



January 28, 2009
10:00 a.m. – 11:00 a.m. EST
or conclusion of business
Executive Committee Teleconference
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AGENDA

MEETING OF THE WORKFORCE FLORIDA EXECUTIVE COMMITTEE

WELCOME AND INTRODUCTIONS..... Chairman Katherine Wilson

TUTORIAL SESSION – Adobe Acrobat Connect ProNathan Roberts

ACTION ITEM

- 1. Funding for Employ Florida Healthcare Workforce Initiative**

INFORMATION ITEM

- 1. Open Discussion**

Action Item 1

FUNDING FOR EMPLOY FLORIDA HEALTHCARE WORKFORCE INITIATIVE

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Current Situation – At its May and November 2008 Workforce Florida Board meetings, members voted to provide funding to the Board’s Councils and Committees to design and fund innovative pilots and demonstration projects within their respective areas of emphasis, in accordance with Chapter 445, Florida Statutes. However, since these meetings, Florida’s economy has continued to decline. Florida, like other states nationwide, continues to lose jobs. Florida’s unemployment rate, announced January 23rd, is now at 8.1 percent. For this reason, the Governor’s Office as well as key staff from the House and Senate is looking to Florida’s Workforce system to develop and deploy a statewide workforce response strategy not unlike those deployed in years’ past in response to economic emergencies (i.e., Operation Paycheck following the September 11, 2001, terrorist attack). The current emphasis is to place unemployed Floridians into work as soon as possible through targeted retraining efforts linked to occupations in industry sectors that are still growing and have vacancies despite the downturn. Based on recent labor market data from the Agency for Workforce Innovation, the only growth sector at this time is Health Services / Educational Services.

Florida’s Healthcare Sector --

According to recent data from the Agency for Workforce Innovation, Labor Market Statistics, high demand health care occupations include Registered Nurses (RNs), Licensed Practical Nurses (LPNs), Nursing Aides (CNAs), Medical Assistants, Home Health Aides, and Pharmacy Technicians [see attachment which displays statewide data as well as that for South, Central and North Florida.] The largest health care occupation is RNs, the majority of which are employed by hospitals. RNs are projected to generate over 6,600 new jobs in Florida by 2016, among the largest number of new jobs for any occupation. Additionally, thousands of job openings will result from the need to replace experienced nurses who leave the occupation. Survey data from the Florida Center for Nursing corroborates this need. The healthcare sector provides an exceptional career pathway for Floridians many of whom can enter the profession at an entry-level and proceed up the career ladder with opportunities for greater earnings.

Employ Florida Healthcare Workforce Initiative -- At the request of the Governor’s Office, WFI has met several times with multiple partners to formulate a workforce solution that focuses on the growing healthcare sector. WFI Board member Mary Lou Brunnell, Executive Director of the Florida Center for Nursing, has been extremely helpful in ensuring the proposed initiative is both realistic and appropriate. The proposed solution has met the approval of the Governor’s executive staff and the workforce system has been encouraged to proceed as quickly as possible once funding has been approved by WFI’s Executive Committee.

Concurrent to this work, Rick Beasley, Executive Director of the South Florida Regional Workforce Board (RWB), has identified local funding that addresses healthcare occupations which can be deployed in partnership with WFI. This partnership is especially critical as South Florida is expected to lose more jobs this year than any American metropolitan area except New York and Los Angeles according to a study released last week by the U.S. Conference of Mayors. The study anticipates that the region's unemployment rate will be 8.2 percent by the end of the year, a 3.6 percent drop from the end of 2008.

For this reason, the proposed Employ Florida Healthcare Workforce Initiative would be rolled out as a pilot first in South Florida (given its economic need and early identification of partnerships) and would have two components:

1. Training would be provided for persons unemployed in the region who have the appropriate aptitude and interest in entering the healthcare professions. These individuals will be pre-screened by the South Florida RWB to assess skill levels. Once assessed, these individuals will be referred to appropriate training by public/private training providers. Training providers will be selected by the proposed employer(s) and South Florida RWB based on flexibility in training schedules, negotiated costs, and other factors. All licensure and testing fees will be covered for individuals completing training. Once licensed, these individuals will be referred to the proposed employer(s) for employment in entry-level healthcare occupations currently open and/or vacated by incumbent workers who have moved into higher positions.
2. Incumbent worker training funds will be available to enable an employer's existing workforce in critical healthcare occupations to move to the next appropriate level of licensure, providing entry points for persons recently retrained under the first component above. Furthermore, IWT will be available for those initial entry-level workers placed in health services employment after a negotiated period of time.

