

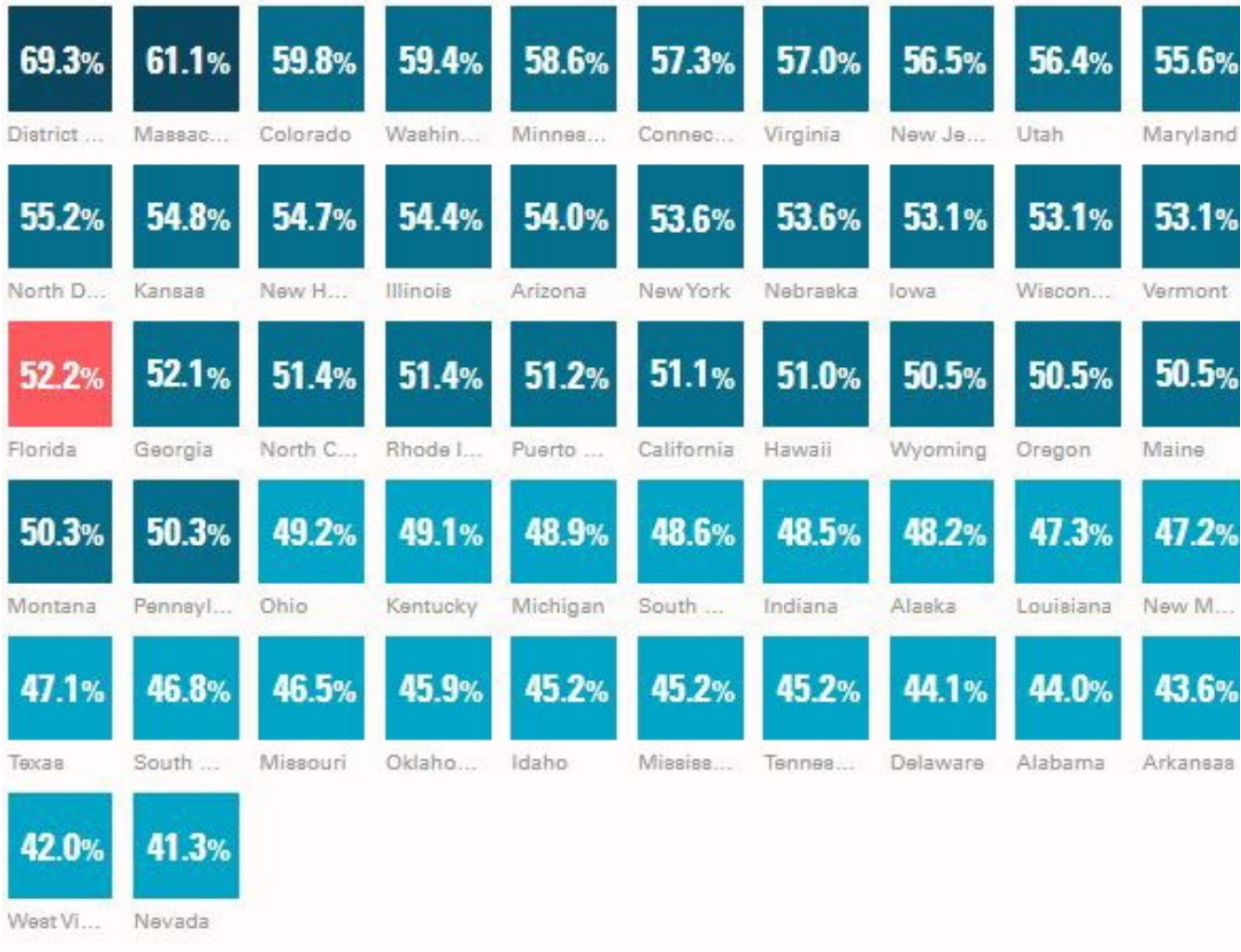
Career and Technical Education Programs and Florida College System

Chancellor Henry Mack



FLORIDA DEPARTMENT OF
EDUCATION
fldoe.org

Postsecondary Attainment and Florida's Economy from Educational Perspectives



Florida is #20 in Attainment Beyond High School in the Nation - With the Goal to Rank in the Top 10



A prosperous and sustainable economy requires Florida to invest in a steady stream of human capital. By developing powerful investments in high-quality higher education Florida can lay the groundwork for the thriving communities of today and tomorrow.

