



Board of Directors Information Meeting Agenda

APRIL 1, 2026 • 10:00 – 11:00 A.M., ET
JOIN THE MEETING VIA MICROSOFT TEAMS: [CLICK HERE](#)
AUDIO ONLY: [850-629-7293](tel:850-629-7293), ID: [851 292 966#](tel:851-292-966#)

CEO Welcome and Remarks	<i>Adrienne Johnston</i>
June Meeting Policy Preview	<i>Victoria Gaitanis</i>
Florida Chamber Foundation's Florida Census Undercount Study	<i>Keith Richard, Ph.D.</i> <i>Vice President of Research</i> <i>Florida Chamber of Commerce Foundation</i>
Credentials Review Committee Update	<i>Liz Glenn, Ed.D.</i>
Business Toolkit and Training	<i>Nilda Blanco</i>
WIOA Two-year Plan Modification and Workforce Pell	<i>Erin Sampson, Ed.D.</i>
Update on FL WINS	<i>Garrick Wright</i>
Closing Remarks	<i>Adrienne Johnston</i>

UPCOMING MEETINGS

Strategic Policy and Performance Council Meeting | June 2, 10:00 – 11:00 a.m., Miami
Finance Council Meeting | June 2, 1:00 – 2:00 p.m., Miami
Board of Directors Meeting | June 3, 9:00 a.m. – 12:00 p.m., Miami

Information Items



Speaker Bio

Keith Richard



Keith Richard, Ph.D. serves as the Vice President of Research for the Florida Chamber Foundation—the driving force for research and development in the Florida Chamber of Commerce enterprise—and has a long history of generating actionable research insights to advance Florida’s economy, business community, and education sectors.

Prior to joining the Florida Chamber team, Richard served as the Vice Chancellor of Workforce Innovation for the Florida Department of Education, and was the Education Commissioner’s designee as the agency’s Economic Development Liaison. While in this role, Richard partnered with leadership in the Executive Office of the Governor, Florida Department of Commerce, CareerSource Florida, and Florida Department of Children and Families to support the advancement of workforce education to meet the current and future needs of Florida’s economy and businesses. His work included leading projects such as the first Credentials of Value initiative, the workforce education and labor market data dashboard called the Education Meets Opportunity Platform, the initiative to enhance Florida’s wage records, the Career and Technical Education Program Quality Audit, and the education program-to-occupation realignment project (CIP-to-SOC inventory).

With the Department of Education, Richard also served as a key representative in the agency to sponsor and oversee numerous research projects with external researchers at nationally recognized research institutes and organizations, ensuring that research agendas answered meaningful questions to inform the agency’s work to enhance the education system and better serve Floridians. This work also included securing grants from federal, state and private non-profit entities to fund these projects. Richard’s priorities also included strategic collaboration with leaders of Florida’s five postsecondary educational sectors: the State University System, Division of Florida Colleges, District Technical College system, Independent Colleges and Universities of Florida, and Commission of Independent Education.

The foundation for Richard’s work experience is an academic background that trained him to be a skilled researcher and statistician, and to derive conclusions through data-driven insights and synthesis of academic journal article findings. Richard earned his Ph.D. and Master of Science degree in Sociology from Florida State University with a focus on quantitative research and in topics such as state policy, higher education, military veterans, economic well-being, social psychology, and health and aging. His undergraduate degree in Psychology is from Coastal Carolina University.

FLORIDA IS MISSING BILLIONS OF DOLLARS: THE COST OF THE 2020 CENSUS UNDERCOUNT BY COUNTY

Accurate Census counts are essential to ensuring Florida receives its fair share of federal funding—essentially a reimbursement of the tax dollars Floridians have already paid to the federal government. Each decade, data from the U.S. Census determines how more than \$2 trillion in federal tax dollars are redistributed nationwide for essential programs in healthcare, education, housing, and transportation. When every resident is counted accurately, Florida communities

gain access to the federal funding they are entitled to—funding that supports hospitals, schools, infrastructure, and safety-net programs across the state.

This study provides a county-by-county analysis, showing how each area of the state was affected, and provides initial guidance for focusing efforts to get the 2030 Census right.

Why it Matters

Even a small undercount can have serious and lasting consequences. In 2022, the U.S. Census Bureau reported to have missed approximately **750,000 Floridians in the 2020 Census**. Our Florida Chamber Foundation study estimates a projected **loss of at least \$11.4 billion** in federal funding from 2020 through 2029. Because decennial Census data drives funding formulas for the subsequent ten years, missing even a fraction of the population in the 2030 Census could once again cost Florida billions in lost support—and even representation in Congress, as the state missed out on one additional U.S. House seat due to the 2020 undercount. To meet the goals of the [Florida 2030 Blueprint](#) and ensure every community has the resources it deserves, we must get the 2030 Census right. Don't let your community leave money—or representation—on the table. Explore below to see how much funding residents in your county may have missed out on due to the 2020 undercount. Communities of every size missed opportunities to address local needs and **experienced funding gaps that philanthropy alone is unable to fill**.