WFI will enter into a Memorandum of Understanding with the South Florida Workforce Board and major hospitals outlining the contributions of each partner as well as performance accountabilities throughout the pilot's life (estimated at two years).

Subsequent roll outs of this pilot initiative in Central and North Florida are anticipated as soon as regional workforce boards with available local funding and healthcare partners are identified. It should be noted that this model can be easily modified for the rapid deployment of additional workforce funds awarded under the proposed Federal Economic Stimulus plan for regionally-specific infrastructure projects (yet to be determined) and within other identified growth sectors.

Funding Availability: To fund the proposed Employ Florida Healthcare Workforce Initiative, WIA funding previously allocated to WFI's Councils and Committees and some Board Reserves established for certain initiatives must be recaptured and designated for this purpose.

WIA funding provided to WFI's Councils and Committees was approved at its November 2008 Board meeting as follows:

Business Competitiveness Council	\$2,000,000
Workforce Readiness Council	2,000,000
Workforce Readiness Council/Technology Committee	750,000

Strategy Council	<u>500,000</u>
Total WIA Council & Committee Allocations	\$5,250,000

WFI staff recommends the recapture and redirection of these WIA funds previously allocated to the Councils and Committees during the November Board meeting. Further action on these funds will be discussed below.

Currently, \$3.8 million in WIA funding is held in reserve for the Banner Center initiative, including \$3.3 million for issuance of recurring contracts and \$500,000 for the new Banner Center for Water and Waste Water. Most of the existing contracts expire in January and February, resulting in large reserves for these initiatives sitting idle for most of the fiscal year. Staff proposes to reduce the current fiscal year Banner Center allocation of \$3.3 million to \$1.7 million. This level of funding would sustain the current Banner Center initiatives through June 2009, bringing the contract periods back in line with new fiscal year funding. Additionally, the WIA funding reserved for the new Banner Center can be reduced from \$500,000 to \$250,000 for the current fiscal year, combined with \$150,000 in fund reversions from expiring contracts generates another \$400,000. These modifications would provide an additional \$2 million which could be redirected :

Shift Banner Center Contracts to Fiscal Year Basis	\$1,600,000
Reduce Reserve for New Water Banner Center	250,000
Funding Recaptured from Expiring Contracts	<u>150,000</u>
Modifications to WIA Reserve Balances	<u>\$2,000,000</u>
Total WIA Funds Available for Redirection	<u>\$7,250,000</u>

Redirection of WIA Funds – As noted above, \$7.25 million in WIA funds could be redirected by the Board at this time. Staff proposes that the \$500,000 previously approved for the Strategy Council remain with that Council to assist with the re-write and development of the workforce strategic plan. Initiatives must begin fairly quickly in order to meet the established deadlines in Florida Statutes. During the November Board meeting, action was taken to approve the utilization of \$2 million in Penalty and Interest (P&I) trust fund cash by the Youth Opportunities Committee. At this same meeting, \$250,000 was approved by the Board for payment of Youth Performance incentives. Since the November Board meeting, action by the Special Legislative session shifted the \$2 million in P&I trust fund cash to other state purposes, which leaves these commitments unfunded. To address these initiatives, staff recommends that \$750,000 in available WIA funds be authorized by the Board for payment of the youth performance incentives and to provide \$500,000 for the Youth Opportunities Council in support of a summer youth program and a pilot for literacy/numeracy. Staff proposes that the remaining balance of \$6 million in WIA funds be redirected to fund the Employ Florida Healthcare Workforce Initiative.

Total WIA Funds Available for Redirection	\$7,250,000
Less:	
Strategy Council – Strategic Plan Development	-500,000
Youth Opportunities Committee	<u>-750,000</u>
Balance of WIA Funds Available	\$6,000,000

As a separate item, the Technology Committee was previously allocated \$750,000 in WIA funds to assist with current and proposed initiatives needed with Employ Florida and other workforce systems. Since all of the previously approved WIA funds for the Technology Committee are being recommended to be redirected to the Healthcare initiative and due to the urgency with many of these needed modifications, staff recommends the Board approve an allocation of \$300,000 in other state-level funds, specifically Wagner-Peyser 7B funds.

