



Business Competitiveness Council

Meeting Materials

May 27, 2009



May 27, 2009
3:30 p.m. – 5:00 p.m. EDT
Ballroom
The DoubleTree Hotel
101 South Adams Street
Tallahassee, Florida
www.workforceflorida.com
Full Agenda Packet
Posted on Website

BUSINESS COMPETITIVENESS COUNCIL

A G E N D A

Welcome & Introductions..... Dwayne Ingram, Chairman
Committee Restructure/Reorganization

ACTION ITEM 1

Approval of Draft Report entitled "Defining Green Jobs for Florida:
A Report of the Sustainability/Infrastructure Committee of WFI"

INFORMATION ITEMS

A. Committee Reports

1. Emerging & Growth Markets..... **Randy Berridge, Chair**
 - a. Nursing Summit Overview Mary Lou Brunell
2. Sustainability/Infrastructure **Lila Jaber, Chair**
 - a. Recap May 8th Green Jobs Workshop
 - b. Consideration of Report and Recommendations – Timeline for Review
3. Entrepreneurship & Small Business..... **Jay Rosario, Chair**
 - a. \$2 Million IWT Additional Stimulus Funds – Overview & Guidelines

B. Recap on Banner Center RFP Submissions and Next Steps Staff

C. Employ Florida Healthcare Workforce Initiative Update Staff

- D. Council-Funded Projects & Initiatives – Status Report Staff
1. Council Matrix Tracking Tool
 2. New Funding Opportunities (contingent on funding availability/balance)

Public Comments

Final Comments/Adjourn

Action Item 1

ACCEPTANCE OF DRAFT REPORT ENTITLED "DEFINING GREEN JOBS FOR FLORIDA: A REPORT OF THE SUSTAINABILITY/INFRASTRUCTURE COMMITTEE OF WFI

BACKGROUND:

Significant discretionary funds are available to states and regions to further address green jobs and training. The American Recovery and Reinvestment Act (or ARRA) sets aside \$500 Million for future competitive grant opportunities to support research, labor exchanges and job training projects that prepare individuals for careers in industries as defined by the Green Jobs Act of 2007. The grant opportunities are expected to be announced in June 2009.

Yet nowhere in federal law is a "green job" defined. So that Florida is aptly prepared to compete effectively for a share of these federal discretionary funding opportunities, and the public workforce system makes effective use of those funds already provided to us through the ARRA, the Sustainability/Infrastructure Committee, chaired by Lila Jaber, scheduled a public workshop on May 8th in Tallahassee and invited key subject matter experts to offer advice to the Committee on how best to define green jobs for Florida. The presenters were also asked to identify the types of jobs that can be considered "green" and the skills required of workers in these jobs. Finally, the presenters were asked to look ahead to the types of jobs that might be on the horizon and the workforce implications resulting from these future trends. A copy of the agenda for the workshop is included in the appendices.

As a result of this workshop, staff was directed to draft a report outlining the advice received from the invited subject matter experts. Based on this advice, recommendations and next steps have been included in the draft report. The Committee requests that the draft report be accepted by the Business Competitiveness Council so that it may be considered by the entire WFI Board of Directors at the May 28th meeting. The Committee further requests that staff continue to receive comments and suggestions on the report from all WFI Board members through June 9, 2009. A final report will then be produced for consideration and approval by the WFI Executive Committee at its June 17, 2009 meeting.

NEEDED ACTION

To accept the draft report on "Defining Green Jobs for Florida: A Report of the Sustainability/Infrastructure Committee of WFI" as presented and present as draft to the full WFI Board for consideration and comments at its May 28 meeting. Allow staff to continue to receive recommended changes to the report from Board members through June 9, 2009, with final report approval at the June 17, 2009 Executive Committee meeting.



WORKFORCE FLORIDA, INC.'S SUSTAINABILITY / INFRASTRUCTURE COMMITTEE

WORKSHOP ON DEFINING GREEN JOBS

Friday, May 8, 2009

8:30 a.m. – 1:00 p.m. EDT

DoubleTree Hotel, 101 South Adams Street, Tallahassee, Florida

8:30 – Welcome/Updates

Chris Hart, President

8:45 – Welcome and Introduction of Speakers

Lila Jaber, Chair

Purpose: *The promise of “green jobs” is rapidly gaining momentum and has important implications for workforce development and potential use of federal workforce stimulus funds. This workshop is designed to identify types of jobs and skills that are and will be in demand in Florida’s green future and other factors affecting the growth of the state’s workforce. Through presentations and input from subject matter experts, Florida can define what a “green job” is and effectively advocate that definition with the U.S. Departments of Energy, Labor and other interested organizations, in response to the American Recovery and Reinvestment Act and favorably position Florida to receive discretionary funds.*

9:00 Presentation by Jeremy Susac, Executive Director, Florida Energy and Climate Commission

- How is “green” defined in Florida law and why?
- 2009 Energy Legislation Update

9:30 Presentation by Rebecca Rust, Manager, Labor Market Statistics, Agency for Workforce Innovation

- How have other states defined “green jobs” through industry surveys and labor market information
- What are the challenges?

