



ECONOMIC DEVELOPMENT TRANSITION COMMITTEE WORKFORCE TALENT DEVELOPMENT

Date: Thursday, August 17, 2023

Time: 8:00am – 12:00pm

City of Jacksonville Public Library-Main Library/Downtown
303 North Main Street, Jacksonville, FL 32202
Multipurpose Room (located in the Conference Center)

MEETING MINUTES THURSDAY, AUGUST 17, 2023 – 8:00 A.M.

Location: City of Jacksonville Public Library-Main Library/Downtown, 303 North Main Street, Jacksonville, FL 32202 - Multipurpose Room (located in the Conference Center)

Economic Development Transition Committee Members Present: Ed Randolph, Tony Allegretti, E. Shawn Ashley, Monica Hernandez, Jake Gordon, Anna Lebesch, Dr. Carlton Robinson, Allan Iosue, Pat Gillum Sams

Economic Development Transition Committee Members Excused: Shannon Denson

Representing the Office of General Counsel: John Sawyer

OED Staff Present: Ella Sherrod, Small Business Project Manager and Michelle Stephens, Executive Assistant

CALL TO ORDER/WELCOME

Mr. Ed Randolph, Committee Chair of the Economic Development Transition Committee called the Workforce Talent Development meeting to order at approximately 8:03 a.m. A quorum was confirmed.

Mr. Randolph worked with individual members of the ED Transition Committee to help identify and assemble the professional experts needed to help explore the specific topics of interest put forth by Mayor Deegan.

- 1) Ed Randolph - Chair, Economic Development Transition Committee and ED Projects lead
- 2) Dr. Carlton Robinson - Chief Innovation Officer, JAX Bridges (Downtown Development Ladders lead)
- 3) Tony Allegretti - Entrepreneur/Past CEO of Jacksonville Cultural Council (Downtown Development lead)
- 4) Jake Gordon – CEO, Downtown Vision, Inc. (Downtown Development)
- 5) Allan Iosue - Director of Strategic Accounts, Haskell (Permitting lead)
- 6) Anna Lebesch - Senior Vice President of Strategy and Talent Development, JAXUSA (Talent Development lead)
- 7) Monica Hernandez - President, First Coast Hispanic Chamber of Commerce
- 8) Shannon Denson - President, Jacksonville Black Chamber of Commerce
- 9) Pat Gillum Sams - Founder/CEO, The Sistah Covenant

10) E. Shawn Ashley - Broadline Distributor & 3rd Party Logistics Provider, EDC3

Around the table introductions were made by the Economic Development (ED) Transition Committee Members that were present.

APPROVAL OF THE ED TRANSITION COMMITTEE JULY 24, 2023 DOWNTOWN DEVELOPMENT MEETING MINUTES

Approval of the Economic Development Transition Committee Downtown Development Meeting Minutes were deferred. Staff was asked to send the minutes to the presenters at the meeting for additional review.

TALENT DEVELOPMENT

Ms. Anna Lebesch, JAXUSA Senior Vice President of Strategy and Talent Development assisted with gathering various individuals who work in the Jacksonville workforce talent development ecosystem.

Subject Matter Experts included:

- Bruce Ferguson, President and CEO for CareerSource Northeast Florida
- Corey Wright, Assistant Superintendent (Accountability and Assessment) Duval County Public Schools
- Jill Fierle, Director CTE (Career and Technical Education) Duval County Public Schools
- John Everett, Director, Workforce Development Kids Hope Alliance
- David Emmanuel, JEA Chief Human Resource Officer
- David Reichard, Managing Partner, Vaco
- Tyra Tutor, President and Chief Executive Officer. Addeco Group North Florida
- Crystal Dial-Wilson or Brian Rose, Remedy Intelligent Staffing
- President John Avendano, Florida State College at Jacksonville
- President Moez Limayem, UNF
- President Zachary Faison, Jr. J.D.
- President Tim Cost, Jacksonville University

Ms. Lebesch provided an overview of the five-year Northeast Florida Regional Economic Development Strategy Plan, "The Future is Now," (PowerPoint Presentation attached).

- Guiding Principles
- Target and Niche Industries
- Jax Regional Workforce
- Projected Annual Growth Rate

Ms. Lebesch advised that during the strategic planning process among the employers was that talent development and the need for recruiting, developing and retaining talent in our region is crucial to the success of their businesses and organizations.

CareerSource Northeast Florida

Mr. Bruce Ferguson, President and CEO for CareerSource Northeast Florida provided an overview of CareerSource NEFL (PowerPoint Presentation attached).