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NEEDED ACTIONS

- **Approve the recapture and redirection of \$7.25 million of Workforce Investment Act state level set-aside funds previously designated to Board Councils and Committees and other Board reserves to provide \$6 million for the Employ Florida Healthcare initiative, \$500,000 for the Strategy Council, and \$750,000 for the Youth Opportunities Committee;**
- **Direct staff to implement the Employ Florida Healthcare initiative through a pilot with South Florida Workforce Board and healthcare organizations through a Memorandum of Understanding as soon as possible. Staff is authorized to pursue and replicate similar state-regional-local partnerships in the central and north area of the state up to the amount of funding available. Quarterly status reports of the pilot (and replications) will be provided to the Business Competitiveness Council and to the entire WFI Board of Directors.**
- **Approve \$300,000 in Wagner-Peyser 7B funds for the Information Technology Committee.**

FLORIDA JOBS by Occupation

High Demand Health Care Occupations

Florida Statewide

Occupation		Employment		Annual Percent Change	Average Annual Openings			2008		Education Requirement
					Due To Growth	Due To Separations	Total	Average Wage		
Code	Title	2008	2016					Hourly	Annual	
291111	Registered Nurses	156,713	190,023	2.66	4,164	2,449	6,613	\$29.77	\$61,922	Associate's Degree
292061	Licensed Practical and Licensed Vocational Nurses	51,699	59,615	1.91	990	1,356	2,346	\$19.31	\$40,165	Postsecondary Vocational
292052	Pharmacy Technicians	22,879	29,949	3.86	884	645	1,529	\$13.49	\$28,059	Postsecondary Vocational
292034	Radiologic Technologists and Technicians	13,752	16,051	2.09	287	179	466	\$24.87	\$51,730	Postsecondary Vocational
292071	Medical Records and Health Information Technicians	9,494	11,256	2.32	220	245	465	\$15.29	\$31,803	Associate's Degree
311012	Nursing Aides, Orderlies, and Attendants	94,242	110,574	2.17	2,042	807	2,849	\$11.46	\$23,837	Postsecondary Vocational
319092	Medical Assistants	33,616	43,926	3.83	1,289	385	1,674	\$13.46	\$27,997	Postsecondary Vocational
311011	Home Health Aides	32,235	42,778	4.09	1,318	265	1,583	\$10.38	\$21,590	Postsecondary Vocational
319091	Dental Assistants	15,570	19,320	3.01	469	254	723	\$15.92	\$33,114	Postsecondary Vocational

FLORIDA JOBS by Occupation

High Demand Health Care Occupations

North Region: Alachua, Baker, Bay, Bradford, Calhoun, Clay, Columbia, Dixie, Duval, Escambia, Franklin, Gadsden, Gilchrist, Gulf, Hamilton, Holmes, Jackson, Jefferson, Lafayette, Leon, Liberty, Madison, Nassau, Okaloosa, Putnam, Saint Johns, Santa Rosa, Suwannee, Taylor, Union, Wakulla, Walton, and Washington Counties

Occupation		Employment		Annual Percent Change	Average Annual Openings			2008		Education Requirement
					Due To Growth	Due To Separations	Total	Average Wage		
Code	Title	2008	2016					Hourly	Annual	
291111	Registered Nurses	29,111	35,060	2.55	743	457	1,200	\$28.01	\$58,246	Associate's Degree
292061	Licensed Practical and Licensed Vocational Nurses	7,663	8,563	1.47	113	205	318	\$18.08	\$37,597	Postsecondary Vocational
292052	Pharmacy Technicians	4,054	5,157	3.40	139	117	256	\$13.64	\$28,378	Postsecondary Vocational
292034	Radiologic Technologists and Technicians	2,256	2,600	1.91	43	30	73	\$23.34	\$48,541	Postsecondary Vocational
292071	Medical Records and Health Information Technicians	1,907	2,192	1.87	36	49	85	\$15.00	\$31,199	Associate's Degree
311012	Nursing Aides, Orderlies, and Attendants	15,168	17,436	1.87	284	132	416	\$11.19	\$23,277	Postsecondary Vocational
319092	Medical Assistants	5,539	7,188	3.72	206	64	270	\$12.97	\$26,979	Postsecondary Vocational
311011	Home Health Aides	5,163	6,441	3.09	160	43	203	\$9.67	\$20,112	Postsecondary Vocational
319091	Dental Assistants	2,821	3,473	2.89	82	46	128	\$15.69	\$32,634	Postsecondary Vocational

