2012.

### Section III. Overview of Economic and Workforce Indicators

#### Economic Indicators 2012: Q3

	Current Quarter	Year Ago	Over the Year		Quarter Ago	Over the Quarter		Current
	2012 Q3	2011 Q3	Level	Percent	2012 Q2	Level	Percent	US Value
<b>Per Capita Personal Income</b>	\$40,587.19	\$39,786.66	\$801	2.01%	\$40,523.81	\$63	0.16%	\$42,594.30
<b>Real GDP (US)</b>	\$13,652.50	\$13,306.90	\$345.60	2.60%	\$13,548.50	\$104	0.77%	\$13,652.50
<b>Housing Sales</b>	109,970	107,876	2,094	1.94%	119,924	-9,954	-8.30%	950,917
<b>Non-Agricultural Employment</b>	7,343,600	7,272,800	70,800	0.97%	7,324,900	18,700.00	0.26%	133,864,000

- Source: Bureau of Economic Analysis, Zillow Real Estate Network
- Footnotes: Personal Income= Total Personal Income/Annual Population  
 Real Gross Domestic Product= in billions, Florida Real GDP is not available by quarter  
 Housing Sales= Total Sales of Homes and Condominiums  
 Employment=Current Employment Statistics

The quarterly economic indicators suggest Florida’s economy is expanding. Housing sales in the third quarter decreased from the second quarter of 2012, primarily due to a spike in sales in May. Despite this, third quarter sales grew by approximately two percent year-over-year, continuing an upward trend in the housing market. Per capita income and total non-farm employment in Florida continues to improve, approaching pre-recession levels at a slow pace. The quarterly economic indicators remain positive for Florida, as shown by increases in the levels of per capita personal income and overall employment. Housing sales rose by 18% since the first quarter, reaching levels similar to the second quarter of 2011. The amount of growth across all indicators is relatively low compared to most recoveries throughout U.S. history, yet the economy appears to be expanding across our major indicators.



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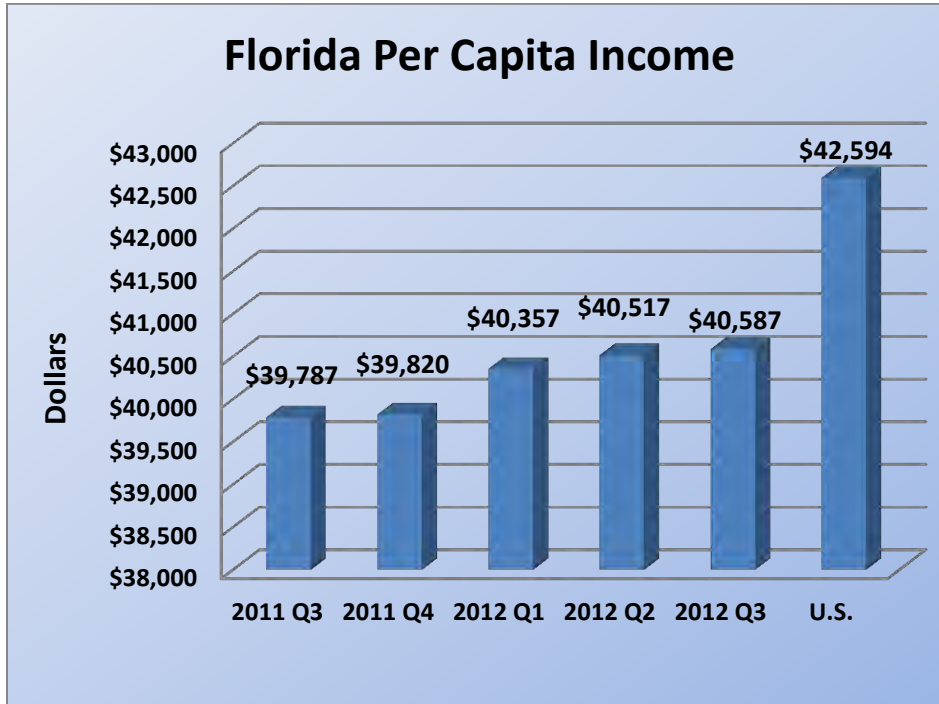
**Workforce Indicators 2012: Q4**

	Current Quarter 2012 Q4	Baseline Data Dec 2011	Over- Baseline Change		Quarter Ago 2012 Q3	Over-the-Quarter Change	
			Level	Percent		Level	Percent
<b>Number of Reemployment Assistance Claimants</b>	299,883	379,236	-79,353	-20.92%	332,536	-32,653	-9.82%
<b>Number of Reemployment Assistance Claimants placed into jobs</b>	13,890	3,080	10,810	350.98%	9,701	4,189	43.18%
<b>Number of Job Openings Available</b>	256,721	307,650	-50,929	-16.55%	279,776	-23,055	-8.24%
<b>Number of Individuals Placed in Jobs</b>	46,284	25,201	21,083	83.66%	35,832	10,453	29.17%
<b>Percentage of Job Openings Filled</b>	18.03%	8.19%	9.84%	-	12.81%	5.22%	-
<b>Percentage of Reemployment Assistance Claimants placed into jobs</b>	4.63%	0.81%	3.82%	-	2.92%	1.71%	-

Source: Department of Economic Opportunity, Monthly Placement Reports

- Footnote: Quarterly statistics are calculated as the monthly average of the quarter.

Showing positive momentum for Florida’s workforce, the total number of reemployment assistance claimants is down. Despite a decrease in total job openings available, the number of individuals placed into jobs has risen substantially when compared against the previous quarter and the baseline. The increase in both the number of job openings filled and the number of reemployment assistance claimants being placed into jobs indicates that more individuals who were previously unemployed are being connected with employment opportunities.



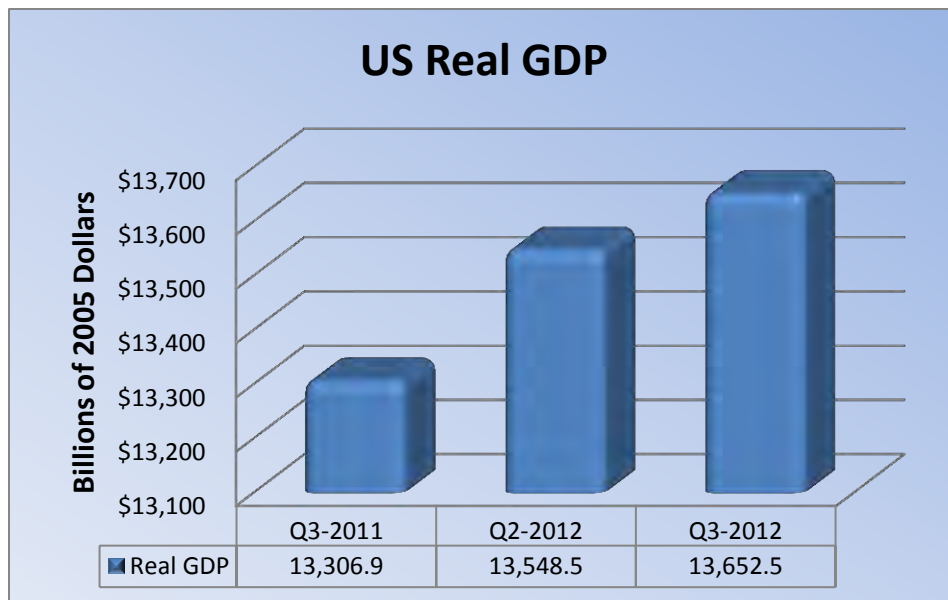
**Per Capita Personal Income**

According to the Bureau of Economic Analysis (BEA), personal income is composed of wages and salary disbursements, government transfers as well as pension and insurance funds. Florida’s per capita personal income growth slowed in the third quarter of 2012. Florida’s per capita personal income in 2012:Q3 was \$40,587, which represents an over-the-quarter increase of 0.2%. While real per capita income was largely flat over the most recent quarter, per capita income has increased 1.9% over-the-year.<sup>4</sup> Florida’s per capita personal income was approximately \$2,007 lower than the U.S. per capita personal income which stood at \$42,594. Despite the slow growth in per capita income in the third quarter, we attribute this slowdown to the overall drop in economic activity during the late summer months. We anticipate that income began to increase at a faster rate during the fourth quarter with additional hiring and production.

<sup>4</sup> U.S. Bureau of Economic Analysis. Regional Data.

**Non-Agricultural Employment:**

Florida’s non-agricultural employment has also increased from 7,272,800 in the third quarter of 2011 to 7,343,600 in the third quarter of 2012. Florida’s employment growth rate of one percent over-the-year indicates an abnormally slow labor market recovery—consistent with the national trend. However, improvement in Florida’s labor market gathered momentum late in 2012 as Florida’s unemployment rate dropped by 0.4 percent in October to a rate of 8.1 percent in November. With Florida’s economic recovery expected to accelerate in 2013, non-agricultural employment should continue to rise. **It is important to note that unemployment statistics will tend to exaggerate the health of Florida’s labor market,** as discouraged workers and underemployed workers become a serious concern as a result of the long duration of high unemployment. We recommend tracking the U-6 measure of unemployment, in addition to the official measure of unemployment. The last annual U-6 unemployment rate in Florida was 16.4%, accounting for discouraged and underemployed workers (note that this is a four quarter moving average). Workers’ accepting part-time jobs in lieu of full-time employment is a strong theme during the recent recovery, and will be an important issue for the workforce system.<sup>5</sup>



**Real GDP**

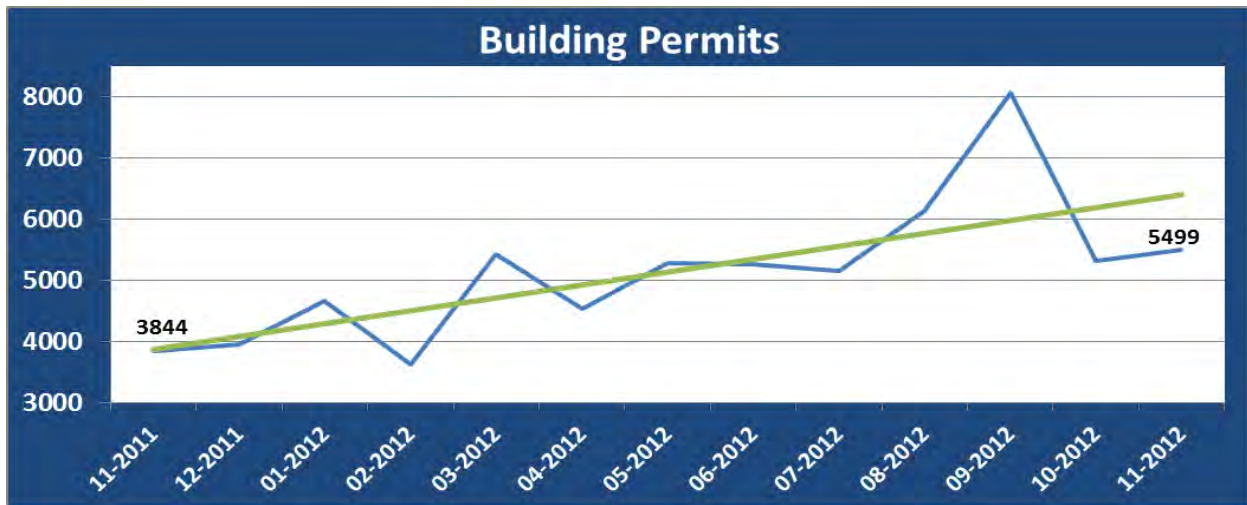
Real Gross Domestic Product (GDP) is a measure of the total value of economic output of the national economy adjusted for inflation over time. In contrast with the standard measurement of GDP, real GDP is a preferable measure because it accurately reflects economic activity by adjusting

<sup>5</sup> U.S. Bureau of Labor Statistics. *Local Area Unemployment Statistics*. July 2012

the values in accordance with inflation or deflation. Specifically, U.S. Real GDP in 2012:Q3 was \$13,652.5 (in billions), compared to \$13,306.9 in 2011:Q3 and \$13,548.5 in the prior quarter.<sup>6</sup>

Real GDP has increased 2.6 percent and 0.8 percent over-the-year and over-the-quarter, respectively. Growth in U.S. Real GDP translates into additional economic output at the national level, which is likely to have a positive effect for Florida’s economy. While real GDP growth has gradually increased since the recent financial crisis, consumer and business uncertainty coupled with increased taxes could diminish growth going forward. Workforce professionals should track U.S. real GDP growth rates, as they tend to be highly correlated with Florida’s labor market performance. According to a recent econometric model developed by the Florida Chamber Foundation, **U.S. GDP growth tends to have the strongest impact on Florida’s workforce system with a lag of one calendar year.**

**Florida’s Housing Market:**



The housing recovery in Florida experienced a solid year of positive growth from November 2011 to November 2012. Home prices have generally increased over-the-year, and building permits have strengthened. The rising number of building permits suggests that home construction should be stronger in 2013. Improvement in the housing market is a key driver of direct and indirect job creation, as housing has a large multiplier effect on other industries. Moreover, rising home values may help shore up consumer balance sheets and support additional household expenditures in the year ahead. Building permits for housing (shown in the graph above) have increased by 43% over-the-year, and the overall trend (shown by the green linear line) remains positive.

<sup>6</sup> U.S. Bureau of Economic Analysis

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### **Florida Chamber of Commerce Small Business Survey**

The Small Business Index Survey received 679 unique responses. 77% percent of respondents had fewer than five employees; 19% employed between 5 and 49 employees; and 2% percent had between 50 and 99 employees; and 1% had 100 to 500 employees. Although the majority of respondents employed fewer than five employees, small business sentiment is a critical component of Florida's business climate as these firms contribute to a significant share of employment for the state. Gaining a sense of how these businesses perform each quarter, and more importantly their economic expectations, can allow policymakers to gauge the strength of small business hiring in the months ahead. Businesses that expect more sales and an improved business climate are generally more willing to increase the size of their staff, whereas firms that expect sales to fall in the future may be reluctant to hiring additional labor.

Additionally:

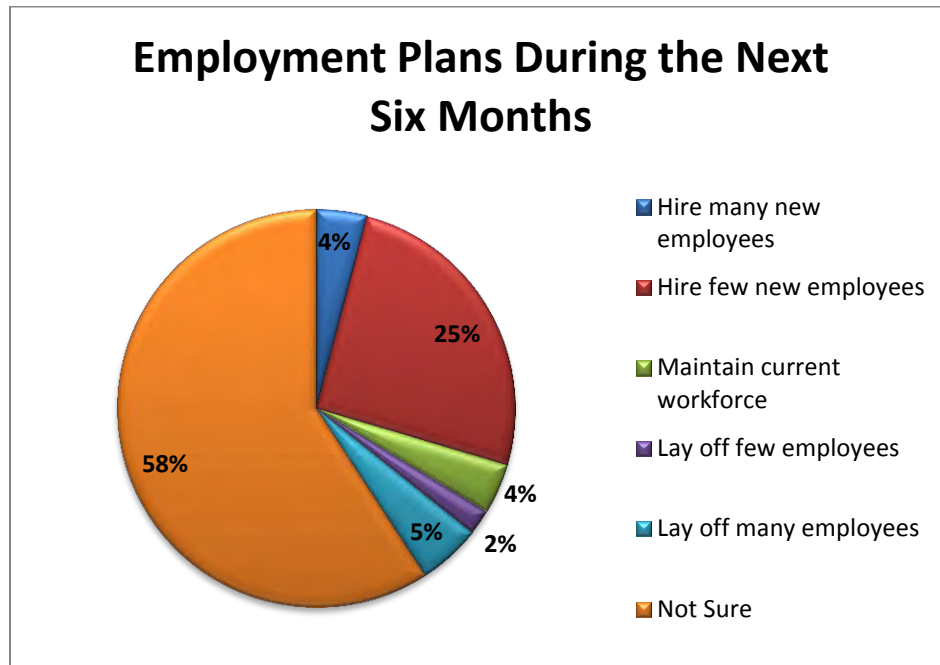
- 86% of respondents employ less than 5 part-time employees;
- 8.5% employ 5 to 49 part-time employees
- 1% employ 50 to 99 part-time employees; and
- 0.4% employs 100 to 500 part-time employees

### **Survey Results**

**Top five important issues facing Florida's small businesses today:**

- 1. Access to Capital – 31%**
- 2. Economic Uncertainty – 30%**
3. Growth Management Process – 9%
3. Government Regulations – 7%
4. Taxes – 6%

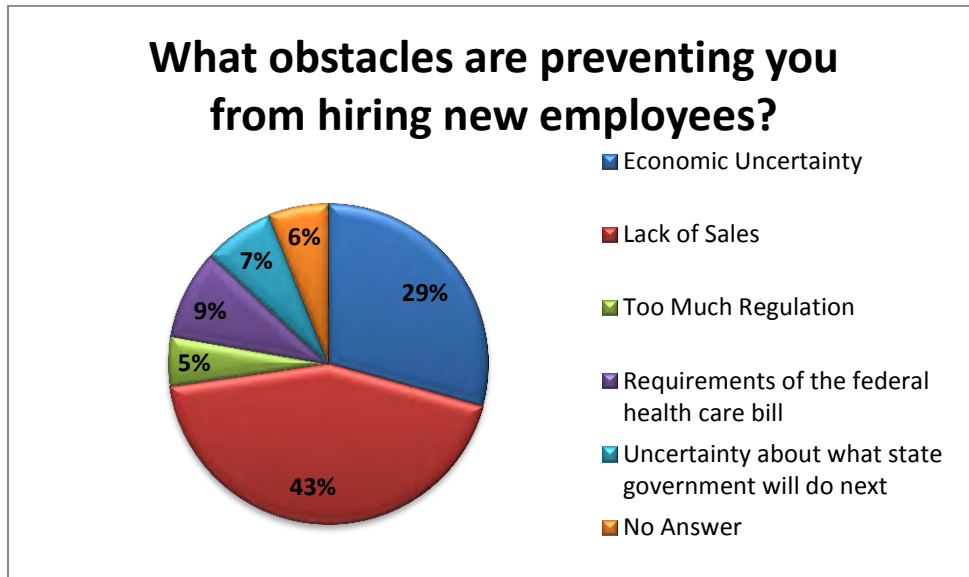
Unlike our third quarter survey, participants in the fourth quarter indicate that "access to capital" is the most important issue, rather than economic uncertainty. Access to capital refers to a firm's ability to obtain financing needed to maintain or expand business operations. Business lending remains depressed following the 2007 Great Recession, but venture capital financing remains a significant barrier for small firms in Florida. Venture capital allows entrepreneurs to start or expand businesses in exchange for equity in their enterprise. Additional venture capital financing may help attract new firms to incorporate within the state, and eventually bolster the hiring of Florida workers.



Asking Florida businesses about their employment plans can help gauge the strength of hiring in the months ahead. The fourth quarter survey indicated that Florida’s small businesses were largely uncertain about their hiring plans going in to the New Year. We expect that the implementation of several provisions of the Patient Protection and Affordable Care Act (PPACA) and the looming “fiscal cliff” were large drivers of employment expectations at the year’s end. Although the tax provisions of the “fiscal cliff” were largely resolved, firms may remain cautious moving into the first quarter as the possibility of sequestration could result in the loss of government contracts for some firms. While we saw an uptick in economic activity in the fourth quarter, firms will be looking for more signals of genuine growth to continue hiring.

