

# Florida Credentials Review Committee

## Meeting Agenda

SADDLEBROOK RESORT TAMPA, ROOM TBD  
5700 SADDLEBROOK WAY, WESLEY CHAPEL, FL 33543  
MONDAY, JUNE 27 • 3 P.M. – 5 P.M. ET

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### Chair's Welcome and Remarks

**Katie Crofoot**

*Director, REACH Office  
Executive Office of the Governor*

### Consent Item

**Katie Crofoot**

- April 28, 2022, meeting minutes

### Florida Chamber Foundation Workforce Needs 2.0 Survey

**Dave Sobush, CEcD**

*Director of Research,  
Florida Chamber Foundation*

### Credentials Review Committee Deliverable: Develop a Returned-Value Funding Formula

**Dan McGrew**

*Vice President, Strategic Policy & Performance  
CareerSource Florida*

**Kathy Hebda**

*Chancellor, Florida College System*

**Kevin O'Farrell, Ph.D.**

*Chancellor, Division of Career & Adult Education  
Florida Department of Education*

**Tara Goodman**

*Vice Chancellor, Division of Career & Adult Education  
Florida Department of Education*

### Updates from Framework of Quality Workgroups

- Demand Thresholds
- Wage Thresholds
- Credential Sequencing
- Credential Identification

**Jennifer Grove/Dehryl McCall**

**Adrienne Johnston/Adam Briggs, Ph.D.**

**Katherine Goletz/Tara Goodman**

**James Taylor/Keith Richard, Ph.D.**

### Economic & Demographic Research Planning Workgroup

**Katie Crofoot**

**Dan McGrew**

### Open Discussion and Public Comment

### Chair's Closing Remarks

**Katie Crofoot**

### Upcoming Meetings

September 22, Tallahassee  
November 17, Virtual

### Information Items

**Consent Item 1**

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

# **Consent Item**

## **APRIL 28, 2022, MEETING MINUTES**

In accordance with Article VII, Section 7.3 of the approved bylaws of CareerSource Florida, the corporation is required to keep correct and complete books and records of accounts and shall keep minutes on the proceedings of the Credentials Review Committee.

## **FOR CONSIDERATION**

**Approval of April 28, 2022, Meeting Minutes, to include any modifications or changes noted by the committee.**

**Credentials Review Committee  
Meeting Minutes  
April 28, 2022**

**I. Call to Order**

Chair Crofoot called the virtual meeting to order at 1 p.m. on April 28, 2022.

**II. Roll Call**

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

Katie Crofoot  
Michael Biskie  
Robert Boyd  
Hugh Campbell  
Kevin Carr  
Marshall Criser  
Katherine Goletz  
Jennifer Grove  
Diane Head  
Kathy Hebda  
Adrienne Johnston  
Kevin O'Farrell  
Casey Penn  
James Taylor

A quorum was present.

Chair Crofoot welcomed new committee member Dr. Kevin O'Farrell. Dr. O'Farrell is the Florida Department of Education's newest Chancellor for the Division of Career & Adult Education.

**III. Consent Item**

Chair Crofoot called for a motion to approve the meeting minutes from March 9, 2022.

Motion: Hugh Campbell  
Second: James Taylor

There was no discussion and no comments from the public.

The consent item passed unanimously.

#### IV. Credentials of Value Work

Dan McGrew, Vice President of Strategic Policy & Performance at CareerSource Florida, provided a high-level overview of Education Strategy Group's final report and how the work may help guide the Framework of Quality workgroups. Keith Richard, Statewide Director of Career and Technical Education Quality, provided an in-depth review of the work completed by Education Strategy Group. Education Strategy Group was contracted to conceptualize a definition for credentials of value for the state of Florida and provide periodic updates. The conceptual framework is applied to credentials at the sub-baccalaureate level only. Dr. Richard emphasized decision points highlighted in the report.

#### V. Updates from Framework of Quality Workgroups

- **Wage Thresholds** – Partners at the Department of Economic Opportunity have built the prototype for a tool that enables inquiry into distributional implications of wage threshold decisions and analysis under several potential wage measurement methods. The tool also identifies qualifying proportions of Florida workers and credential completers categorized by:
  - Occupational sector.
  - Occupational educational requirement.
  - Credential type.
  - Credential subject matter.
  - Population demographic characteristics.

