

DRAFT

Florida Career and Professional Academies

Joint Implementation Team

St. Augustine, Florida

September 6, 2007

Call to Order

Co-Chairman Lucy Hadi (Chancellor of Workforce Education-DOE) welcomed the implementation team members and guests to the meeting and conducted a roll call to confirm attendance of team members and other interested parties participating in the meeting. Since this was the first face-to-face meeting of the implementation team, Ms. Hadi called for introductions of the individuals in attendance.

Roll Call

The following individuals were in attendance in St Augustine:

Ms. Lucy Hadi
Ms. Nancy Cordill
Ms. Andra Cornelius
Ms. Mary Lou Reed
Mr. Frank Fuller
Mr. Jeff Scroggins
Mr. Bruce Ferguson
Ms. Tara Goodwin
Mr. Lavan Dukes
Ms. Elizabeth Carrouth
Mr. Doug Wagner
Mr. Eric Roe
Mr. Jay Steele
Ms. Elsie Rogers
Mr. Larry McIntyre

Individuals in attendance by telephone:

Ms. Pam Smith
Ms. Lillian Finn
Ms. Becky Rust
Mr. Ben Powell

Agenda and Review:

Ms. Hadi reviewed the items outlined on the agenda that was provided to the team members prior to the meeting. Ms Hadi clarified the role of the implementation team as a steering committee.

The agenda topics included:

-Welcome and Introductions
-Agenda Review
-Accomplishing the Legislative Vision
-Engaging Complimentary Resources
BANNER Centers

- CHOICE Institutes
- Existing Career Academies
- Targeted Occupations List
- Reviewing Key Tasks and Time Frames
- Reviewing and Aligning Sub-Team Project Plans
- Next Steps
- Closing Comments
- Adjournment

Accomplishing the Legislative Vision

Frank Fuller, Director, Okaloosa Applied Technology Center, Okaloosa County Schools stated that the legislative vision was to move career education up and beyond its current position in the education system. Since two-thirds of students don't go to college, we know that we are not touching nearly the market need. The vision is to prepare students for Tier 1 admission to universities and the workforce.

Ms. Hadi added that we want students to leave high school with standard diploma, several industry credentials, Ready to Work credential and a pathway to postsecondary education. In addition, relevance will make them productive citizens by changing secondary education and the products of secondary education. Mr. Scroggins stated that this legislation makes the public school system an active partner in economic development as well. Ms. Hadi agreed and further stated that economic development in all areas, creating no barriers to the next step, and we owe it to the students of Florida.

Engaging Complimentary Resources

BANNER Centers

Ms. Cornelius gave the following information regarding BANNER Centers: BANNER Centers are routed in the Governor's Road Map for Florida. Governor Bush brought them as part of the Eight Strategic Imperatives which led to the development of Workforce Cluster Centers that benefit from skills within business. We now have ten BANNER Centers that match and align with Enterprise Florida Sectors (exceptions Construction and Alternative Energy). We are considering adding "Water," considering everything from water to waste water. BANNER Centers are funded through reserve funding at Workforce Florida. We had \$4 MIL to fund the rest by June 30th. No other state has the BANNER Center concept. The vertical alignment is easy to understand; horizontal alignment from college to college and district to district is more difficult.

Ms. Hadi asked: What is the role of BANNER centers in franchising what they do? What role do they play in shaping the curriculum? How do we institutionalize this? What are the gaps? Ms. Cornelius answered that it is not currently institutionalized and reaching beyond the geographic region has been challenging. The gaps are in college-to-college protocol.

Ms. Reed stated that the original intent was to concentrate a BANNER Center at a college to conserve scarce resources. Ms. Hadi said this is difficult because of home rule and the autonomy of community colleges regarding programs. There is no curriculum consistency throughout the state's community colleges. We have the opportunity to provide frameworks. Ms. Reed stated that we could use the core curriculum concept and maybe designate one community college to develop curriculum for efficient use of money.

Ms. Hadi said we could use manufacturing as a model. Manufacturing uses base line knowledge that branches off into several tracks and certifications. Dr. Roe, Director, FLATE Center for Manufacturing Education, Hillsborough Community College, described how he and Andy Anderman, Department of

Education, created new frameworks at the community college to provide localized tracks with a common core and industry certification tied to that core.