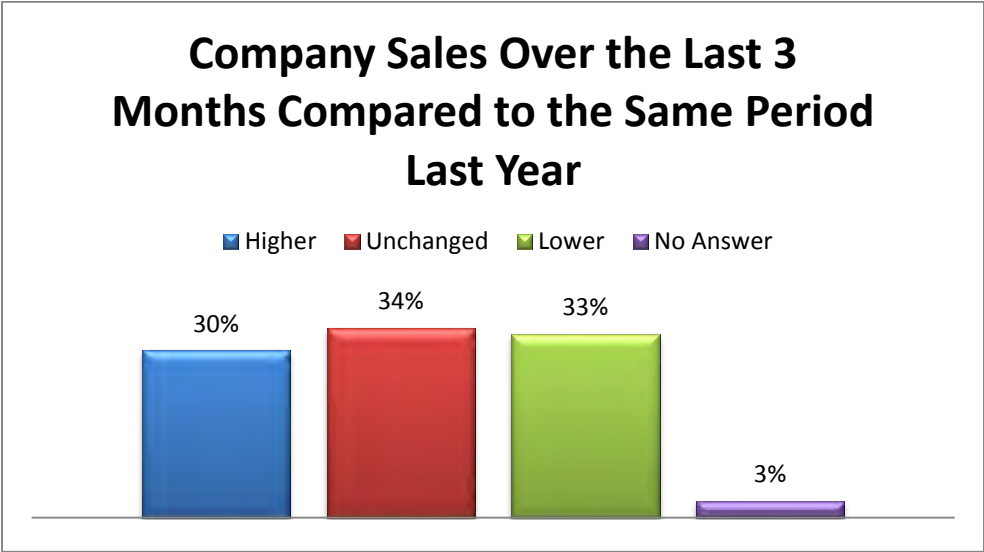
- **Layoffs** – 7% plan to lay off employees, up from 2% in the third quarter.
- **Hire Many New Employees** – 4% of firms plan to hire many new employees over the next six months, down from 8% in the third quarter.
- **Hire Few New Employees**—25% of firms plan to hire few new employees over the next six months, up from 23% in June 2012.

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In the fourth quarter, we noticed an increase in the percentage of firms citing lack of sales as an obstacle to hiring new employees (increased to 43% in Q4 from 35% in Q3). Furthermore, economic uncertainty was not as great of a concern for small businesses in terms of hiring barriers.

- **Lack of Sales:** 43% of small firms indicated that a “lack of sales” was the primary obstacle to hiring new workers. However, economic production and hiring appears to have increased in the fourth quarter of 2012, providing a bright spot for hiring if the trend continues.
- **Economic Uncertainty:** Only 29% of small firms indicated that economic uncertainty was the greatest obstacle to hiring new workers, down from 35% in the third quarter of 2012. Although economic uncertainty does not appear to be as high when compared to prior quarters, we may see businesses become more comfortable with the resolution of the fiscal cliff tax hikes and a future compromise on the upcoming federal debt ceiling.



Sales activity can be used to help assess overall production in the economy, but it is also a useful leading indicator for future employment. As firms see sales activity increase from higher consumer demand, they will be pressed to increase the number of hours their existing employees work in a given week. Once firms are more certain that strong sales are the new normal, they will often require additional employees to handle to increased production and/or sales for end users. The majority of our small business respondents stated that their companies' sales were either unchanged or higher in the fourth quarter when compared to the same period in 2011. Unfortunately, 33% of firms reported having lower sales. While these results are mixed at best, a majority of respondents (66%) believe that their sales will increase over the next year, supporting our forecast that 2013 should provide continued economic growth for the state.



## Section IV. Labor Market Analysis

Understanding Florida’s labor market is necessary for identifying opportunities and challenges for economic development and workforce operations. Florida’s labor market has improved considerably since the 2007 Great Recession, but a non-agricultural jobs gap of over 600,000 positions exists between the current number of jobs and the pre-recession peak. In addition, over 700,000 Floridians remain officially unemployed, with many other residents discouraged from seeking employment opportunities. The state’s labor market remains tight, with more unemployed individuals than job openings or Help Wanted Online Ads (HWOLs). Our analysis attempts to determine the supply and demand characteristics of the state’s labor market, and identify the regional differences in labor market tightness.

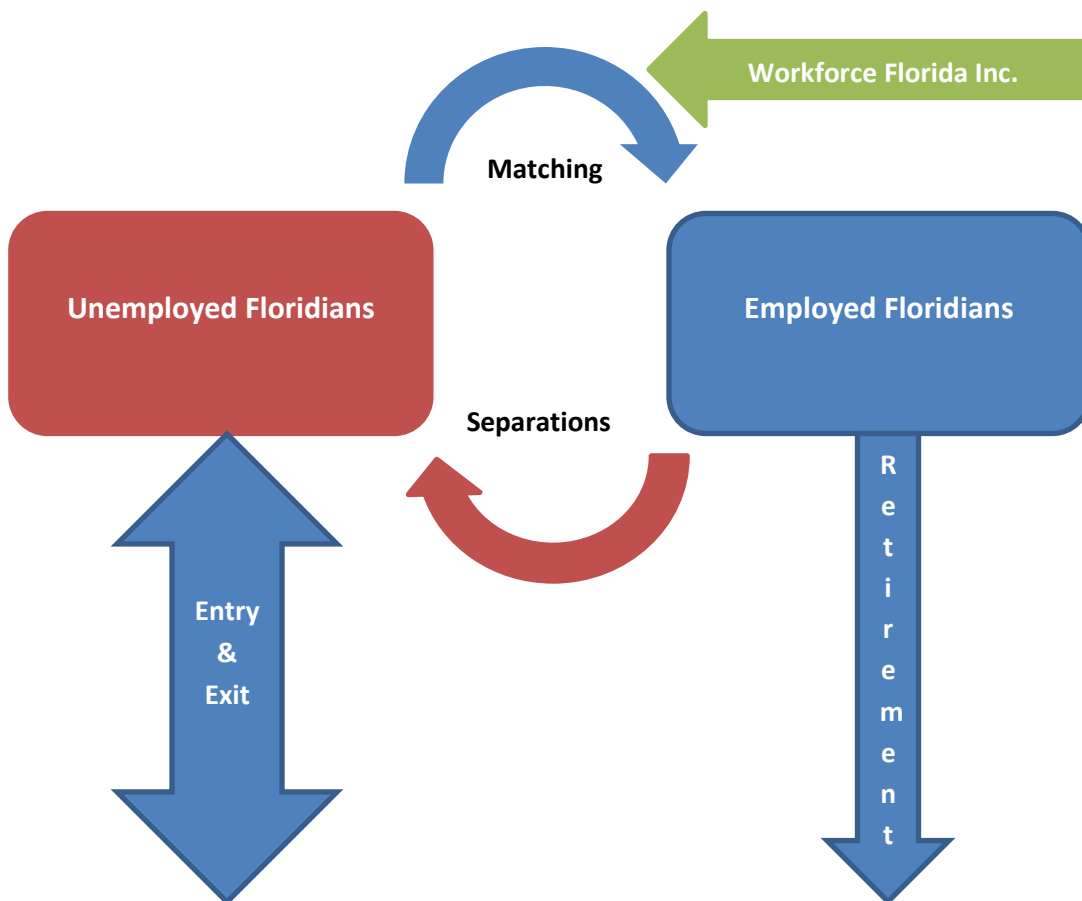
<b>RWB</b>	<b>Unemployed Individuals</b>	<b>Help Wanted Ads</b>	<b>Labor Market Ratio</b>
<b>1</b>	16,315	4,406	3.7
<b>2</b>	7,484	3,418	2.2
<b>3</b>	3,551	434	8.2
<b>4</b>	8,073	2,171	3.7
<b>5</b>	12,415	4,664	2.7
<b>6</b>	4,076	621	6.6
<b>7</b>	3,882	643	6.0
<b>8</b>	56,216	19,892	2.8
<b>9</b>	9,049	4,599	2.0
<b>10</b>	18,993	5,004	3.8
<b>11</b>	24,759	5,625	4.4
<b>12</b>	91,569	28,296	3.2
<b>13</b>	22,670	4,970	4.6
<b>14</b>	35,539	12,516	2.8
<b>15</b>	49,057	21,525	2.3
<b>16</b>	23,575	3,871	6.1
<b>17</b>	24,647	5,500	4.5
<b>18</b>	24,606	9,618	2.6
<b>19</b>	6,083	892	6.8
<b>20</b>	26,358	4,793	5.5
<b>21</b>	51,732	17,618	2.9
<b>22</b>	69,406	21,770	3.2
<b>23</b>	105,436	38,767	2.7
<b>24</b>	43,655	14,407	3.0
<b>Total</b>	<b>739,146</b>	<b>260,281</b>	<b>2.8</b>

In the figure above, we compute a supply-demand ratio for each region as of December 2012. Regions with higher ratio values are likely to face difficulties in job placements when compared to regions with relatively low ratio values. The ratio can be interpreted as the number of

unemployed Floridians for each Help Wanted Online Ad. For example, a ratio of 2.8 (the statewide ratio) suggests that there are about 2.8 unemployed individuals for each online job advertisement. While Help Wanted Online Ads do not include the full-range of actual job openings, they provide a metric for assessing the strength of labor demand across regions. This metric’s usefulness should increase over time with the proliferation of internet usage.

We find that this supply-demand ratio varies considerably across regions, and can be a useful gauge of the labor market condition of each region. We include all unemployed individuals in this metric, realizing that re-employment assistance claimants will be competing against other unemployed job seekers. For strategic planning purposes, regions with higher ratio values may need additional support to align re-employment assistance claimants with job openings. Training programs may provide a higher return when focusing on regions with many unemployed workers and few job openings. Training programs should focus on the skill requirements of open jobs in each region. Reducing structural unemployment (unemployment resulting from a skills mismatch between workers and employers) is the best opportunity for Workforce Florida Inc. to reduce unemployment within the state.

**Stylized Diagram of Florida’s Labor Market:**



October 2012-December 2012

The diagram of Florida's labor market helps to explain the determination of unemployment rates within the state. The percentage of the labor force (employed plus unemployed individuals) that is unemployed represents the state's unemployment rate. As the economy improves, more demand for labor will lead to increased hiring and a decrease in separations (firings/layoffs). This effect will tend to push the unemployment rate down as a result of the cyclical business cycle. However, there are opportunities for Workforce Florida to serve a "matching" function by linking qualified job seekers with current opportunities. One problem that emerges from an economic correction is structural unemployment where workers no longer possess the adequate skills that employers demand in the new economy. As a result, we recommend examining the demand for various occupations to better inform training programs.

Based on the Department of Economic Opportunity's Help Wanted Online Ads summary, the following occupations were identified as being in high demand (3,500+ ads) at the end of the fourth quarter:

- 1. Registered Nurses**
- 2. Retail Sales Persons**
- 3. First-Line Supervisors/Managers of Retail Salespersons**
- 4. Customer Service Representatives**
- 5. First-Line Supervisors/Managers of Food Preparation and Serving Workers**
- 6. Truck Drivers/Heavy and Tractor-Trailer**
- 7. Web Developers**
- 8. Computer Systems Analysts**

As a result of current labor market trends and projections of employment patterns for Florida's economy, Workforce Florida Inc. can help alleviate the skills-mismatch by focusing on service sector training programs. In particular, retail sales stores; food and restaurant establishments; health care service providers; offices with several clerical positions; technology firms; and transportation industries should be actively targeted for training purposes. Demographic patterns over the next decade should increase demand for skills in health and social assistance services.

This report was made possible through a partnership between



**2012 - 2013 FLORIDA WORKFORCE COMMON MEASURES - STATEWIDE PERFORMANCE**

Common Measures	Performance 2009-2010	Performance 2010-2011	Performance 2011-2012	Performance 2012 -2013 1st Quarter	Performance 2012 -2013 2nd Quarter	State Goal 2012-2013
<b>Adults:</b>						
1 Are unemployed adults gaining employment?	82.90%	79.90%	74.20%	73.30%	73.10%	82.00%
2 Are employed adults retaining their employment?	90.70%	92.40%	91.80%	90.90%	91.20%	92.00%
3 How much are adults earning over a 6-month period?	\$21,064.20	\$22,671.20	\$20,479.20	\$20,088.30	\$19,883.30	\$22,755
<b>Dislocated Workers:</b>						
4 Are laid-off workers gaining employment?	79.70%	84.50%	84.20%	84.30%	84.60%	93.00%
5 Once reemployed, are they retaining their employment?	87.40%	89.00%	90.00%	89.50%	90.90%	90.00%
6 How much are they earning over a 6-month period?	\$16,715.40	\$17,292.50	\$16,835.70	\$16,552.80	\$16,302.80	\$18,706
<b>Youth Common Measures:</b>						
7 Are out-of-school youth gaining employment or returning to school?	52.70%	49.30%	47.70%	52.90%	53.50%	53.00%
8 Are youth earning a degree or certificate?	58.90%	61.50%	69.80%	75.40%	74.50%	70.00%
9 Are out-of-school youth making educational gains?	41.10%	37.70%	45.30%	48.50%	49.50%	51.00%
<b>Wagner-Peyser:</b>						
10 Are unemployed job seekers gaining employment?	46.00%	50.00%	55.00%	57%		61.00%
11 Are employed job seekers retaining their employment?	76.00%	79.00%	80.00%	81%		89.00%
12 How much are job seekers earning over a 6-month period?	\$12,275.00	\$12,948.00	\$12,874.00	\$12,916		\$14,283.00

Not Met (less than 80% of negotiated)
Met (80-100% of negotiated)
Exceeded (greater than 100% of negotiated)

**FLORIDA WORKFORCE INTEGRATED PERFORMANCE REPORTING SYSTEM  
(FWIPRS)  
Workforce Florida Performance Council Presentation  
February 21, 2013**

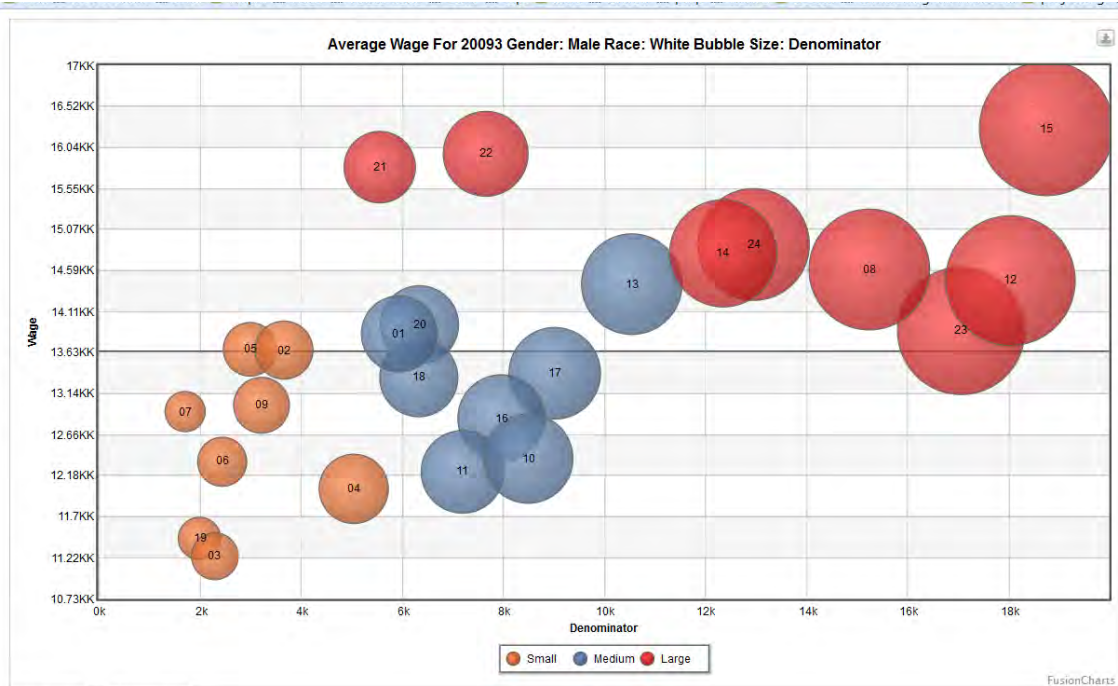
An initiative of the Performance Council, The Florida Workforce Integrated Performance Reporting System (FWIPRS) serves as the state's central data repository for Florida's workforce system. FWIPRS is designed to provide a web-based reporting and management system for local and state stakeholders. The Department of Economic Opportunity, Office of Performance Reporting & Analyses, will present an web-based update to Council members highlighting system development accomplishments and additional data platforms completed during the past few months. Statewide representatives of RWB Executive Directors and an active Technical Resource Group continues to support the development of FWIPRS with input and feedback on system designs.

FWIPRS includes a three-phased approach to reporting and management groups:

- \* Level 1—Board Members/Other Stakeholders
- \* Level 2—Regional Workforce Board Executive Directors/Senior Managers
- \* Level 3—Regional Workforce Board Case Managers/Technical Users

The Florida Workforce Integrated Performance Reporting System includes data feeds from Employ Florida Marketplace (EFM), Reemployment Assistance (Unemployment Compensation), One-Stop Service Tracking (OSST), the Florida Education and Training Placement Information Program and the Department of Revenue.

This robust data rich system includes user-friendly design features to quickly utilize tactical and strategic data. Additional graphical analytics have been completed during the last quarter (example attached). Metrics are aligned with USDOL reporting requirements, state and regional management needs resulting in effective use of resources, reporting consistencies and enhanced high-level decision-making for maximum positive impacts within Florida's workforce system.



