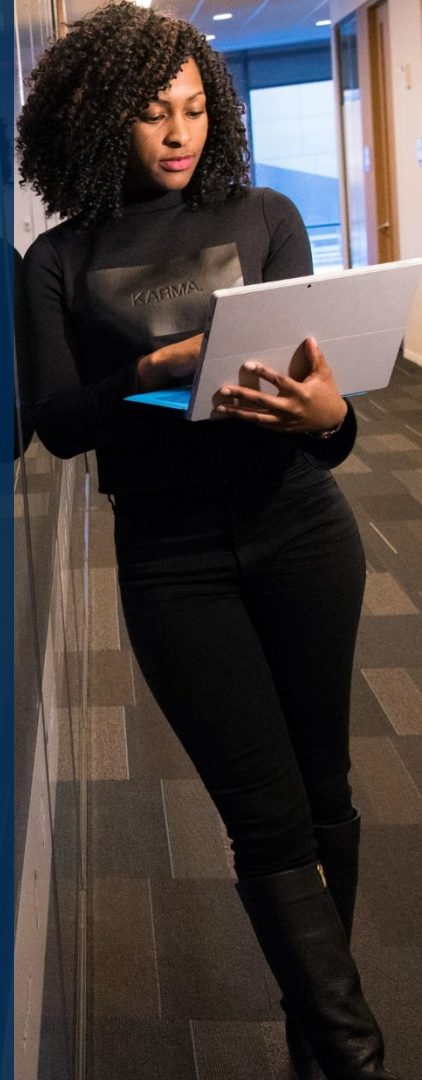


# Florida Credentials Review Committee Meeting

May 22, 2024



# Welcome and Remarks



**Katie Crofoot**

Chair

# FOR PUBLIC COMMENT:

Please see Madison Frazee for a public comment card and wait to be recognized by the chair.

# Consent Agenda

## For Consideration:

- Approval of February 21, 2024, meeting minutes to include any modifications or changes noted by the Committee.
- Approval of February 26, 2024, meeting minutes to include any modifications or changes noted by the Committee.

# Status Update on the 2024-2025 Master Credentials List (MCL)



**Adam Briggs**

Senior Director, CareerSource Florida

# Appeals to the Decisions of the Credentials Review Committee

- Applicants have 15 days from notice of deficiency to appeal in writing to the President & CEO of CareerSource Florida.
- Appeals reviewed by interagency team including members from FloridaCommerce, Florida Department of Education, and CareerSource Florida.
- CareerSource Florida Board of Directors considers the appeal at board meeting.

# Status of Appeals

## Appeal to Credential Review Committee Decisions

Credential	Issue	Status
Center for Financial Responsibility Personal Financial Literacy Certification	Framework of Quality. Not issued by industry or an industry organization.	CSF board denied appeal.
Cyber in Minecraft: Expert	Framework of Quality. Not issued by industry or an industry organization.	CSF board denied appeal.
Coding in Minecraft: JavaScript Expert	Framework of Quality. Not issued by industry or an industry organization.	CSF board denied appeal.
Coding in Minecraft: Python Expert Coding	Framework of Quality. Not issued by industry or an industry organization.	CSF board denied appeal.

# Status of Appeals

## Appeal to Credential Review Committee Decisions

Credential	Issue	Status
IPC-J-STD-001 Standard	Framework of Quality. The credential must be independent of a curriculum or training course.	CSF board denied appeal.
Certified Forklift Technician	Framework of Quality. The credential must be independent of a curriculum or training course.	CSF board denied appeal.
Power Line Worker Level I	Framework of Quality. Standard Occupation Classification Code linkage. Local board needs to submit local demand.	CSF board denied appeal.



