

**Career Education Study Task Force Report  
State Board of Education  
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# Legislative Charge

## CHARGE & MISSION

- House Bill 769 requires the Commissioner to convene a study group to conduct a comprehensive study of workforce education. The charge of this Task Force on Career Education is to make recommendations on:
  - improvements to articulation;
  - implementation of innovative programs; and
  - improvements to guidance counseling and advisement.

# Members

- **Honorable Toni Jennings**, Chairperson  
Lieutenant Governor  
State of Florida
- **Mr. Jim Apthorp**  
Leroy Collins Institute, FSU  
Workforce Florida, Inc., Board Member
- **Chancellor J. David Armstrong, Jr.**  
Department of Education  
Division of Community Colleges and Workforce Education
- **Chancellor Debra Austin**  
Department of Education  
Division of Colleges and Universities
- **Mr. Frank “Chip” Bone**  
Vice President  
Florida Restaurant Association
- **Ms. Sue Brody**, President  
Bay Front Health System
- **Mr. Paul Clare**, President (Retired)  
Hudson Tool and Die Company, Inc.
- **Ms. Andrea Eliscu**, President  
Medical Marketing, Inc.
- **Mr. Julio Fuentes**, President, CEO  
Florida State Hispanic Chamber of Commerce
- **Mr. Ray Gilley**, President  
Metro Orlando Economic Development Commission  
Workforce Florida, Inc., Chairperson
- **Mr. Nick Heldreth**, Vice President of Human Resources and Corporate Relations  
Harris Corporation
- **President John Hitt**  
University of Central Florida
- **Honorable Ed Jennings**  
Florida House of Representatives
- **Superintendent Joseph Joyner**  
St. Johns County School Board
- **Ms. Belinda Keiser**  
Keiser College
- **Ms. Catherine Kelly**, Vice President of Public Affairs, Signature Programs  
Blue Cross & Blue Shield of Florida
- **President William D. Law**  
Tallahassee Community College
- **Superintendent Earl Lennard**  
Hillsborough County School Board
- **Ms. Diane Leone**, President  
Marketing Edge  
Council for Education Policy Research and Improvement, Member
- **President Modesto A. Maidique**  
Florida International University
- **President E. Ann McGee**  
Seminole Community College
- **Mr. Ed H. Moore**, Executive Director  
Independent Colleges & Universities of Florida
- **Ms. Jo Moskowitz**, Senior Manager of Community Affairs  
Citrix Systems, Inc.
- **Ms. Susan Pareigis**, Director  
Agency for Workforce Innovation
- **Mr. John B. Ray**, Vice President, Life Sciences  
Enterprise Florida
- **Ms. Susan Story**, President  
Gulf Power  
Enterprise Florida, Vice-Chair
- **Mr. Bob Taylor**  
President, CEO  
The Mariner Group
- **Chancellor Jim Warford**  
Department of Education  
Division of K-12 Public Schools

# Current Perceptions

- The historic view of workforce education as 2<sup>nd</sup> class” needs to be changed to reflect the critical importance of career education to Florida’s students and its economy in today’s world.
- The Task Force determined that greater focus on career and professional education represents one of the most significant opportunities to improve Florida’s education system.

# Guiding Principles

- **ALL** students should graduate from high school fully capable of entering and being successful in the workplace, further career and professional education, and/or post-secondary degree programs.
- Career and professional education should be included as a core educational expectation for all students within Florida's education system.
- The business and industry community is willing and able to partner with the educational community to strengthen career and professional education.

## Recommendation - #1

### Rigor and Relevance

- Every Florida middle and high school should provide an instructional delivery system which draws on best practices/models and incorporates, along ***with rigorous academic standards*** and industry relevant career academies, institutes, and industry certifications.