To get involved in the Florida 2030 Blueprint vision and ensure your community is not left behind in 2030 and beyond, become a leader in the Florida Chamber Foundation as a Community Development Partner by visiting [our website here](#).

Which Funding Can Be Affected

Historically, Florida's census-guided funding spans a broad set of domains—health and human services (e.g., Medicaid/Medicare, community health centers), nutrition (SNAP, which was formerly known as food stamps, WIC), education (Title I, Individuals With Disabilities Act, higher ed, workforce training), housing and community development (Section 8, Community Development Block Grants), transportation and infrastructure (highways, transit, broadband, water), workforce (Workforce Innovation and Opportunity Act), rural and agricultural development (USDA community facilities and rural housing), public safety and homeland security (crime victim assistance), and early childhood and family services (Head Start, child care)—and also shapes place-based tax expenditures and small-business procurement (e.g., Small Business Administration HUBZones).

Across these programs, census data drive eligibility (such as rural designations), formula allocations, and the scoring of competitive applications (like broadband grants targeting underserved, high-poverty areas), and can even affect loan terms. Together, these streams determine whether Florida communities receive their fair share—underscoring why a complete and accurate 2030 count is vital to avoid the kinds of losses associated with undercounts like what happened in 2020.

(See back for details)

The Data

Estimated Federal Funding Loss from 2020-2029 in each Florida County Due to Florida's 2020 Census Undercount.

County	Estimated funding loss (in millions)	County	Estimated funding loss (in millions)	County	Estimated funding loss (in millions)
Alachua	\$131.5	Hardee	\$12.8	Okeechobee	\$24.3
Baker	\$17.1	Hendry	\$24.4	Orange	\$943.4
Bay	\$79.5	Hernando	\$49.6	Osceola	\$240.4
Bradford	\$12.8	Highlands	\$44.8	Palm Beach	\$742.0
Brevard	\$152.6	Hillsborough	\$930.1	Pasco	\$217.5
Broward	\$1,218.0	Holmes	\$9.8	Pinellas	\$356.5
Calhoun	\$10.7	Indian River	\$40.6	Polk	\$393.7
Charlotte	\$44.9	Jackson	\$22.1	Putnam	\$44.7
Citrus	\$32.8	Jefferson	\$6.9	Santa Rosa	\$47.4
Clay	\$59.5	Lafayette	\$3.7	Sarasota	\$148.4
Collier	\$103.8	Lake	\$141.1	Seminole	\$207.8
Columbia	\$33.4	Lee	\$331.1	St. Johns	\$123.4
DeSoto	\$29.8	Leon	\$368.5	St. Lucie	\$88.2
Dixie	\$9.0	Levy	\$24.5	Sumter	\$42.6
Duval	\$503.4	Liberty	\$6.7	Suwannee	\$29.3
Escambia	\$131.3	Madison	\$14.9	Taylor	\$16.3
Flagler	\$28.1	Manatee	\$123.9	Union	\$8.3
Franklin	\$4.0	Marion	\$102.1	Volusia	\$188.6
Gadsden	\$27.6	Martin	\$21.8	Wakulla	\$8.4
Gilchrist	\$11.4	Miami-Dade	\$2,513.3	Walton	\$24.1
Glades	\$10.6	Monroe	\$12.3	Washington	\$16.8
Gulf	\$6.3	Nassau	\$2.4		
Hamilton	\$9.1	Okaloosa	\$81.2		

How To Get the 2030 Census Count Right

Here are three practical ways Florida business leaders can plug in:

- 1. Join and resource local/state census coalitions & Complete Count Committees (CCCs).** Dedicate staff time, co-chair or host CCC meetings, and help recruit partners (funders, service providers, researchers) so plans target undercounted areas and align with the 2030 operational timeline.
- 2. Strengthen operations: support Local Update of Census Addresses (LUCA) and workforce.** Partner with local governments to flag growth areas and hard-to-count sites during the LUCA phase, and use employer channels to promote hiring for Census partnership, field, and local office roles so Census field workers visiting households reflect the communities served.
- 3. Use business communications to educate and counter misinformation.** Build relationships with regional Census offices, help create and amplify coordinated messaging, and stand up rapid-response efforts to address barriers and misinformation as 2029–2030 outreach ramps up.

Contact us at: Research@flchamber.com

Visit flchamber.com/cdp and florida2030.org, or scan the QR code to learn how you can help unite Florida's business community for good.



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