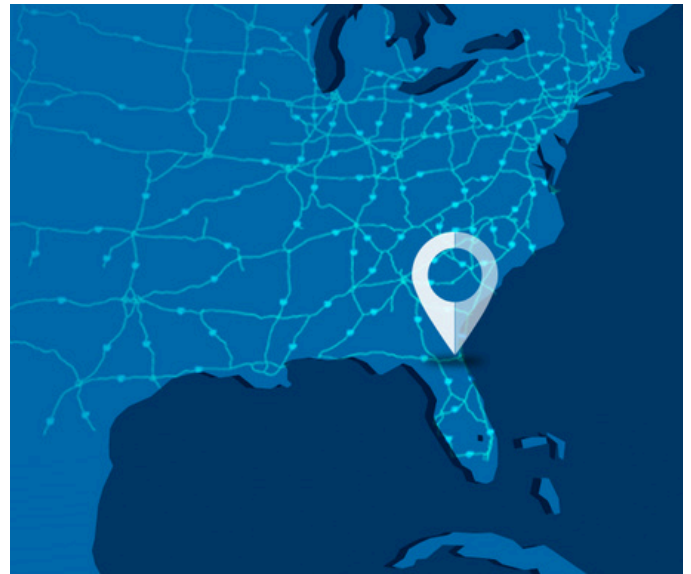


# JACKSONVILLE'S FINTECH EDUCATION

## ▶ Talent Thrives in Jacksonville

The Jacksonville region continues to climb in the rankings in *The Wall Street Journal's* best job markets and is a hot spot for companies looking for highly skilled talent. With a diverse workforce aligned to fit your current and future needs and colleges and universities preparing the next generation of talent, Jacksonville is the place where talent thrives. As a region growing at a faster rate than the state or nation, Jacksonville is an area that appeals to talent from all over the country and world with a lower than average cost of living and quality of life that far surpasses other locations.



## ▶ University of Florida

University of Florida (UF), ranked as the U.S. #1 Public University by *The Wall Street Journal*, has established a Graduate Campus in the heart of downtown Jacksonville. The campus will offer nine graduate degrees and enroll up to 1,500 students.

Currently in a temporary location, an additional \$300 million dollar investment is planned for the permanent location aligned with the fintech industry.

In addition to the graduate campus, the University of Florida's AI initiative is preparing AI-capable students in every discipline for the 21st century workforce while fueling life-changing discoveries by research faculty in every college — this work will further UF's position as a national leader in AI and have far-reaching impacts for the university as well as its students and faculty.

The Jacksonville region has one of **best education systems in the United States**, and it feeds directly into the **future workforce of Northeast Florida**.

## ▶ University of North Florida

Serving the Northeast Florida region, the University of North Florida (UNF) has more than 16,000 graduate and undergraduate students to meet the talent needs of our region's employers. The Coggin College of Business has been named by the Princeton Review as one of the nation's top business schools and, in collaboration with the College of Computing, has created the UNF Fintech Academy. Utilizing an interdisciplinary approach, the UNF FinTech Academy is the premier hub for education, research and industry-academia partnerships in financial technology. The Academy will produce world-class talent and knowledge while focusing on needs and opportunities in Northeast Florida through a three tier approach of talent development, research and community engagement. Fintech minors, concentrations and degrees across the colleges are designed to produce a robust pipeline for the workforce.

There are nearly **71,500 college graduates annually in fintech-supported majors** within a 250-mile radius of Jacksonville.

Source: JobsEQ

## ▶ The Northeast Florida FinTech Initiative

The Northeast Florida FinTech Initiative represents a partnership between Florida State College at Jacksonville (FSCJ) and St. Johns River State College (SJRC), regional schools, nonprofits and numerous financial services companies to provide FinTech training and certification opportunities in topics such as blockchain, mobile applications, machine learning and cloud-based data management. Funded by Florida Governor Ron DeSantis, this \$3.6 million state grant is equipping Floridians with skills in demand by Northeast Florida's fintech industry. From certifications to degrees, this program is preparing a pipeline of talent for the industry. FSCJ and SJRC have been recognized by the Aspen Institute as two of the top 100 colleges in the U.S. From certifications to degrees, these colleges are preparing a pipeline of talent for the fintech industry.

## ▶ Jacksonville University

Named an "America's Best College" in the south for more than 10 consecutive years by U.S. News & World Report, Jacksonville University (JU) is a premier private institution in Northeast Florida. As the fintech industry has increased its growth in the region, JU has expended their curriculum to include graduate and undergraduate programming in fintech. The program includes a fintech lab — this cutting-edge space in the STEAM Institute is designed for students to get familiar with industry-standard tools such as AI software, mobile applications, financial programs, lab spaces, geographic information systems and other technologies that are used to support a student's understanding of wealth management, banking and the financial services industry.

## ▶ Secondary Education

Northeast Florida's secondary education providers are focused on developing a pipeline of future talent through a Career Academy approach.

The seven school districts in Northeast Florida are among the top districts in the State of Florida. The school districts, in partnership with VyStar, have created over 16 academies throughout the region that are focused on business, financial services and fintech career pathways that integrate academic learning and real-world experiences in the finance industry.

**Jacksonville named a top city for tech workers by LinkedIn/Bloomberg.**

***The Wall Street Journal* named Jacksonville the #2 Hottest Job Market in the United States.**

***The Wall Street Journal* named the University of Florida the #1 public university in the U.S. in its "2024 Best Colleges in the U.S." report.**

**Crowdfund Insider named Jacksonville a "fintech city to watch."**

## ▶ Workforce Development & Talent Attraction

Earn Up, JAXUSA's workforce development initiative, is committed to growing a robust talent ecosystem in Northeast Florida by aligning the needs of the Jacksonville business community with a talented and engaged workforce.

**EARN UP**  
Talent by Design

Find Your JAX, JAXUSA's talent attraction initiative, encourages young professionals from across the globe to relocate to Northeast Florida and join the region's growing workforce through sharing resources on why Jacksonville is a top destination to live and work.

**FIND YOUR JAX**

**The Jacksonville region is home to 3 of the top 15 school districts in the state of Florida.**

### About JAXUSA Partnership

JAXUSA Partnership, a division of JAX Chamber, is Jacksonville's regional economic development initiative. Using strategic research and targeted marketing, JAXUSA focuses on recruiting new companies, increasing private capital investment and expanding the existing business community. Economic development partners in the seven-county region situated in Northeast Florida comprise the strong partnership that drives the business development process.



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