

Statewide Email

DATE SENT: June 16, 2021

FROM: Henry Mack, Chancellor of Career and Adult Education

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

Via: Chancellor2@fldoe.org

SUBJECT: Division Updates

Colleagues,

I am pleased to announce that Sierra Anderson has joined the Department of Education as the new statewide Director of Outreach and Recruitment for Career and Adult Education.

You may know that Travis Jordan left the Department in March to assume responsibilities for marketing and communications at Enterprise Florida. I would like to reiterate my thanks to Travis; it was his enthusiasm and vision that led us to launch the [Get There](#) campaign, the state's first integrated outreach, recruitment and rebranding campaign for CTE. I would also like to thank Sarah Harmon, our Assistant Director, for her dedication and support in the interim. Sarah, *thank you*.

Sierra's focus will be on continuing to expand the Get There campaign, focusing anew on organic, local outreach efforts with non-profits, chambers and community partners. She will also aim to help grow our awareness and recruitment aims for adult education, with a focus on enrolling those with low education attainment rates in marginalized and low-income zip codes. She will also be lead on collaborating with our statewide partners to promote [Apprentice Florida](#).

Through her roles in federal and state governments, Sierra demonstrates a passion for enhancing community partnerships, developing powerful outreach strategies, and advancing stakeholder engagement. She is an alumna of the University of South Florida where she graduated summa cum laude with a B.A. in Political Science and International Relations with a concentration in public affairs.

If you would like to contact Sierra and offer feedback on the state's next iteration of its outreach campaign, or if you would like to be included in strategy meetings and discussions, please email her at Sierra.Anderson@fldoe.org or call her at 850-245-9520.

Lastly, I would like to remind you and your teams of the available outreach and recruitment resources:

Get There

As you plan for the new academic year, we hope you'll consider utilizing our ready-made content made available through our [Action Toolkit](#).

Easily download and share content on your social video channels, via email, or our campus.

Henry Mack
Chancellor of Career and Adult Education

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Since the launch of the campaign on September 23, 2020, we've seen the following successes:

- **151** media hits reaching more than **18 million** individuals
- **2,100+** social media mentions on Facebook, Instagram and Twitter reaching more than **11 million** individuals

Our digital advertising campaigns have also garnered more than **17.5 million** impressions resulting in an estimated **35,400** unique click throughs to the Get There website. From these, we connected over **10,000** residents to one of our 48 technical colleges or 28 Florida College System institutions. We recently launched the third phase of our campaign on May 17 and look forward to sharing results later this summer.

Apprentice Florida

Explore Apprentice Florida downloadable [resources](#) available online – it includes a toolkit for businesses and a guide for how to start a registered apprenticeship program. Excitingly, we will also be releasing our Education Leaders Toolkit in the coming weeks.

As always, I appreciate your partnership in ensuring all Floridians are educated on the workforce education options available to them.

Sincerely,

Henry

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