- ❑ Florida's projected growth will impact the state's job market, **needing 1.7 million net new jobs by 2030.**
- ❑ **In 2020, 65% of all jobs in Florida required postsecondary education.** This gives us an opportunity to think differently about the traditional college narrative and shift our focus to one that considers a pathway approach (Georgetown Center on Education and Work).

21 MILLION RESIDENTS
3rd most populous state
More than 5 million additional residents predicted by 2030
U.S. Census Bureau, 2017;
Florida Chamber Foundation projection.



8.6 MILLION JOBS
1.7 million more jobs needed by 2030
U.S. Bureau of Labor Statistics, 2017;
Florida Chamber Foundation projection.

Charting a Course for Success and Growth

- ❑ Governor's Executive Order 19-31 in workforce education
 - ❑ Charts a course for Florida to be the #1 state for workforce education by 2030 and ensures Florida students are prepared for the jobs of the future
- ❑ The Strengthening Alignment between Industry and Learning (SAIL) to 60 Initiative
 - ❑ Increase the percentage of working-age adults in Florida with a high-value postsecondary credential.
- ❑ State Board of Education Strategic Plan -
 - ❑ Highest student achievement; seamless articulation and maximum access; skilled workforce and economic development

Closing Gaps in Credential Attainment to Accelerate Economic Recovery

The recovery will create jobs that can be filled by unemployed Floridians, but only if they have the essential skills to compete – skills that must be developed in months or weeks. Florida must prepare, pivot and partner with industries outside education to assess and identify the impact of the pandemic on the labor market, identifying new jobs and job functions needed and rapid training programs to meet new work demands and functions.

Displaced workers will want to upskill themselves to be more competitive for jobs in the recovery.

Increase in demand for postsecondary institutions that can urgently redesign credential programs to provide immediate relief for essential jobs.

The unique flexibility and programs of state colleges and technical colleges, which can quickly prop up credential programs, will be an asset.

Purpose and Mission

#1 State in the Nation for Higher Education 2017, 2018, & 2019 - US News & World Report

Florida College System

- **1001.60** (1) PURPOSES.— In order to maximize open access for students, respond to community needs for postsecondary academic education and career degree education, and provide associate and baccalaureate degrees that will best meet the state’s employment needs.
- **1004.65** ...As open-access institutions, serve all who can benefit, ...while emphasizing the achievement of social and educational equity so that all can be prepared for full participation in society.

Career and Technical Education

- **1004.92** (1) The purpose of career education is to enable students who complete career programs to attain and sustain employment and realize economic self-sufficiency. ...
- School boards and Florida College System institution boards of trustees are accountable.

Who We Serve

Florida College System (FCS)

- ❑ **28** Institutions
- ❑ **+715,000** Students served
- ❑ Demographics, all college credit programs:
 - ❑ 62% female
 - ❑ 60% minority
 - ❑ Average fulltime student age is 22
 - ❑ 63% part time students
 - ❑ Average part-time student age is 25
 - ❑ Estimate 30,000 veterans, active-duty reservists and military spouses and dependents

Technical Centers

- ❑ **48** Institutions in 31 school districts
- ❑ **+90,000** Students served, including adult literacy and diploma programs
- ❑ Demographics for CTE enrollment:
 - ❑ 38% Female
 - ❑ 60% Minority enrollment
 - ❑ Average age is 25 for certificate program
 - ❑ Average age is 31 for apprenticeship program
 - ❑ Estimate 2,100 Active Status Military and Veterans of the Armed Services

Enrollment and Outcomes

Florida College System (FCS)

- ❑ **+213,000** Enrollment in workforce certificate or degree programs
- ❑ **+64,000** Students earning a workforce certificate or degree
- ❑ **+14,000** Industry certifications earned and funded through CAPE
- ❑ **88%** of recent graduates employed or continuing education, and **93%** of graduates ultimately remain in Florida to contribute to Florida's economic growth
- ❑ **43%** of the SUS juniors and seniors transferred from the FCS

Technical Centers

- ❑ **+53,000** Enrollment in workforce certificate or credential
- ❑ **+17,000** Students earning a workforce ready credential
- ❑ **+9,000** Industry certifications earned, of these +5,000 funded through CAPE, and **+14,400** full program completers
- ❑ **78%** of CTE program completers were found employed or found continuing their education.

