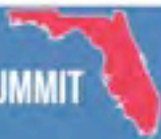


Ready, Set, Work



Partnerships with the University of Florida

- Access to UF
- 76% accepted this year
- No competition
- Bachelor degree support
- Access and success
- Gator Engineering
 - Provost Joe Glover
- Service to UF at Shands
 - CEO Ed Jimenez

SF | SANTA FE
COLLEGE



UF | UNIVERSITY of
FLORIDA



Partnership with Highly Sophisticated Industries

- Students find good paying jobs.
- 39 Advisory Committees
- 90 programs of study
- Collaborative openness
- Biotechnology Industry
 - Rick Staab
- Computer and Software Industries
 - Joelle Smith



Partnership with Highly Sophisticated Industries

- Students find good paying jobs.
- 39 Advisory Committees
- 90 programs of study
- Collaborative openness
- Biotechnology Industry
 - Rick Staab
- Computer and Software Industries
 - Joelle Smith



Ready, Set, Work

SF | SANTA FE
COLLEGE

100% Committed.



Wages, Majors and Careers

- Students' career development begins with exploring some basic questions: *Where can I work with this degree* (employers and job outlook)? *What will I be called* (title)? and *How much money can I expect to earn* (wages)?
- College investment: The **three full-service** career centers staffed with a career coach specialist (**early career exploration/labor market research**), career center coordinator (**career fairs/internships**), and a job developer (**resume/interview skills**) to assist students in choosing majors, confirming career goals and landing quality jobs.



- An online Career Coach <https://broward.emsicareercoach.com> service assists students in their research of various occupations and salaries which are then mapped to Broward College degrees.
- Career Pathway markets wage and outlook information to expose students to programs/majors aligned to labor market demand.

Career Pathways

BUSINESS

Majors of study:
- Accounting
- Business Administration
- Economics
- Finance
- International Business
- Marketing
- Management
- Operations Management
- Sales & Marketing
- Supply Chain Management

Median Earnings (for Broward County)

- Audio & Video Equipment Technician - \$19.92/hr
- Graphic Designer - \$20.92/hr
- Music Director - \$23.92/hr

ARTS, HUMANITIES, COMMUNICATION & DESIGN

Majors of study:
- Liberal Arts
- Music Technology
- Digital Media
- Web Development
- Multimedia
- Mass Communication
- Graphic Design

EDUCATION

Majors of study:
- Early Childhood Education
- Child Care Center Management
- Infant/Toddler/Preschool
- Education
- Exceptional Student Education
- Secondary Education
- Middle Grades Education

Median Earnings (for Broward County)
Preschool Teacher - \$11.46/hr
Middle School Teacher - \$22.22/hr
Special Education Teacher, Secondary School - \$24.72/hr

SCIENCE, TECHNOLOGY, ENGINEERING & MATH

Majors of study:
- Engineering
- Computer Information Technology
- Computer Programming/Analysis
- Pre-Med
- Life Sciences
- Internet/Networking
- Environmental Science

Median Earnings (for Broward County)

- Environmental Science Protection Technician - \$15.93/hr
- Computer User Support Specialist - \$18.88/hr
- Network & Computer Systems Administrator - \$36.86/hr

HEALTH SCIENCE

INDUSTRY, MANUFACTURING & CONSTRUCTION

Majors of study:
- Aviation
- Professional Pilot
- Marine Engineering
- Engineering Technology
- Automotive Technology
- Service Mgmt
- Building Construction

Median Earnings (for Broward County)

PUBLIC SAFETY

Majors of study:
- Corrections Officer
- Fire Science Technology
- Criminal Justice
- Law Enforcement
- Crime Scene

Median Earnings (for Broward County)
Corrections Officer - \$30.64/hr
Fire Inspector - \$35.82/hr
Police Officer - \$34.54/hr

Using labor market research and corporate partners to guide program offerings

Broward College uses many market research tools.

