

# TALENT DEVELOPMENT 2024 REPORT

JAXUSA engages stakeholders in the region's talent ecosystem through Earn Up, a strategic initiative that delivers a three-pronged program of talent attraction, development, and connection in the Jacksonville region. The ecosystem is a partnership of education, business, and community leaders focused on a shared framework to optimize the workforce, support economic growth, and generate a fulfilling quality of life in Northeast Florida.

Earn Up facilitates increased cooperation among all stakeholders to align our learning ecosystem, share best practices, and engage in projects that strategically support talent advancement initiatives. Ultimately, **JAXUSA serves as a liaison between all stakeholders to create meaningful connections that deepen the awareness of Career Pathways and expand relationships between educators and the business community in several ways.**

- **The Talent Advancement Network (TAN)**

leverages the knowledge and experience that industry professionals possess to help generate workforce change. By providing their insight and collaborating with talent pipeline providers, they create cohesive messaging and approaches to career pathing. The TAN includes human resources and operations professionals from the region's industry base, representatives from post-secondary institutions, CareerSource NEFL, and JAXUSA.

- **The Talent Advancement Partnership (TAP)**

allows increased communication among districts and educational institutions to better align the learning ecosystem and discuss educator needs and solutions. This collaboration includes career and technical education directors across the seven-county region, post-secondary decision makers, CareerSource NEFL, and the JAXUSA Talent Development Team.

- **The Earn Up Steering Committee**

is led by the JAXUSA Talent Development Team and is made up of representatives from the region's community-based organizations, state colleges and universities, and post-secondary providers. In addition to sharing industry and workforce trends, the group is working to strategically and synergistically move the needle to achieve a goal of **60%** of adults holding credentials of value by 2030. JAXUSA is committed to growing a robust talent ecosystem in Northeast Florida by aligning the needs of the region's business community with a talented and engaged workforce through the awareness of and education on Career Pathways in the area's target and support industries.

**The regional Talent work of JAXUSA Partnership would not be possible without the incredible commitment, expertise and abilities of all of our partners, including secondary and post-secondary representatives, industry leaders and community-based organizations. The talent goals set forth in the strategic plan represent these collective voices throughout Northeast Florida.**

## JAXUSA Strategic Talent Goals:

*Promote the development of accessible career pathways that create a robust talent pipeline reflective of employer needs.*

- Grow career exploration and training programs that expose youth and adults to job opportunities across Northeast Florida.
- Deepen partner engagement across workforce and talent development initiatives to ensure talent is retained in Northeast Florida.
- Prioritize the workforce support ecosystem through collaborative partnerships.
- Bolster talent attraction and marketing initiatives to grow a diverse pool of top-tier talent.



## Career Pathways Campaign

Earn Up's Career Pathways initiative continues to educate the current and future talent base on career opportunities in the Jacksonville region. Career Pathways focuses on the region's target industries – Advanced Manufacturing, Corporate Operations, Financial Services, Life Sciences, Technology Services, and Transportation & Logistics – along with key subsectors and support industries. The goal of this initiative is to create an improved understanding of the career options available in the region for high school students, adult learners and veterans – this helps create connectivity between education, training and experience, which ultimately leads to individual success and the retention of skilled workers in the region.

EarnUp.org promotes Career Pathways through targeted and current content by industry reports and links to company websites, workforce trends and spotlights of professionals in the Jacksonville region. A quarterly e-newsletter is also distributed to business and community leaders with updates on accomplishments, developments and programming. A total of **587** opens resulted from direct emails. Developments are kept current on Earnup.org via industry and career-oriented blog posts as well. Among the most important areas of the website is the Educator Resources section which provides ready-made lesson plans that can be customized. These plans provide educators and community-based partners tools and information they can use to share career options for the region's target industries, career exploration and visioning, employability skills, job fair readiness and interview preparation. Over **260** educators checked out the resources, such as classroom-ready lesson plans, to share career options in Northeast Florida with their students.

The JAXUSA Talent Development team executed a variety of initiatives leveraging those resources through the campaign, resulting in **154** events/activities/communications engaging **9,115** individuals from industry, school districts, post-secondary institutions, and community-based organizations. These activities ranged from supporting regional high schools and college fair and industry-specific functions to customized industry support to meet their talent development needs.