Zoom In    Zoom Out

Y Axis: Average Wage    Gender: Male    Race: White

Education Level:    Bubble Size: Denominator    Quarter: 20093

<input checked="" type="checkbox"/> Region 01	<input checked="" type="checkbox"/> Region 02	<input checked="" type="checkbox"/> Region 03	<input checked="" type="checkbox"/> Region 04	<input checked="" type="checkbox"/> Region 05	<input checked="" type="checkbox"/> Region 06	<input checked="" type="checkbox"/> Region 07	<input checked="" type="checkbox"/> Region 08
<input checked="" type="checkbox"/> Region 09	<input checked="" type="checkbox"/> Region 10	<input checked="" type="checkbox"/> Region 11	<input checked="" type="checkbox"/> Region 12	<input checked="" type="checkbox"/> Region 13	<input checked="" type="checkbox"/> Region 14	<input checked="" type="checkbox"/> Region 15	<input checked="" type="checkbox"/> Region 16
<input checked="" type="checkbox"/> Region 17	<input checked="" type="checkbox"/> Region 18	<input checked="" type="checkbox"/> Region 19	<input checked="" type="checkbox"/> Region 20	<input checked="" type="checkbox"/> Region 21	<input checked="" type="checkbox"/> Region 22	<input checked="" type="checkbox"/> Region 23	<input checked="" type="checkbox"/> Region 24

Highlight Region:    Unselect All    Select All

## COMMON MEASURES AT-A-GLANCE

### ADULT MEASURES

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#### Entered Employment

*Of those who are not employed  
at the date of participation:*

# of adult participants who are employed  
in the first quarter after the exit quarter

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# of adult participants who exit during the  
quarter

#### Employment Retention

*Of those who are employed in the  
first quarter after the exit quarter:*

# of adult participants who are employed in  
both the second and third quarters  
after the exit quarter

---

# of adult participants who exit during the  
quarter

#### Average Earnings

*Of those adult participants who are employed in  
the first, second, and third quarters after the exit  
quarter:*

Total earnings in the second plus the total  
earnings in the third quarters after the exit  
quarter

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# of adult participants who exit during the  
quarter

### YOUTH MEASURES

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#### Placement in Employment or Education

*Of those who are not in post-secondary education  
or employment (including the military) at the date  
of participation:*

# of youth participants who are in  
employment (including the military) or  
enrolled in post-secondary education and/or  
advanced training/occupational skills  
training in the first quarter after the exit  
quarter

---

# of youth participants who exit during the  
quarter

#### Attainment of a Degree or Certificate

*Of those enrolled in education (at the date of  
participation or at any point during the program):*

# of youth participants who attain a diploma,  
GED, or certificate by the end of the third  
quarter after the exit quarter

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# of youth participants who exit during the  
quarter

#### Literacy and Numeracy Gains

*Of those out-of-school youth who are basic skills  
deficient:*

# of youth participants who increase one or  
more educational functioning levels

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# of youth participants who have completed a  
year in the program (i.e., one year from the  
date of first youth program service) plus the #  
of youth participants who exit before  
completing a year in the youth program



## Global Talent Competitiveness Council Meeting Agenda

FEBRUARY 21, 2013  
8:30 A.M. TO 11:00 A.M.  
Florida State Conference Center • Room 114

- I. Chairman's Welcome & Opening Remarks** *Ric Shriver*
- II. Self Introductions** *Council Members & Staff*
- III. Review of Today's Agenda** *Ric Shriver*
- IV. Action Items**
- Career and Professional Education (CAPE) Industry Certification List *Jayne Burgess*
  - Statewide Targeted Occupations List *Jayne Burgess*
- V. Presentations and Discussion Item – Expanding Business Engagement (EBE)**
- Market Penetration Report *Tony Carter, DEO*
  - Overview and Update – USDOL EBE Grant *Debbie McMullian*
  - Corporate Business Engagement Opportunities *Andra Cornelius*
  - Open Discussion – How to Increase Business Utilization *Council Members*
- VI. Information Item**
- QRT Funding Increase Marketing/Outreach Plans *Debbie McMullian*
- IV. Public Comment**
- VII. Chair's Closing Remarks / Adjourn** *Ric Shriver*



## **Global Talent Competitiveness Council Membership**

**Ric Shriver, Chairman**

**Leslie Ingram, Vice Chair**

David Armstrong

Brittany Birken

Mary Lou Brunell

Ed Moore

Commissioner Tony Bennett/  
Rod Duckworth

Linda Sparks

At Stimac

Secretary Wansley Walters/  
Christy Daly

John Wanamaker/Patti Breedlove



# Global Talent Competitiveness Council Charter

## ROLE

The Global Talent Competitiveness (GTC) Council's role is focused on developing and delivering talent to meet marketplace needs to grow Florida's legacy and infrastructure industries as well as those industries that hold promise for diversifying Florida's economy with higher wage job opportunities. While focusing on the state's economic development agenda and common strategic targets, the Council leverages and invests its talent, resources and projects to benefit and strengthen all regions. The Council accomplishes this objective through three key activities:

**World-Class Talent Development:** To provide advice and counsel on current and emerging workforce competitiveness issues that impact world-class talent development for Florida's core industry clusters and infrastructure industries. Examples of continuing strategic projects which can lead to system wide policy improvements may include, but are not limited to:

- Development and deployment of a **Customer Satisfaction Index**
- Launch and management of **Target Industry Cluster Task Forces**
- Creation of cluster-focused **Supply / Demand workforce analytics**
- Evaluation of WFI-owned Intellectual Property (IP) developed through the **EMPLOY FLORIDA BANNER Center** initiative and market opportunities

**Youth and Future Talent Pipeline Development:** To evaluate and consider best approaches that build Florida's talent pipeline and support the creation of world-class talent. Examples of issues may include, but are not limited to:

- Career and Professional Education (CAPE) industry certifications
- STEM talent development in collaboration with **STEMflorida, Inc.**
- Secondary and Middle School academies to include those emerging in trade-related and IT related areas
- Re-aligning previous **Talent Supply Chain Team** efforts with concurrent activities such as the Governor's Higher Education initiative – *Blue Ribbon Task Force on State Higher Education Reform* and Higher Education Coordinating Council.



**Special Initiatives and Demonstration Projects:** To develop, deploy and monitor initiatives and projects that hold promise for strengthening regional collaboration between economic development, education and workforce development entities as well as staying abreast of and using information from the regions. Examples may include, but are not limited to:

- The **Florida Eight** Initiative with its focus on business retention, international trade opportunities and job creation with shared best practices statewide
- Modifications to the Workforce Estimating Conference (WEC)/ **Target Occupations List** policy that reflects current economic needs
- Statewide **international trade / ports project** that holds promise for our state's economic recovery through jobs associated with international trade expansion opportunities

## **Membership**

The GTC Council Chair and members are selected from the Board of Directors' membership by the Chair of Workforce Florida and will include at least one member from the membership of a regional workforce board of directors. The Chair of Workforce Florida may also include on the Council other non-board members. Should ad hoc committees be formed by the Council, committee membership will be designated by the Chair of Workforce Florida. Any GTC Council committee must be comprised of a majority of members from Workforce Florida's Board of Directors.

## **Operations**

The GTC Council meets as designated by the Council Chair. Additional meetings, whether held in person or by telephone, may be conducted at the request of the Board Chair or the Council Chair.

## **Authority**

The GTC Council has the authority assigned to it by the Workforce Florida Board of Directors. In coordination with the President/CEO it will have the resources and authority necessary to discharge its duties and responsibilities including the designation of standing and ad hoc committees as deemed necessary to facilitate the Council's role.

## **Responsibilities**

Advise Workforce Florida's Board of Directors on the development and implementation of policies, strategies, programs, and activities affecting workforce development.

## **Staff Support**

Primary staff contact for the GTC Council is: **Jayne Burgess**, *Program Director- Global Talent Innovation*, Phone: 850.921.8933. email: [jburgess@workforceflorida.com](mailto:jburgess@workforceflorida.com)



**Global Talent Competitiveness Council Meeting Summary**  
**November 8, 2012**  
**9:30 A.M. To 11:30 A.M. ET**  
**Gatlin E2- Rosen Shingle Creek**

A meeting of the Global Talent Competitiveness was held on November 8, 2012 at 9:30 a.m. at the Rosen Shingle Creek in Orlando. Chairman Al Stimac welcomed everyone and thanked Vice Chair Jennifer Grove and the workforce team for their work during his tenure as Council Chair.

Chairman Al Stimac highlighted some of the initiatives that have taken place during his term as Chairman. These include: Target Industry Cluster Task Forces for Aviation Aerospace, Clean Tech, Homeland Security and Defense and Life Sciences. Other projects include: Supply/Demand Analytics and Customer Satisfaction Indices that covered infrastructure industries of Healthcare, Energy and Water Resources along with the Target Industry Cluster Task Forces. Also a Florida Workforce System Occupational Training Governance Study, Trade & Global Logistics, Florida Eight, STEM Training Initiative, Florida Career Academy for Community Engagement Model (FORD), Middle IT Academy: Technical Assistance Demonstration Project.

Chairman Stimac then turned the meeting over to the new Council Chairman, Ric Shriver.

Chairman Shiver called the meeting to order and reviewed the agenda for Council members stating there would be three presentations: **Middle School IT Academy Technical Assistance Demonstration Project; Florida TRADE Program (Trade Adjustment Assistance Community College & Career Training Grant) and Building a Career Ready Workforce Through Career and Technical Education.**

Council members in attendance were: Al Stimac, Ric Shriver, Jennifer Grove, Leslie Ingram, Bill Law, David Armstrong, Mary Lou Brunell, Rod Duckworth, Linda Sparks, Christy Daly for Wansley Walters (DJJ) and John Wanamaker. WFI staff attending included: Andra Cornelius, Jayne Burgess, Keantha Belton and Dehryl McCall. Representatives from regional workforce boards, governmental affairs entities and outside consultants were also in attendance.

**PRESENTATIONS:**

**Middle School IT Academy Technical Assistance Demonstration Project**

Jeff Scroggins, one of the principals of The Whetstone Group, contractor for WFI's Middle School IT Academy Technical Assistance Demonstration Project, presented information on the project. Mr. Scroggins stated the goal of the project is to demonstrate, first hand, how education can be used as an economic and workforce development tool as it enforces and reinforces our talent supply chain by developing our pipeline at the middle school level. He

explained the intent of the project was to stand up fifteen (15) Middle School CAPE IT Career Academies and/or Career Themed Courses this fall. A Middle School IT Career Academy Council with educators and industry and workforce partners was formed to assist in guiding the project. After the selection of the fifteen participating schools, one-on-one consulting and training of the participating schools took place through onsite visits and conference calls. Additional technical assistance was provided by the contractors to the schools throughout the entire project. Mr. Scroggins noted several teachers were also seeking their certifications. At this time, the projected number of students earning industry IT certifications appears to be exceeding the goal of the program. It is anticipated that over 150 certifications will be earned by the middle schoolers by year's end. Mr. Scroggins stated this project represents key players working together to strengthen our talent supply chain. At the completion of the project, final numbers will be shared with the Council.

### **Florida TRADE Program (Trade Adjustment Assistance Community College & Career Training Grant)**

Al Stimac, President, Metal Essence & President, Manufacturers Association of Florida, presented information on the Florida Trade Advanced Manufacturing program. Mr. Stimac noted eleven state and community colleges partnered with St. Petersburg College to form the Florida College Consortium and applied for an USDOL Trade Adjustment Assistance Community College and Career Training (TAACCT) Grant focusing on developing the manufacturing talent pipeline in Florida. Joining Mr. Stimac in providing information about the project were Dr. Bill Law, President, St. Pete College and David Armstrong, President, Broward College

The Trade Adjustment Assistance Act is a flow through of monies for colleges coming through the recession. Of the \$500 million offered, \$15 million dollars was awarded to Florida which was the maximum amount of any of the awards. Palm Beach State College received a standalone \$3 million grant to address the Health Information Technology needs for Florida's hospitals. Broward College received an additional grant in partnership with three other institutions: Western Governors' University, Austin Community College in Austin Texas and Claire Community College in Ohio to develop an online competency based e-learning program. The twelve participating state and community colleges will be licensed to use the MSSC Certified Production curriculum that was developed by Workforce Florida's Banner Center. St. Pete College will administer and coordinate the project. It was noted the Manufacturers Association of Florida, who was instrumental in the application process, will help coordinate internship programs and networking opportunities with manufacturers in the state.

Dr. Law introduced members of the St. Pete College Team - Brad Jenkins, Associate Dean, Engineering Technology, St. Pete College and Gary Graham, Workforce Outreach Coordinator, St. Pete College who presented information on the program. This four year grant is to provide

training, services, programs, education for several different groups. Covered under the grant will be workers who have lost their jobs because their plants or businesses closed and/or workers who have lost their job because their jobs have been off shored. Additional targeted populations will include veterans and incumbent workers. Programs and services will assist those who want to upgrade their current skills or learn new skills and earn industry recognized certifications as well as help them earn credits toward A.S. degrees. The ultimate goal is putting Floridians back to work.

Year one of the project year will be the start up phase for all the staff around the state. The program is projected to serve over 2600 participants with about three quarters of those completing a program of study. It is expected that 1700 of the participants will be unemployed and it is hoped that three quarters of those will be place in jobs within ninety days of completion. It is a goal to retain close to 90% of those six months after placement.

As the program progresses, the Council will be updated.

### **Building a Career Ready Workforce through Career and Technical Education**

Rod Duckworth, Chancellor, Division of Career and Adult Education, presented information on Florida's Career Academies and partnerships and where Career and Technical education is going. Chancellor Duckworth opened his presentation by stating "65% of our grade school students may end up doing work that is yet to be invented. Today we are preparing students on middle School and secondary levels who are probably going into careers yet to be invented."

The Chancellor stressed the importance of partnerships and stated Adult Education is a major part of the equation. Being connected with different partners, students are being prepared to go into the job market. The goals are simple in that students should be prepared for a career and not a single focus area. The job market will not be this way when they graduate and technology skills are becoming more and more foundational just as reading and writing were years ago. These IT skills will be needed by students are they move up into the upper grades.

One of the components of the academy concept is the student organization piece which allows students to have fun in an energetic platform where they can compete in different events, using their skills in real world situations, while they are still in school. A lot of these events are tied to industry standards which results in students earning credentials. Studies reveal students in technical education have a higher achievement in reading and math and are more successful on exams. They have a strong interest in what they are doing because it is more relevant to them. It is believed career and technical education also contributes to a lower dropout rate.

Career Academies are small personalized learning communities which allow students and teachers to work over a two or three year span on a common area and have proven to be

successful. Partnerships with employers, the community and higher education are essential components to ensure the success of the program. In 2007-08 there were 246 registered career academies and today there are over 1700 registered academies. In 07-08 there were 20,000 students in academies and today there are over 200,000 students. In 2012, 32 middle school academies have been registered.

Chancellor Duckworth continued by saying administrators and employers see a strong value in these programs and students are excited to be in these programs. When they are involved the number of certifications greatly increases. In 2007-08, 803 certifications were earned and now over 20,000 certifications have been earned by students. These certifications range from IT to Automotive and will make the students very employable as well as providing an opportunity for part-time work while they are pursuing secondary training. It will also provide students with something to put on their resume.

Mr. Duckworth ended his presentation by saying "If we teach today as we taught yesterday, we rob our children of tomorrow. When it comes to the future, there are three kinds of people - those who let it happen, those who make it happen and those who wonder what happened. We are trying to help our students be successful so that they are not in that last situation, wondering what happened. We have an exciting future and we know if we follow this path at the end of the day, it is our students who will be successful."

Chair Shriver closed the meeting thanking everyone for their participation.

The meeting was adjourned at 12:45 pm.



# Action Item

## Global Talent Competitiveness Council

### CAREER AND PROFESSIONAL EDUCATION (CAPE) ACT INDUSTRY CERTIFICATION LIST

\* \* \* \* \*

#### **Background:**

The Florida Career and Professional Education (CAPE) Act was enacted by the 2007 Legislature to provide a statewide planning partnership between business and education communities to attract, expand, and retain targeted, high-value industry and to sustain a strong knowledge-based economy. The intent of the act is to improve middle and high school academic performance by providing rigorous and relevant career-themed curriculum that articulates to postsecondary level coursework and leads to industry certifications. Additionally, implementation supports the state's economic development goals, responds to Florida's critical workforce needs and provides state residents with access to high-wage, high-demand careers.

The implementation of this Act requires cross-agency coordination involving Workforce Florida (WFI), the Department of Economic Opportunity (DEO) and the Florida Department of Education (DOE). The law requires DEO to define industry certifications based upon the highest available national standards. Through a defined process and submission period August 15- October 31, various entities (school districts, vendors, workforce boards, associations, etc.) propose certifications for consideration. These submissions are thoroughly reviewed and analyzed to ensure they meet the eligibility requirements. Representatives from WFI, DOE and DEO review the findings after DEO's initial research and analysis and formulate recommendations to present to Workforce Florida for final review and approval. By law, WFI is responsible for publishing an annual Comprehensive Industry Certification List and by administrative ruling is required to submit to the approved Comprehensive List to the DOE by March 1<sup>st</sup>. It is from the Comprehensive Industry Certification List that the Department of Education identifies program-to-certification linkages, identifies certifications deemed sufficiently rigorous academically and, thus, eligible for bonus FTE funding.

Last fall, various business and industry groups, regional workforce boards, school districts and career and professional academies used the formalized process through WFI's website to submit certifications for consideration as additions to the 2013-2014 *Comprehensive Industry Certification List*. At the close of the submission period October 31<sup>st</sup>, 73 unduplicated responses were received and forwarded to DEO for research and analysis. Along with the initial review/analysis, the Labor Market Statistics

Unit at DEO researches reviews and assigns appropriate Standard Occupational Classification Codes (SOC) to each of the submissions.

The initial review process by DEO is used to determine if the proposed certification is: 1) linked to occupations on Florida's Statewide Demand Occupations List or Enterprise Florida's Emerging Industry List; 2) nationally recognized; 3) a product of a third independent party; and 4) had a proctored exam. Representatives from WFI, DOE, and DEO perform an in-depth review of the new submissions and from September to January hold meeting to discuss and formulate their final recommendations for presentation to the Global Talent Competitiveness Council. Those entities that proposed submissions that did not meet the eligibility were notified and given the opportunity to present additional information to substantiate their request by teleconference or in person.

The current Comprehensive 2012-2013 Industry Certification List includes 450 certifications. This list was also thoroughly reviewed and revisions/deletions made from changes by the certifying entities, i.e. changes in testing, certifications no longer being available, etc. were identified and are recommended for removal from the Comprehensive Industry Certification List. Additionally, certifications that were "dagged" last year due to the fact they no longer aligned with occupations on the Statewide Demand Occupations List or Enterprise Florida's Emerging Industry List were reviewed again and those that did not align with occupations on the 2013-2014 Statewide Demand Occupations List are also being recommended for removal.

Section 1003.492(2), F.S. and implementing administrative rules approved for the CAPE Comprehensive Industry Certification List requires that the full WFI Board of Directors approve the updated list annually at its February meeting. Since this initiative falls under the direction of the Global Talent Competitiveness Council, it must first be considered by the Council before moving to the full board for action. Pending action taken by the Council, final consideration/approval will be taken by the Workforce Florida Board of Directors.