- **Analyst** by Economic Modeling Specialist International (EMSI) and **Labor Insight** by Burning Glass.



- **Strategize, partner and align** with economic and workforce development agencies to build a highly educated workforce. Work with companies to upskill current employees and build programs to support a steady workforce pipeline.
- Through our labor market research, the College identified six new programs to offer in fall of 2015: **Film Production Technology, Business Analytics, Medical Laboratory Technology, Aviation Administration, Computer & Network Security, and Technology Project Management.**
- We also work closely with our corporate partners to help us gather **insight on projected employment and emerging occupations.** In a recent meeting with Hoerbiger Corporation of America, College leaders learned of the company's need to hire and train up to 150 new employees as machinists and other entry level manufacturing roles as a result of an expansion.
- In an effort to support this and other manufacturing demand for machinists, the College sought and received grant funds through the JP Morgan Chase Foundation. The grant supports the development of a new 12 credit Technical Certificate for CNC Machinists as part of the revised Advanced Manufacturing program and lays the foundation for development of a mechatronics certification.



Florida 1st for Jobs for College Graduates

Adrienne Johnston, Chief, Labor Market Statistics
Florida Department of Economic Opportunity
May 26, 2016



Labor Market Statistics

To Produce, Analyze, and Deliver Labor Statistics to Improve Economic Decision-Making

- Employment data are the state's most important economic indicator
- Data collected under Federal/State Cooperative Statistical Programs
- Comparable nationwide for all states, counties, and metro areas
- Collected through a combination of employer surveys, modeling, and administrative records