# Action Item

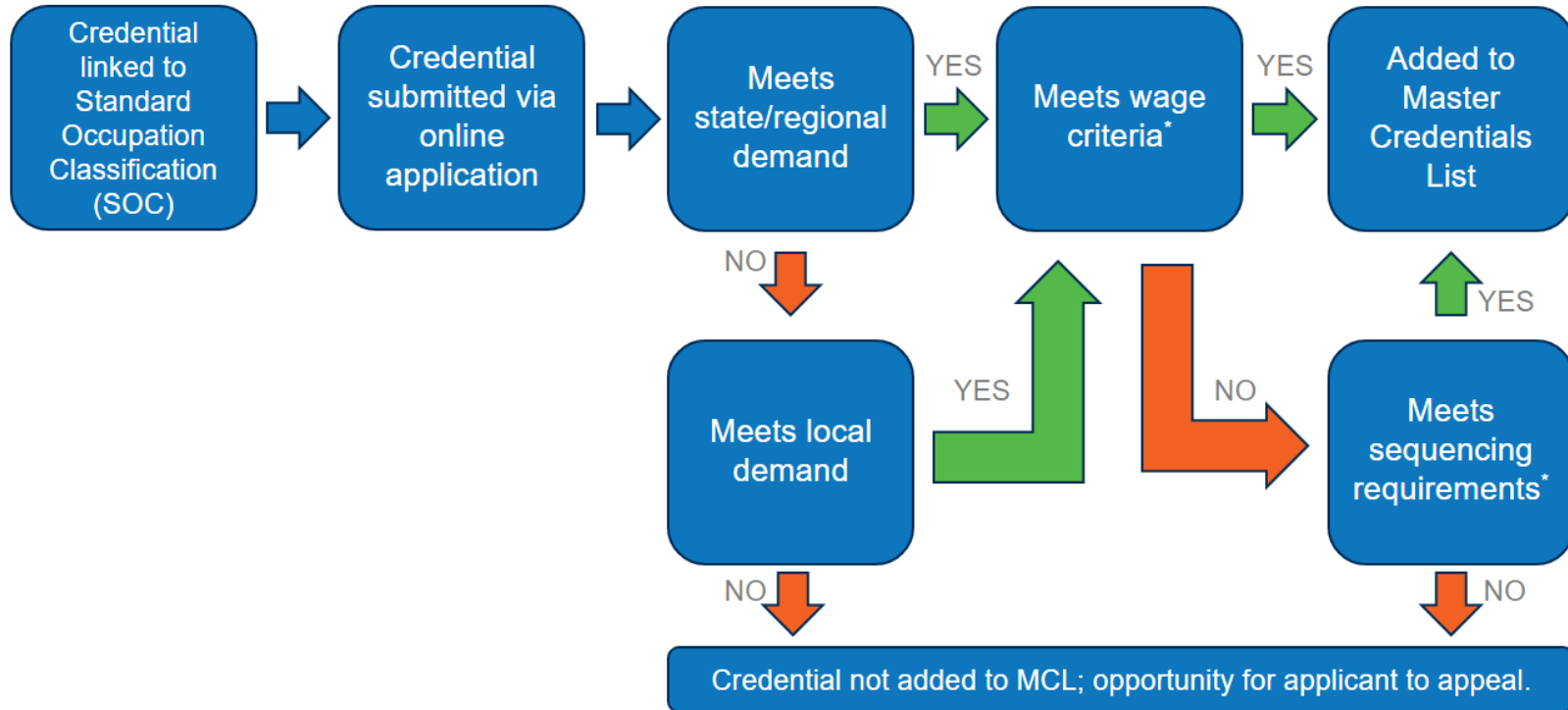
*Recommended Updates to MCL from December 31, 2023,  
and March 31, 2024, Application Periods*



**Adam Briggs**

Senior Director, CareerSource Florida

# Recommendation for Addition



*\*Applies only to non-degree credentials*

# Credentials Flagged for Removal That Now Satisfy Criteria for Local Demand

<b>Certified Internet Web (CIW) Web Security Professional</b>	<b>Certified Internet Web (CIW) User Interface Designer</b>
<b>Certified Internet Web (CIW) Web Development Professional</b>	<b>Certified Internet Web (CIW) Multimedia Specialist</b>
<b>Certified Internet Web (CIW) Web Foundations Associate</b>	<b>Certified Internet Web (CIW) JavaScript Specialist</b>
<b>Certified Internet Web (CIW) Advanced HTML5 &amp; CSS3 Specialist</b>	<b>911 Public Safety Telecommunicator</b>
<b>Certified Internet Web (CIW) Data Analyst Specialist</b>	<b>Certified Internet Web (CIW) Web Security Specialist</b>

