

GET THERE

Florida's Workforce Education Initiative



The Future of Workforce Education & Training in Florida

- The Future of the Florida Economy & Role of Education
- Perkins V
- CTE Audit
- Adult Education
- Apprenticeship
- CAPE

Education & the Future of Work

- Despite the emphasis on skills training, **job opportunities are shifting to those with postsecondary *degrees* (AA, AS or BS, typically).**
- Pew Research published a study showing that of *all* those laid-off or filed for unemployment since the start of COVID, **over 63% were those *without* a high school diploma or without a postsecondary degree.** Those with a 4-year college degree represented less than 25% of those impacted. In short, less educated workers see higher unemployment.

Education & the Future of Work

- We know that a *degree* matters more than just lowering the chances of unemployment, however. **It matters for good citizenship, cultivating virtues, and setting up students up for personal success.**
- Lastly, we **know that employers want to *know* whether future employees actually *have* the skills they say they have.** This kind of confirmation is conveyed by a recognized postsecondary credential.
- How do we ensure for **less unemployed or underemployed** or for residents with the ability to pivot and find security in employment?

Education & the Future of Work

- Students engaged in CTE course work and applied learning **witness higher persistence and completion rates.**
- We also know that students acquiring an industry certification are more likely to graduate; **they have fewer absences, earned more credits, and were more likely than non-earners to enroll in 2- or 4-year college after graduating high school.**
- Among those who enrolled in an FCS institution, they were more likely to enroll immediately after high school and persist to completion of an AS degree.

GetThereFL.com



Goals



Rebrand CTE and Generate
Awareness About Program Offerings
in Florida



Increase State and Technical College
Enrollments

Target Audiences

1 Florida K-12 parents, teachers and guidance counselors

2 Floridians who did not finish high school

3 Floridians who are looking for an alternative route to a traditional 4-year degree

4 Floridians who are exploring a career change

5 Floridians who are seeking opportunities to stack credentials

MADE WITH
beautiful.ai

Brand Story

Your future begins with a choice.

A first step in the right direction.

A move towards success.

And we want to help you get there.

Get There promotes Career and Technical Education as a modern approach to higher education and training for students in every walk of life. What CTE offers is a way for students to gain valuable, in-demand skills and earn certifications in some of Florida's most critical and desirable industries. And unlike traditional higher education, CTE programs can set you on the right path in less time with less cost. That means you can get into your career today without the worry of debt tomorrow.

Success starts now.

Get there with CTE.

MADE WITH
beautiful.ai



48 FLORIDA TECHNICAL COLLEGES

28 FLORIDA STATE COLLEGES

20 WEEKS OR LESS IN MOST PROGRAMS

17 CAREER PATHWAYS TO CHOOSE FROM

GET THERE

4 GET THERE ACTION TOOLKIT

GO SOCIAL



Social media can be a powerful tool to help spread the word about Get There. By sharing content across your personal or business social media, you're helping us educate Floridians about the opportunities that exist with CTE.

TOP FIVE TIPS

1. SHOW YOUR SUPPORT
Update your social media channels with Get There cover photos.

2. GO SOCIAL

Download our social media assets and use across your personal and business social media pages with our sample social media copy.

3. ENGAGE ON SOCIAL

Engage with the Florida Department of Education across social media at @EducationFL.

4. TAG US

To help the Florida Department of Education share your posts across social media, tag us in the posts so it's easy for us to retweet and repost.

5. MAKE IT PERSONAL

Share your passion and personal experience with CTE.

GETTHEREFL.COM | 5

MADE WITH beautiful.ai

Ways to Engage

As part of the statewide roll-out of Get There, we will be providing local state and technical colleges, as well key partners, with the materials and assets needed to promote this critical workforce education initiative, including:

- Overview and FAQs
- How to Go Social
- Ready-Made Social Media Copy and Images
- Ready-Made Email and Newsletter Copy
- One-Pager
- Series of Promotional Flyers

The Website



The Get There website, powered by the Florida Department of Education, will serve as multi-page site aimed at:

- Educating prospective students on CTE and workforce training programs
- Helping them align their interests with one of the 17 career pathways
- Connecting them with their local institution in an effort to boost enrollment

MADE WITH
beautiful.ai



CAREER PATHWAYS

Each of the CTE career pathways offer you the opportunity to build a foundation for a successful career and get a head start – all while getting more hands-on and affordable. Connect with your local college and see what's available in your area.

