

**Florida Credentials Review Committee  
Meeting Minutes  
Sept. 8, 2021**

**I. Call to Order**

Katie Crofoot, Director, Reimagining Education and Career Help (REACH) Office, Executive Office of the Governor, called to order the inaugural meeting of the Florida Credentials Review Committee at 1 p.m. on Sept. 8, 2021, at the Florida Capitol – House Meeting Room 12.

**II. Pledge of Allegiance**

**III. Roll Call**

Executive Coordinator Lisa Cramer conducted a roll call. The following members were present:

Timothy Beard  
Michael Biskie  
Robert Boyd  
Kevin Carr  
Marshall Criser  
Katie Crofoot  
Katherine Goletz  
Lloyd Gregg  
Jennifer Grove  
Diane Head  
Kathy Hebda  
Adrienne Johnston  
Henry Mack  
Debbie Magruder  
Jacob Oliva  
Casey Penn  
James Taylor

**IV. Member Introductions** – Each member gave a quick introduction of their organization, title, and background.

**V. Welcome and Remarks** – Ms. Crofoot welcomed everyone, explained the importance of the Florida Credentials Review Committee (CRC) and reviewed the agenda. Ms. Crofoot reminded the members to review and complete the Conflict of Interest form. Public comments are welcome and those interested may complete a public comment card. Ms. Crofoot introduced George T. Levesque, Shareholder, Gray Robinson, to speak on the Florida Sunshine Law and ethical requirements for members.

**VI. Ethics Considerations and Sunshine Law Overview** – Mr. Levesque gave an overview on the Florida Sunshine Law, addressing key points of the law including open meetings, conflicts of interest and public records.

**VII. Reimagining Education and Career Help (REACH) Act Overview** – Michelle Dennard, President and CEO, CareerSource Florida, thanked the committee for their

dedication to advancing education and workforce development efforts in Florida, and spoke to the comprehensive nature of the REACH Act. Ms. Dennard discussed CareerSource Florida's implementation of the REACH Act, a priority of House Speaker Chris Sprowls and Governor DeSantis.

**VIII. Overview of Committee Responsibilities** – Andra Cornelius, CECD, CareerSource Florida Sr. Vice President of Business and Workforce Development reviewed the Framework of Quality, the Master Credentials List (MCL) and the current work led by the Florida Department of Education's Credential of Value workgroup, begun in May 2021, with Education Strategies Group (ESG). Ms. Cornelius discussed the creation of a definition of value and a framework for evaluating credentials. She discussed how the current MCL is composed of the 2020-2021 Career and Professional Education (CAPE) secondary and postsecondary lists, as required in law and approved by the State Board of Education. An example of what the MCL might look like was also shown.

Dan McGrew, CareerSource Florida Vice President of Strategic Policy and Performance, discussed the Classification of Instructional Programs (CIP) to Standard Occupational Codes (SOC) analysis required in the REACH Act. Mr. McGrew described the requirement of the CRC to establish a process for linking all new credentials. He discussed Florida Education & Training Placement Information Program (FETPIP) data and the CRC's requirement to establish a new returned-value funding formula containing weights for wages and underserved populations.

**IX. Action Item**

**1. Credentials Review Committee Charter**

Mr. McGrew reviewed the committee charter document.

Ms. Crofoot called for a motion to approve the committee charter.

Motion: Marshall Criser  
Second: Michael Biskie

There was no discussion and no comments from the public.

The action item passed unanimously by a vote of 17 to 0. The committee approved the charter as presented. REACH Office Director Katie Crofoot was named Chair of the CRC as outlined in the charter.

**X. REACH Act and Related Work Underway**

Chair Crofoot introduced the next presenters to review work currently underway.

1. Emily Passias, Ph.D. Director, Education Strategy Group, shared with the committee information on how other states (Alabama, North Carolina, Hawaii, and Ohio) have approached the challenge of identifying occupations and credentials aligned to their workforce talent needs.

Keith Richard, Ph.D., Statewide Director, Career & Technical Education Quality, Florida Department of Education, gave an update on the Credential of Value work group and how it will inform the CRC's work, with their third work group meeting held on July 30 focusing on credential sequencing and the value of that process. Dr. Richard also spoke about a survey issued to businesses and partners on sequencing and how the work group plans to incorporate employers in its work to ensure the voice of industry is recognized and there is employer validation, with the support of CareerSource Florida, the Florida Council of 100 and others.

Additionally, Dr. Richard gave an update on the creation of a workforce education data platform that is being designed to inform and support the work of the CRC, the REACH Office, CareerSource Florida and the Departments of Education, Economic Opportunity and Children and Families. The three main functions of the platform will consider workforce supply and demand, program return on investment and program quality, ensuring consistency and creating a common understanding of the outcomes of Florida's workforce ecosystems.

2. Education Meets Opportunity Platform (EMOP) – Alli Phillips, COO, PAIRIN introduced herself and spoke to the three main project components:

- Data integration (build and standardize collection)
- Data rationalization and analytics (define, standardize and store); and
- Data utilization (create dashboards/Ad hoc reporting capability)

Ms. Phillips said the company has contracted with Skills Engine, Clarion and Research Improving People's Lives (RIPL). Work began in May 2021, with expectations that a dashboard should be produced by June 2022.

3. Labor Market Estimating Conference (LMEC) – Adrienne Johnston, Deputy Secretary, Florida Department of Economic Opportunity

Ms. Johnston provided an update on her work with the Office of Economic and Demographic Research and the workplan relating to the first meeting of the LMEC on Oct. 6. The product of the LMEC will serve as the official data source for Florida on supply and demand gaps. She also described how the CRC will use that product.

## **XI. 2021-2022 CRC Timeline**

Mr. McGrew walked the committee through the 2021–2022 timeline, CRC deliverables and due dates.

## **XII. Open Discussion/Public Comment**

Member Lloyd Gregg inquired about where the CRC information will be maintained. Mr. McGrew informed the committee that all information will be located on CareerSource Florida's website and the committee's work will be transparent and available to all.

Mr. Gregg requested more information on what the Florida Department of Education's contracted groups are doing through the Credentials of Value workgroup.

Member Michael Biskie also commented that he would like more information. Chair Crofoot said additional information will be shared with the committee as work progresses for the committee's input and decisions throughout the process.

Member Jennifer Grove asked whether the EMOP platform being built would have a public facing component. Chancellor Henry Mack said it's currently reserved for staff and legislative staff; however, there have been conversations regarding a public facing component, as this information could be very useful to parents, students and faculty.

### **XIII. Closing Remarks**

Ms. Crofoot thanked the members for their commitment and time. She expressed gratitude to Speaker Sprowls for his vision and the landmark legislation to transform Florida's education and workforce system. This committee has a key role in supporting this vision and responsibility in ensuring the success and alignment with the Governor's goal to achieve a stronger, more competitive Florida. She thanked the CareerSource Florida team for their support of the committee. The next quarterly meeting of the committee will be in December.

### **XIV. Adjournment**

Chair Crofoot adjourned the meeting at 3:18 p.m.