FLORIDA - statewide

Florida College System

Program Enrollment

Headcount by College and Program Area

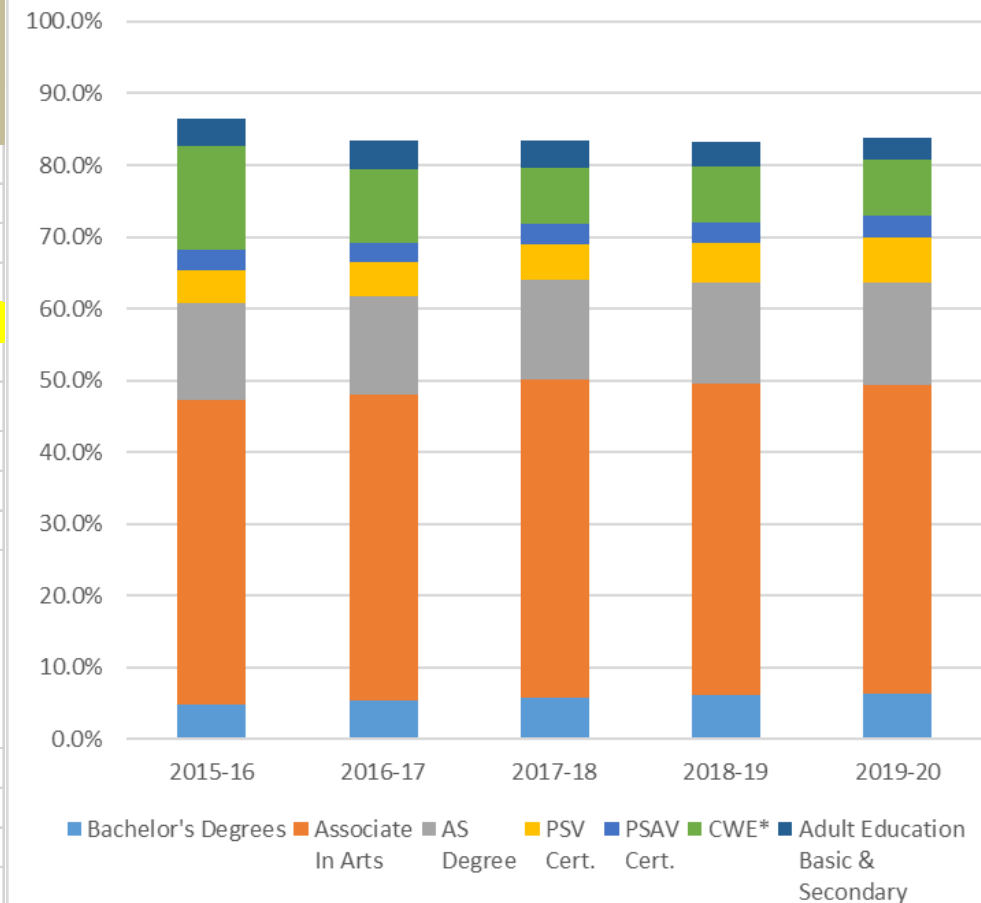
Year	Workforce Education						Adult Education Unduplicate	
	Bachelor's Degrees	Associate In Arts	AS Degree	PSV Cert.	PSAV Cert.	CWE*	Basic & Secondary	d Headcount
2015-16	38,954	339,275	109,269	35,687	22,418	116,063	30,762	801,023
2016-17	40,806	327,439	105,431	36,063	21,001	78,295	31,053	766,814
2017-18	42,268	325,349	101,442	36,413	20,710	57,090	28,254	733,080
2018-19	44,198	317,461	102,400	40,620	20,651	56,327	25,420	729,140
2019-20	45,943	307,158	102,451	44,907	20,648	55,977	22,285	715,044