The workgroup awaits data from the Labor Market Estimating Conference and continues to experiment with analysis using existing data sources. The group continues contributing to a catalog of issues relevant to more than one Credentials Review Committee workgroup.

- **Credential Sequencing** – The workgroup is currently discussing:
  - What does it mean for a credential to be validated and recognized by industry?
  - What minimum wage threshold should be established?
  - What does it mean for a credential to be part of a career pathway?
- **Credential Identification** – The workgroup has established a diverse inventory and maintenance procedures. The Independent Colleges and Universities of Florida leadership team has developed and disseminated a new survey to inventory offerings at private institutions. The workgroup has an inventory of postsecondary programs underway. They are working to apply new Classification of Instructional Programs (CIP) to Standard Occupational Classification (SOC) crosswalk and incorporate linkages into the Framework of Quality review process.

## **VI. Defining Local Demand: A Case Study**

CareerSource Florida Senior Director for Business & Workforce Development Dehryl McCall, staff lead for the Demand Thresholds Workgroup, introduced Diane Head, executive director of CareerSource North Florida, and panelists Greg Vickers, owner of Certified Towing, and David Dunkle, associate dean for economic development and technical programs at North Florida College. The panelists discussed the commercial vehicle driving program at North Florida College and partnerships.

## **VII. Determining Local Demand**

Jennifer Grove, vice president of external relations at Baptist Health Care, provided an update and stated the workgroup guiding questions are: what demand threshold methodologies and processes currently exist and what criteria are best for defining what meets local demand, given relevant variables such as local and regional economies, target industries, infrastructure and emerging opportunities? The workgroup agreed on the following four guiding principles to determine local demand:

1. Sector-based
2. Emerging Opportunities
3. Market-driven
4. Aligned and Accountable

As the workgroup awaits data from the Labor Market Estimating Conference, it continues to consider whether emerging industries/occupations can meet the new demand threshold and ensure all demand is captured. Members also are ensuring the new methodology takes a long-term view of demand.

## **VIII. Open Discussion and Public Comment**

Chair Crofoot stated the committee received a letter from Florida Farm Bureau Federation President Jeb Smith voicing concern about a lack of agricultural data and how that may impact the Master Credentials List. Chair Crofoot asked the Credential Identification Workgroup to provide additional insight at the next meeting.

Keitha Bennet with the Florida Farm Bureau Federation reminded the committee of the importance of the agricultural industry and its need for a talent pipeline. Amy McAllister with Volusia County Schools commented on scaffolded list options and essential careers.

## **IX. Chair's Closing Remarks**

After thanking committee members for their attendance and contributions, Chair Crofoot adjourned the meeting at 2:56 p.m.

# BUILDING AMERICA'S BEST WORKFORCE

## FLORIDA WORKFORCE NEEDS STUDY 2.0

### Overview

Florida needs to fill 1.63 million net new jobs by 2030 to accommodate the current workforce and prepare for the 3.5 million more residents that will call Florida home. It is more important now than ever for Florida's businesses and education partners to unite to ensure the right things happen to advance the hard and soft skills needed to close workforce skills gaps and secure Florida's future talent.

### What we've done:

Last year, the Florida Chamber Foundation released the 2021 Florida Workforce Needs Study which provided deep insight into the occupations and skills that will advance our state economy and worker prosperity. Among the findings:

- Careers in Healthcare, IT/Math, Business/Finance, and Architecture/Engineering show promise for advanced wages and long-term resiliency,
- Florida's largest employment clusters have competency oversupply, and were among the most impacted by the 2020 economic contraction,
- Undersupplied career areas offer many of the highest wage rates, and
- Many pathways exist from oversupplied/low-wage career areas to undersupplied/high-wage career areas

### What we're doing:

This year, the Florida Chamber Foundation commenced the follow-up research effort known as the Florida Workforce Needs Study 2.0. This two-year research program will further examine the lasting impacts of the pandemic on your workforce needs and challenges, and will provide insight into how Florida businesses and educational institutions can partner to advance the hard and soft skills needed to narrow Florida's workforce skills gaps and improve our talent pipeline.