### **NEEDED ACTION**

- **Approval of recommended additions to the 2012-2013 Comprehensive Industry Certification List.**
- **Approval of modifications to the current 2012-2013 Comprehensive Industry Certification List. The modified 2012-2013 list with newly approved certifications will constitute the 2013-2014 Industry Certification List.**
- **Authorize WFI staff, in collaboration with DEO and FLDOE staff, to make any necessary revisions to certifications on the approved Comprehensive Industry Certification List that may evolve from changes by the certifying entities relating to the release of newer versions, upgrades or other changes that may occur relating to eligibility issues of certification requirements.**

**2013-14 COMPREHENSIVE INDUSTRY CERTIFICATION RECOMMENDED ADDITIONS**

	<b>Certification/ Credential Title</b>	<b>Issuing Organization/Provider</b>
1	Microsoft Certified Solutions Associate (MCSA) - SQL Server 2012	Microsoft Corporation
2	Microsoft Certified Solutions Associate (MCSA) - Windows 7	Microsoft Corporation
3	Microsoft Certified Solutions Associate (MCSA) - Windows 8	Microsoft Corporation
4	Microsoft Certified Solutions Associate (MCSA) - Windows Server 2008	Microsoft Corporation
5	Microsoft Certified Solutions Associate (MCSA) - Windows Server 2012	Microsoft Corporation
6	Microsoft Certified Solutions Expert (MCSE) - Business Intelligence	Microsoft Corporation
7	Microsoft Certified Solutions Expert (MCSE) - Communication	Microsoft Corporation
8	Microsoft Certified Solutions Expert (MCSE) - Data Platform	Microsoft Corporation
9	Microsoft Certified Solutions Expert (MCSE) - Desktop Infrastructure	Microsoft Corporation
10	Microsoft Certified Solutions Expert (MCSE) - Messaging	Microsoft Corporation
11	Microsoft Certified Solutions Expert (MCSE) - Private Cloud	Microsoft Corporation
12	Microsoft Certified Solutions Expert (MCSE) - Server Infrastructure	Microsoft Corporation
13	Microsoft Certified Solutions Expert (MCSE) - SharePoint	Microsoft Corporation
14	Microsoft Technology Associate (MTA) - Gaming Development Fundamentals	Microsoft Corporation
15	Microsoft Technology Associate (MTA) - HTML5 Application Development Fundamentals	Microsoft Corporation
16	Microsoft Technology Associate (MTA) - Mobile Development Fundamentals	Microsoft Corporation
17	Registered Abdominal and Vascular Specialist (RAVS)	National Certification Medical Association
18	Registered Clinical Massage Therapist (RCMT)	National Certification Medical Association
19	Registered Clinical Medical Assistant Specialist (RCMAS)	National Certification Medical Association
20	Registered Electrocardiography Specialist (RES)	National Certification Medical Association
21	Registered Surgical Technologist (RST)	National Certification Medical Association
22	Certified Electronic Health Record Specialist (CEHRS)	National Healthcareer Association
23	Certified Medical Laboratory Assistant	National Healthcareer Association
24	National Professional Certification in Sales	National Retail Federation Foundation
25	RECF Pre-Engineering Certification	Robotics Education and Competition Foundation
26	RECF Robotics Certification	Robotics Education and Competition Foundation

**2013-2014 CAREER AND PROFESSIONAL EDUCATION ACT CERTIFICATIONS NOT RECOMMENDED FOR ADDITION TO 2012-2013 COMPREHENSIVE INDUSTRY CERTIFICATION LIST**

	<b>Certification</b>	<b>Reason Not Recommended</b>
1	911 Public Safety Telecommunicator Program	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
2	A*S*K Fundamental Marketing Concepts	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
3	Adobe Certified Associate Illustrator	Certification is still in development stage and not available at this time.
4	Adobe Certified Associate InDesign	Certification is still in development stage and not available at this time.
5	ASE Student Certification - Automatic Transmissions/Transaxles	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
6	ASE Student Certification - Brakes	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
7	ASE Student Certification - Electrical/Electronic Systems	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
8	ASE Student Certification - Engine Performance	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
9	ASE Student Certification - Engine Repair	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
10	ASE Student Certification - Heating and Air Conditioning	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
11	ASE Student Certification - Manual Drive Trains and Axles	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
12	ASE Student Certification - Mechanical and Electrical	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
13	ASE Student Certification - Non-Structural Analysis and Damage Repair	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
14	ASE Student Certification - Painting and Refinishing	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
15	ASE Student Certification - Structural Analysis and Damage Repair	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
16	ASE Student Certification - Suspension and Steering	Certificate has been renamed. Does not meet standard eligibility criteria as it is a certificate of completion that is signed by a principal or proctor, not the credentialing agency.
17	Autodesk Certified User - 3dsMax	Certification is still in development stage and not available at this time.
18	Autodesk Certified User - Revit Architecture	Certification is still in development and beta testing stage and not available at this time.
19	Basic Safety Training (Coast Guard)	Research revealed this is a 5 day course, not a certification. Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List.
20	Certified Correctional Officer	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
21	Certified Education Robot Training (CERT) Program- iRVision (Integrated Robot Vision)	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
22	Certified Education Robot Training (CERT) Program- Material Handling	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
23	Certified Entrepreneurial Professional	Certification is not ready for implementation. Submitter indicated website information will not be available for 90 days which posts requirements and required knowledge and skills that need to be demonstrated. Also, only one local training test site has been identified and testing must be available on a statewide basis.
24	Certified Personal Fitness Trainer	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
25	Certified Phlebotomy Technician	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
26	Certified SolidWorks Simulation Associate - FEA	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List. Also exam is not proctored
27	Certified Sustainable Design Associate	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List. Also exam is not proctored
28	Drinking Water Treatment Technologist	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
29	IC3 - Global Standard 4 (GS4)	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List. This is basic computer literacy and is not occupationally specific.
30	IEMSR--Emergency Medical Responder	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
31	Microsoft Certified Solutions Associate (MCSA)	Current Windows Server certification (MICRO046) is retired and new Microsoft Certified Solutions Associate (MCSA) - Windows Server 2008, Microsoft Certified Solutions Associate (MCSA) - Window
32	MOS: Microsoft Office OneNote 2010, SharePoint 2010, Office 365	SharePoint 2010 exam is recommended to be added to current Microsoft Bundle. OneNote and Office 365 not recommended as they are administrative tools.
33	NA3SA	Is an assessment and is no longer available.
34	NASM Certified Personal Trainer (CPT)	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
35	NOCTI Apparel and Textile Production and Merchandising	An assessment, not a certification.
36	NOCTI-Criminal Justice	An assessment, not a certification.
37	NOCTI-Marine Mechanics	An assessment, not a certification.
38	ParaPro Assessment	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List and is not occupationally specific.
39	CDA- Ready Certificate	Not enough information available on website to determine eligibility criteria. Also, does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List.
40	RPS- Registered Phlebotomy Specialist	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
41	Safety Assistant	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List

**2013-2014 CAREER AND PROFESSIONAL EDUCATION ACT CERTIFICATIONS NOT RECOMMENDED FOR ADDITION TO 2012-2013 COMPREHENSIVE  
INDUSTRY CERTIFICATION LIST**

	<b>Certification</b>	<b>Reason Not Recommended</b>
42	Skills USA Connect-Automotive Service Technology	An assessment, not a certification.
43	Skills USA Connect-Collision Repair Technology	An assessment, not a certification.
44	Skills USA Connect-Criminal Justice/CSI	An assessment, not a certification.
45	Skills USA Connect-Marine Service Technology	An assessment, not a certification.
46	Staff Credential	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List
47	Window Coverings Association of America (WCAA)	Does not align with an occupation on 2013-2014 Statewide Demand Occupations List or Enterprise Florida Industry List

**2013-14 COMPREHENSIVE INDUSTRY CERTIFICATION LIST REMOVALS**

**CERTIFICATIONS NO LONGER AVAILABLE**

	<b>Cert Title</b>	<b>Issuing Organization/Provider</b>	<b>Reason for Removal</b>
1	Apple Certified System Administrator (ACSA)	Apple Computer , Inc	Certification is no longer available
2	Apple iLife	Apple Computer , Inc	Certification is no longer available
3	Certified Fire Fighter	Florida Department of Financial Services, State Fire Marshall, Bureau of Fire Standards & Training	Duplication of FF 2 - on the Comprehensive List
4	Certified Home Care Aide	National Association for Home Care & Hospice	Certification is no longer available
5	Cisco Certified Internetwork Professional (CCIP)	Cisco Systems, Inc.	Certification is no longer available
6	Microsoft Certified Business Management Solutions Professional	Microsoft Corporation	This is a product and is not available
7	Microsoft Certified Business Management Solutions Specialist	Microsoft Corporation	This is a product and is not available
8	Microsoft Certified Database Administrator (MCDBA)	Microsoft Corporation	Certification is no longer available after September 30, 2012
9	Microsoft Certified Systems Engineer 2003 (MCSE)	Microsoft Corporation	Certification is no longer available after Sept 2012
10	Microsoft Certified IT Professional (MCITP) - Business Intelligence Developer	Microsoft Corporation	Certification is no longer available after July 31, 2013
11	Microsoft Certified IT Professional (MCITP) - Consumer Support Technician	Microsoft Corporation	Certification is no longer available after July 31, 2013
12	Microsoft Certified IT Professional (MCITP) - Database Administrator	Microsoft Corporation	Certification is no longer available after July 31, 2013
13	Microsoft Certified IT Professional (MCITP) - Database Developer	Microsoft Corporation	Certification is no longer available after July 31, 2013
14	Microsoft Certified IT Professional (MCITP) - Enterprise Administrator on Windows Server 2008	Microsoft Corporation	Certification is no longer available after July 31, 2013
15	Microsoft Certified IT Professional (MCITP) - Enterprise Messaging Administrator	Microsoft Corporation	Certification is no longer available after July 31, 2013
16	Microsoft Certified IT Professional (MCITP) - Enterprise Project Management with Microsoft Office Project Server 2007	Microsoft Corporation	Certification is no longer available after July 31, 2013
17	Microsoft Certified IT Professional (MCITP) - Enterprise Support Technician on Windows Vista	Microsoft Corporation	Certification is no longer available after July 31, 2013
18	Microsoft Certified IT Professional (MCITP) - Server Administrator	Microsoft Corporation	Certification is no longer available after July 31, 2013
19	Microsoft Certified Learning Consultant (MCLC)	Microsoft Corporation	Certification is no longer available after July 31, 2013
20	Microsoft Certified Professional Developer (MCPD) - Enterprise Applications Developer	Microsoft Corporation	The certifying agency retired all pathways to this certification as of July 31, 2013
21	Microsoft Certified Professional Developer (MCPD) - Web Developer	Microsoft Corporation	The certifying agency retired all pathways to this certification as of July 31, 2013
22	Microsoft Certified Professional Developer (MCPD) - Windows Developer	Microsoft Corporation	The certifying agency retired all pathways to this certification as of July 31, 2013
23	Microsoft Certified Systems Administrator (MCSA) - Windows Server 2003	Microsoft Corporation	Microsoft has technically not retired this certification, however they no longer list it under available certifications.
24	Microsoft Certified Professional Developer (MCPD) - ASP.NET Developer	Microsoft Corporation	The certifying agency retired all pathways to this certification as of July 31, 2013
25	Microsoft Certified Technology Specialist (MCTS) - .NET Framework 3.5, ADO.NET Applications	Microsoft Corporation	The certifying agency retired all pathways to this certification as of July 31, 2013
26	Microsoft Certified Technology Specialist (MCTS): .NET Framework 3.5, ASP.NET Applications	Microsoft Corporation	The certifying agency retired all pathways to this certification as of July 31, 2013
27	Microsoft Certified Technology Specialist (MCTS): .NET Framework 3.5, Windows Forms Applications	Microsoft Corporation	The certifying agency retired all pathways to this certification as of July 31, 2013
28	Microsoft Certified Technology Specialist (MCTS): .NET Framework 3.5, Presentation Foundation Applications	Microsoft Corporation	The certifying agency retired all pathways to this certification as of July 31, 2013

## 2012-2013 "DAGGERED" CERTIFICATIONS

### Daggered on 2012-2013 List - Now eligible - will remain on Comprehensive List

1	Accredited Rural Appraiser (ARA)	American Society of Farm Managers and Rural Appraisers	On 2013-2014 Statewide Demand Occupations List
2	FCC Commercial Radio Operator License - Element 3 General Radiotelephone Operator	Federal Communications Commission	On 2013-2014 Statewide Demand Occupations List
3	FCC Commercial Radio Operator License - Element 8 Ship Radar Endorsement	Federal Communications Commission	On 2013-2014 Statewide Demand Occupations List
4	Residential Accredited Appraiser (RAA)	National Association of Realtors	On 2013-2014 Statewide Demand Occupations List
5	Certified Professional Public Buyer (CPPB)	Universal Public Purchasing Certification Council	On 2013-2014 Statewide Demand Occupations List
6	NCCER Electrical - Level 1	National Center for Construction Education & Research (NCCER)	On 2013-2014 Statewide Demand Occupations List
7	NCCER Painting - Level 1	National Center for Construction Education & Research (NCCER)	On 2013-2014 Statewide Demand Occupations List
8	NCCER Painting - Level 2	National Center for Construction Education & Research (NCCER)	On 2013-2014 Statewide Demand Occupations List
9	NCCER Painting - Level 3	National Center for Construction Education & Research (NCCER)	On 2013-2014 Statewide Demand Occupations List

### Daggered on 2012-2013 Comprehensive List - Re-evaluated - To be Removed

1	Certified Executive Pastry Chef (CEPC)	American Culinary Federation	Not on 2013-2014 Statewide Demand Occupations List or
2	Certified Personal Trainer	American College of Sports Medicine	Not on 2013-2014 Statewide Demand Occupations List or
3	CompTIA CTT <sup>+</sup>	Computing Technology Industry Association (CompTIA)	Not on 2013-2014 Statewide Demand Occupations List or
4	Child Development Associate (CDA)	Council for Professional Recognition	Not on 2013-2014 Statewide Demand Occupations List or
5	Electrical Principles - Residential Construction Academy Examination	Home Builders Institute	An assessment; not a certification
6	PHR® (Professional in Human Resources)	Human Resource Cert. Institute - Soc. For Human Res. Mgt.	Not on 2013-2014 Statewide Demand Occupations List or
7	SPHR® (Senior Professional in Human Resources)	Human Resource Cert. Institute - Soc. For Human Res. Mgt.	Not on 2013-2014 Statewide Demand Occupations List or
8	GPHR® (Global Professional in Human Resources)	Human Resource Cert. Institute - Soc. For Human Res. Mgt.	Not on 2013-2014 Statewide Demand Occupations List or
9	HEAT Certification	HVAC (Heating, Ventilation and Air Conditioning) Excellence	Not a certification
10	HEAT+ Certification	HVAC (Heating, Ventilation and Air Conditioning) Excellence	Not a certification
11	Certified Alcohol and Drug Counselor (ADC)	International Certification & Reciprocity Consortium (IC&RC) Alcohol & Other Drug Abuse, Inc.	Not on 2013-2014 Statewide Demand Occupations List or
12	Master Certified Coach (MCC)	International Coach Federation	Not on 2013-2014 Statewide Demand Occupations List or
13	Manufacturing Skill Standards Council (MSSC) - Instructor Certification	The Manufacturing Skill Standards Council (MSSC)	Not on 2013-2014 Statewide Demand Occupations List or
14	Photovoltaic (PV) Entry Level Certificate of Knowledge	North American Board of Certified Energy Practitioners (NABCEP)	Not on 2013-2014 Statewide Demand Occupations List or
15	NCCER Construction Technology	National Center for Construction Education & Research (NCCER)	Requires less than a high school education
16	Registered Professional Reporter	National Court Reporters Association	Not on 2013-2014 Statewide Demand Occupations List or
17	Registered Merit Reporter	National Court Reporters Association	Not on 2013-2014 Statewide Demand Occupations List or
18	Registered Diplomate Reporter	National Court Reporters Association	Not on 2013-2014 Statewide Demand Occupations List or
19	Emergency Medical Responder (EMR)	National Registry of Emergency Medical Technicians	Not on 2013-2014 Statewide Demand Occupations List or
20	Certified Transportation Professional	Private Fleet Management Institute - National Private Truck Council	Not a certification
21	Teaching English to Speakers of Other Languages (TESOL) Certificate	World Learning SIT Graduate Institute	Not on 2013-2014 Statewide Demand Occupations List or

# Action Item

## Global Talent Competitiveness Council

### TARGETED OCCUPATIONS LIST ANNUAL APPROVAL PROCESS

\* \* \* \* \*

On an annual basis, Workforce Florida (WFI) is responsible for establishing Regional Targeted Occupations Lists (TOLs). Once developed and approved, these TOLs govern the provision of training programs being offered to individuals needing training assistance within the workforce system in compliance with federal and state law. The initial responsibility to vet the criteria as well as the Statewide Demand Occupations List approved by the Workforce Estimating Conference (WEC) falls under the jurisdiction of the Global Talent Competitiveness Council. Upon consideration and review, the Global Talent Competitiveness Council will make recommendation to the WFI Board of Directors for final consideration.

#### **Background:**

The Department of Economic Opportunity's (DEO) Labor Market Statistics Unit (LMS) produces industry and occupational employment projections, along with occupational wage estimates for Florida and each of the 24 Workforce Regions. The results of this latest statewide employment forecast are presented to the WEC in August along with a preliminary statewide occupational demand list based on the previous year's wage criteria adjusted by the U.S. Bureau of Labor Statistics' Employment Cost Index (ECI). WEC Principals make decisions on the criteria that will be used to define high skill/high wage occupations and approves a Statewide Occupational Demand List that is based on agreed criteria. Per Chapter 216.136(7), F.S., the WEC is required to make recommendations to WFI on additions or deletions to lists of locally targeted occupations approved by WFI.

WFI utilizes the WEC's Statewide Demand List to define specific occupations needed for the workforce system and through a defined process develops and publishes regional Targeted Occupations Lists (TOLs).

Set criteria adopted by the WEC and being recommended to WFI for 2012-2013 is as follows:

- 150 annual openings and average growth rate of 1.55% or 360 annual openings with any positive growth
- Mean Wage of \$13.29/hour and Entry Wage of \$10.80/hour



- High Skill/High Wage (HSHW) Occupations:  
Mean Wage of \$20.82/hour and Entry Wage of \$13.29/hour
- Florida Department of Education (FLDOE) Training Codes of 3 [Postsecondary Adult Vocational (PSAV) Certificate] or and 4 (Community College Credit/Degree) The occupation requires postsecondary adult vocational training or a community college credit certificate, applied technology diploma, associate of applied science degree or associate degree

The proposed 2013-2014 Statewide Demand Occupations Lists includes 87 occupations that met the above established criteria. Due to the slower economy, there were 38 occupations that were noted by the Conferees as demand occupations that are found in declining industries and are not projected to return to their historical peak during the forecast period. This can result in an oversupply of trained workers. Many of these earmarked occupations are related to the construction industry.

WFI, as the state's private-sector led workforce policy entity, is responsible for adopting final occupational wage criteria and determines whether or not to adopt the occupational wage criteria established by the WEC, adjusted by the Florida Price Level Index for each workforce region. If adopted, LMS adjusts the statewide occupational demand list wage criteria by the Florida Price Level index for each workforce region and prepares Preliminary Targeted Occupations Lists (TOL) based on these adjusted wage criteria. Through an on-line web application, regional workforce boards can review their Preliminary Regional TOLs and request additions and deletions to their respective lists.

