

Workforce Development - RESTORE

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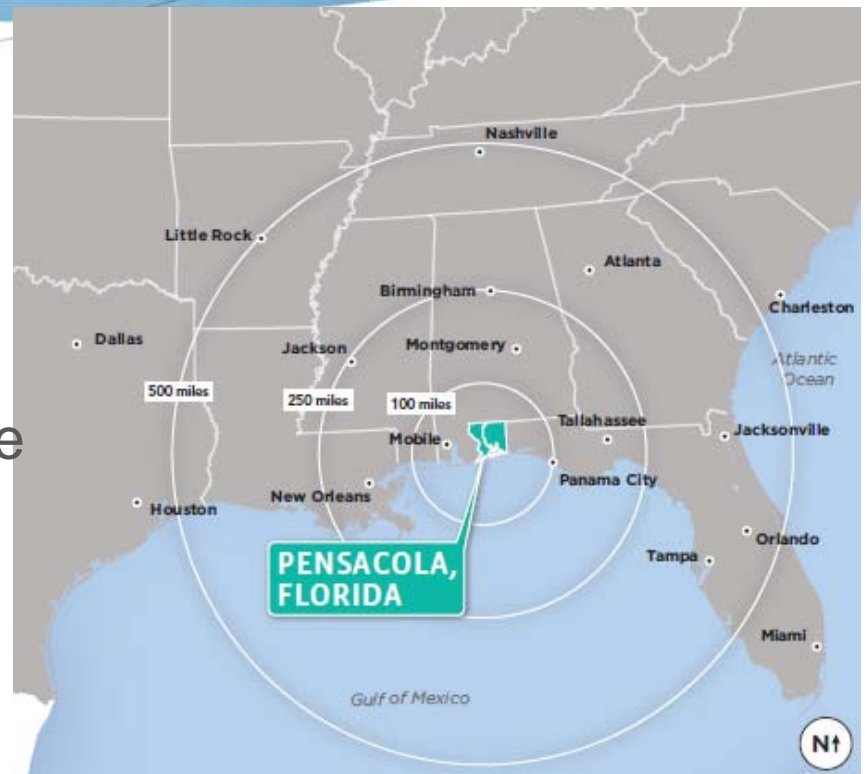
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Workforce Escarosa

GREATER
Pensacola
CHAMBER



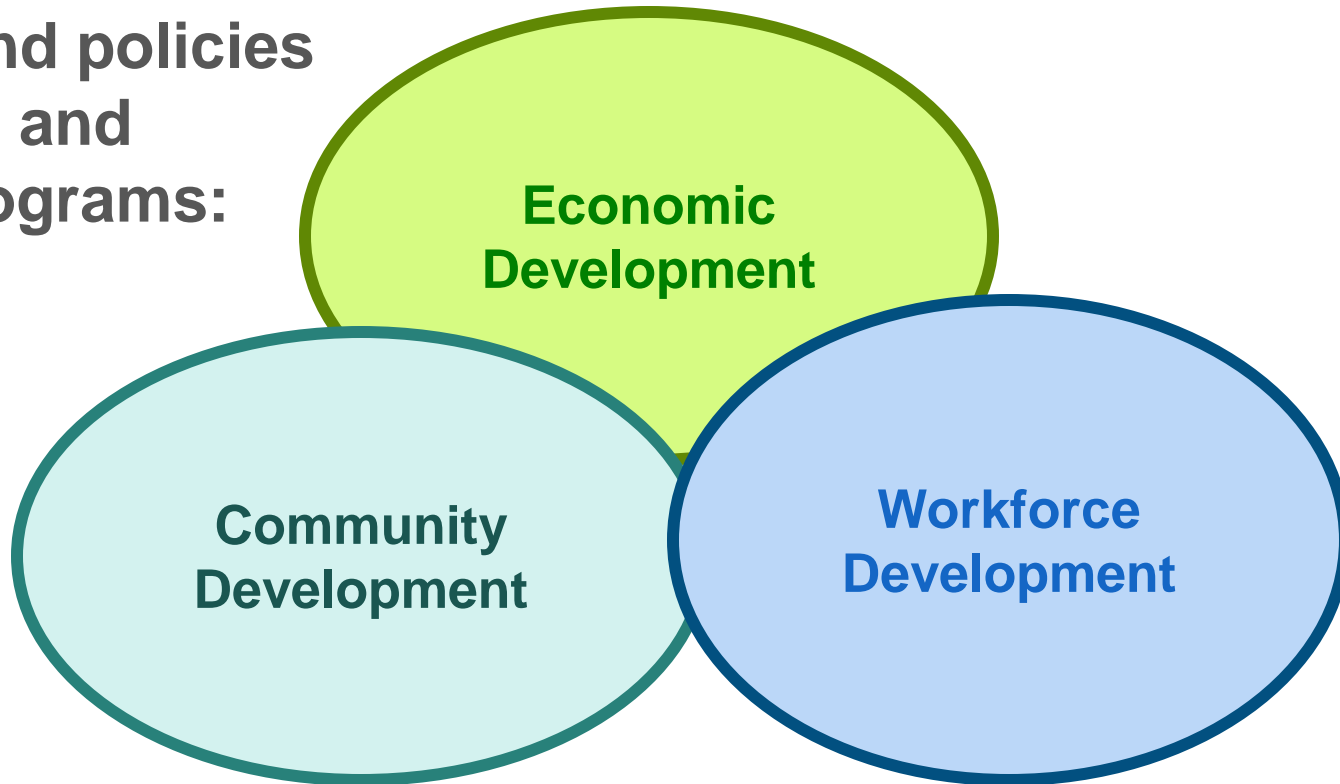
Why Economic Development?

