



# PARTNERSHIP REPORT//2015-16



CareerSource  
NORTHEAST FLORIDA

**JAXUSA**  
PARTNERSHIP



# » STRATEGY BY SECTOR



## BRUCE FERGUSON

President & CEO  
CareerSource Northeast Florida

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The implementation of the Workforce Innovation and Opportunity Act (WIOA) gives us the chance to renew our commitment to sector strategies that have been so effective here in Northeast Florida. Jacksonville and the surrounding counties make the short list for projects because of our skilled and motivated workforce, diverse economy and attractive business climate. When companies visit the region, they are also impressed with the level of cooperation they see between the economic, workforce and community development partners, and county leadership.

WIOA facilitates the engagement of employers, including small employers and those in in-demand industry sectors and occupations, in workforce development programs, and encourages the local workforce development system to meet the needs of businesses in the local area. The legislation also asks for an increasingly deeper cooperation between workforce development programs and economic development, enhancing communication, coordination, and collaboration among employers, economic development entities, and service providers such as Vocational Rehabilitation and Adult Basic Education.

Florida has been a leader in promoting these ideas for decades and our region is a model for the state when it comes to partnership and commitment to economic development. It has been a great year of partnership and we are excited about the opportunity to advance our mutual goals in the year ahead.



## TINA WIRTH

VP, Workforce Development  
JAXUSA Partnership

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With a strengthened economy comes a louder call from employers for more skilled workers in our region's targeted industries. In the last contract year, we recognized that the shift from workforce surplus to shortage had officially occurred and therefore shifted our strategy to reflect this.

We knew from recent past experience that employer-driven conversations about workforce needs was the draw for our stakeholders and partners, as did CareerSource Northeast Florida, even while changes to the Workforce Investment Opportunity Act were still being made and interpreted.

Leveraging the longstanding partnership of JAXUSA and CareerSource Northeast Florida, we built upon the opportunity to shift from coalescing around points in the workforce pipeline to convening by sector. We were gratified to be met with great success in both participation and level of dialogue and engagement.

Also worthy of note, our efforts to increase the skill and education level of our workforce via Earn Up remains strong. This program year, we saw a two percent increase in postsecondary attainment keeping us on track to reach our goal of 60 percent by 2025.

This report outlines our key activities for the year that demonstrate our ongoing commitment to college completion and our new shift toward an employer-driven dialogue of workforce needs by industry sector.



**5 TARGETED INDUSTRIES** *across*  
**7 NORTHEAST FLORIDA COUNTIES**



**46 HOURS OF PROGRAMMING**



**514+ EVENT ATTENDEES**



## **CAREER AND TECHNICAL EDUCATION**

*A Decade of Regional Excellence*



On May 18, 2016, the JAX Chamber hosted **75** teachers and business partners to recognize the work they do in career education in our public schools. Keynote speakers included: Aaron Bowman, senior vice president of Business Development for JAXUSA Partnership, Tim Ryan, a local business leader and champion for career education; and Bruce Ferguson, CEO of CareerSource Northeast Florida. Additionally, three breakout sessions focused on IT, health care and manufacturing brought attendees together to engage one-on-one with industry experts.

# WORKFORCE DIALOGUES



## Advanced Manufacturing

Two forums were held at Johnson & Johnson Vision Care and Medtronic - two of Northeast Florida's premier manufacturing facilities. The events brought together **120** regional educators and company representatives. Speakers included representatives from regional employers such as **Georgia Pacific, J&J Vision Care and Metal Essence**. Rounding out the panel were educators from **Florida TRADE, FSCJ, St. Johns Technical School, FLATE, Duval County Public Schools and the STEM<sup>2</sup> Hub**. Key takeaways included how to transfer "tribal knowledge" from transitioning employees, what programs are currently filling talent gaps, and the positive effect of manufacturing coalitions to create a larger voice for smaller companies.