Thanks to employers—without them we would not be able to provide data

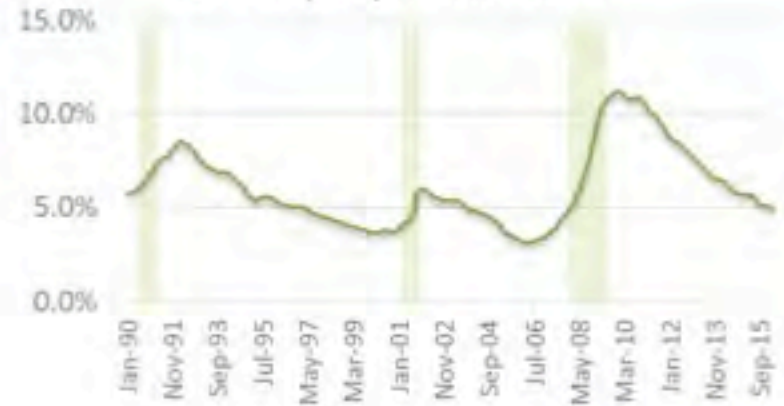


Florida's Labor Market

Private Sector Job Growth Rate OTY



Unemployment Rate



Total Private Jobs



Job Demand



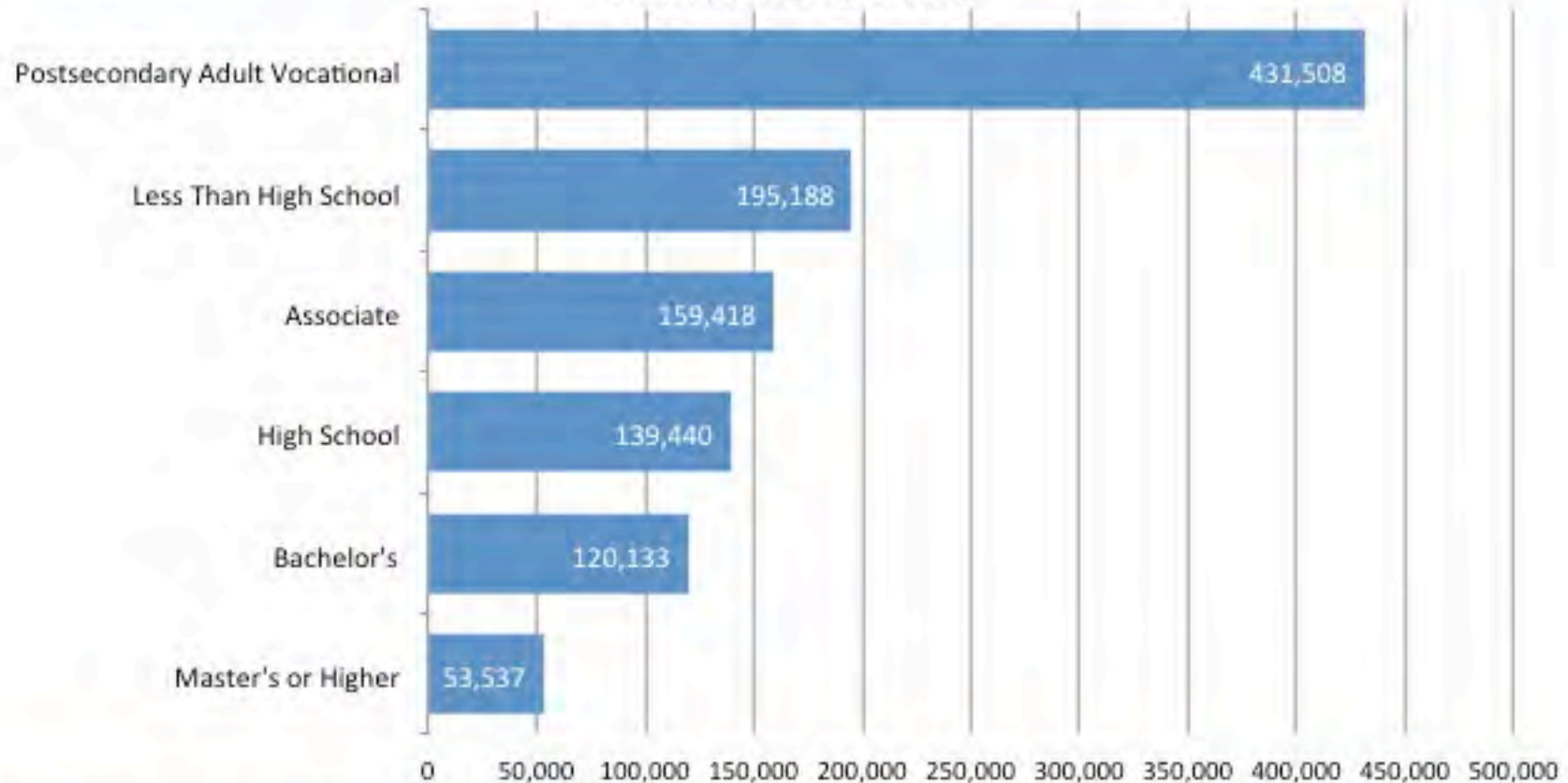
Measuring Job Demand

- Occupational employment projections 2015-2023 as a long-term demand indicator
- Help Wanted OnLine (HWOL) job ads produced by The Conference Board as a short-term demand indicator
- Occupational Supply/Demand system, which shows the gaps between supply and demand based on long-term and short-term demand indicators



Job Growth by Training Level

Employment Change
Florida 2015-2023



Source: Florida Department of Economic Opportunity, Bureau of Labor Market Statistics.



Job Growth by Training Level

Percent Change in Employment
Florida 2015-2023



Source: Florida Department of Economic Opportunity, Bureau of Labor Market Statistics.