FLORIDA JOBS by Occupation

High Demand Health Care Occupations

Central Region: Brevard, Citrus, Flagler, Hernando, Hillsborough, Lake, Levy, Marion, Orange, Osceola, Pasco, Pinellas, Polk, Seminole, Sumter, and Volusia Counties

Occupation		Employment		Annual Percent Change	Average Annual Openings			2008 Average Wage		Education Requirement
					Due To Growth	Due To Separations	Total	Hourly	Annual	
Code	Title	2008	2016							
291111	Registered Nurses	57,243	70,793	2.96	1,693	890	2,583	\$28.85	\$59,998	Associate's Degree
292061	Licensed Practical and Licensed Vocational Nurses	22,257	25,905	2.05	457	583	1,040	\$19.05	\$39,625	Postsecondary Vocational
292052	Pharmacy Technicians	9,706	12,753	3.92	381	272	653	\$13.31	\$27,686	Postsecondary Vocational
292034	Radiologic Technologists and Technicians	5,303	6,285	2.31	123	68	191	\$24.25	\$50,431	Postsecondary Vocational
292071	Medical Records and Health Information Technicians	3,436	4,097	2.40	83	89	172	\$15.00	\$31,197	Associate's Degree
311012	Nursing Aides, Orderlies, and Attendants	38,771	45,756	2.25	873	332	1,205	\$11.43	\$23,761	Postsecondary Vocational
319092	Medical Assistants	12,513	16,344	3.83	479	142	621	\$12.92	\$26,875	Postsecondary Vocational
311011	Home Health Aides	9,706	12,520	3.62	353	81	434	\$11.20	\$23,292	Postsecondary Vocational
319091	Dental Assistants	5,653	7,038	3.06	174	93	267	\$16.09	\$33,464	Postsecondary Vocational