Percent of Unduplicated Headcount

Note: Rows will not add up to 100%. See individual years to see full list of Program Types

Year	Workforce Education						Adult Education Basic & Secondary	
	Bachelor's Degrees	Associate In Arts	AS Degree	PSV Cert.	PSAV Cert.	CWE*	Basic & Secondary	
2015-16	4.9%	42.4%	13.6%	4.5%	2.8%	14.5%	3.8%	
2016-17	5.3%	42.7%	13.7%	4.7%	2.7%	10.2%	4.0%	
2017-18	5.8%	44.4%	13.8%	5.0%	2.8%	7.8%	3.9%	
2018-19	6.1%	43.5%	14.0%	5.6%	2.8%	7.7%	3.5%	
2019-20	6.4%	43.0%	14.3%	6.3%	2.9%	7.8%	3.1%	

Percent of Unduplicated Headcount by Program Area



Credential Programs Support Every Community's Needs for First Responders

Florida's FCS institutions and technical colleges are a major supplier of the talent pipeline for law enforcement and other first responder professions.

- ❑ 24 of Florida's 28 state colleges and 7 of Florida's 48 technical colleges host law enforcement academies.
- ❑ In 2019-20, the FCS had more than 15,000 enrollments and 6,000 completions in first responder programs (law enforcement, fire fighters, fire officers, paramedics, and emergency medical technicians).
- ❑ During the 2019-2020 school year, the state's technical colleges enrolled nearly 5,000 students, and on average graduated 3,000, who chose to dedicate their careers to public service and first-responder-related programs (emergency medical responder/technician, paramedic, fire fighter, nursing, and law enforcement officer).

Pandemic Response and Recovery from Educational Perspectives

Career and Technical Credential Types -Issued by Institutions

Definitions

Career Certificate - signifies a student has successfully completed a (clock hour) postsecondary career education program and is ready for employment in a field that requires non-college credit postsecondary training.

Applied Technology Diploma - signifies a student has successfully completed a (clock hour or college credit) postsecondary career education program and is ready for employment in a field; the program has embedded statewide articulation leading to the award of an AS degree.

Associate in Science/Associate in Applied Science Degree - prepares students for occupations that require a two-year technical degree.

College Credit Certificate - prepares students for entry into employment in a field that requires some college credit but less than a degree and signifies a student has successfully completed part of an A.S. degree.

Baccalaureate degree (workforce baccalaureate) - prepares students for occupations that require a four-year degree.

Examples

Florida Law Enforcement Academy, Automotive Service Technology

Dental Assisting Technology and Management-ATD

Nursing R.N. (A.S.), Automotive Service Management Technology (A.A.S.)

Paramedic, Business Entrepreneurship

Accounting, Business Administration



Career and Technical Credential Types -Issued by Florida Department of Education

Definitions

Apprenticeship Certificate of Completion - signifies a registered apprentice has successfully completed the technical and academic standards of a registered apprenticeship program.

Pre-Apprenticeship Certificate of Completion - signifies a registered pre-apprentice has successfully completed the technical and academic standards of a registered pre-apprenticeship program.

Examples*

Florida Electric Apprenticeship & Training GNJ Certificate of Completion
Piper Aircraft Apprenticeship Program, ING Certificate of Completion

Tampa Ironworkers Preapprenticeship JATC Certificate of Completion
Brevard Adult Education Preapprenticeship Program

*Certificate is signed by Chancellor of Career and Adult Education, State Apprenticeship director, and the program sponsor

Career and Technical Credential Types

- Issued by 3rd Party Entity

Definitions

Industry Certification - a time-limited credential issued by an independent, 3rd party certifying entity

Licensure - credential issued for a purpose of qualification for practice in a certain occupation