**WFI staff recommends the adoption of the occupation wage criteria established by the WEC adjusted by the Florida Price Level Index for each workforce region. Staff further recommends the adoption of the 2013-2014 Florida Statewide Demand Occupations List, as presented by the WEC on September 7, 2012. Upon approval, WFI will direct DEO to prepare individual regional targeted lists for each workforce board. The regional boards will have the opportunity to request additions and/or deletions to their respective targeted lists through the on-line web application with a set deadline.**

## **NEEDED ACTION**

- 1) **Approve WFI staff recommendation to adopt the occupational wage criteria established by the Workforce Estimating Conference at their September 7, 2012 meeting adjusted by the Florida Price Level Index for each workforce region.**
- 2) **Approve WFI staff recommendation to accept the 2013-2014 Florida Statewide Demand Occupations as presented by the Workforce Estimating Conference on September 7, 2012.**

# 2013-14 Preliminary Florida Statewide Demand Occupations List

Sorted by Occupational Title

Workforce Estimating Conference Selection Criteria:

- 1 FLDOE Training Codes 3 (PSAV Certificate) and 4 (Community College Credit/Degree)
- 2 150 annual openings and average growth rate of 1.55% or 360 annual openings with any positive growth
- 3 Mean Wage of \$13.29/hour and Entry Wage of \$10.80/hour
- 4 High Skill/High Wage (HSHW) Occupations: Mean Wage of \$20.82/hour and Entry Wage of \$13.29/hour

SOC Code†	HSHW††	Occupational Title†	Annual		2012 Hourly Wage		FLDOE Training Code	In EFI Targeted Industry?	STEM Occupation?	New to List?
			Percent Growth	Annual Openings	Mean	Entry				
Occupations with titles in <b>bold type</b> and followed by an <b>asterisk (*)</b> may be found in declining industries and are not projected to return to their historical peak during the forecast period. These occupations may currently have an oversupply of trained workers, allowing the regional workforce boards the local option not to offer training for these occupations.										
113011	HSHW	Administrative Services Managers	1.72	407	48.08	28.73	4	Yes	No	No
413011		Advertising Sales Agents	0.23	372	22.16	12.02	3	Yes	No	No
493023		<b>Automotive Service Technicians and Mechanics*</b>	1.03	1,612	18.14	11.29	3	Yes	No	No
433031		<b>Bookkeeping, Accounting, and Auditing Clerks*</b>	1.55	2,911	16.36	11.47	4	Yes	No	No
472021		<b>Brickmasons and Blockmasons*</b>	4.42	243	17.84	13.06	3	No	No	No
131199	HSHW	Business Operations Specialists, All Other	1.64	2,495	29.98	16.54	4	No	No	No
292031		Cardiovascular Technologists and Technicians	2.50	245	21.55	12.35	3	Yes	Yes	No
472031		<b>Carpenters*</b>	2.91	2,365	17.71	11.36	3	No	No	No
472051		<b>Cement Masons and Concrete Finishers*</b>	4.30	529	15.27	11.00	3	No	No	No
131031	HSHW	<b>Claims Adjusters, Examiners, and Investigators*</b>	0.43	535	27.26	18.06	3	No	No	No
131041	HSHW	<b>Compliance Officers, Exc. Safety, Agri, Constr &amp; Transp.*</b>	1.59	371	27.98	17.05	3	No	No	No
151131	HSHW	Computer Programmers	0.63	556	34.31	21.06	3	Yes	Yes	Yes
151150	HSHW	Computer Support Specialists	1.49	1,360	21.75	14.15	3	Yes	Yes	No
151121	HSHW	Computer Systems Analysts	1.89	865	39.81	26.62	4	Yes	Yes	No
474011	HSHW	Construction and Building Inspectors	2.03	317	25.93	17.57	3	No	No	No
119021	HSHW	<b>Construction Managers*</b>	2.33	1,041	47.09	28.37	4	No	No	No
131051	HSHW	<b>Cost Estimators*</b>	4.53	664	28.06	18.15	4	No	Yes	No
151141	HSHW	Database Administrators	2.70	222	35.63	22.79	4	Yes	Yes	No
319091		Dental Assistants	2.59	736	16.19	12.06	3	Yes	No	No
292021	HSHW	Dental Hygienists	3.24	529	28.40	20.16	4	Yes	Yes	No
292032	HSHW	Diagnostic Medical Sonographers	3.80	264	28.50	22.27	3	Yes	No	No
472081		<b>Drywall and Ceiling Tile Installers*</b>	3.95	349	16.25	11.79	3	No	No	No

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SOC Code†	HSHW††	Occupational Title†	Annual	Annual	2012 Hourly Wage		FLDOE	In EFI	STEM	New
			Percent		Openings	Mean				
Occupations with titles in <b>bold type</b> and followed by an <b>asterisk (*)</b> may be found in declining industries and are not projected to return to their historical peak during the forecast period. These occupations may currently have an oversupply of trained workers, allowing the regional workforce boards the local option not to offer training for these occupations.										
499051	HSHW	<b>Electrical Power-Line Installers and Repairers*</b>	2.17	352	25.86	18.18	3	Yes	No	Yes
472111		<b>Electricians*</b>	2.76	1,705	19.35	14.12	3	No	No	No
292041		Emergency Medical Technicians and Paramedics	3.02	447	15.49	10.95	4	Yes	No	No
436011		<b>Executive Secretaries and Administrative Assistants*</b>	1.42	1,779	20.61	14.77	3	No	No	No
332011	HSHW	Fire Fighters	1.36	923	24.75	15.13	3	No	No	No
471011	HSHW	<b>First-Line Superv. of Construction and Extraction Workers*</b>	3.39	1,951	27.78	18.85	4	No	No	No
351012		First-Line Superv. of Food Preparation & Serving Workers	1.76	1,911	16.40	11.05	3	No	No	No
371012		First-Line Superv. of Landscaping and Groundskeeping	1.89	511	20.28	13.70	3	No	No	No
491011	HSHW	First-Line Superv. of Mechanics, Installers, and Repairers	1.33	948	28.81	18.72	3	No	No	No
431011	HSHW	First-Line Superv. of Office and Admin. Support Workers	1.54	3,412	24.13	15.76	4	Yes	No	No
511011	HSHW	<b>First-Line Superv. of Production and Operating Workers*</b>	0.42	361	27.19	17.86	3	Yes	No	No
411012	HSHW	<b>First-Line Supervisors of Non-Retail Sales Workers*</b>	0.64	966	45.51	24.08	4	No	No	No
391021		<b>First-Line Supervisors of Personal Service Workers*</b>	1.31	514	19.60	12.17	3	No	No	No
411011	HSHW	First-Line Supervisors of Retail Sales Workers	0.86	3,501	20.97	13.48	3	No	No	No
111021	HSHW	General and Operations Managers	0.85	1,996	51.17	25.25	4	Yes	No	No
472121		<b>Glaziers*</b>	4.53	218	17.20	11.60	3	No	No	No
271024	HSHW	Graphic Designers	1.15	655	21.22	13.43	4	Yes	No	No
292799		Health Technologists and Technicians, All Other	1.82	180	19.82	13.38	3	Yes	No	No
499021		Heating, A.C., and Refrigeration Mechanics and Installers	3.87	1,186	20.05	14.18	3	No	No	No
492097		<b>Home Entertainment Electronics Installers and Repairers*</b>	2.10	160	15.95	11.04	3	No	No	Yes
434161		<b>Human Resources Assistants, Exc. Payroll*</b>	1.93	449	16.83	12.53	3	No	No	Yes
499041	HSHW	Industrial Machinery Mechanics	2.90	566	21.89	15.03	3	No	No	No

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			Percent Growth	Annual Openings	Mean	Entry				
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151179	HSHW	Information Security Analysts and Web Developers	1.86	800	32.92	20.69	3	Yes	Yes	Yes
413021	HSHW	Insurance Sales Agents	1.60	1,880	29.35	15.81	3	Yes	No	No
271025		<b>Interior Designers*</b>	1.85	199	23.28	12.27	4	Yes	No	No
436012		<b>Legal Secretaries*</b>	1.72	444	19.22	13.41	3	No	No	No
292061		<b>Licensed Practical and Licensed Vocational Nurses*</b>	2.27	2,151	19.94	16.17	3	Yes	No	No
132071		Loan Counselors	2.62	156	19.99	14.85	4	Yes	No	Yes
132072	HSHW	<b>Loan Officers*</b>	1.72	1,008	30.12	17.67	4	Yes	No	No
499071		Maintenance and Repair Workers, General	1.47	2,591	15.88	10.87	3	No	No	No
319011		Massage Therapists	1.72	450	18.04	10.96	3	Yes	No	Yes
319092		Medical Assistants	2.35	1,478	13.99	10.86	3	Yes	No	No
499062		Medical Equipment Repairers	2.81	189	19.45	11.84	3	Yes	Yes	No
292071		Medical Records and Health Information Technicians	2.10	449	17.10	11.27	4	Yes	No	No
436013		<b>Medical Secretaries*</b>	3.21	798	14.23	11.26	3	No	No	No
131121	HSHW	Meeting and Convention Planners	3.47	218	23.73	14.98	4	No	No	No
493042	HSHW	Mobile Heavy Equipment Mechanics, Except Engines	2.03	250	20.88	15.01	3	No	No	No
493051		Motorboat Mechanics	2.57	176	17.60	10.91	3	No	No	Yes
151142	HSHW	Network and Computer Systems Architects and Administrators	2.72	629	36.53	24.13	4	Yes	Yes	No
472073		<b>Operating Engineers/Construction Equipment Operators*</b>	3.31	740	18.09	13.07	3	No	No	No
472141		<b>Painters, Construction and Maintenance*</b>	2.64	1,244	15.44	10.85	3	No	No	Yes
232011	HSHW	Paralegals and Legal Assistants	3.38	1,044	22.89	15.48	3	Yes	No	No
312021	HSHW	Physical Therapist Assistants	2.89	183	27.66	21.29	4	Yes	No	No
472151		<b>Pipelayers*</b>	3.07	249	16.07	11.70	3	No	No	No

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			Percent		Openings	Mean				
Occupations with titles in <b>bold type</b> and followed by an <b>asterisk (*)</b> may be found in declining industries and are not projected to return to their historical peak during the forecast period. These occupations may currently have an oversupply of trained workers, allowing the regional workforce boards the local option not to offer training for these occupations.										
472152		<b>Plumbers, Pipefitters, and Steamfitters*</b>	2.90	1,325	18.85	13.13	3	No	No	No
333051	HSHW	<b>Police and Sheriff's Patrol Officers*</b>	1.26	1,449	27.44	18.78	3	No	No	No
119141	HSHW	Property, Real Estate & Community Association Managers	0.83	769	30.17	16.32	4	No	No	No
131023	HSHW	<b>Purchasing Agents, Except Farm Products &amp; Trade*</b>	0.84	481	27.02	17.41	4	Yes	No	No
292037	HSHW	Radiologic Technologists and Technicians	2.38	581	25.71	19.12	3	Yes	No	No
419022		<b>Real Estate Sales Agents*</b>	1.73	1,978	21.69	11.00	3	Yes	No	No
291111	HSHW	Registered Nurses	2.31	6,865	31.31	23.58	4	Yes	Yes	No
291126	HSHW	Respiratory Therapists	2.37	305	25.40	20.62	4	Yes	Yes	No
472181		<b>Roofers*</b>	1.97	508	15.75	11.76	3	No	No	No
414011	HSHW	Sales Representatives, Wholesale & Mfg, Tech. & Sci. Products	1.42	1,149	42.53	23.37	3	Yes	No	No
414012	HSHW	<b>Sales Representatives, Wholesale and Manufacturing, Nontechn</b>	1.40	3,147	28.86	14.40	3	Yes	No	No
492098		Security and Fire Alarm Systems Installers	2.89	427	18.11	13.44	3	No	No	No
472211		<b>Sheet Metal Workers*</b>	2.59	284	17.52	12.30	3	No	No	No
211093		<b>Social and Human Service Assistants*</b>	1.22	400	14.39	10.82	3	Yes	No	No
151132	HSHW	Software Developers, Applications	2.00	651	38.79	23.47	4	Yes	Yes	No
292055		Surgical Technologists	1.65	225	18.66	14.92	3	Yes	Yes	No
492022	HSHW	Telecommunications Equipment Installers and Repairers	0.95	427	23.65	16.08	3	Yes	No	Yes
533032		<b>Truck Drivers, Heavy and Tractor-Trailer*</b>	1.44	2,419	17.79	12.16	3	Yes	No	No
292056		Veterinary Technologists and Technicians	4.11	390	14.30	11.03	4	Yes	No	No

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SOC Code†	HSHW††	Occupational Title†	Annual	Annual	2012 Hourly Wage		FLDOE	In EFI	STEM	New
			Percent		Openings	Mean				
Occupations with titles in <b>bold type</b> and followed by an <b>asterisk (*)</b> may be found in declining industries and are not projected to return to their historical peak during the forecast period. These occupations may currently have an oversupply of trained workers, allowing the regional workforce boards the local option not to offer training for these occupations.										
251194	HSHW	Vocational Education Teachers, Postsecondary	2.87	315	27.65	16.57	4	No	No	Yes
514121		<b>Welders, Cutters, Solderers, and Brazers*</b>	2.28	558	17.86	12.60	3	Yes	No	No

†SOC Code and Occupational Title refer to Standard Occupational Classification codes and titles.  
 ††HSHW = High Skill/High Wage.  
 EFI - Enterprise Florida, Inc.

**Customer Satisfaction Index for Target Industry Clusters *and* Infrastructure Industries  
Market Research and Management Services –Homeland Security and Defense, Life  
Sciences, Energy and Water**

**Project B**

**WFI Board Member Liaison: Ric Shriver**

**WFI Staff Lead: Jayne Burgess**

This project (related to Projects A & J) is focused on ensuring that Florida demonstrates global, benchmark talent leadership in its three-year staged focus on the six industry clusters (two industry clusters per year) and infrastructure industries that underpin the success of all industry clusters—namely energy, water resources, telecommunications infrastructure (broadband), and transportation. Through this project, WFI hopes to provide collaborative partners, policy leaders, and industry decision-makers with clear evidence of world-class service and to aspire toward global competitors’ use of Florida’s standards of customer service, industry assessment and benchmarking—in other words, that our system is indeed demand-driven. Being demand-driven requires strength in business intelligence, communications and occupational and skills data. It customarily requires performance and customer satisfaction indexing to align programs with employer needs. The approach is used because alignment of programs and talent to business needs improves Florida’s talent pipeline and Floridians’ opportunities to find employment, build careers, establish wealth and prepare for changing markets. In effect, this project will enable the WFI Board to “prove” that through strategic focus and direction on making staged improvements in talent development that Florida is moving the needle and these improvements are acknowledged through external customer satisfaction and validation. This project is reliant on work produced under Project A and the task forces envisioned under Project J. Once task forces are operational (i.e., properly resourced, comprised of business leaders who understand the complexities of the clusters and where their ventures reside) the task forces can be missioned to support and inform the customer satisfaction, media and marketing, and research requirements in the WFI Strategic Plan and challenged to improve the forward-looking, market intelligence requirements of the Workforce Florida Board of Directors.

**Status:**

The contractor, SRA Research Group, successfully completed Year One of the project for the Aviation/Aerospace, Clean Tech and Healthcare sectors. At the Global Talent Competitiveness Council meeting in August in Pensacola, the Customer Satisfaction Index Report for the Healthcare sector was discussed at length. It was noted the CSI on Healthcare report is for the record, but it was recommended that a task force or commission be appointed to look at the status of the healthcare industry/workforce today in Florida in preparation for tomorrow.

For Year Two, a contract renewal in the amount of \$667,000 was awarded to SRA Research Group to build expandable, credible assessments for the Year Two target industry clusters (Homeland Security & Defense, Life Sciences as well as infrastructure industries Energy and

Water Resources), form and manage an annual assessment institute that involves all collaborative partners so that workforce services are noted and marketed, processes are improved and problems resolved.

Activities performed under the Year Two contract included participation in a January 12<sup>th</sup> alignment meeting with other WFI contractors; submission of an implementation plan and a communications strategy.

The contractors also prepared a technical memorandum documenting the overall methodology proposed for developing the customer satisfaction index, including specific work steps and data sources. Secondly, the contractors executed a nationwide review of best practices (and where applicable, international) of workforce development programs, policies and partnerships to support the specific industry clusters being examined in Year Two. Additionally, the contractors identified and formed industry technical resource groups for each of the two targeted industry clusters and infrastructure industries for a total of four such groups.

A total of twelve Technical Resource Group (TRG) teleconferences were held – three for each of the clusters - Life Sciences, Homeland Security and Defense, Energy and Water. Survey questions were reviewed by the TRGs and suggested changes have been incorporated into the final questionnaires.

Qualitative research from in-depth interviews was completed industry clusters. Quantitative Research was also completed and raw data with cross-tabulations was delivered.

Final reports for each of the sectors were submitted along with the recaps of the last four Technical Resource Groups meetings along with the quarterly status report.

SRA Research Group presented the current perceptions of the cluster overall indicating how satisfied employers are in Florida versus other states at the following meetings:

November 7<sup>th</sup> at the Florida Energy Workforce Consortium Meeting at the Orlando Utilities Commission - *“Energy Employer Satisfaction with Attracting and Retaining Workforce Talent”*

November 27<sup>th</sup> at the Florida Section of the American Water Works Association - *Water Employer Satisfaction with Attracting and Retaining Workforce Talent*

**Contract Period: 1/6/12 – 12/31/12**

**Contract Amount: \$697,000**

**Contract Balance: \$40,000 recaptured**



### **Year Three -**

The Year Three contract has been executed with SRA Research Group to design, coordinate, conduct and analyze all aspects of a customer satisfaction evaluation program. This year's assessments will cover the following target industry clusters: Information Technology and Broadband and Logistics/Distribution as the two infrastructure industries.

**Contract Period: 1/8/13 – 12/31/13**

**Contract Amount: \$495,000**

**Contract Balance: \$480,000**

## **Florida Career Academy Community Engagement Model (FORD – Next Generation Learning Communities)**

### **Project I**

**WFI Board Member Liaisons: Jennifer Grove and Brittany Birken**

**WFI Staff Lead: Dehryl McCall**

**Overview:** this is a continuation of the Florida Career Academy Community Engagement Model (FORD – NGL Communities) initiative which will strengthen the collaboration of the UWF hub, the eight communities and FACTE for the purpose of increasing the potential of the sustainability and expansion of the community involvement model in other districts. It also further built on the business partnership and engagement, continue to improve the local high school graduation rate, increase local FTE funding based on additional industry recognized credentials and better align with the concept of “growing your own talent” to better meet the needs of local business and industry.

### **Progress since last quarter:**

- All eight Community Coordinators established goals and outcomes aligned with their community strategies.
- Standardized data reports have been submitted identifying new career academies developed, progress made with current career academies, model academies, specific technical assistance receive supporting the expansion or improvement of the academies and new academies this 2012-13 academic year.
- Each community conducted and/or participated in a best practice webinar. Webinars are being recorded and are being posted to the UWF Hub website - <http://uwf.edu/floridafordngl/FloridaCommunities.cfm>.
- Each of the eight communities completed a Sustainability Plan which includes information on the continuation of the community coordinator, community strengths, limitations, and current status.
- Each of the four new NGL communities has established FORD designation events. Polk County held its designation event on January 29<sup>th</sup> at Lego land and it was amazing to see the community support and over 35 career academies representing Polk County - <http://www.theledger.com/apps/pbcs.dll/gallery?Dato=20130129&Kategori=PHOTOS51&Lopenr=129009990&Ref=PH&pl=1>
- Future Ford NGL designation events are: Bay County - March 6<sup>th</sup>; Pinellas County - March 20<sup>th</sup>; and Clay County - April 25<sup>th</sup>.

**Contract Amount: \$220,000**

**Contract Expired**

**Contract Balance: \$ 21,250**

## **The Florida Eight Initiative: Regional Capacity Building Project E**

**WFI Board Member Liaison: John Wannamaker**

**WFI Staff Lead: Debbie McMullian**

The Florida Eight initiative provided regional teams with a variety of facilitation services and resources to build their regional capacity for economic development, talent development, job retention and international business opportunities—all priorities outlined in Governor Rick Scott's 7-7-7 Jobs Plan. Through Workforce Florida's investment—and consistent with its mission to strengthen the state's business climate through talent development— this initiative provides research, marketing and other resources to up to eight regional teams as they establish and implement business development plans.

Seven of Florida's eight economic regions joined the Florida Eight initiative and regional teams were formed. Activities included:

- Seven of Florida's eight economic regions have joined the Florida Eight initiative.
- Northeast Regional Business Team rolled out the sub-cluster strategy in April and now through the Florida Eight has connected small incumbent businesses to the sub-cluster outlined in the report.
- South Central Regional Business Team presented the region with a Key Cluster and Sub Cluster Analysis. The region will narrow down the top clusters and hold focus groups to determine why jobs were lost and how to retain and grow jobs within those clusters.
- Southeast Regional Business Team determined that Permitting and issues dealing with the deepening of the Port could hinder the region from growing jobs with consideration of diversification in the international markets.
- Tampa Bay Regional Business Team has submitted their Strategic Plan. This *Regional Business Plan for Economic Development* was the result of a region-wide environmental scan conducted by SRI, International. After analysis, SRI recommended the targeting of four industry clusters in the Tampa Bay area: Applied Medicine & Human Performance; High-Tech Electronics & Instruments; Business, Financial, & Data Services; and Marine & Environmental Activities.
- Southwest Regional Business Team completed the USDOL, Innovation Fund Grants submission and is awaiting response. The response calls for the development of a seamless system where current employer demand data for talent and skills requirements are managed electronically and efficiently.
- The North Central Regional Business Team will align with the North Florida Economic Development Partnership (NFEDP) and the EDA grant that was awarded to the NFEDP. The grant does not include the counties of Marion and Alachua but they will bring resources to the table. The region requested and received an extension through August 15, 2012 to develop their strategic plan.