10:00 Presentation by Cindy Tindell, Senior Director Development, Florida Power & Light

- How does FPL define “green jobs?”
- What process did the company follow to arrive at its definition?
- What are Florida’s opportunities for growth? Where are the challenges?

10:30 - 10:40 Break

10:40 Presentation by Commissioner J.B. Clark, Florida Energy and Climate Commission and Legislative Director for International Brotherhood of Electrical Workers (IBEW)

- How is “green” defined by Organized Labor

11:10 Presentation by Al Stimac, President, Manufactures Association of Florida, Workforce Florida Board Member

- How is “green” defined by MAF and what advanced manufacturing opportunities exist in Florida?
- Are there opportunities for Florida’s existing manufacturers?

12:00 Public Comments

12:45 Final Comments/Adjourn/Next Steps

Business Competitiveness Council Meeting
April 13, 2009
Summary

The meeting was called to order at 2:05 p.m., EDT. Council members in attendance included Chair Dwayne Ingram, Randy Berridge, Mary Lou Brunell, Kay Cowling, Jennifer Grove, George Hauer, Lila Jaber, Janice Browning (for Sec. Pelham), Jay Rosario, Linda Sparks and Al Stimac. A quorum was present. Chair Ingram welcomed all and thanked them for participating. He asked Andra Cornelius to review the agenda.

Action Item 1 – Proposals Submitted for Funding Consideration

Andra stated that an extra \$165 million in workforce funding occurred through the American Recovery and Reinvestment Act (ARRA). The majority of that funding has been allocated to the 24 regional workforce boards with a portion reserved at the state-level for statewide priorities. Although the funds have a shelf life until June 30, 2011, guidance from USDOL clearly indicates these funds should be invested within a year's time. Florida is one of 13 states identified for additional overview and accountability. WFI Board member, Don Winstead, has been appointed by Governor Crist as the "stimulus czar", which is beneficial to WFI.

The Council received funding proposals from all four committees of the Council: New & Emerging Markets, Sustainability/Infrastructure, Growth Markets, Entrepreneurship & Small Business. Staff analyzed how the projects could be funded – not only through our planned regular allocation, but also from a possible allocation from the Board to the Council from federal stimulus funds. The process included three steps:

1. Determine if funding would be appropriate from state set-aside funds;
2. Determine what pot of funds should be used: stimulus or regular allocation;
3. Consider process to provide funding.

A matrix of the projects was provided to members, President Hart and Vice President Larry Champion and included staff recommendations for each proposal. Based on discussions, it is anticipated the Council may receive allocations of \$3 million in stimulus funding and another \$3 million in regular workforce allocation. The funds can be appropriated once the Board takes action on the stimulus dollars, which may occur as early as the week of April 20.

Ms. Cornelius noted some corrections to the matrix. The amount requested under Item 8E has been modified to \$210,000. Project 12G notes the funding process as an RFP, but is actually an NFA. Project 19S listed as an NFA is actually an RFP. She opened the floor to questions and/or discussion.

If Council members approve the staff recommendations as outlined on the matrix, staff will proceed to negotiate project awards based on the Council's direction, contingent on action by the WFI Executive Committee to allocate stimulus funds to the Council. Funded projects will be monitored by AWI for performance outcomes.

- Motion:**
- 1. To approve staff recommendations on proposals received from the respective committees as outlined on the attached matrix.**
 - 2. To give staff permission to negotiate project awards as well as modify downward funding for the collective projects should the Council allocation received from the WFI Board of Directors be less than the estimate used for this action item (that is, \$3 M from stimulus and \$3 M in regular allocation).**
 - 3. To direct staff to take action to implement the initiatives as soon as possible, contingent on WFI Board Council allotments, when awarded.**
 - 4. The amount requested for Project 8 is increased from \$90,000 to \$210,000.**

Motion: Mr. George Hauer
Second: Mr. Randy Berridge

The Motion passed unanimously.