### Where we're going:

In order to grow Florida to a top 10 global economy by 2030, we know that more than 60% of Floridians age 25-64 will need a high-value post-secondary certificate, degree, or training experience. The Florida 2030 Blueprint also calls for more than 80% of Florida's workforce to have essential employability skills. Meeting these goals and others will allow us to achieve Florida's potential, with a path to prosperity for all.

To learn more about the Florida 2030 Blueprint and the *Florida Workforce Needs Study 2.0*, contact:

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**Dave Sobush**, Director of Research  
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# Florida Credentials Review Committee

## Returned-Value Funding Formula

The development of a returned-value funding formula is one of the deliverables of the Credentials Review Committee. The statutory intent of the new returned-value funding formula is to “allocate school district performance funds that reward student job placements and wages for students earning industry certifications, with a focus on increasing the economic mobility of underserved populations.”

Florida Statute defines the authority of the Credentials Review Committee along with the elements that must be considered when developing the formula.

### **FL Statute 445.004 (4)(h)10**

*The Credentials Review Committee shall develop a returned-value funding formula as provided under ss. 1011.80(7)(b) and 1011.81(2)(b). When developing the formula, the committee may not penalize Florida College System institutions or school districts if students postpone employment to continue their education.*

### **FL Statute 1011.80(7)(b)**

*Beginning with the 2022-2023 fiscal year, the Credentials Review Committee established in s. 445.004 shall develop a returned-value funding formula to allocate school district performance funds that rewards student job placements and wages for students earning industry certifications, with a focus on increasing the economic mobility of underserved populations. One-third of the performance funds shall be allocated based on student job placements. The remaining two-thirds shall be allocated using a tiered weighted system based on aggregate student wages that exceed minimum wage, with the highest weight applied to the highest wage tier, with additional weight for underserved populations. Student wages above minimum wage are considered to be the value added by the institution's training. At a minimum, the formula must take into account variables such as differences in population and wages across school districts.*

### **FL Statute 1011.81(2)(b)**

*Beginning with the 2022-2023 fiscal year, the Credentials Review Committee established in s. 445.004 shall develop a returned-value funding formula to allocate institution performance funds that rewards student job placements and wages for students earning industry certifications, with a focus on increasing the economic mobility of underserved populations. One-third of the performance funds shall be allocated based on student job placements. The remaining two-thirds shall be allocated using a tiered, weighted system based on aggregate*

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*student wages that exceed minimum wage, with the highest weight applied to the highest wage tier, with additional weight for underserved populations. Student wages above minimum wage are considered to be the value added by the institution's training. At a minimum, the formula must take into account variables such as differences in population and wages across the state.*



# Florida Credentials Review Committee

## Framework of Quality Workgroups – June 2022 Update

The Credentials Review Committee has convened four workgroups consisting of subject-matter experts from multiple agencies and various stakeholder partners. These workgroups were established around each element of the Framework of Quality, which will be used to identify credentials of value for inclusion on the Master Credentials List starting in January 2023.

Each workgroup is led by a member of the Credentials Review Committee and facilitated by a professional team member from one of the lead agencies tasked with implementing the Reimagining Education and Career Help (REACH) Act.

Workgroup	CRC Member Lead	Facilitator
Wage Thresholds	Adrienne Johnston, Florida Department of Economic Opportunity	Adam Briggs, CareerSource Florida
Demand Thresholds	Jennifer Grove, Baptist Health Care	Dehryl McCall, CareerSource Florida
Credential Sequencing	Katherine Goletz, Florida Department of Agriculture and Consumer Services	Tara Goodman, Florida Department of Education
Credential-Occupation Correlation and Gap Identification	James Taylor, Florida Technology Council	Keith Richard, Florida Department of Education

A brief summary of the progress of each workgroup is as follows:

### Wage Thresholds

Building on the preliminary research and analysis conducted for its biweekly meetings during the first half of 2022, the Wage Thresholds Workgroup is now focused on identifying guiding principles that will inform the ultimate methodology and related decision points for consideration by the Credentials Review Committee. Some of this work will depend on the Labor Market Estimating Conference's definitive data-of-record: for example, recommendations on empirical vs. aspirational wages as a qualitative standard will depend on what the Labor Market Estimating Conference data reveals later this year.