Workforce Florida extended The Florida Eight Initiative through November 30, 2012. The extension allowed for the Contractor to produce a Year One Assessment of the conceptual framework and operations of the state-led regional workforce/economic development capacity-building initiative and include with this assessment recommendations on how best to stage and improve activities in Year Two. The Contractor worked with Florida Economic Development Council (FEDC) on selection criteria and processes to identify a “best in class” regional plan for formal presentation to WFI’s Global Talent Competitiveness Council and the 2012 Annual Conference. Regional teams shall receive special recognition at the FEDC Conference. Additionally, a Virtual Institute including each of the seven (7) regions Best Practice accomplishments of this initiative were presented to a statewide audience.

## **FINAL REPORT**

The Florida Eight Virtual Institute was held on November 28, 2012 and is available online at <http://floridaeight.businesscatalyst.com>.

A summary for each of the Regional Business Teams follows.

**East Central Region:** The Open for Business Regional Business Team identified actions necessary for the critical elements necessary for Improving Access to Capital, Transactional Fees, and Streamlining Licensing and Permitting for employers. The Regional Business Team engaged with leaders for an Open for Business roundtable on Streamlining Permitting and Licensing with Ft. Wayne, Indiana, Philadelphia, Pennsylvania, and East Central Florida. The roundtable members discussed the challenges of crossing jurisdictional lines in streamlining efforts and producing efficiencies without losing purpose.

**Tampa Bay Region:** focused on an Education Asset Inventory through a research-based scan of enterprises and locations involved in the region’s talent pipeline with categorical and geographic context. The Regional Business Team is looking towards next steps by overlaying simple infrastructure and education providers with programs aligned with the targeted industries of the region. The Team has identified actions necessary for the continuation of their mission through seven recommendations following the completion of their initial Education Asset Inventory.

**South Central Region:** focused on the identification of incumbent businesses and business opportunities through conducting a foundational asset map of the region. The comprehensive asset map that was produced was compact and divided into different categories in order to see what the region in totality offers at present. The substance of the effort was to 1) identify the region’s assets 2) foster building and improving collaboration across the region 3) evaluate what target industries are sustainable and align small business and supply chain activities to these targets and 4) ensuring the project produced a lasting and sustainable platform to take on complex regional issues.

South East Region: convened in a custom way due to its unique geography stretching more than 300 miles from Key West to Indian River. These institutes met to identify the largest old economy barriers that required regional teamwork for removal. The Team is planning a portal where the entire civic community may access current data and metrics. The portal will improve “lines-of-sight” between organizations intending to focus on issues related to transportation; eliminate the need for leaders to start over every time a transportation issue or opportunity emerges; begin to articulate roles, responsibilities, and capabilities relative to complex transportation and logistics issues.

Northeast Region: formed to leverage Florida Eight resources and prepare to translate target industry cluster work of Innovate Northeast to job growth and diversification of incumbent businesses. The Team convened in 2011 to review accomplishments and new opportunities through target industry cluster research and identification of sub-clusters. The Team utilized Florida Eight resources to demonstrate the nature and inter-relationships between the multiple strategic processes engaging their region and developed a timeline through recommendations of the following categories: Talent, Entrepreneurship & Innovation, Business Climate, and Physical Infrastructure. These categories direct implementation tracking and prioritization.

North Central Regional: focused on an educational asset map of online and in-person course offerings available to those living in the North Central region. The Team built an Asset Map to catalogue existing educational programs that specifically align with the region’s targeted industries. The Asset Map highlights virtual programs and on-campus programs for educational institutions within the North Central region and adjoining counties. Within North Central’s strategy, two key elements arise—implementation and the extension of the EDA (Economic Development Administration)- funded Asset Mapping project by the (North Florida Economic Development Partnership) NFEDP and exploration of expanding the training capacity of the regional workforce boards through an expanded set of industry-focused training.

Southwest Region: found the potential of their workforce system barred by: artificial boundaries and jurisdictions; siloed expertise; concern over lack of resources to advance the existing data platform; urgency expressed by employers and expanding or locating companies relative to currency of data and proof of regional partnerships. The team developed a path to transform their current delivery model into a Dynamic Delivery System.

The Team proposed a process that will change the current state of the workforce system in Southwest Florida to a nimble, flexible, and sustainable Dynamic Delivery System cored by reliable and transferable data, and a compact team responsible for leadership and governance; and ensuring a customer-like relationship with data systems and market analytics.

**Contract Period: November 1, 2010 – November 30, 2012**

**Contract Amount: \$707,252**

**Contract Balance: \$53,500**

**United States Department of Labor (USDOL) Trade Adjustment Assistance Community College and Career Training (TAACCT) Grant**

**WFI Board Member Liaisons: Al Stimac, Dr. Bill Law, Eric Kennedy**

**WFI Staff Lead: Dehryl McCall**

**Overview:** On behalf of the Florida College Consortium, St. Petersburg College (SPC) applied for and received \$15 million United States Department of Labor (USDOL) Trade Adjustment Assistance Community College and Career Training (TAACCT) Grant. SPC titled it Florida TRADE (which stands for Transforming Resources for Accelerated Degrees and Employment), because that's exactly the vision – to transform Florida's existing training and education system in advanced manufacturing. The Florida team began by collaborating to identify and align existing resources like curricula and equipment from 12 very different institutions – to help build capacity and serve as a sustainable way to offer training for a range of skill levels in advanced manufacturing by providing wide-spread access for students to take courses online and combine their training with practical work experience through internships and hands-on training activities.

**Progress since last quarter:**

- A Florida TRADE Collaborative Engagement (Kick-off) was held at SPC on Thursday, November 29, 2012. In attendance were all 12 participating colleges, Workforce Florida Inc., Manufacturing Association of Florida, Tampa Bay Workforce alliance, WorkNet Pinellas, SRA and other key stakeholders. During the event the following teams were developed: Outreach and Recruitment, Enrollment and Application/Eligibility, Placement and Internships/Outcomes and Follow-up/Job Retention. Best practices were identified. Several committees were developed to help assist in the success of this initiative. These committees include: Steering Committee; Technology Committee; Curriculum & Articulation Committee; and an Evaluation Committee. A full day of training and brainstorming was well documented using SPC's Collaborative Labs format and can be found at the following URL: [http://www.spcollege.edu/central/collaborative/12/FLTrade/FLTrade\\_RTR.pdf](http://www.spcollege.edu/central/collaborative/12/FLTrade/FLTrade_RTR.pdf)
- Workforce Florida Inc. spearheaded an initial call with the 12 participating Regional Workforce Boards, SPC and MAF staff on January 24, 2013. SPC staff, Jackie Skryd and Gary Graham as well as MAF Nancy Stevens and the regional workforce boards were in attendance. Topics included: background summary; Manufacturers Association of Florida; RWB /College Contact List; RWB Community Stakeholder Agreements & dedicated Recruiter Staff; Technical proposal; Processes and collaboration i.e. who's taking the lead; EFM & Data Collection; Performance Goals; and Next Steps. Next RWB meeting is TBA.
- The first Steering Committee meeting is scheduled for February 28th at 9:00 a.m. on the St Petersburg College Clearwater campus.

**Florida Workforce System Occupational Training Governance Study (formerly  
Occupational Training Program Governance Study)**

**Project H**

**WFI Board Member Liaison: Mary Lou Brunell**

**WFI Staff: Jayne Burgess**

**Update**

A contract in the amount of \$350,000 was awarded to ICF International to provide professional advisory and technical assistance services to (1) review and analyze Florida's talent development assets aligned to economic development priorities and employer occupational demands; (2) conduct a thorough analysis of Florida's Targeted Occupational List (TOL) to include a review and analysis of the statutory responsibilities of Florida Workforce Estimating Conference and its activities in order to support Workforce Florida's strategic priority to ensure Florida's workforce system is delivering the skilled talent businesses need; and (3) analyze Florida's current workforce investment system and make recommendations on efficient and effective practices, policies and legislative changes that could be implemented to improve results for Florida's employers and workers. The project will provide a new vision for talent development enabling Florida to lead the nation in building a world-class comprehensive talent development system utilizing all education, economic and workforce assets to align education and career pathways in support of job growth and worker choices to build a competitive workforce.

Project is well underway with the approval of the Plan of Engagement. WFI staff held a meeting with the principals of the contract on January 16<sup>th</sup> to discuss the planned activities.

**Contract Period: 1/8/13 – 12/31/13**

**Contract Amount: \$350,000**

**Contract Balance: \$325,000**

## **International Trade and Logistics**

### **Project E**

**WFI Board Member Liaisons: Linda Sparks and John Wannamaker**

**WFI Staff Lead: Debbie McMullian**

**International Trade and Logistics QRT grant with University of North Florida** has exceeded the projected number of trainees at 24 months into the grant period, with 1229 trainees reported to date. The grant has over 50 companies statewide.

**Contract Period: 6/7/11-6/16/13 Project Completed**

**Trainees committed: 1,000**

**Contract Amount \$986,685**

**Remaining Balance: \$656**

**Air Cargo QRT grant with Broward College** began in January, 2012. The College is working with IATA International Air Cargo Association in Miami to conduct training statewide. CNS, a subsidiary of IATA (the International Air Transportation Association), is dedicated to the entire air logistics chain and provides a unique set of business solutions that meet the requirements of the air cargo industry in the USA. The first training class is scheduled for August, 2012.

As of January 31, 2013, the company has reported 108 trainees involving 18 Statewide companies.

**Contract Period: 8/8/11 – 8/7/13**

**Trainees committed: 600**

**Contract Amount: \$630,000**

**Remaining Balance: \$522,690**

**The Florida International Trade and Logistics Industry Advisory Council** targeted strategic locations throughout the state in support of Florida's Ports and Inland Ports in order to support future growth for this industry and expand export opportunities. Approved Career Academies in International Trade & Logistics are: Lee, Forrest, and First Coast High Schools in Duval County; Clay High School in Clay County; Baker High School in Baker County; Columbia High School in Columbia County; Kathleen High School in Polk County; Pensacola High School in Escambia County; South Broward High School in Broward County, Gulf Coast High School in Okaloosa County and Miami Dade County have signed the appropriate Letters of Commitment. The Advanced Manufacturing Academies included are: Peterson High School in Duval County and Boyd Anderson High School in Broward County and George Jenkins High School in Polk County.

Throughout the term of the grant, 2011/12 the FITL initiative provided funds and support for (15) fifteen high schools to plan and implement logistics and advanced manufacturing career



academies aligned with the Career and Professional Education (CAPE) Act within the state of Florida.

This project has:

- Created twelve (12) Florida International Trade and Logistics Career Academies throughout the state with a geographic focus on the deepwater seaports, inland ports and air cargo transportation hubs of the state;
- Created three (3) Florida Integrated Logistics and Advanced Manufacturing Career Academies that is specifically preparing students for international trade opportunities for integrated logistics;
- Provided support for student internships and teacher externships within the career academies;
- Provided oversight and technical support to the new district secondary school career academies during the time of the implementation;
- Implemented service agreements with secondary schools and Employ Florida Banner Center for Global Logistics and Advanced Manufacturing;
- Created a mentoring partnership similar to WorkSource (Regional Workforce Board and JAXPORT) and established partnerships with subject matter experts from the industry to achieve the goal of building relationships with their ports/hubs and the workforce board.

**Contract Term: 8/3/11 – 8/7/13 Project Completed**

**Contract Amount: \$600,000**

**Remaining Balance: \$0**

### **Other Freight and Logistics Activities**

Florida Department of Transportation (FDOT) hosted six regional listening sessions during July and August to gain stakeholder input into developing Florida's *Freight Mobility and Trade Plan*. Workforce Florida participated in several of the listening sessions throughout the state to assist with freight planning effort, workforce compatibility and economic development. The Plan aims to grow trade by creating an efficient intermodal system by moving freight and goods via ship, air, rail, transit and truck. The sessions allowed businesses and other interested parties that rely on freight movement to share their needs and provide valuable input for developing the policies and investments that will enhance Florida's future transportation and economic development efforts.

On October 15<sup>th</sup>, FDOT held the 1<sup>st</sup> Annual FDOT Freight Leadership Forum in Orlando. Chairman Dwayne Ingram and President Chris Hart presented the Keynote during lunch. A cross section of executive leadership attended the Forum, capturing a diverse range of strategic vision to be integrated into the development of the *Freight Mobility and Trade Plan*. Workforce and training issues identified by the group include more business engagement with apprenticeships programs, pairing veterans, (military) with trucking companies, better understanding of technology skills with labor skills, strong demand for technical schools, continual and active recruitment should begin at an early age. Consideration should be given to a Center of Excellence for Trade and Logistics and for a Logistics GI Bill.

Work continues to move forward on the Freight Mobility & Trade Plan with Workforce Florida staff providing input on the workforce system and the talent pipeline.

Additionally, the Office of Freight Logistics and Passenger Operations, a new department to coordinate and prioritize freight and port strategies and investments, is working on a web portal for logistics that will include providers, public and private training providers, industry credentials, job openings, supply/demand studies, etc. Workforce Florida will partner with this initiative.

2012-2013 Combined QRT/IWT Matrix thru 12/31/2012

RWBs	WFI Employer Specific Training Programs								TOTALS			
	QRT Award	Leveraged Funds	# Trained	# Projects	IWT Award	Leveraged Funds	# Trained	# Projects	Total Funds	Leveraged Funds	# Trained	# Projects
	7/1/12 - 6/30/13				7/1/12 - 6/30/13				YTD			
1	\$ 368,340	4,308,611	155	2	\$ 89,955	199,161	156	2	\$ 458,295	4,507,772	311	4
2					\$ 108,904	397,403	132	3	\$ 108,904	397,403	132	3
3									\$ -	-	0	0
4									\$ -	-	0	0
5					\$ 50,000	74,520	101	1	\$ 50,000	74,520	101	1
6									\$ -	-	0	0
7									\$ -	-	0	0
8	\$ 66,297	1,961,136	48	2	\$ 50,000	74,520	105	1	\$ 116,297	2,035,656	153	3
9	\$ 228,312	21,007,303	232	1	\$ 23,365	73,765	101	2	\$ 251,677	21,081,068	333	3
10	\$ 175,193	2,256,592	155	1					\$ 175,193	2,256,592	155	1
11					\$ 71,734	250,005	132	3	\$ 71,734	250,005	132	3
12	\$ 666,593	2,135,259	538	4	\$ 366,401	1,645,660	870	13	\$ 1,032,994	3,780,919	1,408	17
13	\$ 2,000,250	150,010,000	2000	1	\$ 84,466	1,402,456	155	3	\$ 2,084,716	151,412,456	2,155	4
14	\$ 346,133	10,557,268	219	2	\$ 440,684	15,699,094	690	14	\$ 786,817	26,256,362	909	16
15					\$ 538,004	1,549,569	689	18	\$ 538,004	1,549,569	689	18
16					\$ 80,583	190,019	80	4	\$ 80,583	190,019	80	4
17	\$ 351,309	4,609,279	245	5	\$ 44,748	103,105	272	2	\$ 396,057	4,712,384	517	7
18	\$ 58,569	446,039	34		\$ 92,470	174,179	179	2	\$ 151,039	620,218	213	2
19									\$ -	-	0	0
20					\$ 122,500	329,795	166	3	\$ 122,500	329,795	166	3
21					\$ 155,984	404,531	164	8	\$ 155,984	404,531	164	8
22					\$ 190,934	1,406,830	297	11	\$ 190,934	1,406,830	297	11
23	\$ 75,600	525,861	53	1	\$ 211,371	670,024	924	6	\$ 286,971	1,195,885	977	7
24			53		\$ 142,196	337,162	147	5	\$ 142,196	337,162	200	5
STW	\$ 79,842	1,158,560		1					\$ 79,842	1,158,560	0	1
<b>Total</b>	<b>4,416,438</b>	<b>198,975,908</b>	<b>3,732</b>	<b>20</b>	<b>2,864,299</b>	<b>24,981,798</b>	<b>5,360</b>	<b>101</b>	<b>7,280,737</b>	<b>223,957,706</b>	<b>9,092</b>	<b>121</b>
<b>Cost per Trainee</b>	<b>\$1,183</b>				<b>\$534</b>				<b>\$801</b>			

## **Supply & Demand Analysis for Target Industry Clusters and Infrastructure Innovators for Homeland Security and Defense and Life Sciences**

### **Project A**

**WFI Board Member Liaisons: Mary Lou Brunell and Ric Shriver**

**WFI Staff Lead: Jayne Burgess**

To remain competitive in a dynamic economy, Florida relies on a workforce system that is not only responsive to the changing needs of employers and workers, but also anticipatory of the future skills and demands needed to compete in a global economy. It must be capable of bridging the gap between stagnating and emerging industries, addressing both workforce preparedness and workforce readiness, and based on a strong understanding of future workforce needs gained through data analysis and qualitative business partnership insights. In addition to globalization, the retirement of the Baby Boom generation and the move of business toward more innovative, knowledge-based markets have combined to make the skills of the workforce paramount to successful economic development. Analyzing occupations and critical skill sets within Florida's targeted industry clusters can help identify which occupations provide the best opportunities for investment to building different types of skills, identify gaps and build career ladders—entry-level through advanced—in high growth areas. This supply/demand modeling focused on occupational skills can help guide both new entrants to the workforce as well as incumbent workers, Florida's workforce system and education providers by comparing workforce needs to the numbers and types of training, certificates and degrees awarded. WFI and DEO team members have agreed to a six-tier methodology. Additionally, that methodology has been shared with and accepted by Enterprise Florida. The first industry clusters addressed in Year One--2010-2011 were aviation/aerospace and clean energy.

In Year Two, the second two industry clusters were addressed—Homeland Security & Defense and Life Sciences with a contract renewal in the amount of \$600,000 (\$300,000 for each cluster) awarded to University of West Florida, Haas Center.

The contractor developed comprehensive supply/demand analyses for both clusters following the outlined six tier process. Quarterly status reports were submitted for February, April and July.

Other progress to date:

- Five focus groups were completed - two for the Homeland Security and Defense and three for the Life Sciences. The sixth was held at Bio Florida to include Life Sciences manufacturers. Regional Workforce Board Executive Directors and Business Liaisons were invited to participate in these important focus group meetings.
- Two remaining focus groups took place following the next two Targeted Industry Cluster Task Force meetings in Orlando.

- Fifteen in-depth interviews were completed with experts around the state of Florida. More interviews are scheduled in the coming few weeks in response to feedback from focus group participants.
- Cluster Business Surveys - The Haas Center subcontracted with SRA Research Group (currently under contract for WFI's Customer Satisfaction Project) to include in their survey document two critical questions: the top five occupations in which there is a current shortage of available talent and the top five occupations in which the companies believe there will be a shortage five years hence. Final survey data from SRA has been received and data is being incorporated into the appropriate statewide and regional analyses.
- Regional Focus Group Post-Analysis Reports were completed.
- Life Sciences Focus Group held a meeting at Florida International University President's – Mark Rosenberg – Mansion in Miami on October 26<sup>th</sup>.

The Year Two contract has ended.