Mr. Berridge offered the assistance of USF under the leadership of Dr. Rod Castro to serve as a test site for follow-up performance information gathering and submittal.

Information Items

A. Florida's Definition of Green Jobs – Lila Jaber provided an overview on a workshop that is being developed on this subject. AWI and WFI staff are expecting USDOL will visit the definition of "green" for assessing what a green job is and how individuals can qualify for stimulus dollars. Goals of the workshop are to have a definition early so we are in a position to accept stimulus dollars as they become available and to advocate and lobby before the USDOL in a way that positions Florida to determine green in conjunction with what the legislature and the governor do, and at the same time influence USDOL. This year, the Florida legislature asked the Florida Public Service Commission to make recommendations on renewable portfolio standards. It was determined the process should be transparent, inclusive and efficient, hence the idea for a workshop. The workshop will be held Friday, May 8 from 8:30 a.m. – 3:00 p.m. EDT at the Doubletree Hotel in Tallahassee. Speakers will include Becky Rust - AWI, Jeremy Sousa - Executive Director of the Florida Energy Office, J. B. Clark – Florida Energy Commission, an executive from Florida Power & Light, Al Stimac – Florida Manufacturer's Association, and a representative from one of the legislative committees. There will be an opportunity for public comment.

B. Employ Florida Banner Center Update – Chair Ingram called on Andra Cornelius for this report. A subcommittee of the Board was formed to help develop a new RFP for the Banner Centers that embraced many of the suggested improvements based on the Board's vision, and recommendations that were produced at a retreat last fall. The RFP was posted on the WFI website March 9. Questions and concerns from respondents were addressed. The RFPs are due April 24.

Recently, a new Banner Center for Water Resources was awarded to St. Petersburg College in partnership with the Patel Center at USF and others. Chair Ingram suggested engaging Lee Arnold with this Banner Center.

Jayne Burgess developed a fact sheet on the Employ Florida Banner Centers. In looking at the wages of individuals, pre-training and post-training (one year out), there was a 56% wage increase. Members will be provided a copy of the fact sheet. Andra shared that the State of Washington was considering legislation aimed at lacing together workforce, economic development, and education in a manner similar to our Banner Center initiative. Chair Ingram suggested we reach out to our peers in that state to share our findings and lessons learned with the mutual goal of developing a partnership aimed at excellence and improvements.

C. Site Selection Article – A copy of the article was sent to all Council members. The Memorandum of Understanding (MOU) that has been developed continues to stimulate much interest and focus on what Florida is doing in workforce development. Staff was contacted by the U.S. Department of Commerce, Economic Development Administration and the Northwest Regional Planning Council who have interest in providing funding for an advanced technology center at the site based on what they learned through the MOU.

Public Comments

Mr. Berridge shared that he has been reappointed to the WFI Board of Directors.

There being no further discussion, the meeting adjourned at 3:15 p.m.

Florida Education Capacity Summit
Airport Hyatt Orlando, FL
June 1-2, 2009

Purpose of the Florida State Summit: Facilitate discussions at the regional level to expand nursing education capacity in the State of Florida.

Day 1 – June 1, 2009

- 9:00 – 9:30 Registration
- 9:30 – 9:45 Welcome / Introductions / Overview of Day 1
Jean Leuner
- 9:45 – 10:15 “State of the State” by Florida Center for Nursing
Mary Lou Brunell
- 10:15 – 10:30 Break
- 10:30 – 11:30 Keynote Address – Judith Woodruff, NWHF
Mary Lou Brunell
- 11:30 – 12:30 Faculty Issues (Panel discussion: Ann Hubbard, State ADN programs, Judith Ruland, State BSN programs, & Pegge Bell, State Independent programs)
Linda Miles, Facilitator
- 12:30 – 1:30 Lunch
- 1:30 – 2:30 Regulation, Accreditation and Professional Boundaries and Opportunities
– Kathleen Long, Dean UF CON
Andrea Gregg
- 2:30 – 3:30 Curriculum Redesign – Paula Gubrud-Howe, OCNE
Jean Leuner
- 3:30 – 3:45 Break
- 3:45 – 4:45 Clinical Education Issues: Practice Settings & Simulation – Jana Berryman Colorado Center for Nursing Excellence
Project Director for the Work, Education and Lifelong Learning Simulation (WELLS) Center
Martha DeCastro
- 4:45 – 5:30 Regional Team Meetings
- 6:00 Networking Reception

