



# EMPLOY FLORIDA DIGITAL MEDIA BANNER CENTER

## Backgrounder

In 2006, Workforce Florida, Inc., launched the Employ Florida Banner Center initiative, a statewide program aimed at creating and providing up-to-date training for high-skill, high-wage workers in industries critical to sustaining and growing Florida's diverse economy. To date, 11 Banner Centers exist in Florida, based at various colleges and universities and focused on industries such as aerospace, biotechnology, manufacturing, health sciences, logistics and distribution, energy and alternative energy, and more.

The Employ Florida Digital Media Banner Center serves as the statewide, industry-driven resource for digital media workforce education and training. Through its many partnerships, the Digital Media Banner Center is able to develop, coordinate and promote a wide range of educational resources in order to grow the competitiveness of the Florida's digital media industry.

Headquartered at Seminole Community College's Center for Economic Development at Heathrow, the Digital Media Banner Center was founded on the understanding that digital media is a multi-disciplinary and ever-changing industry. The Center's mission is to impact Florida's economy by engaging industry, education, workforce and economic development in a creative and innovative environment and to address the current and future workforce needs of the digital media industry. Below are some of our partners.

### Our Objectives

**Provide a pipeline of skilled workers, entry level to advanced, for the digital media industry.**

**Ensure Florida's educational programs are relevant and meet the industry's needs and standards.**

**Maximize lifelong learning in settings demanded by today's marketplace.**



INDIAN RIVER STATE COLLEGE



FLORIDA  
COMMUNITY  
COLLEGE  
AT JACKSONVILLE



WORKFORCE  
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