- ◆ Increase wealth
- ◆ Grow the economic pie
- ◆ Ensure jobs for our citizens
- ◆ Expand and diversify the tax base
- ◆ Improve the quality of life
- ◆ Strengthen our economic future



Components of a Strong Economy

**Sound policies
and
programs:**



Strategic Advantages



- Available Sites & Buildings
- Strong Emphasis on Business Park Development
- Leading Employers – renowned as top producers
- Military Connection/DOD
- Transportation Network

Economic Development

- ◆ Key Target Industries for the Greater Pensacola MSA:
 - ◆ Advanced Manufacturing
 - ◆ Aviation/Aerospace - Maintenance, Repair, Operation
 - ◆ Maritime - Maintenance, Repair, Operation
 - ◆ Information Technology/Cyber Security
 - ◆ Back Office/Call Center

The View of a Site Selector

Transport, Talent and Taxation Top Factor List

Site Selection's October survey of corporate real estate executives reveals which factors on average are most important to them when they are involved in location decision making.

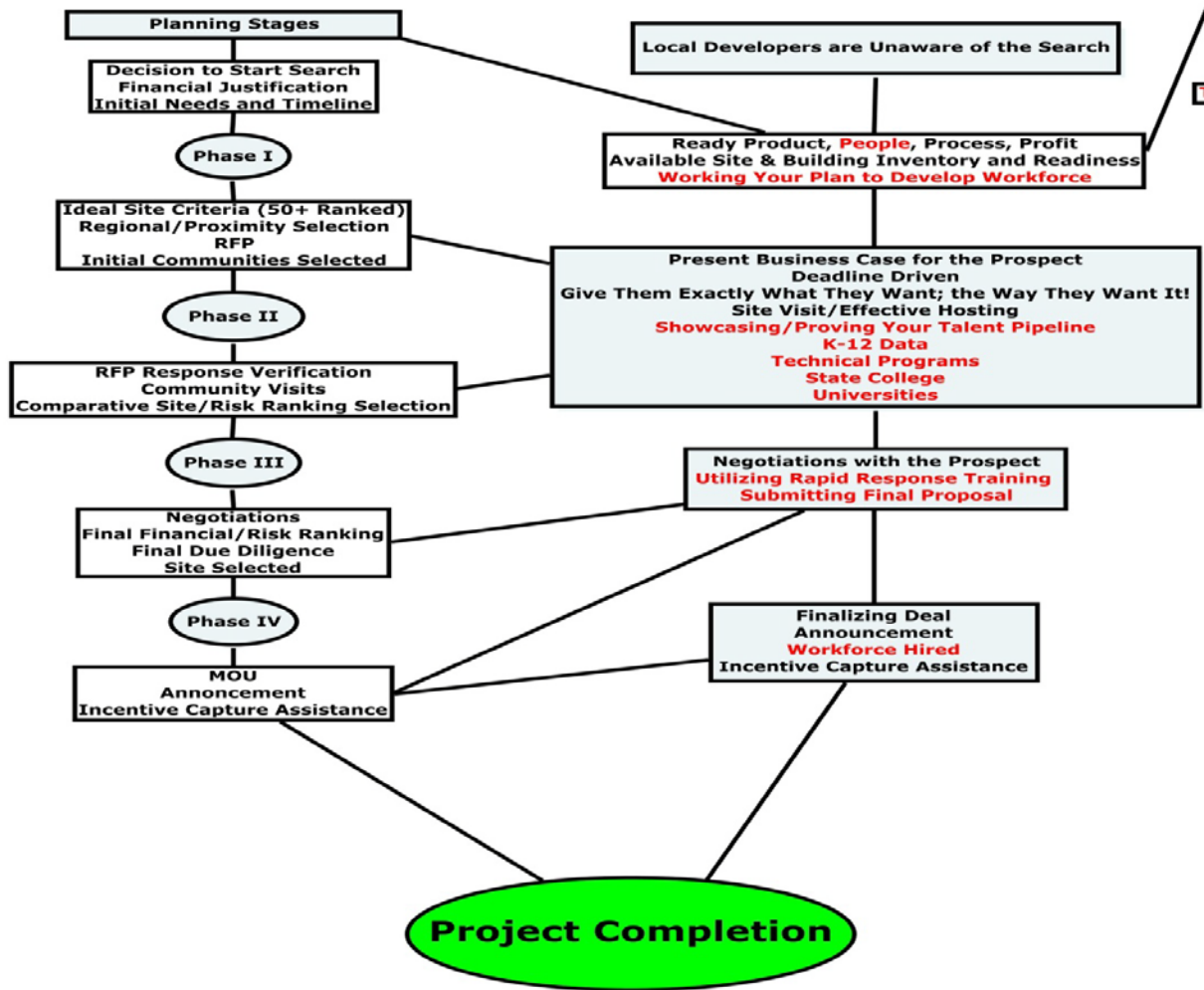
- 1. Transportation infrastructure**
- 2. Existing work force skills**
- 3. State and local tax scheme**
- 4. Utility infrastructure**
- 5. Land/building prices and supply**
- 6. Ease of permitting and regulatory procedures**
- 7. Flexibility of incentives programs**
- 8. Access to higher education resources**
- 9. Availability of incentives**
- 10. State economic development strategy**