## Financial Services

A roundtable discussion at the River Club and a forum at Community First Credit Union sparked conversation around needs in the financial services sector. The events were attended by more than **50** finance professionals and educators interested in hearing how the workforce in NEFL is being recruited and retained. Industry experts

*"Our most effective recruiting tactic is still face-to-face interaction. We have a team of recruiters that travels to the different colleges and universities throughout the Southeast to secure upcoming talent."*

— Denise Smith, VP, Talent Acquisition, CIT

from **EverBank, Deutsche Bank, Bank of America, CIT and more** discussed their companies' recruiting practices and how they retain talent in one of the nation's hottest financial services regions.



## Health & Life Sciences

Forums were held at St. Vincent's Southside and the UF Health Proton Therapy Institute. Speakers from **St. Vincent's Southside, Baptist Health, Healogics, Memorial Hospital, UF Health and Wolfson Children's Hospital** discussed challenges and best practices related to recruiting and retaining talent at the facilities.

*"To produce and maintain a talent pipeline we provide tours to local schools and coordinate a 55-person RN program in conjunction with Shand's Medical School."*

— Stuart Thompson, VP, Human Resources, Memorial Hospital

The attendees - **76** in total - were able to tour the health care facilities at the completion of the events.





## INFORMATION TECHNOLOGY & STEM

More than **50** attendees gathered to participate and engage in student-led demonstrations and workforce dialogue regarding information technology and STEM at Florida Blue.

*“Students are the future of our workforce, and the students engaging in STEM programs will be the leaders of our key industries.”*

– Dr. Cynthia Bioteau, President, FSCJ

Educators, employers and students interactively displayed projects, while panelists from **Florida State College at Jacksonville, CoLabJax, Jacksonville University, River City Science Academy and Renaissance JAX** discussed areas of growth and opportunity in the sector.

*“Manufacturing has evolved. We are no longer seeing large numbers of employees standing in a line, but fewer people with specialized skills.”*

– Robert Copeland, Director, STEM<sup>2</sup> Hub

## LOGISTICS & TRANSPORTATION

Beaver Street Fisheries (BSF) and Deerwood Country Club hosted workforce dialogues in the transportation and logistics sector. The BSF forum focused on culinary logistics and the challenges facing food transportation today. Deerwood County Club hosted an event around energy trends and how needs for specialized skills will become in higher demand in the near future.

*“By far our greatest need is qualified and certified drivers. We have actually started our own training program to begin to fill the need in our pipeline.”*

– Garth Widdows, VP, Operations, Sysco Jacksonville

Both events were well attended with a combined **112** attendees comprised of regional companies and educators. Representatives from **Beaver Street Fisheries, Sysco Jacksonville, Feeding Northeast Florida and JAXUSA Partnership** led the discussions.





# FIND YOUR JAX

## NORTHEAST FLORIDA'S NEWEST TALENT RECRUITMENT TOOL

FindYourJAX.com is the site for people considering a move to Jacksonville. Prior to launching the site, most people interested in coming to Jacksonville would Google the city and, more often than not, discover more negative stories than positive. This online portal is a tool companies around the region can use to help recruit talent to the area to fill positions within our key target industries.

The site launched in December 2015 and has received close to 5,000 views from users in nine different countries including the UK, India, New Zealand, Belgium, Japan and Mexico. Development Counsellors International (DCI), the premier economic development marketing agency that serves clients around the world, recently featured findyourjax.com in its talent blog series. DCI also used it as a best practice for a client – Auckland, New Zealand.

The site currently has nine profiles of people who have relocated to Jacksonville, with another five profiles in process. The site also features more than 33 stats and facts about the region's unique culture and lifestyle. Visitors to the site can browse through a directory that includes information on the various neighborhoods, educational opportunities and entertainment activities around the region.







## 2016 DCPSTEACHER FELLOWSHIP PROGRAM

The Teacher Fellowship Program is a summer externship program offered to a select group of educators in Duval County Public Schools (DCPS) Career Academies. Designed to connect students – by way of teachers – to current workplace skills, the externship provides a learning experience, which enables educators to more effectively prepare their students for future careers.

