

FLORIDA COMMUNITY COLLEGES & WORKFORCE EDUCATION

PUTTING MINDS TO WORK



Workforce Education Public Awareness & Recruitment Campaign

SUCCEED, Florida Funding

**David Armstrong, Chancellor
Community Colleges and Workforce Education**

**Workforce Education
Public Awareness &
Recruitment Campaign**

Workforce Education Public Awareness & Recruitment Campaign

- Aimed at modernizing the image of Career Education
- Need for campaign was identified by Career Education Task Force, chaired by Lt. Governor Jennings
- Commissioner Winn made it a priority in his Four Point Plan for Career Education titled “Today’s Students, Tomorrow’s Workforce” that was released in August at an EFI board meeting

Workforce Education Public Awareness & Recruitment Campaign

- Campaign titled “I Always Wanted To...Always Starts Today”
- Special Workforce Education Web pages and toll-free hotline have been created
- Phase One includes billboards, bus shelter signs, and radio announcements
- Phase Two will add television ads using “success stories” from WE programs, as well as have a Spanish and Creole component

Workforce Education Public Awareness & Recruitment Campaign

Statewide Version



**I always
wanted to...**



**always
Starts Today!**

Have the career you want...

Workforce Education **1-800-406-5555**

Florida Department of Education www.fdoe.org

Workforce Education Public Awareness & Recruitment Campaign

Customized Local Version

I always wanted to...
**Have the
career
you want...**

Start Now!
941-255-7500
Workforce Education
Charlotte Technical Center
www.charlottetechcenter.com

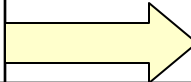
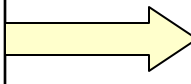
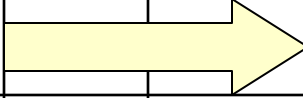
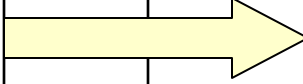
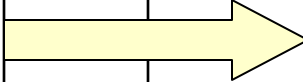
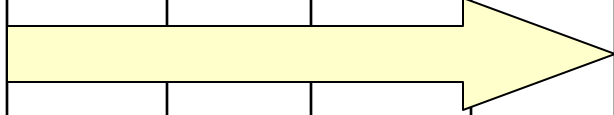
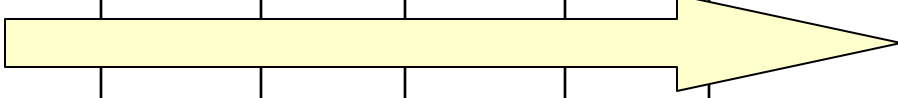
Workforce Education Public Awareness & Recruitment Campaign

- DOE statewide campaign is partnering with local community colleges, career centers, and high school career programs and career academies to promote and recruit at a grassroots level
- Online Media Kit includes customizable versions of billboards, radio spots, newspaper ads, posters, brochures, bookmarks, bumper stickers, and pins

Workforce Education Public Awareness & Recruitment Campaign

Activity	March	April	May	June	July	August	
Outdoor billboards	→						
Outdoor billboards in specific markets				Spanish outdoor		Creole outdoor	
Media kits, local district overlays, outdoor, print, radio	→						
Press release to statewide media		→					
Bus shelter signs	→						
Florida Radio Network and other targeted radio station ads	→			Spanish Radio			
ACE magazine cover & content	→						
Florida Trend full page ad				→			
Florida Trend Next full page ad						→	

Workforce Education Public Awareness & Recruitment Campaign

Activity	March	April	May	June	July	August
Workforce Education Web site redesign						
Division of Community Colleges & Workforce Education newsletter						
Florida Marlins & Tampa Bay Devil Rays signage						
Tag on Florida Lottery daily TV drawings						
National Public Radio ads						
Secondary education/Career Academies newspaper and radio ads						
Business and industry partners brochure						

Workforce Education Public Awareness & Recruitment Campaign

Activity	March	April	May	June	July	August
Industry specific newspaper and radio ads						
Local PR efforts with community colleges, career centers, school districts						
Business and industry partnership meetings						
Statewide television ads						

SUCCEED, Florida Funding Update

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Next Steps

- At the request of the Legislature, the Department issued a Request for Concept Papers
- Due date of February 8 for Crucial Professionals/Critical Jobs
- Due Date of February 17 for Career Paths

SUCCEED, Florida Concept Papers

Crucial Professionals/Critical Jobs Concept Papers Categories

- Continuation of 2005-06 Grant – Teaching, Nursing, and Jobs for Florida's Future
- Teacher Training
- Nursing
- Allied Health
- Enterprise Florida Key Sectors
- High-Wage/High-Skill/High-Demand
- Rural Economic Development

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Concept Papers

Concept Papers Received – Crucial Professionals/Critical Jobs

- Community Colleges – 81 requests totaling \$23.9 million
- School District Technical Centers – 54 requests totaling \$11 million
- CIE & ICUF Schools – 36 requests totaling \$14.4 million
- Total Continuation and New Concept Papers Received – 171 requests totaling \$49.4 million

SUCCEED, Florida Concept Papers

Crucial Professionals/Critical Jobs - Continuation

Project Type	Community Colleges	School District Technical Centers	Independent Education CIE/ICUF	Amount Requested
Teaching	13 \$2,754,323	N/A	1 \$237,774	\$2,992,097
Nursing	9 \$3,346,143	1 \$230,000	2 \$2,000,000	\$5,576,143
Jobs for Florida's Future	11 \$2,840,968	N/A	N/A	\$2,840,968
Total	33 \$8,941,434	1 \$230,000	3 \$2,237,774	37 \$11,409,208