Current Job Demand

Rank	Occupation	April 2016 Job Ads	2016 Median Hourly Wage
1	Registered Nurses	16,687	\$30.30
2	Heavy and Tractor-Trailer Truck Drivers	6,678	\$17.66
3	First-Line Supervisors of Retail Sales Workers	6,526	\$19.31
4	First-Line Supervisors of Food Preparation/Serving Workers	6,046	\$15.34
5	Customer Service Representatives	5,640	\$14.04
6	First-Line Supervisors of Office and Admin. Support Workers	4,671	\$24.43
7	Computer User Support Specialists	3,257	\$20.35
8	Network and Computer Systems Administrators	3,153	\$37.55
9	Computer Systems Analysts	3,076	\$38.17
10	Bookkeeping, Accounting, and Auditing Clerks	3,068	\$17.08

- 8 of the 10 occupations with the highest short-term demand have a median wage higher than the Florida statewide median wage (\$15.56).
- There were 206 job ads in April 2016 for Diagnostic Medical Sonographers, the fastest-growing occupation in the state of Florida (4.86% annual growth).

Source: Florida Department of Economic Opportunity, Bureau of Labor Market Statistics



Future Job Demand

Rank	Occupation	2015 Employment	2016 Median Hourly Wage
1	Customer Service Representatives	219,039	\$14.04
2	Secretaries and Administrative Assistants	185,531	\$15.07
3	Registered Nurses	168,885	\$30.30
4	First-Line Supervisors of Retail Sales Workers	115,714	\$19.31
5	Bookkeeping, Accounting, And Auditing Clerks	105,444	\$17.08
6	Cooks, Restaurant	95,857	\$11.91
7	Nursing Assistants	89,500	\$11.66
8	First-Line Supervisors of Office and Admin. Support Workers	88,201	\$24.43
9	Security Guards	82,945	\$10.64
10	Heavy and Tractor-Trailer Truck Drivers	78,673	\$17.66

- High employment long-term demand occupations generally require training below the bachelor's degree level.
- The occupation with the highest long-term demand is retail salespersons (2015 employment = 344,846). Retail salespersons do not require postsecondary training.

Source: Florida Department of Economic Opportunity, Bureau of Labor Market Statistics



Supply Gaps

Rank	Occupation	April 2016 Supply Gap	2016 Median Hourly Wage
1	First-Line Supervisors of Food Preparation/Serving Workers	2,719	\$15.34
2	First-Line Supervisors of Construction Workers	1,710	\$26.89
3	First-Line Supervisors of Retail Sales Workers	1,495	\$19.31
4	First-Line Supervisors of Mechanics, Installers, and Repairers	1,434	\$28.82
5	First-Line Supervisors of Material-Moving Vehicle Operators	1,085	\$26.65
6	Web Developers	643	\$27.69
7	Bus and Truck Mechanics and Diesel Engine Specialists	494	\$20.83
8	Real Estate Sales Agents	470	\$17.40
9	Medical and Clinical Laboratory Technologists	444	\$28.84
10	Tellers	401	\$13.90

- The majority of occupations with a large supply gap require a postsecondary adult vocational certificate (PSAV).
- The only bachelor's-level occupation with a supply gap in April 2016 was Human Resources Specialists.

Source: Florida Department of Economic Opportunity, Bureau of Labor Market Statistics



Florida Hot Jobs

Rank	Occupation	Annual Growth Rate	Annual Job Openings	2016 Median Hourly Wage
1	Diagnostic Medical Sonographers	4.86%	302	\$30.16
2	Interpreters and Translators	4.58%	162	\$16.37
3	Health Specialties Teachers, Postsecondary	4.34%	672	\$40.53
4	Occupational Therapy Assistants	4.23%	99	\$30.56
5	Physical Therapy Assistants	3.97%	298	\$29.75
6	Cost Estimators	3.78%	1,016	\$26.99
7	Information Security Analysts	3.63%	202	\$39.63
8	Meeting, Convention, and Event Planners	3.63%	289	\$20.88
9	First-Line Supervisors of Construction Workers	3.40%	1,870	\$26.89
10	Medical Equipment Repairers	3.31%	309	\$19.49

- Hot jobs are jobs with the highest percent growth rate having a minimum of 50 annual openings and a median wage above the Florida statewide median wage (\$15.56).
- The fastest-growing STEM occupation is Physician Assistants (4.64% annual growth).