Examples

AWS Certified Welder - SMAW Plate (AWELD012)
CompTIA A+ (COMPT001)
HVAC Excellence Employment Ready - Electrical (HVACE001)

Law Enforcement Officer (FLDLE004)
Firefighter II (FLSFM006)
Certified Nursing Assistant (FDMQA002)

Incentive Funds – Florida College System and School District Postsecondary

Florida College System

- \$14 million through specific appropriation 130 for FCS institutions to earn bonus funding for each student who earns an industry certification in select occupational areas such as public safety, health sciences, cybersecurity, welding, etc., as listed in the GAA
- \$10 million through the Work Florida Student Success Incentive Fund ("performance funding") to recognize FCS institutions for student completion and placement into high-demand jobs or high skill/high wage jobs.

School District Postsecondary

- \$6.5 million through Specific Appropriation 124 for school districts to earn bonus funding for each student who earns an industry certification in select occupational areas such as select health careers, advanced manufacturing, cybersecurity, welding, etc., as listed in the GAA.

Pandemic Accelerates Jobs Lost to Automation

Workforce Outlook for Florida, 2021-2025

The COVID-19 pandemic has **accelerated automation** by **5 years**, meaning **29%** of work activities could be automated by **2025**.

the industries that employ the most people, automation potential is often greater:



Healthcare Practitioners



Food Preparation and Serving



Sales and Related



Office and Administrative



Transportation and Material Moving

Adults with **lower levels of education** are **more vulnerable** to technology advancements.



66% of Florida workers have a high school diploma or less.

Supporting the Capacity of Rapid Credential Programs (\$35 million)

- To date, more than **8,400 students** have been served, of which, **4,800 students** were provided scholarships totaling **\$5.4 million in financial assistance**.
- More than **7,000 students** have **earned** at least one short term credential from the institution or through attainment of an industry certification.
- Approximately, an additional **10,000 anticipated completers** by summer.

Leveraging Other Funding Sources

- Rapid Credentialing grants will be matched by **\$8.9 million in funds** from a combination of private, local, and federal sources.
- Examples of private matches included:
 - \$100,000 Metallica Scholars
 - \$142,000 Duke Energy Foundation
 - \$35,000 Schultz Foundation
 - \$10,000 Gulf Power Foundation
 - \$1,000,000 Florida Power & Light

Pandemic Exacerbates Risk for Vulnerable Workers

Unemployment Potential in Florida

Workers most **vulnerable to automation** are also those with the **greatest risk** for work disruptions during the pandemic:



Those with the lowest levels of education





Women and people of color



Workers ages 16-23 and 56-74

4 million workers — 45% of the workforce — are at risk for unemployment, reduced work hours or exiting the labor force due to economic impacts from the pandemic.

17% of workers are considered essential 

 **33%** of workers can work from home

and are therefore highly unlikely to be out of work in the pandemic.

based on employment in May 2019

The **percentage of vulnerable workers** varies by industry:



100%
Food Preparation and Serving



69%
Sales and Related



88%
Construction Occupations



100%
Installation and Maintenance



50%
Transportation and Material Moving



1.3 million workers were officially **unemployed** while **635 thousand more** were likely **out of work** or left the labor force.

Of these, **1.1 million** are highly **unlikely to be called back** to work.

Get There *Florida's Workforce Initiative*

- Over **31,000** unique hits to the GetThereFL.com website.
- Over **4,000** students connected directly to a local college.
- Ad value of earned media of over **\$350,000**.
- Over **24 million** impressions.

GET THERE AFFORDABLY

Career and Technical Education (CTE) is a good fit for anyone who wants to build a foundation for a successful career and get into a new job. Each of the 17 career pathways offer you the opportunity to get there faster – and most importantly – affordably.

Pay only for the course work you need, not a degree that amasses student debt. You can still earn a degree by stacking courses and applying them toward an associate's or bachelor's degree down the road.

Connect with your local college and see what CTE offerings are available near you.

GetThereFL.com

GET THERE
Florida's Workforce Education Initiative



"The opportunity to stack my certification catapulted my career and helped me build the confidence needed to excel in an industry like information technology."

— Lam...