[VIEW CTE CAREER PATHWAYS](#)

[CONTACT WITH YOUR COLLEGE](#)

AGRICULTURE, FOOD & NATURAL RESOURCES

Prepares students for careers in a highly technical and ever-changing sector of the global economy. These programs provide a career pathway to a wide variety of careers in agribusiness, animal science, plant science, food products & processing and environmental science.

Example Offerings:

Agribusiness, Veterinary Assistant, Horticulture, Water Quality Technician

ARCHITECTURE & CONSTRUCTION

Prepares students for careers in designing, planning, managing, building and maintaining the built environment. Examples of careers include drafters, electricians, construction managers and plumbers. Building trades/Construction is a top program for high school students.

Example Offerings:

Building Trades, Building Construction Specialist, Carpentry, Drafting, Electrical/Plumbing

ARTS, A/V TECHNOLOGY & COMMUNICATION

BUSINESS MANAGEMENT & ADMINISTRATION



GET THERE

Florida's Workforce Education Initiative

LEARN HOW
GetThereFL.com

Perkins V

Highlights

- Emphasis on expanded programs of study.
- Apprenticeship and preapprenticeship are fundable activities.
- Emphasis on Entrepreneurship Education and Training
- CLNA & Market Alignment

Plan Review

- Narrative Application Review
- SSQ Excel Review
- LMA Review
- Grant Manager Budget Review
- Local Target Negotiation (if requested)



Why Entrepreneurship?

By 2021, the **most desirable employment skills** will be “human skills” – things like mental agility, flexibility, communication, strong analytical and systems thinking and the capacity to be a **value-creator, a rapid problem solver, entrepreneur or “intrapreneur.”**

This means **schools and colleges must teach human skills alongside those necessary market driven technical skills** if we are to adequately grapple with the velocity of technological change, automation, machine and deep learning.

- *David Deming, World Economic Forum*

The future of work is *entrepreneurial*....

90%

of employers identify entrepreneurial skills as very important

65%

of the jobs children entering school today will do ...do not exist yet

1 in 3

U.S. employers want to hire people with entrepreneurial experience

Today

20% of freelancers earn \$100,000 or more

By 2027

50% of US workforce will be freelancers



Perkins V & Entrepreneurship Education and Training (EET)

- This grant program aims to help us answer those questions while executing the vision of Florida's *Strengthening Career and Technical Education for the 21st Century Act (Perkins V)*.
- The Plan committed to creating a robust entrepreneurial ecosystem for the state's career and technical education (CTE) students.
- The Department has committed to an **initial investment of \$1,000,000** from its Perkins V Set-Aside to fund innovative secondary and postsecondary projects that cultivate entrepreneurial mindsets and capabilities in CTE students.
- Three Tiers: **100k (high impact), 50k (medium-high impact) or 25k (medium impact)**.



ENTREPRENEURSHIP

EDUCATION &

TRAINING WEBINARS

Through our partnership with the Florida Association of Career and Technical Education (FACTE), the Florida Department of Education is pleased to announce a series of training webinars led by national experts, Network for Teaching Entrepreneurship (NFTE) and Uncharted Learning who have teamed up to develop this unique training opportunity:

9/29

Creating a Sustainable CTE Entrepreneurship Program

10/1

Creating a Sustainable CTE Entrepreneurship Program

10/6

Implementing an Entrepreneurship program of Medium Impact

10/8

Implementing an Entrepreneurship program of Medium-High Impact

10/13

Implementing an Entrepreneurship program of High Impact

10/15

Open Q&A Session

10/20

Creating a 6-12-Post Secondary Pathway Design for ongoing Entrepreneurship Opportunities