SUCCEED, Florida Concept Papers

Crucial Professionals/Critical Jobs - New

Project Type	Community Colleges	School District Technical Centers	Independent Education CIE/ICUF	Amount Requested
Teacher Training	9 \$3,025,979	N/A	4 \$1,923,620	\$4,949,599
Nursing	9 \$2,490,517	7 \$1,359,000	12 \$4,949,270	\$8,798,787
Allied Health	6 \$2,054,650	8 \$1,711,940	5 \$1,204,440	\$4,971,030
EFI Key Sectors	4 \$1,438,723	9 \$2,024,795	1 \$150,000	\$3,613,518
High-Wage/High-Skill/High-Demand	19 \$5,766,624	23 \$4,602,331	11 \$3,942,337	\$14,311,292
Rural Economic Development	1 \$250,000	6 \$1,150,000	N/A	\$1,400,000
Total	48 \$15,026,493	53 \$10,848,066	33 \$12,169,667	134 \$38,044,226

SUCCEED, Florida Concept Papers

Crucial Professionals/Critical Jobs – Continuation & New

Project Type	Community Colleges	School District Technical Centers	Independent Education CIE/ICUF	Amount Requested
Continuation	33 \$8,941,434	1 \$230,000	3 \$2,237,774	\$11,409,208
New	48 \$15,026,493	53 \$10,848,066	33 \$12,169,667	\$38,044,226
Total	81 \$23,967,927	54 \$11,078,066	36 \$14,407,441	171 \$49,453,434

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Concept Papers

Concept Papers Received – Career Paths

- Career Academies – 158 requests from 45 school districts totaling \$31.1 million
- Of the 39 currently funded Career Paths projects:
 - 21 (54%) submitted concept papers requesting to continue their projects
 - 14 (36%) submitted papers to implement or plan an academy in another school in the district
 - 4 (10%) did not submit any concept papers

SUCCEED, Florida Concept Papers

Career Academies

Project Type	Amount Requested
Implement an academy in 2006-07	57 \$11,892,472
Implement a re-design of their academy during 2006-07	30 \$5,975,136
Plan and design an academy during 2006-07 to be implemented in 2007-08	50 \$9,609,990
Continuation Grant—Implemented an academy (received 2005-06 funding to implement an academy during 2005-06) and plan to continue in 2006-07	4 \$900,000
Continuation Grant—Re-designed an academy (received 2005-06 funding to re-design their academy during 2005-06) and plan to continue in 2006-07	6 \$904,083
Continuation Grant—Planned and designed an academy (received 2005-06 funding to plan an academy during 2005-06) that will be implemented in 2006-07	11 \$2,036,500
Total	158 \$31,318,181

SUCCEED, Florida Concept Papers

Career Academies - Occupational/Career Cluster Focus	Number of Projects	Amount Requested
Science, Technology, Engineering, and Mathematics	24	\$5,131,200
Health Science	23	\$4,704,700
Business, Management, and Administration	16	\$2,591,331
Information Technology	14	\$2,295,000
Architecture and Construction	13	\$2,191,112
Education and Training	10	\$1,569,684
Hospitality and Tourism	9	\$2,271,100
Wall-To-Wall (Entire school restructured, incorporating career clusters)	8	\$2,257,318
Arts, A/V Technology	7	\$1,188,000
Law, Public Safety, Corrections, and Security	7	\$1,360,303
Transportation, Distribution, and Logistics	7	\$1,555,000
Finance	6	\$1,000,000
Human Services	6	\$1,205,488
Agriculture, Food, and Natural Resources	4	\$1,167,345
Manufacturing	2	\$400,000
Marketing, Sales, and Service	2	\$430,600
Total	158	\$31,318,181

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Outcomes as of December 2005
(Prior to spring semester enrollments)

- **667** new teacher certification students
- **278** new nursing students, **114** new nursing faculty students
- **866** new students enrolled in Career Academies
- **17** projects implemented or redesigned in 2005-06
- **22** additional projects planned for 2006-07

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Outcomes To Date – Teaching (Community College Students)

- ***557 new teaching students***

Progress Made

- Various recruitment activities
- Marketing efforts
- Planning course offerings and scheduling

Major Successes

- Strong public response to marketing efforts
- Orientation sessions
- Collaborations with school districts to facilitate faster graduation

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Outcomes To Date – Teaching (State & Private University Students)

- ***110 new teaching students***

Progress Made

- Various recruitment and marketing activities
- Rural and urban involvement through use of distance learning

Major Successes

- Creation of online courses for educational minor

SUCCEED, Florida

Outcomes To Date – Nursing

(Community Colleges & Career Centers)

- ***85 new nursing students, 7 new faculty students***

Progress Made

- Recruitment efforts through marketing
- Increase the size of two labs at one college
- Inservice training scheduled for 2006
- Faculty and staff hired

Major Successes

- Project coordinator, lab instructor, and nursing instructor hired in December

SUCCEED, Florida

Outcomes To Date – Nursing

(Public & Private Universities)

- ***193 new nursing students, 107 new faculty students***

Progress Made

- Recruitment and marketing enhanced
- Disseminated information to the field
- Information sessions held throughout state
- Equipment and lab space made available

Major Successes

- Increase in recruitment and enrollment of qualified students
- Partnerships and collaborations with community colleges enhanced