

Statewide Email

DATE: September 23, 2020

FROM: Henry Mack, Chancellor, Career and Adult Education

TO: District Career and Technical Education Directors
District Technical Center Directors
District Adult Education Directors
Florida College System Workforce Administrators

Via: Chancellor2@fldoe.org

SUBJECT: GET THERE - Florida's Workforce Education Initiative Unveiled



Dear Colleagues and Friends,

Capitalizing on the Rapid Credentialing grants and the great work already happening in across our system, the Florida Department of Education's workforce education initiative, [Get There](#), was just unveiled at the State Board meeting.

Over the past several months, education leaders have identified an opportunity to raise awareness and rebrand Career and Technical Education (CTE) as a modern approach to higher education and training. Get There will do just that, by highlighting the 17 career pathways offered at Florida's 28 state colleges and 48 technical colleges – positioning these programs as an exciting alternative to the traditional university pathway that gets students to work faster and affordably.

The timing could not be more critical. Many Floridians have found themselves reconsidering their career opportunities, and it is important they understand that with CTE, there's something and somewhere for everyone. As many of you know, the programs our education partners are

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offering provide the additional skills and knowledge needed to allow Floridians to re-enter the workforce with the in-demand skill sets essential for their region.

I look forward to sharing the opportunities that exist through Get There. Our team is reaching out to all educational PIOs today but would also be interested in working with our industry partners to help spread the word of the value of our CTE programs.

Excitedly,

Henry