

STATE BOARD OF EDUCATION
Requested Reports, Updates, and Discussions
April 18, 2006

SUBJECT: Update on Workforce and Succeed Programs

PROPOSED BOARD ACTION

Information Only

AUTHORITY FOR STATE BOARD ACTION

N/A

BACKGROUND INFORMATION

An Overview of Workforce Education's Public Awareness Campaign will provide members with information on current marketing efforts to recruit new students to workforce programs and improve the overall image of workforce education.

The Succeed Florida presentation was in the board packet last month but will also be included in the presentation to the board as an update.

Supporting Documentation Included: Press Release on the Public Awareness Campaign

Facilitators/Presenters: Chancellor David Armstrong