Source: Florida Department of Economic Opportunity, Bureau of Labor Market Statistics



Skills Gaps

Skills gaps are a major data deficit in the national workforce system

- Skills are mentioned multiple times in the new federal Workforce Innovation and Opportunity Act (WIOA).
- Employers tell us they have difficulty finding qualified applicants for all types of job vacancies.
- CareerSource Florida and DEO's Labor Market Statistics are conducting a pilot survey of employers on soft and technical skills gaps.

Results will align reported skills gaps to occupations.



Summary

- Job demand is largely concentrated in occupations requiring postsecondary adult vocational certificate (PSAV).
- Occupations requiring bachelor's and above are growing faster.
- Largest supply gaps are typically seen in occupations that require PSAV.
- We still have a lot to learn about skills gaps.
 - First data collection efforts are underway.



Florida Department of Economic Opportunity
Bureau of Labor Market Statistics

Caldwell Building
MSC G-020
107 E. Madison Street
Tallahassee, Florida 32399-4111

Phone (850) 245-7257

Adrienne Johnston
Adrienne.johnston@deo.myflorida.com

<http://www.floridajobs.org>
<http://www.freida.labormarketinfo.com>
<http://www.floridawages.com>
<http://www.whatpeopleareasking.com>



Higher Ed Meets the Workplace

Jay Posze

Senior Vice President, Human Resources
Rayonier Advanced Materials



Who is Rayonier AM?

RAYONIER
Advanced Materials

- Global leader in cellulose specialties products
 - Highly purified cellulose utilized for its chemical properties in the manufacture of a wide array of consumer products
 - High purity products result from 90 years of engineering and scientific research
- 1800 employees
 - Corporate HQ in Jacksonville
 - Manufacturing facility in Fernandina Beach
 - Manufacturing and scientific research facility in Jesup, GA



What's working well?

- Emphasis on STEM is critical
 - Growing demand for scientists and engineers
 - Florida needs to be on the leading edge
- An on-going dialogue
 - Keeping the academic world linked to business
 - Prepare students to succeed in the workplace



What are the challenges?

- Degree programs are compartmentalized
 - Many businesses now expect employees to wear multiple hats
 - Soft skills often lacking in technical fields
- Don't overlook the need for skilled trades
 - If we have 1000 engineers, but no one can weld, we're in trouble!
- STEM programs lack diversity
 - Significant portions (including the fastest growing segments) of the population are overlooking STEM opportunities



What are the challenges?

- Begin the safety discussion in school
 - Most critical issue in industry is safety, students should graduate with a mentality around safety engrained in them
- More experience needed before graduating
 - Develop and promote internship programs for students at all levels
 - Set appropriate expectations from students
 - Encourage students to seek out part-time opportunities in their field while in school



Skills Deficits

- Basic business acumen
 - Needed across all degree programs, not just accounting and MBA students
 - Every employee should be able to:
 - Maintain a budget
 - Read and interpret a balance sheet
 - Understand financial markets



Skills Deficits

- Management training
 - Every function in a business contains levels of management
 - A mastery of an engineering discipline does not mean that someone can effectively manage others, but businesses need both skills
- Managing in a matrix
 - Employees must understand how to manage across functions



Skills Deficits

- Communications skills
 - All fields of study should incorporate advanced instruction in writing and interpersonal communication
 - Communication skills are critical to success in any function
 - Technical fields especially need this skill
 - Communicating technical information to non-technical business associates requires advanced communication skills
 - Those who advance to management and higher paying positions in technical fields have cultivated these skills
 - Encourage debate as an activity to hone these skills



Conclusion



As we continue to grow our company and innovate new applications for our products, we will require a steady flow of graduates with technical skills that also possess the ability to effectively manage and run a business.