Building A Talent Pipeline

Stages of the Site Selection Process

Site Selector/Company

Economic Developer/ Workforce Development



Local Developers are Unaware of the Search

Ready Product, People, Process, Profit
Available Site & Building Inventory and Readiness
Working Your Plan to Develop Workforce

Tracking Talent Pipeline to Showcase your Workforce

Present Business Case for the Prospect
Deadline Driven
Give Them Exactly What They Want; the Way They Want It!
Site Visit/Effective Hosting
Showcasing/Proving Your Talent Pipeline
K-12 Data
Technical Programs
State College
Universities

Negotiations with the Prospect
Utilizing Rapid Response Training
Submitting Final Proposal

Finalizing Deal
Announcement
Workforce Hired
Incentive Capture Assistance

Project Completion

Workforce Committee

- Who:

- Greater Pensacola Chamber
- Private Industry: Business Leaders
- Workforce Escarosa
- City of Pensacola
- Escambia County
- Santa Rosa Economic Development
- University of West Florida
- Pensacola State College
- Escambia County School District
- Santa Rosa County School District

Workforce Committee

To facilitate the Pensacola area talent pipeline opportunities by strengthening education and industry partnerships with the goal of producing high-skilled, work-place ready students. To also develop, execute and facilitate initiatives, programs or partnerships addressing an industry workforce gap.

Workforce Committee

- ◆ “What? So What? Now What?”
- ◆ “What?” – Data from Workforce GAP Analysis
- ◆ “So What?” – Data Analytics; led by business & industry
- ◆ “Now What?” – programmatic solutions that can be implemented to narrow our workforce gap. Potential RESTORE asks.

GAP Analysis

- ◆ What is a GAP Analysis?
- ◆ What will it tell us?
- ◆ How can we use it?
- ◆ What does the process look like?
- ◆ Pensacola MSA: Mobile MSA: NWFL
Region: State of Florida

Workforce Escarosa – Current Infrastructure

- ◆ Workforce Seeker Services:
 - ◆ Served 99,696 customers (duplicates)
 - ◆ 15,456 were Unemployment Claimants
 - ◆ 38,122 were Welfare Transition Participants
 - ◆ The remainder were general populations seeking assistance
 - ◆ 37,026 registrants in Employ Florida Marketplace (non-duplicate)

Workforce Escarosa

- ◆ Demographics of Customers:
 - ◆ 50% female/50% male
 - ◆ 67% were between the ages of 18 – 44
 - ◆ 20% were 45 – 54 years of age
 - ◆ The remaining were youth under the age of 18 or older workers over the age of 55
 - ◆ 56% had a high school diploma or less
 - ◆ 31% had some post secondary education or an associates degree/certification (17%/14%)
 - ◆ 61% were white; 31% were black; 8% other
 - ◆ 79% were unemployed