Starting in June, designees from the Steering Committee will meet monthly with colleagues from the Office of Economic and Demographic Research (EDR), the body charged with producing the Labor Market Estimating Conference's publication called for in the law. In an effort to maximize visibility, synergy, and alignment with the work

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prepared for and conducted in those monthly meetings, the Wage Thresholds Workgroup will meet monthly this summer.

## Demand Thresholds

The Demand Thresholds workgroup has held nine meetings since late January. The workgroup has explored several existing demand threshold methodologies and processes used by various organizations to identify “local demand.”

At the April 28, Credentials Review Committee Meeting, the following guiding principles were discussed will be applied to develop a process for determining local demand as called for in the statute.

- 1) **Sector-based:** Supports talent needs of industry sectors of focus, including target industries and infrastructure industries, as defined by the local workforce development board; **or**
- 2) **Emerging opportunity:** Real-time talent needs presented by a new or expanding business, industry, or economic development entity. “Evidence must include employer information on present credential use or emerging opportunities;” **and**
- 3) **Market-driven:** Flexibility to pivot based on business talent needs driven by the local economy and emerging credentials discovery; **and a part of an**
- 4) **Aligned & accountable focus** across the economic and talent ecosystem including secondary and postsecondary education, local workforce development boards, economic development and industry with shared alignment of resources.

On June 3, the workgroup met and received presentations from CareerSource Palm Beach County, which showcased its recently developed Career/Workforce Programs Stakeholder Engagement & Collaboration process, and from Warren Davis, Policy Analyst at CareerSource Florida, on the most recent Career, Adult and Professional Education application and approval process through the lens of demand. Both processes employ collaborative approaches that put the talent needs of industry in the center while aligning education, workforce and economic development and can serve as models upon which the local demand process can be developed.

As a result of the discussion, some key points surfaced: (1) all key partners should be in alignment with the local workforce development board as the lead convener and submitter on behalf of the partners; and (2) technology should be used to develop a portal to manage applications, upload any required and supporting documents like proof of local demand and verification of industry and partner support. This vital feedback will lead to the development of a set of criteria that will be presented to the committee for its consideration and approval.

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## Credential Sequencing

The Credential Sequencing Workgroup has met five times and is currently reviewing some of the draft components for its deliverables. The draft definition establishes the following credential parameters that may need to be subject to the credential sequencing review:

- Career Certificate Programs (clock hour certificate).
- Apprenticeship Certificates (at the Florida Department of Education reporting number level).
- College Credit Certificates.
- Applied Technology Certificates (clock hour or college credit certificate)
- Industry Certifications.

Key considerations under review include how to evaluate the following:

- Whether the credential is validated and recognized by industry.  
Whether the credential meets a minimum wage threshold and/or meets a minimum demand based upon evidence of an unmet need for skilled workers.
- Whether the credential is part of a career pathway leading to a credential that meets the middle to high-wage threshold.

## Credential-Occupation Correlation and Gap Identification

The Credential-Occupation Correlation and Gap Identification Workgroup is focused on identifying postsecondary programs (using Classification of Instructional Programs, or CIP, codes) in Florida and identifying the occupations (using Standard Occupational Classification, or SOC, codes) for which these programs train. The workgroup, with the collaboration of representatives from the various Florida postsecondary sectors, has identified an active program inventory across the State University System (SUS), Florida College System (FCS), public district technical colleges (tech colleges), Independent Colleges and Universities of Florida (ICUF) and the Commission of Independent Education (CIE).

