



# Middle School IT Career Academy Technical Assistance Demonstration Project

*Workforce Florida Inc. Announces it will provide 15 Middle Schools across Florida with Technical Assistance needed to establish a new Information Technology Career Academy*



## **WORKFORCE FLORIDA INC.**

Workforce Florida is the statewide board of business and government leaders charged with setting policy for the state workforce system, which includes the Department of Economic Opportunity, 24 Regional Workforce Boards and nearly 100 One-Stop Career Centers. Workforce Florida advances its mission to help Floridians including youth enter, remain and advance in the workforce and strengthen the state's business climate by addressing business talent needs while supporting job seekers through training and education.

The Career and Professional Education (CAPE) Act was created by the Florida Legislature with the intent to attract and retain targeted, high-value industries and to develop a knowledge-based economy. It seeks to ensure that education, industry, workforce and economic development partners in every community are collaborating to create new and meaningful opportunities for students. By providing young people with the cutting-edge training and certifications they need for high-skill, high-wage jobs in Florida's target industries, CAPE supports state economic diversity.

Workforce Florida's Board of Directors, in collaboration with the Florida Department of Education and with the support of the Florida Department of Economic Opportunity, annually approves and publishes the state's Comprehensive Industry Certification List. This list is used by school districts in planning and designing programs that support their regional economies.

Governor Rick Scott's 2012 Job Creation and Economic Growth Agenda clearly conveys his strong focus on education and, in particular, Science, Technology, Engineering and Mathematics (STEM) education. Workforce Florida continues, in part, to mirror its commitment to this focus through funding for Career Academies and ongoing engagement with STEM Florida, which aims to identify the needs of STEM employers.

Meeting 21st century workforce demands is key to Governor Scott's vision of Florida being the world's top business destination; developing and expanding middle school IT career academies advances that vision. Information Technology (IT) skills are foundational to many STEM occupations and support competitiveness in nearly every industry sector. Workforce Florida's sponsorship of technical assistance for middle school IT Career Academies demonstrates continued support of Florida's youth and for replicating and diversifying Career Academies/Certifications through Florida's Talent Supply Chain.

**Apply Today ...Be one of 15 Middle Schools selected to receive technical assistance in establishing a new CAPE IT Career Academy**

**Participating Schools will receive:**

- > Technical Assistance through December 14, 2012 conducted by The Whetstone Group subject matter experts (including a 3 day Workshop\*, teleconferences, webinars etc).
- > Step by step check list of "how to" design and implement a sustainable CAPE IT Career Academy

- > Access to a Peer to Peer platform for "best practices" and "student project sharing"

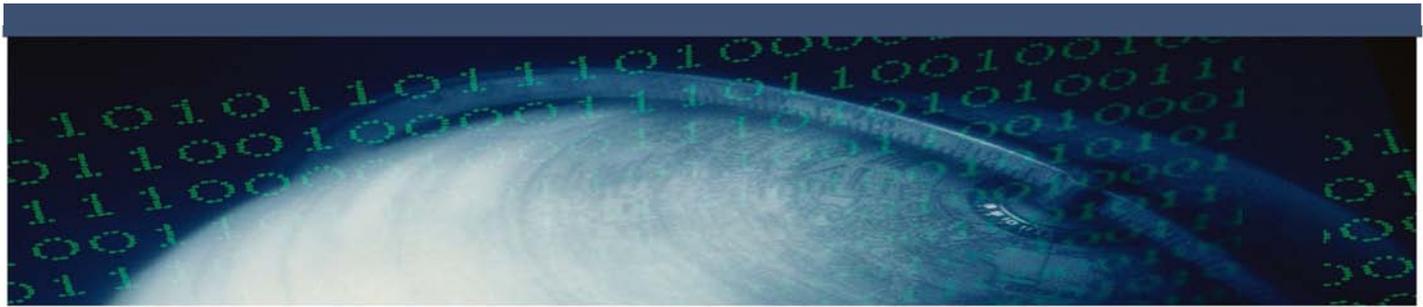
*\*Participation in a 3 day regional workshop is required*



**Whetstone partner, CCI Learning Solutions, Inc., is providing \$90,000 in products & services for the project.**

**A value of approximately \$6,000 per school!**

- > Free Microsoft Approved Courseware  
Value \$2,999 per school
- > Free instructor resources and online exercises  
Value \$99 per school
- > Free Access to eLearning (Microsoft IT Academy Program)
- > Free Site Licenses for G-Matrix (pre/practice assessment)  
Value \$2,000 per school
- > Five (5) Free MOS Certification Exams /School + 20% off future Exams
- > Free Instructor's Virtual training  
Value \$500 per school



## MEET THE WHETSTONE GROUP'S SUBJECT MATTER EXPERTS



**Jeff Scroggins,  
Principal  
The Whetstone Group**

Jeff Scroggins, A Principal with TWG has more than 25 years of experience in education and private business. Prior to joining Whetstone, he led the implementation of one of the most highly successful and innovative career and technical education programs in the country. Jeff is a nationally and internationally recognized speaker and career & technical education subject matter expert.

**For more information or to receive an  
application  
Call or E-mail**

**The Whetstone Group  
(770) 458-9374**

**or  
tbumpers@experiencetwg.com**



**Jana Hambruch,  
Consultant,  
The Whetstone Group**



Jana is a results oriented executive with over 18 years of technical certification industry experience in the secondary, post-secondary, and workforce education markets. She is an Internationally recognized strategic innovator and visionary leader, with a proven track record of developing world class educational programs and is best known for establishing the 1st Microsoft Certified High School in the world.

***To all of our Project Partners...Thank You!***



**THE WHETSTONE GROUP**

**LEAD Through  
Workforce Innovations®**