Day 2 – June 2, 2009

- 8:30 – 9:00 Overview of Day 2/Recap of Day 1
Michael Hutton
- 9:00 – 10:00 Strategic Partnerships and Resource Alignment – Antonio T. Carvajal,
CAE, IOM
Executive Vice President
Florida Chamber of Commerce Foundation, Inc
Jayne Burgess
- 10:00 – 10:15 Break
- 10:15 – 12:00 Regional Team Meetings
- 12:00 – 1:00 Lunch
- 1:00 – 2:30 Regional Teams Share Plans
- 2:30 – 3:00 Summit Wrap-up – Jessie Colin & Lori Parham



Designed as a business-driven approach which facilitates the collaboration of industry, local economic development entities, regional workforce boards, and educational institutions to create relevant and rigorous new curricula aligned to industry standards to address the state's economic priority of increasing talent in high-skill, high-wage targeted sectors.

Historical perspective

The Employ Florida Banner Center initiative was created in 2006 in response to the 2004-2007 Roadmap to Florida's Future, the state's economic development plan. Banner Centers were created to serve as a statewide, go-to resource for cutting-edge training for workers who need skills upgrades and for businesses that need talent in high-value sectors.

Twelve centers have been established for the following sectors. Each Banner Center is led by a Florida community college or university, using existing infrastructure to serve as its home base, designed to become new industry focused business units within the college.

- 2006 - Aviation/Aerospace, Biotechnology, Financial Services, Manufacturing
- 2007 - Alternative Energy, Career Academies, Construction, Digital Media, Energy, Health Sciences, Homeland Security and Defense and Logistics and Distribution

Funding

Workforce Florida has invested more than \$8.8 million in state general revenue and federal Workforce Investment Act funding to create the Banner Centers. Another \$8 million has been leveraged through education and industry partnerships.

Guiding Principles

- Become the intersection between education and businesses in Florida's targeted industry sectors.
- Enhance existing industry knowledge as the statewide nexus for information related to the workforce needs of a targeted industry.
- Create industry-driven workforce development products and services valued by businesses designed to train a globally competitive workforce.
- Support the pipeline development needs of the industry from entry-level to advanced workers.
- Deliver workforce development products, services, training, and access to certifications valued by industry.
- Expand delivery through partnerships with industry and other educational facilities across the state; secondary and postsecondary, public and private.
- Promote and support economic development in a targeted industry throughout the state.
- Utilize the value of products and services developed to create income/revenue streams.
- Apply a business model for becoming a self-sustaining entity within five years.

Facts

- Trainees' wages increased 56% one year after completion of training. [2005-06 data in FETPIP 2006-07 report]
- At its annual conference in October of 2008, the International Economic Development Council (IEDC) presented Workforce Florida a 2008 *Excellence Award* for partnership with educational institutions for its Employee Florida Banner Center initiative.

Guidelines for Incumbent Worker Training Grants funded with Stimulus Dollars

- Reimbursement of up to 75% of approved direct training cost for all eligible companies
- Reimbursable rate up to \$35/hr. for “in-house” trainers.
- 100 % reimbursement of approved direct training costs for companies located in a rural or RACEC area. Company must provide a minimum leverage of 50%.
- Specialized training services:
 - Examples:
 - Upgrade of skills of a security guard to law enforcement official by attending a law enforcement academy. This would increase the company’s ability to secure government contracts or contracts requiring that require this level of expertise/education. Often these academies offer short-term training that can be completed in 4-6 months).
 - High quality cutting edge training seminars and conferences that will allow a business to move into a more globally competitive structure.
 - Training in ARC welding. This is an inexpensive way of welding by utilizing the concentrated heat of an electric arc to join metal by fusion of the parent metal and the addition of metal to the joint.
 - Safety Training Consortium
 - An employer organization, labor organization, or a consortium made up of one or more educational or training institutions seeking to provide customized training to upgrade the job-related skills

Special Marketing/Outreach Activities

- Strategic marketing to training providers for specialized training, i.e. Lean, ISO, Leadership, etc.
- Strategic marketing to businesses in jeopardy of downsizing and or closing
 - Review WARN Notices and coordinate with local Chambers, EDOs and regional workforce boards
- Market program directly to Florida’s 33 rural counties through the rural Regional Workforce Boards
- Obtain Labor Market Statistics data from the Agency for Workforce Innovation on the top 10 unemployed positions and organize skills upgrade training with local education institutions
 - Interface with various industry associations and partners to obtain information on needed skills upgrades. Obtain input from Board members that are directly involved with various industry sectors.