# Action Item

For Consideration:

- Approve the updated 2024-2025 Master Credentials List and send these recommendations to the CareerSource Florida Board of Directors for delivery to the State Board of Education.
- Approve technical revisions to the list by the Department of Education, as needed without adding or removing any credentials not explicitly described in this Action Item.

# Florida Council of 100 Economic Competitiveness Study



**Steven Birnholz**

Executive Vice President, Florida Council of 100



- **Florida CEOs**
- **150+ companies, 1.3 million employees**
- **Nonprofit, nonpartisan**

# **The Florida Council of 100 Mission**

**To improve the quality of life and economic well-being of all Floridians through the relentless pursuit of better, business-driven public policy**

# FC100 Work Linking Education With Industry

- **Board of Governors Access and Educational Attainment Commission (2012)**
- **Talent Development Council (chaired)**
- **Education Strategy Group Credentials of Value Working Group**
- **CRC Emerging Demands Workgroup**
- **CRC Credential Sequencing Workgroup**
- **CRC Wage Thresholds Workgroup**
- **CareerSource Florida Education & Industry Consortium Strategic Policy Workgroup**
- **DOE Career & Technical Audit Committee**
- **Education Meets Opportunity Platform**



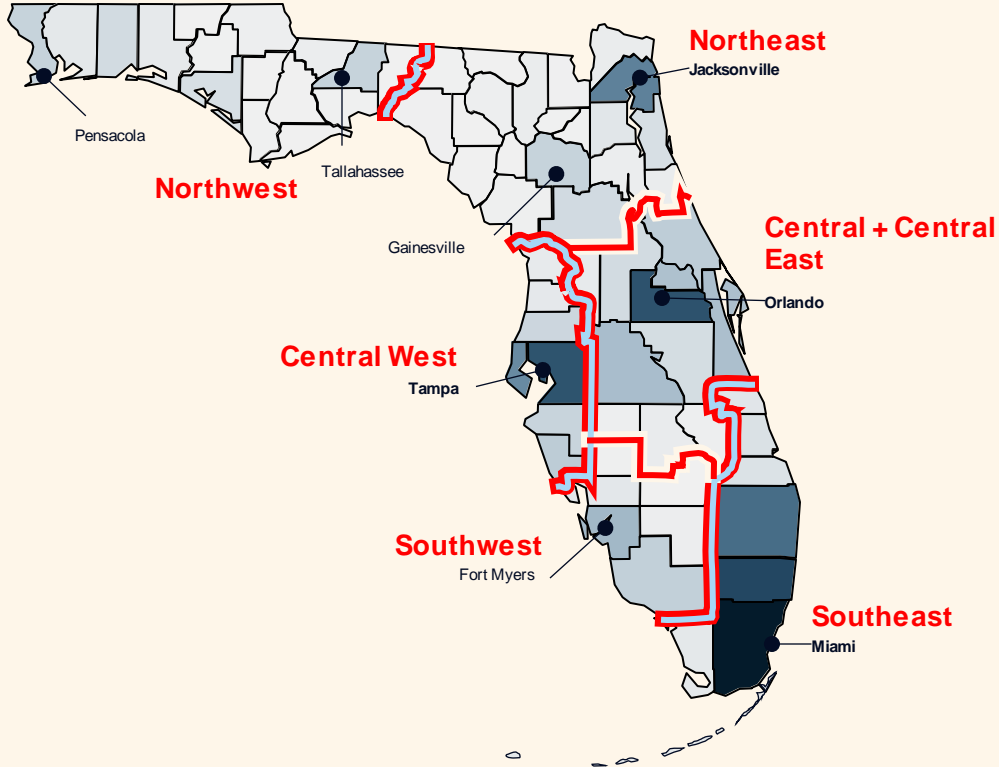
# Economic Competitiveness

- The Council is currently working to develop an economic development strategy for the state focused on regional strengths.