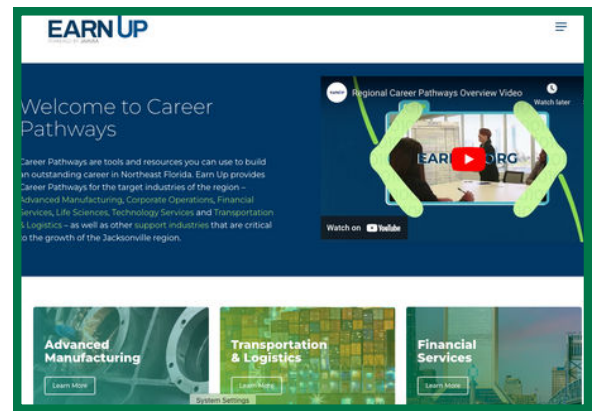
## Employer Engagement

JAXUSA serves as an advocate for increased employer engagement with future talent as well as shares the voice of business with K-20 to shape future programming to meet employer demand. These efforts include a variety of strategies to support the Connect to Company campaign to bridge talent to the working world. These strategies include classroom presentations, job fair participation, program advisory board participation as well as other work-based learning activities for a total of **139** events impacting **1,803** in 2024.

The Connect to Companies campaign is a critical component that bridges talent and companies. Pivotal projects in 2024 included a focus on internships with the goal of making internship opportunities accessible to all. EarnUp.org has a specific section that highlights internship opportunities with local companies and showcase partner organizations offering internships. Featured Internships are also archived under the Resources section of EarnUp.org. Individuals will apply directly through Indeed.com, but the process has been simplified through the curation and organization of internships via the EarnUp.org website.

The platform is reviewed weekly to ensure content is relevant and organized, providing a tremendous value add to those using this feature. Overall, this platform continues to reinforce the goal of providing accessible opportunities for work-based learning. In 2024, there were **10,145** internship content views.

On the Earn Up website, there is also an engagement form for employers to engage via Earn Up regarding their workforce strategies to get them involved in providing work-based learning opportunities, classroom presentations, job fair participation, job shadowing and internships.

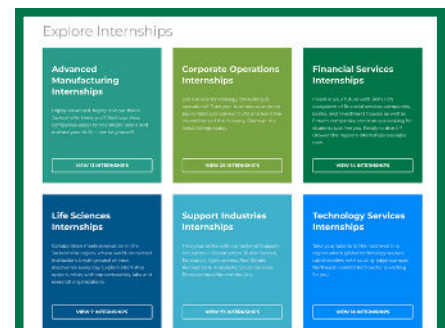


### RESULTS

55,626  
USERS

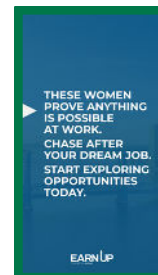
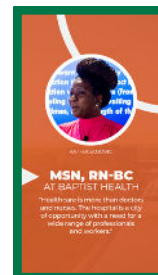
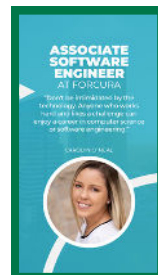
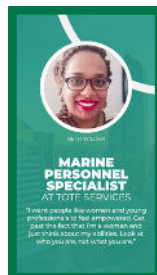
68,506  
SESSIONS

112,422  
PAGE VIEWS



## Social Media Campaign

Earn Up continued its awareness building efforts on social media with its annual campaign that targets high school students and their parents, adult learners and veterans, engaging them with content to prepare for key career milestones and next steps. Earn Up used Meta platforms, Facebook and Instagram to promote concepts and content focused on Career Pathways, Connect to Companies, FAFSA, target industry breakdowns, job searching, career opportunities and support for veterans and their spouses.