GET THERE

PHOTOGRAPHY

The Get There campaign uses high-quality photography with crisp, vivid color, excellent composition and memorable images that showcase the depth and breadth of CTE programs, as well as the exciting opportunities in today's workforce. **NOTE:** As guiding principles, photos should be active, contemporary, diverse and collaborative, and reflect campaign priorities.



VIDEOGRAPHY

The use of video is an essential component of maintaining and building the Get There campaign. A well-produced video can evoke emotional connections with audiences in less than a minute. In today's multimedia-driven world, we must prioritize storytelling through this critical channel. Campaign videos are available [here](#).



CO-BRANDING

The Get There campaign provides colleges the opportunity to promote their CTE programs within their communities. Like the primary Get There wordmark, this mark cannot be altered beyond the brand standards found in this guide.



Customize your outreach materials with your Get There college logo extension or one of the 17 career pathway extensions.

[DOWNLOAD LOGOS](#)

Colleges may also choose to use the primary Get There wordmark and tagline as a co-brand. In this instance, the following lockup may be used:



COLORS

The following includes the approved color palette for the Get There campaign.

PRIMARY COLORS

The primary colors used in the Get There campaign are derived from the Advance CTE brand. The core colors are orange, light green and light blue. The navy has been added to the palette as a secondary color, which the other colors contrast well with.

CMYK: 0, 60, 100, 0 | HEX#: f58220

CMYK: 40, 0, 99, 0 | HEX#: a6ce3a

CMYK: 76, 10, 25, 0 | HEX#: 00abbd

CMYK: 100, 75, 40, 40 | HEX#: 003552



GET THERE AT A FLORIDA COLLEGE

Career and Technical Education (CTE) is an exciting and affordable option to the traditional university pathway. When you enroll at one of Florida's 28 Florida College System institutions or 48 technical colleges, you have the opportunity to choose from hundreds of high-quality programs in our 17 career pathways – allowing you to quickly complete valuable credentials that you can stack along the way.

Powered by the Florida Department of Education, Get There connects your interests to your local college to help you get to work faster, affordably and with an in demand credential.

[EXPLORE CAREER PATHWAYS >](#)

Identification of Industry Recognized Credentials & Credentials of Value

CAPE Industry Certification Funding List (K-12)

- s. 1008.44(1), F.S.
- s. 1003.492, F.S.
- Used for Florida Education Finance Program (FEFP) supplemental FTE for industry certification attainment as well as school grades calculation (acceleration component)
- Joint development with CareerSource and Florida Department of Economic Opportunity
- List adopted annually by the State of Education

CAPE Postsecondary Industry Certification Funding List

- s. 1008.44(1), F.S.
- ss. 1011.80, 1011.81, F.S
- Used for performance funding for school districts and Florida College System institutions for occupational areas identified in the General Appropriations Act (GAA)
- List adopted annual in rule by the State Board of Education

Perkins V Industry Recognized Credentials (IRCs)

- Federal - Strengthening Career and Technical Education for the 21st Century Act (aka Perkins V)
- Included as a type of recognized postsecondary credentials for accountability measures for the Perkins V law
- Initial list is still under development but informed by prior Perkins IV work as well as the current CAPE Industry Certification Funding List
- Only list where certifications will be linked to programs (for postsecondary only)

Identification of other Valued Credentials or Programs (Continued)

Career and Technical Education Audit List

- s. 1003.491(5), F.S.
- Provides authority to Commissioner of Education to audit all workforce programs to ensure for alignment to market demand.
- Joint development with CareerSource and Florida Department of Economic Opportunity & other stakeholders.
- Lists to be annually reviewed and synced with curriculum framework review process/cycle to ensure for quality.

Rapid Credentialing Grant (GEER) Lists

- Two lists of short term CTE programs that met statewide benchmarks, aligned to a mid-to-high wage occupation
- Crosswalked list to EF's targeted industry sectors and CareerSource sector strategy;
- Developed NAICS to CIP Code crosswalk, matched against targeted industries
- Consists of short-term clock hour and credit and industry certification preparation courses.



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