- Florida has grown over 50% since Enterprise Florida was conceived in 1996, and, out of necessity, the state has steadily blossomed into a conglomerate of **unique regional economies**. These regions are increasingly capitalizing on their distinct compositions to out-compete not only other states, but other countries, as well.
- To this end, the Florida Council of 100 has created an innovative platform for the regular convening of regional EDOs to coordinate common economic development goals with the advancement of unique local efforts.

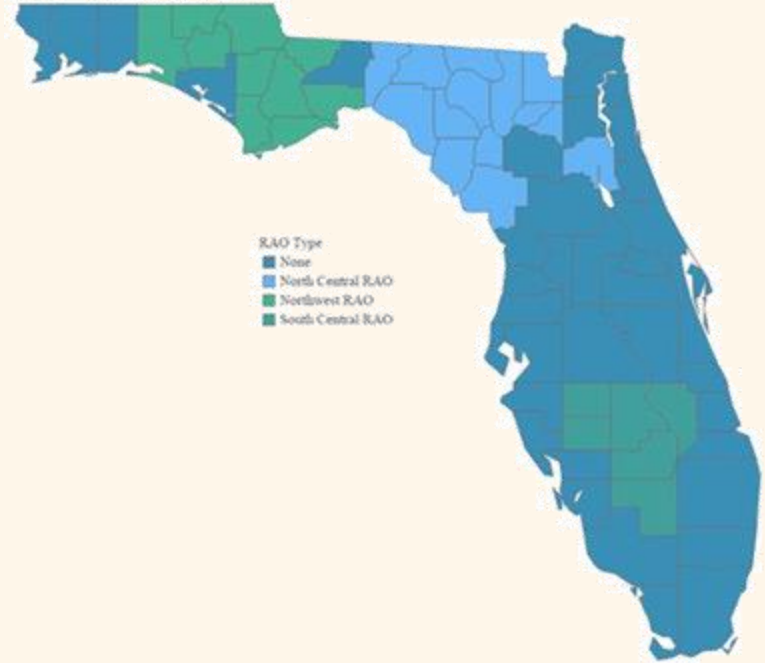
# Our Approach

- **McKinsey & Company conducted a comprehensive study looking at the industry sector composition of various regions across the state, the drivers of those sectors, and potential roadmaps for increasing each region's economic performance.**
- **Combined with the Council of 100's analysis, this work provides the baseline data to identify and focus on key clusters with high wages and greater economic resiliency where Florida's regions can compete.**

# Regions



# Rural Areas of Opportunity



# We identified high opportunity economic clusters in each region based on their attractiveness and competitiveness

ⓧ Deep-dive

1 We define economic clusters...

2 ...and assess their attractiveness & competitiveness based on 6 dimensions

## 30 clusters

Such as Transportation & Logistics, Food & Beverages, Agriculture & Fishing, Retail, Finance & Insurance Services, etc.



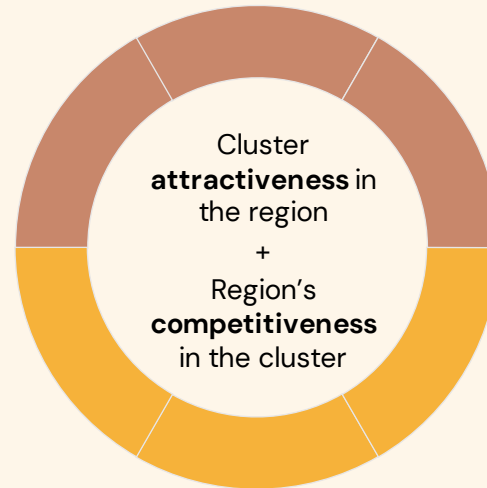
## Based on aggregating Porter's 67 industry clusters