10/22

Open Q&A Session

10/27

Best Practices in RFP Writing

10/29

Open Q&A Session

**REGISTER NOW:
BIT.LY/3KD9QFW**



CTE Audit: Measuring Institutional Program Performance and Market Demand

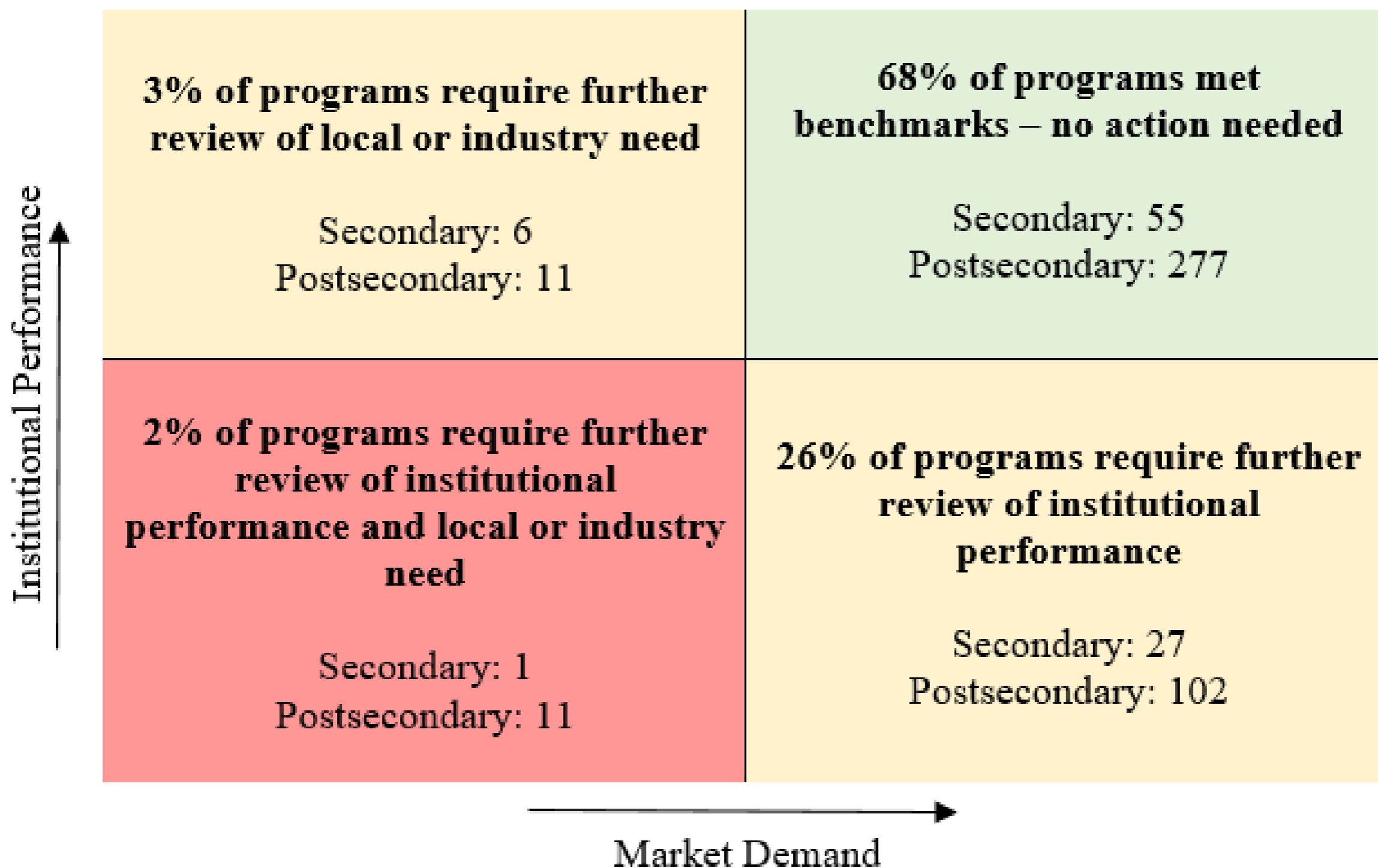
Institutional Performance (combined measures)

- Retention rate
- “Success rate” among exiters
- Job placement or continuing education rate
- Average wages for those program completers found employed

Market Demand (at least one of these indicators)

- Program trains for an occupation on the Statewide Demand Occupation List (DOL)
- Program trains for an occupation on any Regional DOL
- Program trains for occupation that is expected to grow over the next eight years
- program trains for an occupation with middle to high wages
- Program trains for an area identified as an Enterprise Florida Targeted Sector

Programs Requiring Local Review



Evaluation of Local Reviews

- Over 2,000 unique submissions under review by DCAE staff.
- Measuring quality across different local contexts. For districts/colleges that implemented a rigorous measurement tool, we can assess whether the program is performing or not performing well.
- For districts that implemented an insufficient tool, we cannot, with confidence, conclude that the program is performing in their local context. For these programs, follow up with districts/colleges will occur directly in November/December.