**Contract Period: 1/9/12 – 12/31/12**

**Contract Amount: \$600,000**

**Contract Balance: \$ 20,000**

### **Year Three**

The contract has been executed and work is underway. The results of this project will provide WFI with a deep understanding of the workforce needs of the Information Technology sector. The project will focus on statewide and regional levels with a model Northwest Florida Regional Skilled Technician Supply/Demand Analysis being performed and presented to a newly established Regional Talent Supply Team.

**Contract Period: 1/30/13 – 12/31/13**

**Contract Amount: \$380,000**

**Contract Balance: \$380,000**

**Target Industry Cluster Task Forces**  
**Project J – WFI Strategic Plan**  
**WFI Staff Lead: Andra Cornelius**



**Bottom Line**

- WFI recently launched its final Target Industry Cluster Task Force for the Information Technology sector on February 6th. In Year One, WFI focused on **Aviation/Aerospace** and **Clean Technology**. Last year (Year Two) WFI focused on **Life Sciences** and **Homeland Security and Defense**.
- The Task Forces are comprised of statewide business leaders (senior “C” level) that will focus on the competitiveness of Florida’s talent and talent development system relative to other markets that advance or intend to advance similar clusters as well as the context of differences in capabilities, resources, and cluster makeup in and among Florida’s substate regions.
- Tapping into business intelligence and proving that customer satisfaction is “world-class” requires sound relationship management with leaders in industry clusters. The use of cluster task forces allows WFI to use leaders in fields they know best, open formal and informal channels with industry decision-makers and test assumptions with employers.
- Enabling this type of candid discussion requires that the meetings be closed without attendance from interested onlookers.
- It is expected that the Task Force will develop communiqués or dispatches about issues of top concern to the Information Technology Sector including the state’s talent pipeline, skills gaps, and workforce/education concerns. These dispatches may be used to brief Governor Scott, key members of his staff, and other collaborative partners including Enterprise Florida.
- Among other things, the Task Forces’ initial scope of work will be to review and improve two strategic projects: A customer satisfaction index that gauges business satisfaction with the Florida market and a rigorous supply/demand analysis that speaks to short- and long-term talent supply for the industry cluster.
- A special project portal—[www.FloridaITalent.org](http://www.FloridaITalent.org)—has been created to warehouse meeting documentation, milestones, relevant dispatches and reports, peripheral analysis and items, and editorial positioning.
- Four distinct in-person meetings are scheduled for the 2013 year of work (see dates below). The first and third meetings are Task Force members only (demand team). New this year are two meetings (second and fourth) to engage state and regional “supply side” partners, including state university system and Florida Department of Education, a set of regional workforce board leaders, delegates from targeted “test bed” regions, and state CIO directors to exchange views with the Task Force leaders on how best to development talent pipeline strategies and solutions for this key sector of the Florida economy. All remaining meetings will take place in Orlando.
- An enhanced communications strategy with periodic milestones conveyed to board / state leadership has been incorporated this year, with resultant items for workforce policy discussion or system wide process implementation.
- Contractor lead: Don Upton and Teresa Barber, Fairfield Index.

## **KEY DATES**

**February 6 (Task Force only)**

**May 7 (Open Session with Supply Side partners)**

**August 14 (Task Force only)**

**October 29 (Open Session)**

**Task Force Meeting #1 (Tallahassee)**

**Task Force Meeting #2 (Orlando)**

**Task Force Meeting #3 (Orlando)**

**Task Force Meeting #4 (Orlando)**

**Technical Assistance for New Career Academies (The Middle School IT Academy  
Technical Assistance demonstration project) – The Whetstone Group**

**Project J**

**WFI Board Member Liaison: Jennifer Grove**

**WFI Staff Lead: Dehryl McCall**

**Overview:** The goal of the project was to establish fifteen (15) Middle School CAPE IT Career Academies and/or Career Themed Courses which were implemented in the fall of the 2012-2013 school year with 135 industry recognized certifications earned by December 2012.

**Progress since last quarter:**

- The Whetstone Group completed Phase I of the project with an awards ceremony at Griffin Middle School where industry partners, Senate staff, CEO's, School Board officials, Local Superintendent staff, local elected officials, Career and Technical Education Directors, various partners and stakeholders witnessed the presentation of Microsoft and Adobe certifications to both teachers and middle school students.
- The 15 middle schools selected to participate in the original technical assistance project have experienced unparalleled success. By the end of the project all 15 middle schools had established a CAPE IT Career Academy with a total enrollment of more than 1400 students. By the end of the first semester of operations, 150+ industry certifications in Microsoft and Adobe had been earned by the teachers and students. Several of the students had earned the "Microsoft bundle" (3 Microsoft Office Suite Certifications) making their schools eligible for the supplemental CAPE Funding.

**Outcomes of Phase I:**

- **15 new Middle School IT Career academies up and running in the 2012 – 2013 year**
- **16 teachers earned 23 Microsoft and Adobe industry certifications**
- **Approximately 1408 students (mostly 8<sup>th</sup> graders) participated in the academies**
- **Over 150 credentials were earned by the end of December**

**Next Steps:**

- With the success of Phase I, Workforce Florida Inc has entered into Phase II where an additional 10 middle schools will be selected, through a competitive process, and provided professional technical services as well as industry products to develop new IT career academies. See the website <http://www.middleschoolcareeracademytap.com/> developed by CHOICE IT Career Academy Students in Niceville, Fl.

**Contract Amount: \$580,000**

**Contract Balance: \$ 280,000**



**USDOL – Technical Assistance Initiative**  
**Expanding Business Engagement Grant**  
**WFI Board Member Liaison: All Stimac and John Wanamaker**  
**WFI Staff Lead: Debbie McMullian**

**Overview:**

This is a grant provided by the United States Department of Labor's Employment and Training Administration and is being facilitated by Social Policy Research (SPR) associates. The grant is focused on improving program performance through enhanced business-focused services calling for better business communications, intelligence, performance and accountability for the workforce system. The grant will insure that our services are helping businesses achieve job creation, job retention and job advancement. We will assess our infrastructure and acquire system capabilities to help us track, measure and report on these performance measures, similar to our Daily Jobs Report. The platform chosen will include Customer Relationship Management (CRM) that assist in managing interactions with businesses and the technology to organize and report in real-time the performance of our business relations.

Twelve other states are also in the initiative: Massachusetts, New Jersey, Maryland, Mississippi, North Carolina, South Carolina, Colorado, Montana, Oklahoma, Indiana, Minnesota, and Ohio.

**Updates:**

The Florida team participated in the Expanding Business Engagement Pre-Institute Web meeting on October 3, 2012 which outlined the initiative's framework of four basic principles:

1. Understand your goals and develop a shared business and purpose;
2. Engage business as collaborators;
3. Deliver solutions and enact strategies that add value to businesses and communities; and
4. Measure results and document value.

This webinar was interactive, allowing the attendees to share some of their strengths and challenges when trying to engage local businesses.

The November 8<sup>th</sup> state teleconference unfortunately coincided with our Board of Directors meeting therefore not all team members will be able to participate. At this meeting state teams were to be given additional direction and materials to prepare for the upcoming Fall Institute which was tentatively scheduled for December 5-7<sup>th</sup>.

Our first face to face state team meeting was held November 15, 2012 in Region 11. Executive Director Rick Fraser, President, hosted the meeting at his office.

At the November 15<sup>th</sup> meeting, the EBE team discussed objectives of the grant, agreeing we must have real-time, measurable performance data. At this time, the Regional Workforce Boards use a variety of systems to gather data, however none are “real-time” and there is not always consistency. A survey to the Regional Workforce Board was sent out in January to determine how business penetration data is gathered and measured among the regions.

The Team will also begin evaluating various CRM platforms to determine which will better serve the needs of Florida. Salesforce.com, Microsoft Dynamics CRM, GeoSol, Oracle CRM, SAP, Sage SalesLogix, and Sugar CRM will be evaluated.

**Contract Period: 6/3/12 – 6/3/14**

**Contract Amount: \$70,000**

## **Youth STEM Training Initiative**

### **Project I**

**WFI Board Member Liaison: Jennifer Grove**

**WFI Staff Lead: Dehryl McCall**

**Overview:** The youth-STEM services provided through this pilot will lead 515 youth to a heightened awareness of the STEM related occupations through career awareness activities including internships, apprenticeships and/or other related activities, attainment of a STEM related industry recognized credential and ultimately securing employment and/or enrollment into a postsecondary education program in one of the STEM related occupational areas of study. The program design must include industry/employer approval. Other project outcomes will include 250 industry recognized credentials being earned and over 130 youth participants placed into either STEM related employment or STEM post-secondary training at the pilot's end.

**Region 2:** In the fourth and final quarter the Workforce Development Board of Okaloosa & Walton Counties (Region 2) completed their "Workforce 2020 Youth STEM" expanding the STEM pipeline beyond the traditional STEM employee base. The Workforce Board partnered with two nationally recognized agencies to make the WFI Youth STEM Grant a success -- Working with Gulf Power and the Home Builders Institute and finalizing the Get Into Energy and Home Builders Institute programs; and working with the Department of Juvenile Justice staff; and working with Northwest Florida State College to identify an instructor to teach the EIF course; and pulling all of this together is a big success and will greatly benefit the youth participants in Okaloosa and Walton Counties..

**Region 2 has served 30 youth, five more than their goal of 25 youth and expended 100% of their \$64,468 funding award. All 30 youth participants received Career awareness activities and either Occupational Skills training or an On-the-Job training activity; 24 youth received work experience, job shadowing or an internship. A total of 35 industry recognized certificates and/or High School diplomas were earned.**

**Region 14:** WorkNet Pinellas has partnered with Junior Achievement, Pinellas County School Systems, St Petersburg College and the Pinellas Education Foundation along with local employers and government agencies to bring the STEM TEC or Training for Emerging Careers with a Science, Technology, Engineering and Mathematics industry to local Pinellas youth. In the third quarter WorkNet completed their program and held an awards ceremony which was attended by over 375 individuals. Awards agenda included participation by the Pinellas County School Board, Coordinated Child Care, Investors, STEM TEC certification instructors, Internship, Certification and Scholarship winners. Acknowledgment was given to JA Banks and JA Essay Competition, Most Outstanding Rising Star- Teachers and Student's choice winners in a dynamic and energy filled auditorium.

Introduction of Junior Achievement and WorkNet Pinellas staff and a very innovative addition of the Be Entrepreneurial Award – ‘Shark Tank’ engaged Business partners with student teams to conclude the award program and close of the 4- week summer program.

**Region 14 has served 231 youth, 30 more than their projected goal of 200 youth and expended 100% of their \$150,000 funding award. All 230 participants have received Career awareness, Job shadowing and Occupational skills training and over 400 credentials were earned to date. Over 150 youth showed grade level gains in their reading and math scores.**

**Region 15:** Region 15, in partnership with Hillsborough County Schools received a pool of over 600 candidates submitting applications for STEMTEC 2012. From the pool of applicants, there were 200 youth certified WIA-eligible falling in the program’s age group of 14-16 with a 2.5 GPA or greater. All 200 youth began their participation on June 25th 2012 in the 5-week summer camp to explore and develop a strong understanding of STEM careers. Project-based learning in the areas of engineering design and development (specifically within Physics) took place with computer-aided design for “green” cars, culminating with the car’s construction.

**Region 15 has served 201 youth and expended 100% of their \$150,000 funding award. All 200 participants have received Career awareness, Job shadowing and Occupational skills training. 157 students have earned a certification during the program. 154 students earned Power Point, ten earned MS Word, and three earned their MS Outlook industry certifications; bringing the industry certifications total to 167. Nine students earned two certifications during camp and one student earned three (making her a Microsoft Office Specialist).**

**Region 23:** Out-of-School Youth Providers are continuing to aggressively recruit and enroll young adults for the Biotechnology Program, performing registration and eligibility, and intake/data entry. RWB has met with Miami Dade College North to develop a special remediation program. Due to a large number of students requiring remedial training prior to their entrance into occupational skills training, RWB 23 has been granted an extension on their funds through March 31, 2013 with reduction on their original \$150K NFA to \$89,960.

**To date, Region 23 expended 52% of their revised \$89,960 funding award and has served 57 of their projected goal of 90 youth. 50 participants have received Career awareness, Job shadowing and Occupational skills training.**

**Contract Amount: \$ 454,428**

**Contract Balance: \$ 43,447**

## Biography



### **Dept. of Economic Opportunity Executive Director Jesse Panuccio**

Jesse Panuccio joined the Department of Economic Opportunity (DEO) as Executive Director on January 8, 2013. Prior to DEO, he served as the General Counsel to Governor Rick Scott, managing legal affairs and staff of the Governor's office, helping direct and coordinate litigation and legal policy across state agencies, advising the Governor on more than 80 judicial nominations and serving as the Governor's chief ethics officer.

Before joining the Scott administration, Mr. Panuccio practiced law with the Washington D.C.-based firm Cooper & Kirk PLLC and served as a law clerk to Judge Michael W. McConnell of the U.S. Court of Appeals for the 10<sup>th</sup> Circuit.

He received his J.D. magna cum laude from Harvard Law School where he served as Supreme Court Chair of the Harvard Law Review. He is a graduate of Duke University and is a member of the bar in both Florida and Washington D.C. Mr. Panuccio is originally from northern New Jersey, and considers both Tallahassee and Palm Beach Gardens his home.

## **EMPLOY FLORIDA STATEWIDE OUTREACH AND MARKETING UPDATE**

\* \* \* \* \*

The Workforce Florida-funded Employ Florida advertising campaign is a key investment in statewide outreach to raise awareness and increase use of workforce system services and resources. This update provides an overview of the latest statewide advertising buys for January-June 2013. Covering activities from July-December 2012, this report is a follow-up to the last board update provided in the August 2012 agenda packet. Workforce Florida continues to advance workforce system outreach through earned, paid and social media opportunities statewide.

The advertising campaign is the result of the creative leadership of Moore Communications Group in Tallahassee, Workforce Florida's communications consulting firm of record. The latest campaign, Employ Florida Ambassadors, continues to strengthen partnerships and deliver success in large part due to the support of the Regional Workforce Boards, which are working collaboratively with Workforce Florida and the Department of Economic Opportunity to help identify and highlight job seeker and employer success stories.

The campaign, launched in 2012, continues to provide a platform for communicating real-life successes of jobs seekers and businesses. It allows them to serve as "ambassadors" to share their personal stories of how the Employ Florida Marketplace and the Employ Florida network of services for recruiting, hiring, training, job search and placement, retention and career advancement have facilitated their success. These stories also are now highlighted on Workforce Florida's website at:

<http://www.workforceflorida.com/PrioritiesInitiatives/Ambassadors/FloridaWorkforceAmbassadors.php>.

This briefing includes examples of recent ambassadors and their stories along with the advertising plan, which outlines print, radio, online and outdoor placements. Workforce Florida makes the creative content for statewide ads available to Regional Workforce Boards to customize and use to advance their local outreach efforts.

# Employ Florida Ambassadors

## MARS Contractors



### Brenda L. Hill-Riggins, President & Co-Founder

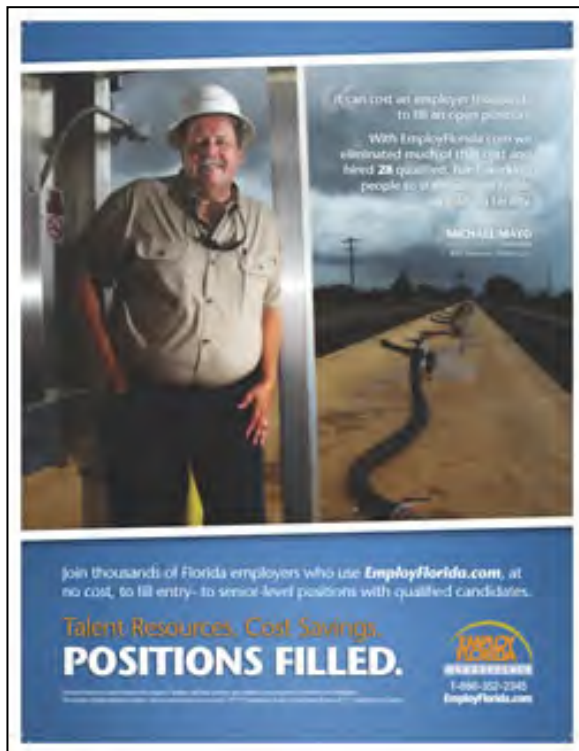
Upon being selected as a member of the Miami Marlins Ballpark construction team, MARS Contractors – an award-winning construction contracting company that has served on construction management teams for other large projects, including Raymond James Stadium in Tampa and American Airlines Arena in Miami – was positioned for growth, but needed labor resources to quickly expand. **South Florida Workforce Investment Board (SFWIB)** – the Regional Workforce Board responsible for providing workforce services in Miami-Dade and Monroe counties – was able to help.

“South Florida Workforce Investment Board provided us with the talent resources we needed to meet and exceed our customers’ expectations,” said Brenda Riggins, President and Co-founder of MARS Contractors. “[EmployFlorida.com](http://EmployFlorida.com) freed us up to focus on what’s important – getting the job done and attracting new business.”

SFWIB One-Stop Career Center staff used [EmployFlorida.com](http://EmployFlorida.com) to identify and screen candidates prior to sending finalists to MARS. Through On-the-Job Training, SFWIB helped MARS hire the eight employees it needed to get the job done.

“We measure the timeliness and consistency with which our staff engages with employers and responds to their needs,” said SFWIB Executive Director Rick Beasley. “This helps us identify ways to constantly improve customer service and increase opportunities for job seekers. The strong collaboration that exists among our board and partners throughout the region also helps to drive our innovative efforts and positive outcomes.”

## Rail Solutions Florida



### Michael Mayo, President

In summer 2012, the **Workforce Escarosa** Business Services team met with Rail Solutions Florida and its partner, Genesis Rail Services LLC, to identify talent needs and recruitment methods for hiring rail car unloading operators – who typically earn \$16 to \$20 dollars per hour – for their new crude oil transfer station in rural Northwest Florida.

After analyzing the employer's needs, Workforce Escarosa's Business Services Team immediately began planning a recruiting event to be held at a local Community Center several miles from the proposed jobsite.

Jobs were listed on EmployFlorida.com and the hiring fair was promoted through media outreach, fliers, and other means throughout the region. The hiring fair drew 400 applicants.

"The preparation, execution and follow-up of the hiring event were outstanding," said Michael Mayo,

President of Rail Solutions Florida. "I honestly cannot remember working with a more professional group of people."

Workforce Escarosa Executive Director Susan Nelms cites the region's focus on relationships, value and strategy as factors in the success of its business outreach and services.

"Our business services team members try to engage in the employer's own strategies during one-on-one meetings, facilitating stronger, ongoing relationships," said Nelms.

During the two weeks following the hiring event, Workforce Escarosa facilitated skills testing for more than 100 selected applicants and recommended 37 for additional screening. After background checks and final interviews, Rail Solutions Florida hired 28 qualified, hard-working rail car unloading operators.

The screening, recruiting and hiring cost savings realized through the company's use of services offered by the local workforce board made the employer's experience even more positive.

"It can cost an employer thousands to fill an open position," Mayo said. "With Employ Florida.com, we eliminated much of this cost. As Rail Solutions Florida continues to identify business opportunities in the Pensacola area, we will count on the Employ Florida network to help us staff our projects."