Traded & local groups of industries related by knowledge, skills, inputs, and demand (e.g., Food Processing and Manufacturing, Local Food and Beverage Processing and Distribution)



## Based on ~1000 national industries

Defined by 6-digit NAICS-codes (e.g., Cane Sugar Manufacturing, Seafood Product Preparation and Packaging, Industrial Building Construction)

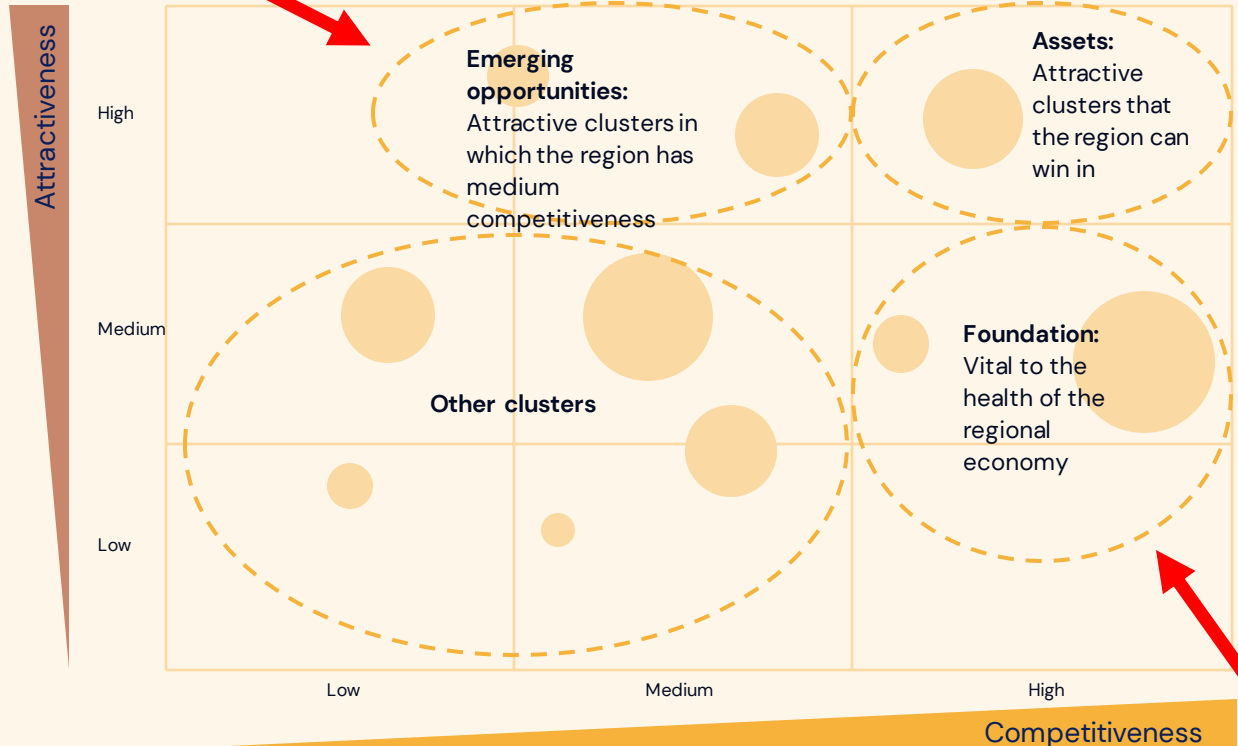


- **Job Growth (forward looking) with Scale**  
Does the cluster have strong employment growth prospects with significant scale?
- **High value**  
Does the cluster create jobs with high wages and create additional indirect economic impact in the state?
- **Resilience**  
Is the cluster relatively insulated from recessions and economic shocks?
- **Specialization**  
Does the region have an existing specialization with above-average presence in the cluster?
- **Talent base**  
Is there an existing talent base and local skill pipeline for the cluster?
- **Investments**  
Are investments occurring in the cluster?