## Recommendation #2

### Aligning Resources

- Funding options within existing resources should be utilized to initiate and sustain career academies. Additional resources to be considered include:
  - restoration of FTE weighting for grades 6-12;
  - tax credits for businesses;
  - grant programs through Workforce Education resources;
  - scholarship programs sponsored by DOE and/or the private sector; and
  - DOE and/or private sector R&D grants
- Awareness that Bright Futures scholarships apply to Career and Professional Education.
- Cross-agency partnerships

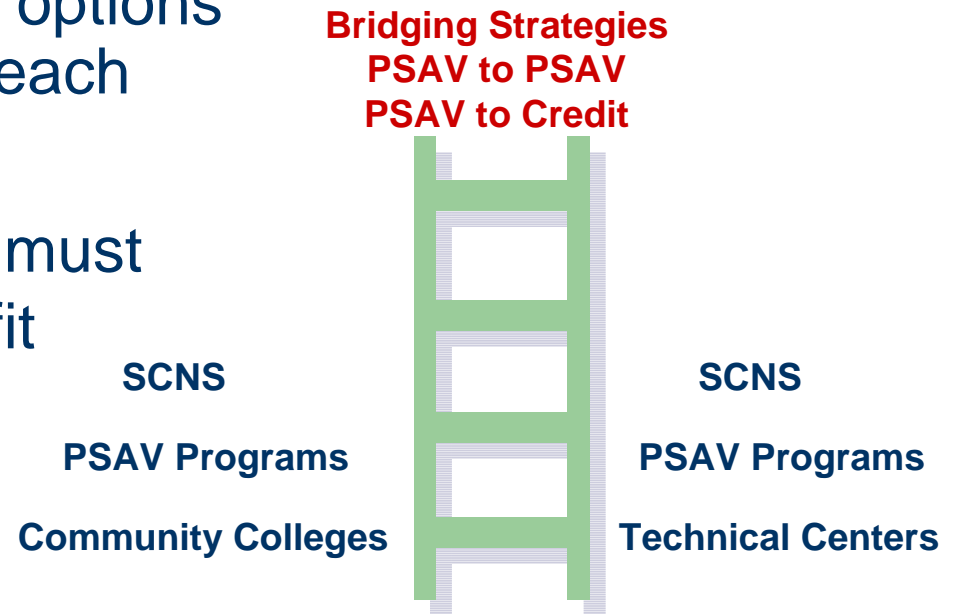
## Recommendation - #3

### Instructional Relevance

- Recognize and reward educators whose teaching methods produces high performing students.
- Teaching should move *to “Touch Tech”* from *“Chalk and Talk”*

## Recommendation - #4 Articulation

- Beginning in middle school and continuing through high school graduation and postsecondary education, career path options should be outlined for each student.
- Seamless articulation must be made available to fit student needs while maintaining quality standards.



## Recommendation - #5

# Early Career Exploration

- Career Guidance and Counseling should be stressed in middle school and continue through high school.
- Existing guidance structures should be enhanced through:
  - the use of technology;
  - the involvement of the regional Workforce Boards;
  - the implementation of creative career counseling strategies; and
  - partnerships with business, industry, and the community.

## Recommendation - #6

### Awareness

- Marketing campaigns should be designed and implemented to communicate the importance of Career and Professional Education to both students and the state's economy.
- Funding should involve partnerships with business and industry.
- The target audience includes students, parents, the educational community, and the business community.

## Recommendation - #7

### Accountability

- Measurement is vital to ensure a focus by high schools in preparing students for both the workplace and further education.
- Performance should be recognized through an accountability system that rewards completion and provides programs which meet student needs.

# DOE Proposals

- In partnership with the Florida Education Foundation, DOE is currently developing a proposal for a public-private partnership.
  - Implement a nursing exploration/career guidance component for middle school that focuses on the need for high academic achievement in preparation for a career in nursing (Reading, Math, Science).
  - Create middle school/high school career academy pilots that could be a model for future implementation statewide.

# DOE Proposals

- ***Guidance*** - DOE will continue to conduct extensive guidance counselor training and continue to focus existing resources to encourage schools to provide career exploration and planning.

# DOE Proposals

- ***Accountability*** – DOE will explore ways to modify or enhance current accountability processes to measure the performance of K-12 schools in preparing students for the workplace.

# DOE Proposals

- ***PR/Marketing*** –DOE will explore and implement projects with the Florida Education Foundation, industry associations, and other interest groups to change the perception of career education.

***Career Education IS Academic Preparation***

## Other Studies in HB 769

- Industry Certification
- Funding Formula
- AWI-CEPRI Apprenticeship study