## Workforce Briefings

Earn Up facilitates an employer-driven event six times per year that features a target industry overview with recent, region-specific data. A career path chat, a facilitated conversation with an industry leader, illuminates respective industry growth and innovation in Northeast Florida. Industry leaders share how students can obtain internships, the types of roles available and the skills needed for those roles. The audience includes talent stakeholders from the seven-county region, including secondary career and technical educators (CTEs), post-secondary educators and representatives from community-based organizations. Once attendees are made aware of industry trends, expectations and skill needs, they apply this information to make necessary changes in the curriculum, help students deepen their awareness and understanding of industries and share the information with colleagues. Those who cannot attend the briefings can view video recordings on the [Earn Up YouTube channel](#). Currently, **81** subscribers and others can view the **69** Workforce Briefing videos on YouTube, with **8** videos added this year.





## Secondary Partnerships

The Northeast Florida Region is home to many of the top school districts and schools in the state positioning our students to be career and college ready. This also includes a focus on Career and Technical education with over **95** Career Academies in the region focused on building the workforce of tomorrow with more academies under development aligned with our growing targeted industries. Our region is positioning the future talent with the skills necessary for Career and College Success through these programs. JAXUSA Partnership supports the Talent Advancement Partnership in a variety of ways including promoting Earn Up pathways at events, facilitating professional development activities, and planning student centered activities such as job fairs and counselor training. Also imperative to success of our Secondary partners is meaningful data to justify the creation of Career and Technical Education (CTE) programs. JAXUSA Partnership provides both quantitative and qualitative data to assist in critical decisions. Districts also rely on data and support letters provided by JAXUSA Partnership to justify in-demand careers, which in turn, helps districts request and receive funds. This ongoing collaboration has resulted in the award of Capitalization Incentive grants of **\$19,318,485** to develop and expand academies reflected by County:.

This new funding, coupled with the ongoing Perkin's Grant funding of over **\$4 million**, has brought unprecedented amounts of funding to the region to support CTE.

Also paramount to student success and workforce readiness is the attainment of industry certifications which are imbedded in the CTE programs. In the most recently published data by Florida Department of Education, **30,933** students in NEFL received industry credentials in a variety of industries, particularly those aligning to the region's growing industries.



Source: [Baker County School District](#)



Source: [Clay County District Schools](#)



Source: [Duval County Public Schools](#)



Source: [Flagler Schools](#)



Source: [Nassau County School District](#)



Source: [Putnam County School District](#)



Source: [St. Johns County School District](#)

## Post-secondary Partnerships

JAXUSA supports Colleges and Universities as a Strategic Partner to grow educational opportunities and economic mobility for all citizens. JAXUSA, through research, advocacy and support of funding efforts, equips our Colleges and Universities with the tools to align their educational programming with the needs of Business and Industry.

Throughout the year, the JAXUSA Talent Development Team participated in career fairs and advisory boards at our regional colleges and universities – University of North Florida, Jacksonville University, Florida State College at Jacksonville, St. Johns River State College, Edward Waters University, Flagler College and Keiser University – and across the state of Florida at the University of Florida and Florida State University. Participating in career fairs is an important component of the Earn Up initiative because it helps students understand the wealth of career pathways in the region and learn about the superior quality of life Northeast Florida has to offer. Earlier this year, JAXUSA was also visited by students from the University of Tennessee to learn about what it's like to live and work in the region.

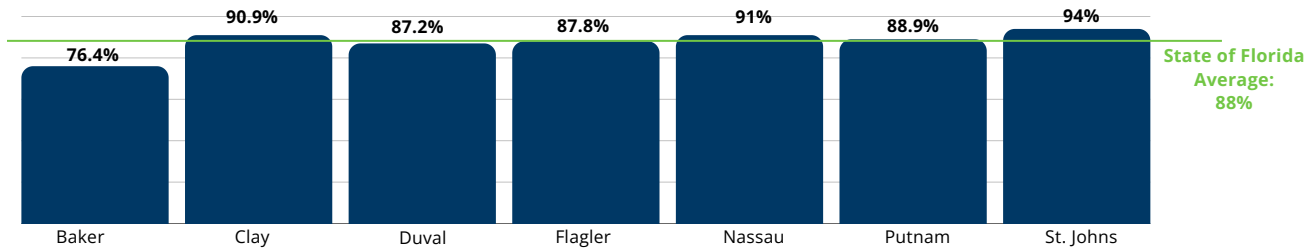
To further expand on the marketing efforts toward college students outside of the region, JAXUSA and CareerSource NEFL hosted an event for students for the University of Florida's College of Liberal Arts and Sciences who are engaged in the Beyond 120 program, which offers professional development and experiential learning. In September, **42** students learned from local life sciences industry leaders from hosts Mayo Clinic and Johnson & Johnson, as well as Brooks Rehabilitation, Baptist Health, GuideWell and Forcura. Students listened to panel discussions, met with the panelists and recruiters, and took tours.