# Based on a cluster's relative attractiveness and competitiveness it can be identified as an asset, emerging opportunity, or foundation in each region

ILLUSTRATIVE

● Area of bubble = cluster's current regional GDP contribution



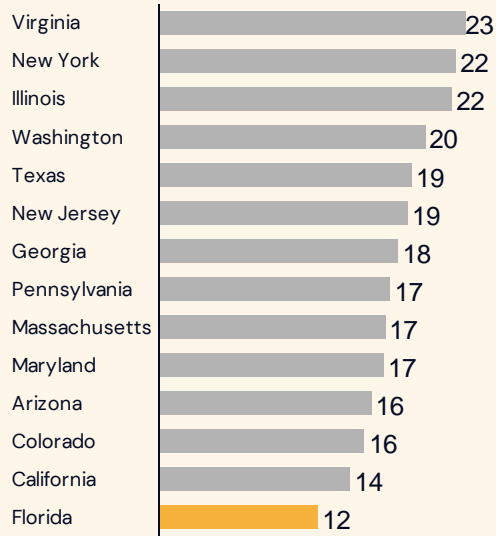
We consider both a cluster's **attractiveness** as well as its **regional competitiveness**

Although the general approach is to prioritize **'Asset'** clusters and **'Emerging opportunities'**, the **'Foundation'** clusters play an important role in regional economic development strategy

# High-potential clusters & “gateway” occupations create opportunities to close the gap relative to peers in terms of high-paying jobs in the state

## Florida lags peers in terms of high-paying jobs

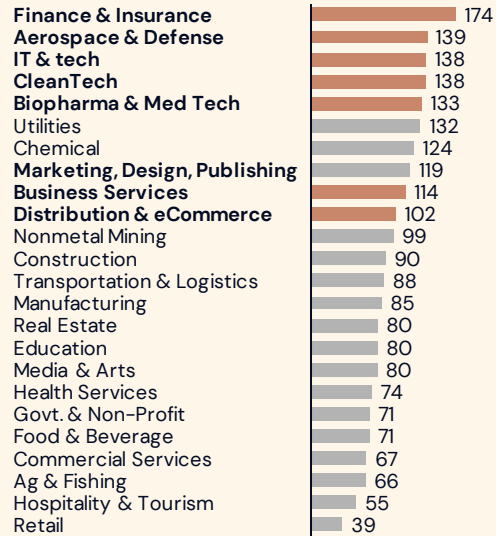
Employment in high-paying occupations<sup>1</sup>, % (2022)



## Growth in high-potential clusters can help close the gap

Average FL cost-of-living adjusted wages, \$K, 2022

■ Typical priority clusters across regions ■ Other clusters



## ‘Gateway’ occupations that are proven springboards to economic advancement can support equitable growth

‘Gateways’ are a diverse set of occupations that have **unlocked progressions** into ‘Targets’: middle- to higher-wage occupations that are **good quality by being resilient to automation<sup>2</sup> and accessible** based on job experience, not just credentials