The workgroup is using a revised, updated CIP-to-SOC crosswalk generated by the SkillsEngine (SE) contractor for the Florida Department of Education (FDOE) as the basis for its work. There are three main decisions points that the workgroup is considering:

1. **Additional CIP to SOC Linkages:** The Board of Governors is currently reviewing more than 100 linkages that are included on the National Center for Education Statistics (NCES) CIP-to-SOC crosswalk that were reviewed by SkillsEngine and omitted from the Florida crosswalk. These linkages are specific to baccalaureate-level programs and above. Through the Board of Governors' in-depth review, it is likely the workgroup will add to the SE Florida crosswalk and include some NCES linkages that were originally omitted by SE.
2. **Strength of Connection:** SkillsEngine included a three-point ordinal scale rating for each of the linkages included on the crosswalk: Direct, Close, or General. The workgroup has discussed this aspect of the SE crosswalk in depth and has

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recommended that, for the purposes of the Master Credentials List (MCL), it is important to include all linkages, even those that are rated as General. In other words, the workgroup finds all “strengths of connection” ratings as signifying appropriate program-to-occupation linkages for the MCL analyses.

3. **Competitive Education Requirement:** Each occupation on the crosswalk has been rated as “competitively” requiring a different education level, ranging from “no postsecondary education” through “Ph.D. or doctoral degree.” Importantly, Florida maintains 6-digit CIP codes that range from the lower-division postsecondary educational credentials (e.g., Career Certificates) through upper-division and graduate level postsecondary credentials (e.g., doctoral degrees). Therefore, the workgroup must determine which of the SE CIP-to-SOC linkages are appropriate for Florida 6-digit CIP codes of different education levels.

# Information Items



# Florida Credentials Review Committee

## 2022 - 2023 Timeline

<b>June</b>	6/27, 3 to 5 p.m. – Credentials Review Committee meeting in Wesley Chapel, coinciding with Florida Chamber Foundation's 2022 Florida Learners to Earners Workforce Solution Summit, to introduce the Returned-Value Funding Formula; provide updates from Framework of Quality workgroups and Labor Market Estimating Conference progress toward August conference; review list of credentials that will be evaluated for inclusion on Master Credentials List; and review outcomes from Florida Chamber Foundation's Florida Workforce Needs Survey 2.0.
<b>August</b>	Labor Market Estimating Conference Meeting #3 – Labor supply/demand and gap analysis anticipated.  Demand workgroup develops proposed demand thresholds based on Labor Market Estimating Conference product.
<b>September</b>	9/22 9 a.m. to 4 p.m. – Credentials Review Committee meeting in Tallahassee to approve final Framework of Quality criteria, Returned-Value Funding formula, and process for accepting and evaluating new credentials for inclusion on the Master Credentials List.
<b>October</b>	Apply Framework of Quality to existing credentials and accept submissions for new credentials.
<b>November</b>	11/17 – Virtual Credentials Review Committee meeting to update committee on progress of application of Framework of Quality and evaluation of new credential submissions and determine process for annual review of Master Credentials List beginning in 2023.
<b>January 2023</b>	Credentials Review Committee meets to adopt Master Credentials List for state of Florida.
<b>Feb – March 2023</b>	CareerSource Florida Board votes on delivery of <b>Master Credentials List to State Board of Education.</b>  Anticipated convening of Labor Market Estimating Conference during first quarter 2023.
<b>May – June 2023</b>	Credentials Review Committee meets to adopt <u>new</u> credentials for the Master Credentials List that meet the Framework of Quality. Annual review of the Master Credentials List with roster of those credentials no longer meeting the Framework of Quality to be phased out.

# Florida Credentials Review Committee

## Speaker Bio

### **Dave Sobush, CEcD**

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Dave Sobush serves as the director of research for the Florida Chamber Foundation. He is a Certified Economic Developer (CEcD) with over 20 years of experience in economic development research, economic diversification and resiliency, data analysis, mining and reporting, public policy, stakeholder engagement, project management and more.

As director of research for the Florida Chamber Foundation, Dave oversees the Foundation's numerous research projects, [TheFloridaScorecard.org](http://TheFloridaScorecard.org) and heads up the Florida 2030 Blueprint Caucus to strategically align the business community with trade associations, local chambers and business groups focused on growing Florida the right way. Dave provides economic analysis to our local chambers, economic developers and other key members and partners.

Dave holds a Master of Business Administration in Finance and Economics, a Master of Education in Social Studies Education, and a Bachelor of Arts in History.