Workforce Escarosa

- ◆ Financial Assistance to Customers for Educational Services (Workforce Investment Act):
 - ◆ 909 participants were provided financial assistance for training
 - ◆ 87.7% exited to employment at an average wage of \$13.80 per hour for Adults and \$14.28 per hour for Dislocated Workers
 - ◆ Escarosa provides up to \$5,000 per fiscal year for tuition assistance
 - ◆ Escarosa also assists with books, tools, uniforms, immunizations, background checks, etc., required for training or employment
 - ◆ Training is only approved for demand occupations for our two county geographical area

Expenditures by Training Institute

School	Tuition	Books	Total	% of Expend.	#of Clients	% of Clients
Choice Technical	\$ 6,176	\$ 1,623	\$ 7,799	0.44%	3	0.53%
George Stone	\$ 21,451	\$ 1,397	\$ 22,848	1.30%	12	2.12%
Jeff Davis	\$ 74,376	\$ 17,200	\$ 91,576	5.20%	30	5.30%
Locklin	\$ 52,433	\$ 3,742	\$ 56,175	3.19%	24	4.24%
NW FI State	\$ 2,758	\$ 82	\$ 2,840	0.16%	1	0.18%
PSC	\$847,866	\$196,378	\$1,044,244	59.26%	376	66.43%
Reid State	\$ 4,195	\$ 1,614	\$ 5,809	0.33%	2	0.35%
UWF	\$ 42,418	\$ 0	\$ 42,418	2.41%	11	1.94%
Troy	\$ 8,505	\$ 2,328	\$ 10,833	0.61%	2	0.35%
Sub Total:	\$1,060,178	\$224,364	\$1,284,542	72.90%	461	81.44%

Educational Assistance, cont.

School	Tuition	Books	Total	% of Expend.	Number of Clients	% of Clients
Fortis	\$314,007	\$ 0	\$ 314,007	17.82%	69	12.19%
New Horizons	\$ 40,488	\$ 10,052	\$ 50,540	2.87%	9	1.59%
Truck Drivers Institute	\$ 16,061	\$ 0	\$ 16,061	0.91%	4	0.71%
Virginia College	\$ 94,973	\$ 0	\$ 94,973	5.39%	22	3.89%
Pen School of Massage Therapy	\$ 2,000	\$ 0	\$ 2,000	0.11%	1	0.18%
Sub Total:	\$467,529	\$ 10,052	\$ 477,581	27.10%	105	18.56%
Total:	\$1,527,707	\$234,416	\$1,762,123	100%	566	100%

Workforce Escarosa

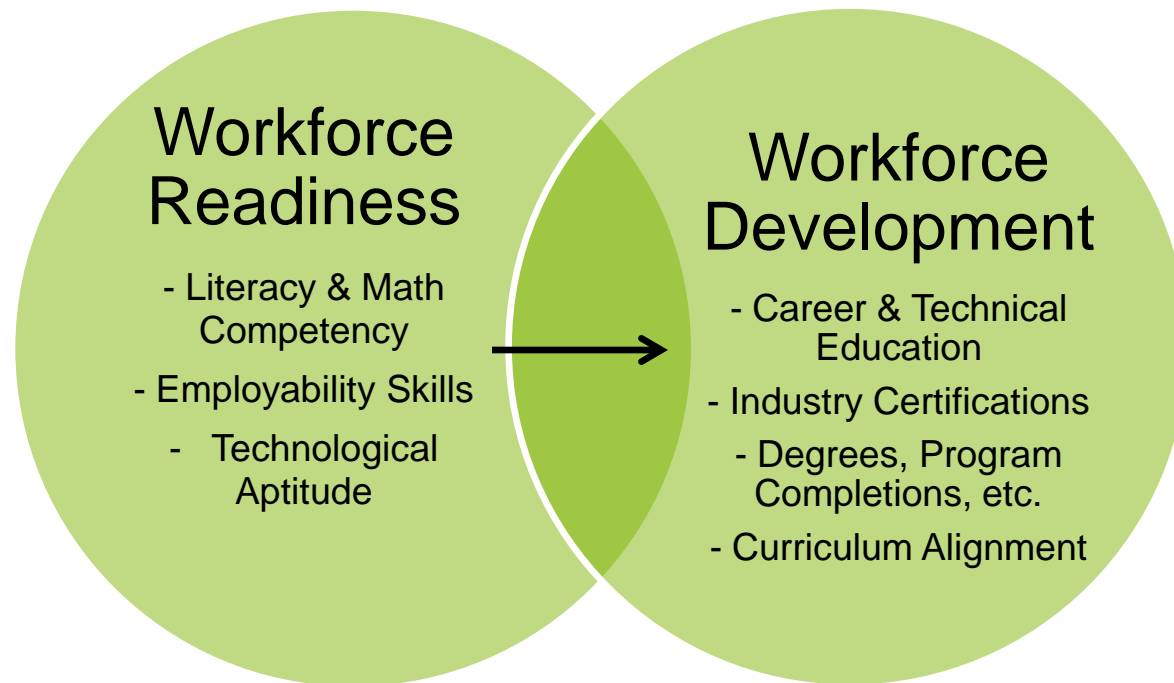
◆ Business Services:

- ◆ Posted 2,215 job orders (6% increase over 2011-2012)
- ◆ Registered 334 employers into EFM
- ◆ Held 28 hiring events with 3,000+ applicants
- ◆ Held 3 Career Fairs with 158 employers participating and 2,000+ attendees
- ◆ Conducted rapid response services for mass lay-offs 8 employers which affected 502 employees

Workforce Escarosa

- ◆ Funding 2013-2014:
 - ◆ Loss of \$960,064 dollars for FY 2013 -2014
 - ◆ Reduces number of enrollees for training from an average of 550 per semester down to 450 per semester
 - ◆ All funding is federal
 - ◆ WIA eligibility is based upon household income or eligibility for unemployment compensation
 - ◆ Document citizenship, residency, veterans status, income, etc., per federal regulations
 - ◆ Unrestricted funds would provide for additional training services and support services (transportation, childcare, etc.)

Workforce Development vs. Workforce Readiness



RESTORE Criteria

Workforce Readiness

1. STEM focused programming or solutions
 - ◆ Example: focuses on STEM **application and project-based learning**; not just more STEM instruction
2. Builds employability skills into existing curriculum and programs; not stand alone training
 - ◆ Example: incorporates soft skills competencies such as timeliness, accountability, email etiquette, etc. into existing curriculum and programs and is not done through a stand alone training class. The effectiveness is elevated when incorporated.

RESTORE Criteria

Workforce Readiness

3. Defined Outcomes/Success/Completion Metrics

- ◆ Short Term Success:

- ◆ Example: pre-test/post-test results & kindergarten readiness scores
- ◆ Example: enrollment increase in STEM programming, enrollment/completion in higher than standard STEM classes (advanced, honors, AP); Math and Science standardized test scores, EOC scores, and course grades

- ◆ Long Term Success:

- ◆ Example: Long term community indicators: increase in per capita income, adult literacy rates, high school diploma attainment, 3rd grade reading score improvement, math/science standardized test score improvement
- ◆ *These results might not show until 5-15 years after implementation of programs and solutions

RESTORE Criteria

Workforce Development

1. Collaboration & articulation among institutions & organizations
 - ◆ Example: alignment and cooperation between secondary and/or post-secondary providers to include down reach into lower levels of education for awareness of/preparedness to enter programs and articulated credit earned at higher level of education
2. How inclusive is the solution proposed?
 - ◆ Example: is the programming or solution open to a large population or restrictive? Does it focus on removal of barriers & obstacles with open access? Should include strategies for engagement of under-represented populations in the occupations/industry that the program is preparing students/adults for and strategies/partnerships with relevant organizations for removal of barriers/obstacles, coaching, etc.

RESTORE Criteria

Workforce Development

3. Is the solution proposed aligned with key target industries and/or key infrastructure industries?
 - ◆ Example: Target Industries: Advanced Manufacturing/Industrial, Aviation/Aerospace, Maritime, IT/Cyber Security, Back Office/Call Center
 - ◆ Example: Infrastructure Industries: Energy, Water, Industrial Construction
4. Is the solution led or championed by business/industry?
 - ◆ Example: A consortium of **local** IT or Manufacturing companies present a solution or training they endorse.

RESTORE Criteria

Workforce Development

5. Proven need, defined success & tracking mechanisms:
- ◆ Example: Solution is driven by a need that is proven with data (low seeker: posting ratio within a SOC code/job title)
 - ◆ Example: Success is clearly defined with outcomes such as job placement rates, certification achievement, etc.
 - ◆ Example: Extra points for inclusion of best practice with demonstrated success from the NWFL region or elsewhere

Disqualifier:

- ◆ Duplicates existing programs rather than expanding or replicating best practices

In Closing