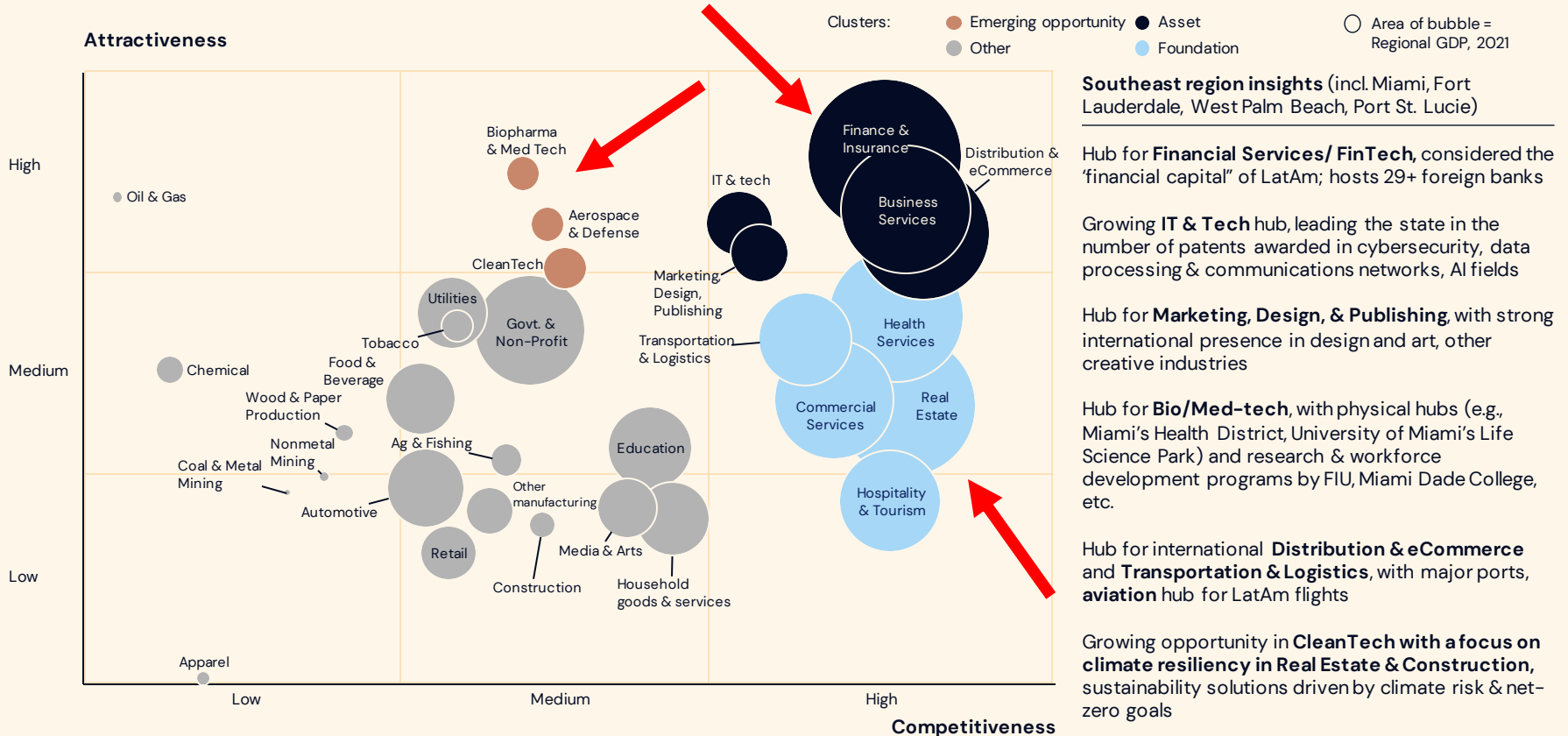
~77 Gateway occupations exist across both priority and foundation clusters, include **cross-sector IT and digital roles, healthcare roles, business and commercial professionals, etc.**

Existing employers in **foundation clusters can play a key role**: Job progressions work by building on skills & broadening skills – with interpersonal skills being the key