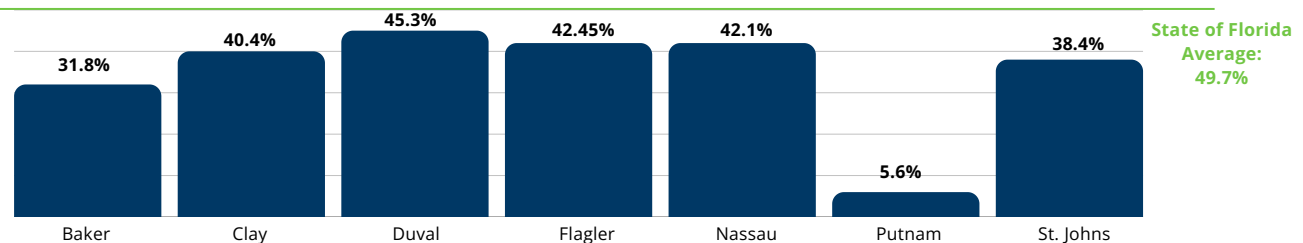
## Credentials of Value

As Earn Up serves as the Local College Access Network (LCAN) under the umbrella of the Florida College Access Network (FCAN), work continues to focus on credentials of value and the goal that our region will achieve a postsecondary attainment rate of **60** percent in Northeast Florida by 2030. Achieving this goal would mean that **60** percent of the working age population 25-64 attain a credential of value after high school graduation.

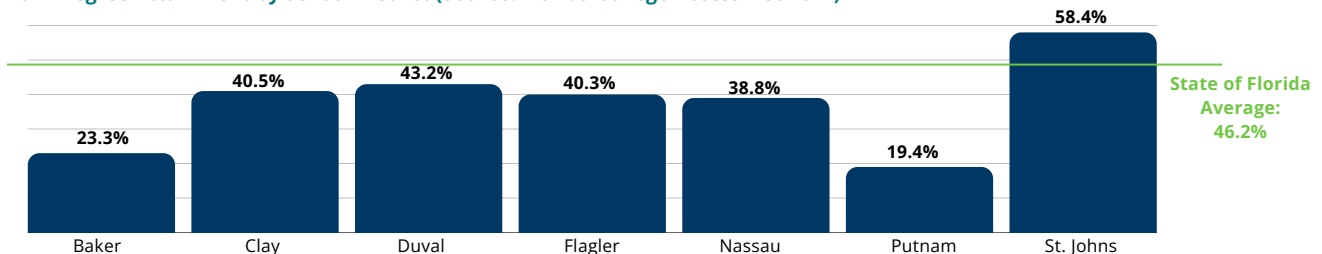
### 2022-2023 High School Completion Rate (Source: Florida Department of Education)



### 8/2023-8/2024 FAFSA Completion by School District (Source: Florida College Access Network)



### 2022 Degree Attainment by School District (Source: Florida College Access Network)



## PNC Bank Grant

This year, the Talent Team benefitted from a PNC Bank grant that facilitated the hire of two interns—one in summer and one in fall. Both interns made significant contributions to the team through use of crafting blog and social media posts, social media calendars, and tabling at events. Their work simply reinforces why companies in NEFL should continue to leverage this pool of talent by offering internships.



Earn Up is powered by JAXUSA Partnership, the private, nonprofit division of JAX Chamber that is Jacksonville's regional economic development initiative overseeing the efforts of the seven counties of Northeast Florida. Earn Up also works closely with CareerSource Northeast Florida to ensure that employers have the best assistance or any pertinent workforce needs. For more information, please contact:

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