Ms. Hadi said the “core” should be the same wherever you go in the state. The manufacturing track is a model partnership between manufacturing, the Department of Education and the community college. Mr. Scroggins stated that other industries may not be as organized as manufacturing that it took ten years to develop the core curriculum. Ms. Hadi suggested that we ask business and industry what is needed. Ms. Hadi asked Dr. Roe to get together with Mr. Anderman to write up the process or road map for what they did with regard to the manufacturing model. The road map would be provided to Agency for Workforce Innovation and BANNER Centers – curriculum development and industry certification sub-teams.

CHOICE Institutes

Mr. Scroggins, Director, CHOICE Institutes, Okaloosa County School District, stated the CHOICE Model is based on students earning high school credit, college credit and industry certification at no cost to the student. The goal is to make public schools a partner in economic development. To accomplish that goal, we asked industry what we should be teaching our students to give students marketable skills. We have had some progress in replicating the success experienced in Okaloosa County.

Existing Career Academies

Mr. Wagner, Director, Adult, Career & Technical Education, Manatee County Schools stated that they developed their own rubric with twelve areas of certifications. We applied the rubric to all academies, with four academies meeting the standards. We need to marry all certifications together and have something that the state of Florida can stand behind.

If this Legislation opens it up to all Career and Technical Education programs with an industry certification, then we will not get what we want. Still concerned how we are defining career academy and certification for weighted FTE.

Ms. Goodman asked: Who will be policing career academies to determine if a career academy is really a career academy? Should a third party police career academies? We should look at the OPPAGA study. Mr. Fuller said that the BANNER Center grant requires them to identify a check list of items to determine what qualifies as a career and professional academy. We will gather that information and get it back to the group.

Targeted Occupations List

Ms. Rust stated that the Workforce Estimating Conference (WEC) is authorized under §445.011 of the Florida Statutes. The conference meets semi-annually to establish a Statewide Occupational Demand List and provides recommendations to Workforce Florida, Inc. for establishing Regional Targeted Occupations Lists.

The following process was described in developing the Regional Targeted Occupation List:

The Workforce Florida Inc. (WFI) Task Force meets to decide on the criteria that will be used to define high skill/high wage occupations for each of the 24 Workforce Regions. WFI staff recommends that the Task Force adopt the occupational wage criteria established by the WEC adjusted by the Florida Price Level Index for each workforce region.

1. Labor Market Statistics (LMS) adjusts the statewide occupational demand list wage criteria by the Florida Price Level index for each workforce region and prepares Preliminary Regional Targeted Occupations Lists based on these adjusted wage criteria.

2. LMS updates the Regional Targeted Occupations Web Application with the latest statewide and regional occupational employment projections so Regional Workforce Boards and other local workforce partners can review the Preliminary Regional Targeted Occupations Lists.
3. WFI announces to the regional boards the release of the Preliminary Targeted Occupations Lists, asks Regional Workforce Boards to assign users to the Regional Targeted Occupations List Web Application, and sets the deadline for requesting additions and deletions to the targeted lists.
4. WFI reviews the local requests for additions and deletions to the regional targeted lists and obtains input on each request from LMS and Florida Department of Education (DOE).
5. WFI sends preliminary recommendations for changes to the regional targeted lists to the workforce boards for review, allowing boards to submit documentation on locally obtained occupational information on each denied request.
6. WFI reviews the occupational information documentation submitted by the workforce boards and obtains additional input from LMS and DOE on this documentation before final recommendations on changes to the list are made.
7. WFI submits the final recommendations for changes to the regional targeted occupations lists to the WFI Task Force for approval. Recommendations submitted by WFI are based on statistical analysis of local occupational data combined with approval guidelines/policies established by WFI.
8. Final Regional Targeted Occupations Lists are produced by LMS and submitted to WFI for posting to the Internet for Regional Workforce Boards and other workforce partners to use.

Key Tasks and Time Frames

Industry Certification List must to Barbara Griffin by Monday, September 10, 2007

Evaluation report is annual—plan for the report due December 31, 2007

Public Relations—maybe get Governor to the next Enterprise Florida, Inc. meeting; get on the November Agenda; have media at our workshops (local economic boards)

Next Conference Call: Thursday, September 20, 2007 at 2:00 p.m. (rescheduled for September 26, 2007)

Materials due one week before the Conference Call on the 20th

Issuance of Strategic Planning Instructions-October 19, 2007

Next Steps

-Closing Comments

-Adjournment