This year, five teachers from DCPS were selected to participate in the program, each from IT or IT-related academies within their respective schools. The program ran from June 21st to June 24th. Over the course of the four-day program, the teachers visited **Citizens Property Insurance, the Jacksonville Sheriff’s Office, Regency Centers, Deutsche Bank, CSX and Availity**. They met with industry experts from the companies’ IT divisions and took tours of the companies’ IT departments and data centers.

One of the teachers in this year’s cohort also participated in last year’s Teacher Delegation at Mayo Clinic. She noted that this year’s program was “especially informative and rewarding” because the teachers were able to visit multiple companies and compare the IT functions at each.

On the last day of the program, the teachers took what they learned during the week and developed Thematic Learning Activities (Lesson Plans), which they will be using to instruct their students in the upcoming school year.



# EARN UP

Higher Earning through Higher Learning

## MISSION

To help Northeast Floridians achieve prosperity through the completion of college degrees and industry certifications.

## VISION

For 60 percent of the Northeast Florida workforce to hold a college degree or industry certification by 2025.

Earn Up is an ambitious higher education collaborative organized by JAXUSA Partnership with a goal of having 60 percent of adults holding training certificates or college degrees by 2025. Officially launched in late 2014 following a six month planning process, this cross-sector collaborative is promoting “higher earning through higher learning.” It is based on research that shows the single greatest predictor of economic success in a community is the number of degreed and industry-certified people who live there.

We began with a baseline of 36 percent of the working age population holding two- or four-year degrees — a statistic that ranks Jacksonville 72nd among the 100-most populated metro areas in the country. In the past year, we have seen a two percent increase in this number. At 38 percent now, that represents 10,000 more credentialed or degreed individuals in the region.

We are grateful to the partners in this collaboration — our college presidents and superintendents, guiding team and steering committee — and look forward to continuing to move college attainment levels ever higher toward our goal.

## KEY PRIORITIES

**Explore development of an education concierge to guide returning students**, which is currently in the mapping and implementation development phase.

**Expand prior learning assessment and other credit-for-experience programs**, particularly for veterans. Progress has been made in this activity by discovering existing alternative credit granting programs in the region and expanding the use of prior learning assessments in regional institutions.

**Launch employer engagement campaign.** In the development of this activity, we have completed identification of best practices in use by Community Preservation Coalition communities for reaching stopped out learners. In the future, we will start to develop a messaging platform to celebrate participating employers and to increase other employer participation.

# The EARN UPdate



## JAX Chamber Receives Education Attainment Award



Through the work of Earn Up, the JAX Chamber has been selected to receive a monetary education attainment award from the Association of Chamber of Commerce Executives Education Attainment Division. The JAX Chamber was one of six organizations selected from a competitive pool of 27 applicants. [Read more.](#)

### Collaborative Spotlight



**Lindalee Berk**  
Campus Director at  
University of Phoenix

Hometown: Tipp City, OH

Alma Mater: The Ohio State  
University (undergraduate),  
University of Phoenix (graduate)

**Why Earn Up?** When we [University of Phoenix] started to learn about Earn Up, the mission really made us go: "We need to be a part of this because this is exactly what we are trying to do."

**Thank you for hosting our committee meeting**  
United Way of NEFL!



Earn Up is an ambitious higher education collaborative organized by the JAXUSA Partnership with a goal of having 80 percent of adults with training certificates or college degrees by 2025.

Learn more at [EarnUp.org](http://EarnUp.org)



**EARN UP**  
Higher Earning through Higher Learning

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## THE BULLETIN

### SUMMER SPOTLIGHT SERIES: KEISER UNIVERSITY

Posted on July 20, 2016

Welcome back to our Summer Spotlight Series! Our university partner in the spotlight this week is: Keiser University.