## Shands Hospital



### Jasmine Green, Monitor Support Technician

Though her family has faced economic and educational challenges, Jasmine Green has always set high goals for herself. She was introduced to the Employ Florida network of services through the TechQuest program offered by **FloridaWorks**, the Regional Workforce Board that provides workforce services in Alachua and Bradford counties. TechQuest is an eight-week long program designed to help participating students – who face challenges in obtaining the credits they need to graduate high school, have barriers to learning and/or are at the greatest risk of poverty – learn about technology and its evolving role in entrepreneurship development. Throughout the program, Gainesville technology company CEOs interact with the students, sharing their road to success and informing the students of the wealth generation that entrepreneurship can create – for both the founder and the community.

Through TechQuest, Green and her fellow students each earned an iPad to enhance their communication, research, writing, technology and financial literacy skills. Along with her classmates, Green also completed the application process at Santa Fe College and participated in the first of three years of summer internship opportunities with local businesses and startup companies.

During her third year in FloridaWorks' summer youth program – after her senior year of high school – Green was interviewed and hired on the spot for a job at Shands Hospital at the University of Florida. She attributes her level of professionalism and interviewing skills – which she learned made her the first employee to be hired on the spot by that particular supervisor – to the help she received from the youth services team at FloridaWorks. Since being hired, Green has received a promotion and now works as a monitor support technician in the trauma unit at Shands.

“The team at FloridaWorks helped me identify my career path and get a great job after high school,” Green said.

## Green Circle Bio Energy



### Kelly Parker, Human Resources and Safety Manager

Green Circle Bio Energy Inc. – a leading producer of wood pellets used in European coal power plants as an alternative energy source – turns to **Chipola Workforce Board** to meet talent and training needs. A member of the Employ Florida network, Chipola Workforce Board provides workforce services to businesses and jobs seekers in Calhoun, Holmes, Jackson, Liberty and Washington counties.

Green Circle Human Resources and Safety Manager Kelly Parker values Chipola's array of business services, including candidate recruitment and screening that begin with the Employ Florida Marketplace at [EmployFlorida.com](http://EmployFlorida.com). Most importantly, she values the top-notch talent connections made by Chipola Workforce Board.

"I'm very happy with the quality of applicants referred by Chipola Workforce Board," said Parker. "They come in ready to work, with great skills, attitudes and work ethic. Though I've only been here a short while,

I already am interested in expanding Green Circle's use of local workforce resources as we hire more employees."

Among recent Green Circle hires is Industrial Electrician Randal Hardbower, a Navy veteran who was laid off from his corrections job with the Florida Department of Juvenile Justice in 2011. Chipola Workforce Board initially matched Hardbower to a Green Circle opening based on electrician skills he gained while in the military. According to Parker, those skills helped him get the job.

"Chipola Workforce Board helped me find a job I like that pays better than the one I lost," Hardbower said. "Laid-off workers should get help at their local workforce boards. With persistence and the right help, something good will come through."

Chipola Workforce Executive Director Richard Williams said his board and staff are committed to addressing the talent needs of employers in his rural region.

"Chipola Workforce Board works hard to ensure that connecting job seekers and employers is our top priority every single day," said Richard Williams. "The business community needs to be assured that, as a team, workforce and economic development will go the extra mile to overcome challenges to attracting and retaining companies and jobs in this region."



**Advertising Plan Draft  
January 1 – June 30, 2013**

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## **Introduction**

This plan reflects Moore Communications Group's advertising recommendations for Workforce Florida for January 1 – June 30, 2013. The Employ Florida Ambassadors Campaign and current Employ Florida brand will continue through this timeframe. In addition, this plan is designed to continue generating awareness of the Hiring Florida's Heroes campaign, which promotes to job seekers and businesses the Employ Florida Vets portal and services available through Florida's local workforce delivery system (24 Regional Workforce Boards and nearly 100 One-Stop Career Centers).

The Ambassadors Campaign engages businesses and job seekers as "ambassadors" to share their real-life successes in using the Marketplace and the Employ Florida network of services for training and job placement, retention and advancement. Working with regional partners, Workforce Florida and Moore Communications Group are continuing to identify ambassadors across the state to ensure a diverse representation of those who are served by Florida's workforce system. In the beginning of fiscal year 2012-2013, Moore Communications Group facilitated one job seeker focus group and one employer focus group to ensure the messaging and creative content designed for this campaign resonate with the target audiences.

The advertising outlined in this plan will continue to communicate the strong and positive outcomes resulting from the collective efforts of the Employ Florida network to help Floridians find jobs and advance in their careers and to help businesses connect to the talent they need to compete. This plan outlines the ongoing promotion of the Employ Florida Marketplace to Florida's job seekers and businesses.

## Online

### *Google*

- Geo-targeting to Florida users 18+ years of age as well as veterans
- Search marketing, contextual marketing, re-marketing, mobile placement and managed placement
- Estimated 5 million impressions
- January 2 – June 30, 2013

### *Yahoo!*

- Geo-targeted to Florida
- Behaviorally targeted to HR Professionals, CEOs, CFOs, COOs, and professionals in the medical and information technology industries with an emphasis on STEM talent
- More than 35.4 million impressions
- February 1 – June 30, 2013

## Radio

### *Florida Public Radio (NPR)*

- Four spots per market per week, Monday-Friday (26 weeks)
  - Two or three spots/week during Morning Edition (5–9 a.m.)
  - One spot during All Things Considered (4-7 p.m.)
  - One spot as a Marketplace Sponsorship in Jacksonville, Tallahassee, Tampa and Orlando (6:30–7 p.m.)
- :15 and :20 second spots on stations listed below
- January 1 – June 24, 2013
- Total impressions: 6.8 million

<b>Station</b>	<b>City</b>	<b>Frequency</b>
WJCT-FM	Jacksonville	89.9
WLRN-FM	Miami	91.3
WFSU-FM	Tallahassee	88.9
WUSF-FM	Tampa	89.7
WMFE-FM	Orlando	90.7
WUFT-FM	Gainesville	89.1

### *Clear Channel/ Florida News Network and Hispania*

- Bonus: 1:1 PSA match
- Targeted markets: Tampa, Miami (Spanish/English), Orlando, Tallahassee, Jacksonville, Pensacola
- January 14 – June 30, 2013
- 1,824 spots, making more than 26.83 million impressions
- :30 second spots; see appendix 1(a) for full listing of stations

## **Print**

### *Florida Trend (January – June 2013)*

- Monthly readership: 250,000 (5,100,000 impressions total w/6 runs)
- Five full-page, full-color display ads (three are bonuses from 2012-2013 NEXT sponsorship)
- One advertorial
  - June issue: Topic TBD
- Bonus:
  - Six-month leaderboard run-of-site ad, on FloridaTrend.com (65,000 impressions per month) 390,000 total
  - Six-month half banner ad in AM Daily Pulse eNewsletter one day per week leaderboard run-of-site ad (44,000 impressions per week) 1,144,000 total
  - Six-month skyscraper ad in Daily Pulse Afternoon eNewsletter two days per week (88,000 impressions per week) 2,288,000 total

### *HR Review Magazine and Buyer's Guide*

- Quarterly readership: 14,000 HR professionals and influencers statewide
- Full page ad placement in Winter publication
- Placement in Buyer's Guide for the Winter publication

### *Business Journals*

- 7.5" x 10" black and white print ads to run three times in each of the following markets: Jacksonville, Orlando, South Florida (Miami/Ft. Lauderdale) and Tampa
- More than 1,017,060 print impressions
- One month of online ad placements on all four business journal websites (320,000 impressions)
- One week of text logo placement (160 characters, plus logo) on all four Business Journal websites (80,000 impressions)

### *Community Newspapers*

- 3.75" x 4" black and white ad to run in community papers throughout the state
- More than 47 million impressions
- Frequency: 12 runs in 107 community papers
  - See appendix 1(c) for full listing of publications

### *Minority Newspapers*

- 23 minority Florida newspapers throughout the state
- 11 Hispanic publications (63 total ads)
- 12 African-American publications (72 total ads)
- More than 9.98 million impressions
- 1/8 page; black and white ad
- Frequency: three to six runs in all 23 publications, listed below

*Hispanic Publications*

<b>Outlet</b>	<b>Market</b>
<i>El Nuevo Herald</i>	Miami
<i>Diario Las Americas</i>	Miami/Fort Lauderdale
<i>Siete Dias</i>	Tampa/St. Petersburg
<i>El Sentinel</i> (Orlando)	Orlando
<i>El Sentinel</i> (Ft. Lauderdale)	Ft. Lauderdale
<i>Osceola Star</i>	Orlando/Daytona Bch/Melbourne
<i>La Gaceta</i>	Tampa/St. Petersburg
<i>Siete Dias</i>	Tampa/St. Petersburg
<i>El Latino Semanal</i>	West Palm Beach/Ft. Pierce
<i>Nuevos Ecos</i>	Collier and Lee counties
<i>El Clarin</i>	<i>Miami/Ft. Lauderdale</i>

*African-American Publications*

<b>Outlet</b>	<b>Market</b>
<i>Capitol Outlook</i>	Tallahassee
<i>Pensacola Voice</i>	Pensacola
<i>Daytona Times</i>	Orlando/Daytona Bch/Melbourne
<i>The Florida Star</i>	Jacksonville
<i>Orlando Times</i>	Orlando/Daytona Bch/Melbourne
<i>South Florida Times</i>	Miami/Ft. Lauderdale
<i>Tempo Times</i>	Sarasota
<i>St. Petersburg Weekly Challenger</i>	Tampa/St. Petersburg
<i>Caribbean Today</i>	Miami/Ft. Lauderdale
<i>Orlando Florida Sun</i>	Orange/Osceola/Seminole
<i>Jacksonville Free Press</i>	Jacksonville
<i>Florida Sentinel Bulletin</i>	Tampa/St. Petersburg

**Outdoor**

*Lamar*

Billboard locations are being identified in and around counties with the highest six-month average unemployment rates. Possible locations may include, but are not limited to, I-4, I-75, US 19, I-10, I-95 and I-275.



## Appendix 1: Publication Listing – Workforce Florida Advertising Plan

### A. Clear Channel Radio Stations

WNWW-FM, Jacksonville  
WSOL-FM, Jacksonville  
WHYI-FM, Miami  
WMGE-FM Miami (Spanish)  
WXSX-FM, Tallahassee  
WTNT-FM, Tallahassee

WFLZ-FM, Tampa  
WBTP-FM, Tampa  
WXXL-FM, Orlando  
WJRR-FM, Orlando  
WTKX, Pensacola

### Florida News Network

WCTH-FM, Miami  
WFKZ-FM, Miami  
WKEZ-FM, Miami  
WINZ-AM, Miami  
WIOD-AM, Miami  
WFHT-AM, Sebring  
WWPR-AM, Sarasota  
WWJB-AM, Tampa  
WENG-AM, Sarasota  
WLKF-AM, Lakeland  
WSRQ-AM Sarasota  
WJCM-AM, Sebring  
WWLL-FM, Sebring  
WDAE-AM, Tampa  
WFLA-AM, Tampa  
WHNZ-AM, Tampa  
WZHR-AM, Tampa  
WZZS-FM, Sebring  
WNDB-AM, Daytona Beach  
WLBE-AM, Orlando  
WMMB-AM, Melbourne  
WSBB-AM, Melbourne  
WFLF-AM, Orlando  
WLOQ-FM Orlando  
WMGF-FM, Orlando  
WTKS-FM, Orlando  
WYGM-AM, Orlando  
WEUS-AM, Orlando  
WPSL-AM, Ft. Pierce  
WSTU-AM, Ft. Pierce  
WZTA-AM, Ft. Pierce  
WJNO-AM, West Palm Beach  
WJBT-FM, Jacksonville  
WJGH-FM, Jacksonville  
WNZF-AM, Daytona  
WZNZ-AM, Jacksonville

WQOL-FM, Ft. Pierce  
WNWW-FM, Jacksonville  
WQIK-FM, Jacksonville  
WSOL-FM, Jacksonville  
WDSR-AM, Jacksonville  
WNFB-FM, Jacksonville  
WQHL-AM, Jacksonville  
WJXR-FM, Jacksonville  
WIYD-AM, Jacksonville  
WPLK-AM, Jacksonville  
WFOY-AM, Jacksonville  
WFDM-AM, Fort Walton Beach  
WCOA-AM, Pensacola  
WCOA-FM, Pensacola  
WTKE-FM, Pensacola  
WFLN-AM, Arcadia  
WVOI-AM, Naples  
WKII-AM, Punta Gorda  
WJHC-FM, Tallahassee  
WMAF-AM, Tallahassee  
WFLA-FM, Tallahassee  
WTAL-AM, Tallahassee  
WOYS-FM, Panama City  
WZEP-AM, Panama City  
WTYS-AM, Panama City  
WTYS-FM, Panama City  
WDIZ-AM, Panama City  
WFLF-FM, Panama City  
WKFL-AM, Gainesville  
WLQH-AM, Gainesville  
WZCC-AM, Gainesville  
WRUF-AM, Gainesville  
WSKY-FM, Gainesville  
WOCA-AM, Gainesville

## **FNN-Hispania**

WRUM-FM, Orlando  
WQBN-AM, Tampa  
WWPR-AM, Tampa  
WZSP-FM, Tampa/St. Petersburg/Sarasota  
WJNX-AM, West Palm Beach/Ft. Pierce  
WRLX-FM, West Palm Beach/Ft. Pierce  
WMGE-FM, Miami/Ft. Lauderdale

## **B. Advertising Network of Florida (107 publications)**

Advocate, The (Orlando)	Miami Herald, The
Alachua County Today	Monticello News
Apopka Chief, The	Nassau County Record
Baker County Press, The	Navarre Press
Beaches Hometown News, The	New Smyrna Beach Hometown News
Belleair Bee	North Brevard Hometown News
Bradenton Herald/Lakewood Ranch	Northeast News & Tribune
Bradford County Telegraph	Northport Sun Herald
Brandon News & Tribune	Northwest News & Tribune
Cape Coral Daily Breeze	Orlando Times
Carrollwood News & Tribune	Ormond Beach Hometown News
Central Florida Future, The	Osceola News Gazette (sat)
Charlotte Sun	Osceola News Gazette (th)
Citrus County Chronicle	Palm Bay Hometown News
Clay County Leader	Pinellas Park Beacon
Clay Today	Plant City Courier & Tribune
Clearwater Beacon	Plant City Shopper
DeLand Hometown News	Planter, The
Deltona Hometown News	Polk County Democrat, The
Desoto Sun Herald	Ponte Vedra Extra
East Orlando Sun	Ponte Vedra Recorder
Englewood Sun	Port Orange Hometown News
Fernandina Beach News-Leader	Port St. Lucie Hometown News
Florida Star, The	Praise Reporter
Florida Times Union	Putnam County Courier Journal
Fort Meade Leader, The	Riverland News
Fort Myers Beach Observer	Sanford Herald
Fort Pierce Hometown News	Sanibel Captiva Islander
Frostproof News	Sanibel Captiva Shoppers Guide
FSView/Florida Flambeau	Santa Rosa Press Gazette
Gainesville Record, The	Sebastian Hometown News
Gasparilla Gazette	Seminole Beach-Beacon
Grapevine News	Seminole Chronicle
Gulf Breeze News	Seminole Voice

Heritage Florida Jewish News  
Holmes County Times-Advertiser  
Jackson County Times  
Jefferson Journal  
Lake City Reporter  
Lake Placid Journal  
Lake Region Monitor  
Lake Wales News  
Laker, The (Land O' Lakes)  
Laker, The (Wesley Chapel)  
Laker, The (Zephyrhills)  
Largo Leader  
Lehigh Acres Citizen  
Lutz News, The  
Madison County Carrier  
Madison Enterprise-Recorder  
Marco Island Sun Times  
Martin County Hometown News  
Melbourne Hometown News

South Shore News & Tribune  
South Tampa News & Tribune  
Sumter County Times  
Sun, The (Sun City)  
Suncoast Pasco East  
Suncoast Pasco North  
Suncoast Pasco West  
Suncoast Pinellas North  
Suntree/Viera Hometown News  
Tampa Tribune, The  
Union County Times  
Venice Gondolier Sun/Sun Shopper, The  
Vero Beach Hometown News  
Wakulla News, The  
Washington County News (Chipley)  
Weekly Advertiser  
West Orange Times, The  
West Orlando News  
West Volusia Beacon, The  
Winter Park Maitland Observer



# WORKFORCE FLORIDA BOARD *of* DIRECTORS

## 2012-2013 Executive Committee & Board Councils

### Executive Committee

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<b>Dwayne Ingram, Chairman</b>	Kevin Doyle	Andy Perez
<b>Jennifer Grove, Vice Chairman</b>	Leslie Ingram	Ric Shriver
Mary Lou Brunell	Lumon May	Britt Sikes

### Finance & Efficiency Council

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<b>Andy Perez, Chairman</b>	George Hauer	*Dennis Meyers (Tampa Bay WorkForce Alliance) /Angie Metcalf (Chair, Workforce Solutions)
<b>Lumon May, Vice Chairman</b>	Eric Kennedy	
James Baiardi	Maria Rodriguez	
Randy Berridge	Wayne Rosen	
Ben Grzesik		

### Global Talent Competitiveness Council

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<b>Ric Shriver, Chairman</b>	Mary Lou Brunell	* John Wanamaker (Chairman, Center for Business Excellence /Patti Breedlove (Chair, FloridaWorks)
<b>Leslie Ingram, Vice Chairman</b>	Ed Moore	
David Armstrong	Linda Sparks	
Commissioner Tony Bennett/ Rod Duckworth	Al Stimac	
Brittany Birken	Secretary Wansley Walters/ Christy Daly	

### Performance Council

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<b>Britt Sikes, Chairman</b>	Alex Moseley	* Steve Parrish (Chairman, Workforce Alliance)/ Gary Arenson (Chairman, WorkForce One)
<b>Kevin Doyle, Vice Chairman</b>	Linda Reiter	
Dan Baldwin	Steven Sonenreich	
Matthew Falconer	Secretary David Wilkins/ Mike Carroll	
Don Gugliuzza		
Bill Law		

*\*Regional Workforce Board Representative and designee*

***WORKFORCE FLORIDA BOARD OF DIRECTORS***  
***DRAFT 2013 SCHEDULE***  
***OF BOARD, EXECUTIVE COMMITTEE & COUNCIL MEETINGS***  
*(Subject to Change)*

***FEBRUARY 2013***

Executive Committee Meeting <i>Tallahassee</i>	February 20, 2013	3:00 – 5:00
Councils/Board of Directors <i>Tallahassee</i>	February 21, 2013	8:00 – 3:00

***APRIL 2013***

Executive Committee Teleconference	April 17, 2013	10:00 – 11:00
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***MAY 2013***

Executive Committee Meeting <i>Naples</i>	May 21, 2013	3:00 – 5:00
Councils/Board of Directors <i>Naples</i>	May 22, 2013	8:00 – 4:00

***JULY 2013***

Executive Committee Teleconference	July 17, 2013	10:00 – 11:00
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***AUGUST 2013***

Executive Committee Meeting <i>Palm Beach County</i>	August 21, 2013	3:00 – 5:00
Councils/Board of Directors <i>Palm Beach County</i>	August 22, 2013	8:00 – 4:00

***OCTOBER 2013***

Executive Committee Teleconference	October 16, 2013	10:00 – 11:00
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***NOVEMBER 2013***

Executive Committee Meeting <i>Daytona Beach</i>	November 6, 2013	3:00 – 5:00
Councils/Board of Directors <i>Daytona Beach</i>	November 7, 2013	8:00 – 4:00