FLORIDA JOBS by Occupation

High Demand Health Care Occupations

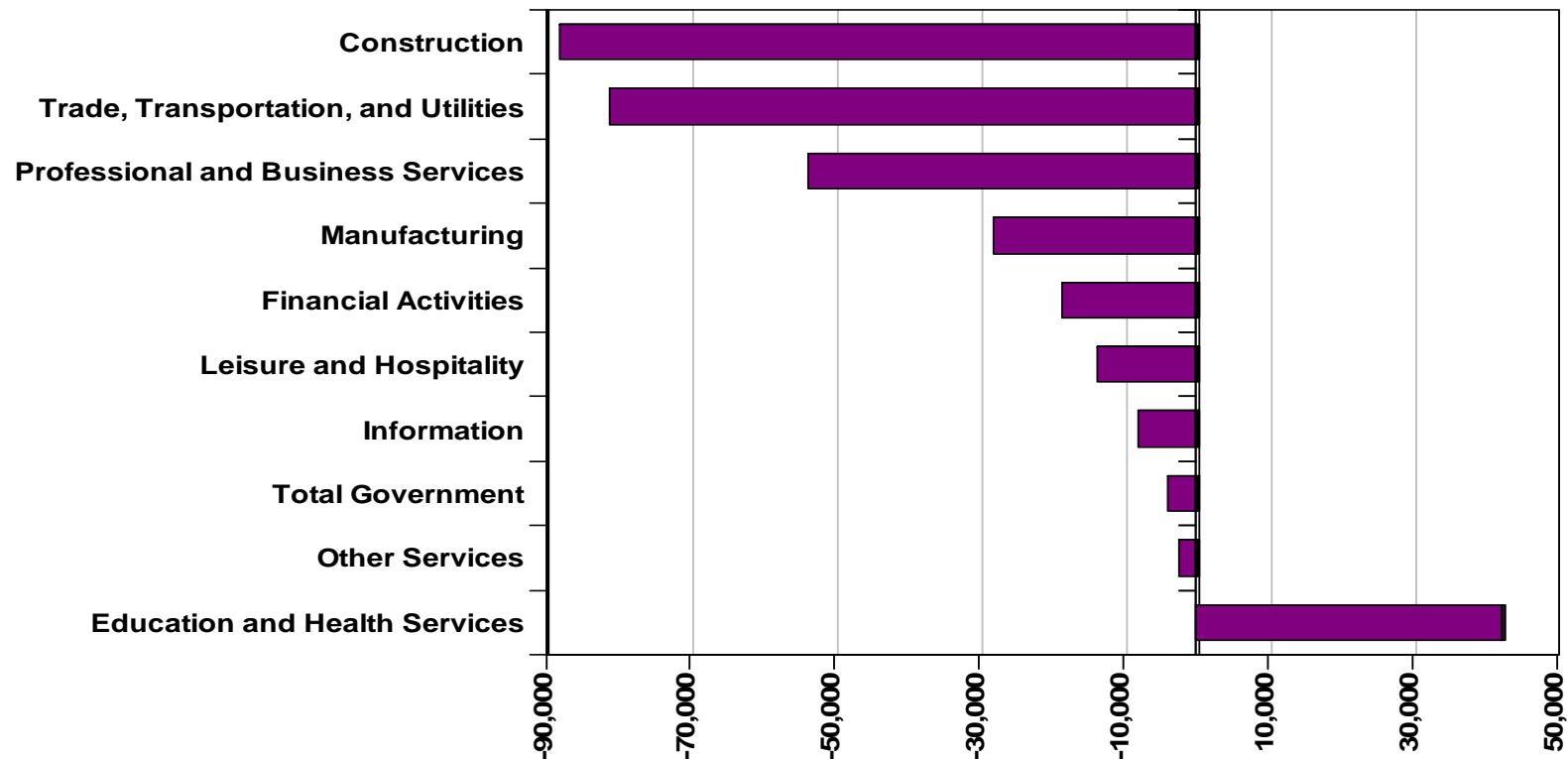
South Region: Broward, Charlotte, Collier, De Soto, Glades, Hardee, Hendry, Highlands, Indian River, Lee, Manatee, Martin, Miami-Dade, Monroe, Okeechobee, Palm Beach, Saint Lucie, and Sarasota Counties

Occupation		Employment		Annual Percent Change	Average Annual Openings			2008 Average Wage		Education Requirement
Code	Title	2008	2016		Due To Growth	Due To Separations	Total	Hourly	Annual	
291111	Registered Nurses	71,757	85,890	2.46	1,766	1,127	2,893	\$31.30	\$65,103	Associate's Degree
292061	Licensed Practical and Licensed Vocational Nurses	20,414	24,022	2.21	451	531	982	\$19.96	\$41,515	Postsecondary Vocational
292052	Pharmacy Technicians	9,405	12,382	3.96	372	265	637	\$13.56	\$28,200	Postsecondary Vocational
292034	Radiologic Technologists and Technicians	6,246	7,315	2.14	134	82	216	\$25.92	\$53,913	Postsecondary Vocational
292071	Medical Records and Health Information Technicians	4,112	4,896	2.38	97	106	203	\$15.66	\$32,573	Associate's Degree
311012	Nursing Aides, Orderlies, and Attendants	39,755	47,205	2.34	932	339	1,271	\$11.57	\$24,083	Postsecondary Vocational
319092	Medical Assistants	15,745	20,551	3.82	600	181	781	\$14.06	\$29,255	Postsecondary Vocational
311011	Home Health Aides	17,203	23,456	4.54	783	140	923	\$10.12	\$21,039	Postsecondary Vocational
319091	Dental Assistants	7,067	8,753	2.98	210	115	325	\$15.87	\$33,001	Postsecondary Vocational



Education and Health Services is the Only Industry Gaining Jobs Over the Year in the State of Florida

December 2007- December 2008



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Current Employment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released January 23, 2009.



Wages by Industry

Florida
2007

Industry	Average Annual Wages
Total, All Industries	\$39,776
Information	\$56,884
Financial Activities	\$56,579
Manufacturing	\$47,492
Government	\$44,959
Professional and Business Services	\$43,907
Construction	\$41,635
Education and Health Services	\$41,146
Trade, Transportation, and Utilities	\$35,942
Other Services	\$27,895
Natural Resources and Mining	\$24,215
Leisure and Hospitality	\$20,823