[CONTINUE READING >](#)

## We are excited to announce the...



Earn Up's Summer Spotlight Series will be highlighting our Northeast Florida post secondary institution partners. Check out our first post spotlighting the University of Phoenix. [Read more.](#)

## FSCJ Joins Achieving the Dream

## Communications

The **EARN UPdate** is a monthly e-newsletter briefing Earn Up's supporters of all things Earn Up, regional and national attainment news and partner updates.

The **Bulletin** includes current projects, local and national attainment news, partner spotlights and any upcoming meeting dates. Earnup.org also contains an archives section of all past newsletters for review.

## Veteran Network

Earn Up assists our veterans and their families with the transition from military to civilian life through the **Northeast Florida Military Veteran College Network**. The network introduces veterans to programs available in their resident county to pursue or complete their degree of certificate.

The group will continue to analyze proposed new veteran initiatives and provide assistance and additional expertise to local institutions regarding veteran issues.

## Text Alerts

**Earn Up Text Alerts** is a text alert system developed in an effort to reduce the information barrier for high school students and their parents. Our aim is to increase college access by providing guidance via text messages throughout the application process.

Earn Up staff have partnered with five local colleges and universities to create flyers and distribute magnets to encourage students to sign up for the text alerts.



## EARN UP COMMITTEES

### Leadership Council

Dr. Cynthia Bioteau – Florida State College at Jacksonville  
 Tim Cost – Jacksonville University  
 Daniel Davis – JAX Chamber  
 John Delaney – University of North Florida  
 Nat Glover – Edward Waters College  
 Jerry Mallot – JAXUSA Partnership  
 Joe Pickens – St. Johns River State College  
 Dr. Nikolai Vitti – Duval County Public Schools

### Guiding Team

Dr. Edythe Abdullah – University of North Florida  
 Jennifer Chapman – Fidelity Investments  
 Michael Fleming – Jacksonville University  
 Dr. Chris Holland – Florida State College at Jacksonville  
 Dr. Eric Jackson – Edward Waters College  
 Dr. Anna Lebesch – St. Johns River State College  
 Jeff Winkler – United Way of Northeast Florida  
 Tina Wirth – JAX Chamber Foundation/JAXUSA Partnership

### Steering Committee

Dr. Edythe Abdullah – University of North Florida  
 Lindalee Berk – University of Phoenix  
 Jill Black – ASTEP Program  
 Dr. Kelly Coker-Daniel – Duval County Public Schools  
 Cynthia Farmer – Nova Southeastern University  
 Michael Fleming – Jacksonville University  
 Brent Lemond – Nassau County School District  
 Leah Lynch – Take Stock in Children  
 Dr. Eric Jackson – Edward Waters College  
 Deb Johnston – Keiser University  
 Dr. Anna Lebesch – St. Johns River State College  
 Patrick Murphy – JAXUSA Partnership  
 Melissa O’Connell – St. Johns River State College  
 Katie Patterson – Community Foundation  
 Jason Rose – Jacksonville Public Education Fund  
 Dr. Peter Shapiro – Florida State College at Jacksonville  
 Chereese Stewart – Clay County School District  
 Bryan Stone – CareerSource Northeast Florida  
 Jeff Winkler – United Way of Northeast Florida  
 Lisamarie Winslow – Keiser University  
 Ellen Wiss – Homkor Properties  
 Dr. Linda Woodard – Florida State College at Jacksonville