Council Initiatives
2008-09

| Business Competitiveness Council Projects | | | | WFI Employer Specific Training Programs | | | | | | TOTALS | | |
|---|-------|-----------------|----------|---|-------------------|---------------|------------------|------------------|--------------|-------------------|-------------------|---------------|
| RWBs | Award | Leveraged Funds | #Trained | QRT | Leveraged Funds | # Trained | IWT | Leveraged Funds | # Trained | Total Funds | Leveraged Funds | # Trained |
| | | | | 7/1/08 - 4/30/09 | | | 7/1/08 - 4/30/09 | | | | | |
| 1 | | | | 65,205 | 312,549 | 60 | 14,584 | 63,411 | 9 | 79,789 | 375,960 | 69 |
| 2 | | | | 105,525 | 849,841 | 151 | | | | 105,525 | 849,841 | 151 |
| 3 | | | | 297,431 | 1,323,825 | 255 | | | | 297,431 | 1,323,825 | 255 |
| 4 | | | | | | | 33,992 | 135,014 | 35 | 33,992 | 135,014 | 35 |
| 5 | | | | | | | 50,000 | 767,787 | 40 | 50,000 | 767,787 | 40 |
| 6 | | | | 230,738 | 422,436 | 135 | | | | 230,738 | 422,436 | 135 |
| 7 | | | | 327,267 | 2,921,525 | 213 | 42,471 | 95,554 | 177 | 369,738 | 3,017,079 | 390 |
| 8 | | | | 986,897 | 13,726,136 | 1,074 | 33,189 | 32,661 | 23 | 1,020,086 | 13,758,797 | 1,097 |
| 9 | | | | 140,457 | 744,712 | 180 | 11,063 | 15,377 | 7 | 151,520 | 760,089 | 187 |
| 10 | | | | 200,185 | 12,595,715 | 280 | 26,960 | 161,875 | 138 | 227,145 | 12,757,590 | 418 |
| 11 | | | | 1,448,105 | 2,161,269 | 1,700 | 15,813 | 55,070 | 13 | 1,463,918 | 2,216,339 | 1,713 |
| 12 | | | | 375,910 | 2,986,933 | 396 | 193,820 | 1,859,052 | 906 | 569,730 | 4,845,985 | 1,302 |
| 13 | | | | | | | 150,441 | 665,307 | 355 | 150,441 | 665,307 | 355 |
| 14 | | | | 88,351 | 991,481 | 75 | 414,948 | 1,391,290 | 958 | 503,299 | 2,382,771 | 1,033 |
| 15 | | | | 821,770 | 11,624,312 | 951 | 142,439 | 1,006,222 | 721 | 964,209 | 12,630,534 | 1,672 |
| 16 | | | | | | | 14,100 | 36,485 | 41 | 14,100 | 36,485 | 41 |
| 17 | | | | 674,894 | 4,058,028 | 1,024 | 5,385 | 62,465 | 6 | 680,279 | 4,120,493 | 1,030 |
| 18 | | | | | | | 100,037 | 567,302 | 952 | 100,037 | 567,302 | 952 |
| 19 | | | | 499,128 | 1,983,723 | 156 | | | | 499,128 | 1,983,723 | 156 |
| 20 | | | | 2,136,564 | 19,942,222 | 2,994 | 112,550 | 1,083,222 | 444 | 2,249,114 | 21,025,444 | 3,438 |
| 21 | | | | 236,502 | 3,873,797 | 165 | 133,989 | 420,175 | 89 | 370,491 | 4,293,972 | 254 |
| 22 | | | | 55,204 | 857,425 | 55 | 203,965 | 700,660 | 247 | 259,169 | 1,558,085 | 302 |
| 23 | | | | 122,874 | 1,666,709 | 116 | 155,204 | 408,957 | 377 | 278,078 | 2,075,666 | 493 |
| 24 | | | | | | | 102,750 | 174,772 | 117 | 102,750 | 174,772 | 117 |
| STW | | | | 2,870,544 | 6,402,390 | 3,317 | | | | 2,870,544 | 6,402,390 | 3,317 |
| Total | | | | 11,683,551 | 89,445,028 | 13,297 | 1,957,700 | 9,702,658 | 5,655 | 13,641,251 | 99,147,686 | 18,952 |
| Cost per Trainee | | #DIV/0! | | \$879 | | | \$346 | | | \$720 | | |