# Southeast: a look at the metrics of clusters of regional interest

Clusters	Attractiveness								Competitiveness					Existing priority by local EDOs <sup>11</sup>
	Scale & Growth			Value		Resilience			Specialization		Talent base	Degree	Investments	
	Local GDP, 2021, \$B	Projected US GDP growth <sup>1</sup> CAGR '22-30	Projected local job growth <sup>2</sup> , k '22-30	US avg. annual earnings <sup>3</sup> \$k	Economic multiplier <sup>4</sup>	Avg. total GDP change during past recessions <sup>5</sup>	Tradability <sup>6</sup>	Location Quotient <sup>7</sup>	Relative Productivity <sup>8</sup>	2022 local employment (k)	ratio of relev. degrees <sup>9</sup>	VC investments <sup>10</sup> 2022, \$M		
Finance & Insurance	51.1	1.2%	10	148	3.0	2.7%	0.5	1.1	1.1	151	0.6	3,735.0	Yes (Financial Serv.)	
Business Services	35.8	4.1%	30	136	2.5	-3.1%	1.0	1.1	1.0	203	0.8	1,854.7	Yes (HR, Prof. Dev.)	
Distribution & eCommerce	38.5	3.6%	17	96	3.0	-3.5%	0.5	1.2	1.2	158	0.8	554.7	Yes (Trade)	
Marketing, Design, Publishing	6.9	5.4%	7	140	2.4	-3.8%	1.0	1.4	0.5	49	1.0	154.2	Yes (Creative Industries)	
IT & tech	8.9	4.2%	0	198	3.0	-4.8%	1.0	0.6	1.1	17	0.5	1,440.1	Yes (Tech & Innov.)	
Real Estate	43.3	1.6%	68	76	2.3	-3.9%	0.5	1.6	0.8	417	0.9	160.6		
Health Services	39.3	1.7%	34	83	2.3	-0.3%	-	1.1	1.0	410	0.8	336.9	Yes (Healthcare)	
Transportation & Logistics	18.4	1.6%	19	77	2.6	-2.8%	0.5	1.4	1.1	157	0.4	142.7	Yes (Logistics, Aviation)	
Commercial Services	30.8	3.0%	22	77	2.3	-5.2%	0.5	1.4	1.0	304	0.8	6.7		
Hospitality & Tourism	22.1	2.6%	46	34	2.3	-10.1%	0.5	1.2	1.2	372	0.8	85.2		
Biopharma & Med Tech	2.3	3.8%	1	145	2.6	0.3%	1.0	0.7	0.7	9	0.3	392.9	Yes (Life Sciences)	
Aerospace vehicles and defense	2.4	1.4%	1	141	2.7	2.6%	1.0	0.7	1.0	9	0.5	47.0		
CleanTech	3.8	3.6%	1	141	2.6	-5.2%	1.0	0.4	0.9	21	0.4	178.3	Yes (CleanTech)	

# Southeast: Finance & Insurance, Business Services, Distribution & eCommerce, IT & Tech, and Marketing & Design are assets; Biopharma, Aerospace, CleanTech are Emerging opportunity





# NOTE ON MANUFACTURING



# Feedback

- **EDOs**
- **Department of Commerce**
- **Select Florida**
- **CareerSource Florida**
- **Florida Economic Development Council**
- **Small Business Development Center Network**
- **University and Other Postsecondary Partners**
- **Regional Business Leader Focus Groups**
- **Others**

# The vision of this effort is a strong, diversified, and resilient state economy that provides high wages and minimal un- & underemployment



**Diversified economy** that easily withstands economic shocks



**World-renowned business climate** that attracts top talent and companies



**High salaries** driven by growth in high wage jobs and sectors



Economy tooled with **emerging technologies** to keep pace with the US and global markets



**Talent pipeline** that fully delivers a competitive workforce



**Optimized labor market** that matches supply and demand across skills with minimal unemployment and under-employment

# Southeast: Growth in the regional asset and Emerging opportunity clusters may add ~66–74k high-paying jobs and ~\$14–40B in GDP by 2030

PRELIMINARY

2022–2030 baseline and aspirational growth scenarios for regional priority clusters (assets and Emerging opportunities)

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**Aspirational regional impact** above baseline projections can be unlocked by **accelerating growth** to match higher U.S. average sector growth rates, **increasing productivity rates**

**Increased partnership between the Florida Department of Commerce, Select Florida, and regional economic development organizations (EDOs) can create a **new, groundbreaking approach to economic development** that will provide Florida businesses with a competitive advantage globally for the next 30 years**



# Emerging Demand Workgroup Update



**Dehryl McCall**

Director, CareerSource Florida

## Background:

- Request from CRC to establish Emerging Demand Workgroup
- Led by industry, 14-member workgroup
- Research and develop recommendation for delivery to CRC



## Key Activities and Primary Deliverables

- Propose an Emerging Demand process
- Review current Regional Demand Occupation List process
- Develop recommendation for delivery to CRC

# OPEN DISCUSSION AND PUBLIC COMMENT

# Closing Remarks



**Katie Crofoot**

Chair