## EDUCATION & WORKFORCE COMMITTEE

**Chair: Nat Glover – Edward Waters College**

Abe Alangadan – Johnson & Johnson Vision Care  
Hon. Greg Anderson – EverBank  
Doug Baer – Brooks Rehabilitation  
Martha Barrett – Bank of America Merrill Lynch  
Sarah Bermudez – Workscapes  
Dr. Cynthia Bioteau – Florida State College at Jacksonville  
Michelle Braun – United Way of Northeast Florida  
Sel Buyuksarac – River City Science Academy  
James Cannan – Cannan Consulting LLC  
Jennifer Chapman – Fidelity Investments  
Dr. Kelly Coker-Daniel – Duval County Public Schools  
Jerry Collins – Florida State College at Jacksonville  
Rose Conry – StaffTime  
Hon. Becki Couch – Duval County Public Schools  
Trey Csar – Jacksonville Public Education Fund  
Terry Durand – Auld & White Constructors LLC  
Brian Evans – Fifth Third Bank  
Bruce Ferguson – CareerSource Northeast Florida  
Dan Foley – City Year  
Chris Force – St. Johns County School District  
Allison Galloway – Any Given Child  
W.C. Gentry – Law Office of W.C. Gentry, P.A.  
Cheryl Grymes – Duval County Public Schools  
Warren Grymes – Big Brothers Big Sisters of NEFL  
Marcus Haile – Cathedral Arts Project Inc.  
Annemarie Kent-Willette – City of Jacksonville  
Andrew Kisz – Deutsche Bank  
Phillip Lee – Florida Blue  
Paula Liang – Individual  
Mac McGehee – Mac Papers Inc.  
Hope McMath – Cummer Museum of Art & Gardens  
Dr. Tom Messer – Trinity Ministries  
Sherri Mitchell – First Coast Manufacturers Association  
Renee Naughton – Police Athletic League  
Lori Putnam – Ameris Bank  
Dennis Stone – Florida Coastal School of Law  
Ellen Sullivan – Doctors Express  
Dr. Nikolai Vitti – Duval County Public Schools  
Darryl Willie – Teach for America  
Lisamarie Winslow – Keiser University  
Ellen Wiss – Homkor Florida  
Wayne Young – JEA

## TALENT TASK FORCE

Melissa Circelli – Black Knight Financial Services  
Melanie Cost – CSX Corporation  
Meredith Fordham Hughes – Adecco Group North America  
Kim Gomes – Haskell Company  
Mark Green – Bank of America Merrill Lynch  
Sue Hart – Right Management  
John Herbkersman – Web.com  
Bryan Howard – EverBank  
Dana Hyland – Web.com  
Stephanie Kearney – Marks Gray P.A.  
Michelle Kersch – Black Knight Financial Services  
Linda Lindenmoyer – Berkshire Hathaway Home Services Florida Network Realty  
Darryl Lowry – Deutsche Bank  
Beth Mehaffey – Baptist Health  
Joshua Merchant – University of North Florida  
Katie Mitura – Visit Jacksonville  
Candace Moody – CareerSource Northeast Florida  
Jeff Morris – Jacksonville University  
Michelle Mullen – CSX Corporation  
Diane Psaras – Healogics  
Kevin Punsy – Mayo Clinic  
Angela Raines – Availity  
Loraine Rice – Haskell Company  
Amy Ruth – Florida Blue  
David Thaeler – Haskell Company  
Jeni Trautman – Deutsche Bank  
Tina Turner – Web.com  
Kristie Webb – Availity  
Travis Webb – Modis

The logo consists of the words "COMMUNITY" and "PARTNERS" stacked vertically in a bold, white, sans-serif font. A horizontal line is positioned below the word "PARTNERS". The entire logo is centered within a teal rectangular background.

COMMUNITY  
PARTNERS



## TINA WIRTH

904.366.6651

[TWirth@jaxusa.org](mailto:TWirth@jaxusa.org)

As **vice president of workforce development**, Tina is responsible for supporting the economic growth in the region through career and work-readiness programs. Her department supports the needs of local employers, business prospects, K-12 schools and higher education.



## PATRICK MURPHY

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As the **workforce development manager**, Patrick focuses on connecting Northeast Florida businesses to regional K-12 career academies. He also leads the Earn Up initiative, a collaboration within the JAX Chamber with a goal of increasing Northeast Florida's college attainment rate to 60 percent.



## BETH PUPKE

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As the **workforce development coordinator**, Beth assists with various communications, social media and events; including managing Earn Up's subgroups and the Education and Workforce Committee.



# OUR TEAM





CareerSource  
NORTHEAST FLORIDA

**JAXUSA**  
**PARTNERSHIP**

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