Adult Education

Key Drivers for Change:

- 1. Significant Need for Adult Education:** 1.8 million without a HS diploma or an equivalency. **24% of Floridians ages 16-74 at or below the lowest levels of proficiency / 35% in math.**
- 2. Impact of COVID-19 & Shifting Economy:** Employers requiring skills signaled by credential attainment. Those without a high school diploma among the hardest hit, **with a 16% unemployment rate nationally.** This population overrepresented by economically disadvantaged and minorities.

Adult Education

- 3. USDOE Monitoring Report:** A 2019 review of Florida's adult education system resulted in several findings that need to be corrected: 1) lack of program demonstrated effectiveness, 2) data collection and reporting, 3) successful IET implementation.
- 3. State Workforce Aspirations:** Florida's political and policy leadership recognize the importance of adult education. In 2019, Governor Ron DeSantis issued EO 19-31 which painted a new vision for how Florida prepares an educated workforce.

FDOE is working to develop a methodology to identify credentials of value, reimagine adult education, and aiming to incentivize the system to promote credentials with greatest labor market value.

Get There with a Registered Apprenticeship



Apprenticeship

- Registered apprenticeship and preapprenticeship offer innovative, flexible yet reliable model for education and training.
- 30% increase in registered apprentices over last year.
- \$10 million to start or scale registered apprenticeship or preapprenticeship programs
- Value for employers:
 - Customized Training
 - Employee Retention
 - Stable Pipeline
 - Systematic Approach to Training.
- Value for LEAs:
 - More engaged students / applied learning
 - Increased persistence and completion rates

Apprenticeship

- Registered Apprenticeship program sponsors are now **encouraged to sponsor preapprenticeship programs in high schools.**
- High school students enrolled in a CTE program of study that **aligns with an occupation(s) of an RA program**, may be invited to register in a preapprenticeship program that can provide a pathway to employment after graduating high school.
 - **Clay County School Board** Preapprenticeship Program: Carpenter, Electrician and Heating & Air Conditioning Installer-Servicer through the following secondary CTE programs: Carpentry, Electricity, and Air Conditioning, Refrigeration & Heating Technology
 - **Hillsborough County Public Schools** Preapprenticeship Program: Ironworker and Carpenter
 - **St. Lucie Public Schools** Preapprenticeship Program: Carpenter and Industrial Manufacturing Technician

Career and Professional Education (CAPE) Act Updates



2020-21 CAPE Industry Certification Funding List

- The list, detailed list, and change document are posted here:
<http://www.fldoe.org/academics/career-adult-edu/cape-secondary/cape-industry-cert-funding-list-current.shtml>
- Rule 6A-6.0573 was approved at the State Board of Education in September and is effective now.
- Rule updates include provisions for remote proctoring.
- The Division is working with certifying agencies to identify certifications that may be offered through remote proctoring, and will post this list as a resource on the website.

Career-Themed Course Registration

- The first registration window for Career-themed course registration is currently open through the end of the month.
- A recorded training webinar is available on this topic available on the Division of Career and Adult Education's Go-To Meeting Stage.

CareerSource Florida CAPE Submissions for 2021-22

- The Florida Department of Education, CareerSource Florida, and the Department of Economic Opportunity are reviewing submissions received for the 2021-22 CAPE Industry Certification Funding List.
- The CareerSource Florida Board Meeting will be held in February, during which the board will adopt a list of recommended certifications.

FACTE Conference

- The Florida Association for Career and Technical Education (FACTE) will hold a virtual conference November 16th - 19th.
 - Registration closes November 6th.
- Tune in for presentations pertaining to Career and Technical Education and CAPE Industry Certifications.