- Serves Duval, Baker, Clay, Nassau, Putnam and St. Johns Counties.
- Provides innovative and responsive services that help both business and job seekers for the careers of today as well as looking into the future
- All publicly funded, federal tax dollars as well as the state of FL
- Partnerships of Community, Economic Workforce Development
- JAXUSA Regional Economic Development Partnership
 - Life Sciences
 - Advanced Manufacturing
 - Transportation & Logistics
 - Technology Services
 - Financial Services

Mr. Ferguson noted that they understand what all of their regional partners are doing so that they do not replicate what another nonprofit is offering.

Dr. Carlton Robinson asked Mr. Ferguson to provide a brief overview of Startup Quest and asked if he thinks it is a program that would be valuable for the NEFL Region. Mr. Ferguson replied that Startup Quest was funded through the state and specifically targeted towards entrepreneurially training, to help individuals that have an idea or have a very small business to we ramp them up and get them to be a larger employer and ensure they have a strong future. He added that he thinks there are opportunities noting grant funding.

Mr. Iosue asked Mr. Ferguson if he had a magic wand what would be the one thing he would improve on or do to help the region. Mr. Ferguson replied that their challenge right now is funding and it is because of the way the funding formula works, which is the stronger the economy, the less funding the state receives. They do not have as many training dollars available. Anything they can do to leverage outside grants, leverage with partners and their dollars to continue to work is the single most important thing right now. He added that there are funding opportunities available from a grant perspective noting that they partner with FSCJ who has a tremendous grant writing program.

Duval County Public Schools (DCPS)

Mr. Corey Wright, Assistant Superintendent of Accountability and Assessment Duval County Public Schools introduced Ms. Jill Fierle, Director CTE (Career and Technical Education) Duval County Public Schools. Mr. Wright advised that they have two strategic plan goals that focus on talent development, workforce development and career readiness (PowerPoint Presentation attached) in addition to the number of schools, enrollment, etc.

Strategic Plan Goal 3: DCPS will improve the post-secondary readiness of graduates by increasing the percentage of students earning soft skills credentials.

Strategic Plan Goal 4: DCPS Career Technical Education (CTE) programs will be recognized as high-performing by increasing the number programs being identified as Advanced, Master, and/or National Model.

Duval Ready Experience

Mr. Wright noted that a few years ago when the school board went through their strategic planning process where was a lot of conversation though the community input process around the fact that students were graduating, but not prepared for entering the workforce and lacking skills. The School Board tasked the district with creating a curriculum for soft skill development for students. Four key areas of focus were defined for soft skills.

1. Professionalism
2. Team building
3. Communication
4. Problem solving

The Duval Ready Experience curriculum was first offered during the 2022/2023 school year. He noted that they partnered with Florida Ready to Work, a state funded program that provides some curriculum in assessments in the four soft skill areas and they also have a comprehensive assessment that students take and earn a state credential in soft skills.

Impact Of Local Support in CTE Program Development

Forming a strategic partnership with the City of Jacksonville supports the DCPS mission with developing a talent pipeline within the local area. They have a variety of programs requiring support. Their needs range from guidance on keeping curriculum relevant to educating the community about program opportunities. With over 62 DCPS academies, forming business partnerships is critical in sustaining relevant programs.

Mr. Wright advised that some of the CTE Programs are more expensive to start and run because they often require more space and bigger equipment.

Mr. Randolph asked if there were any ideas around how to get more employers involved in the elementary – high school process, as it relates to being more engaged. Mr. Wright replied that a lot of the employers are focused on their own needs and do not necessarily see the benefit of partnering as a long term solution of pipeline development. Starting new programs is challenging because you need a certain number of students interested in the new program to make it fiscally responsible. Having business partners that know their industry to sit on the academy advisory boards. Awareness and involvement.

Kids Hope Alliance (KHA) Workforce Development Strategic Overview

Mr. John Everett, Kids Hope Alliance (KHA) advised that about two years ago they took an intentional look and started having focus groups with youth, young adults, high school and college because they were hearing from employers that they are not prepared for the workforce. The people in the focus group also felt like they were not prepared for the workforce (PowerPoint Presentation attached).

Workforce Readiness and Post-secondary Success

- 50% of students coming into high school are below grade level
- Limited support after graduation
- Skills mismatch/expectations
- Stigma that you have to go to college
- There are 430 students per one school counselor
- Prime-Age Employment Gap (PAEG)

Employer Perspective Panel

Ms. Lebesch introduced a panel of professionals who represent the workforce from an employer's perspective and ask them a few questions.

- David Emmanuel, Chief Human Resources Officer for JEA representing utilities.
- Tyra Tutor, President and Chief Executive Officer of TAD PGS, Inc., the government solutions subsidiary of the Adecco Group.
- Crystal Dial-Wilson, CEO Remedy Intelligent Staffing representing distribution and manufacturing and call centers.
- David Reichard, Managing Partner, Vaco representing technology, accounting, finance and operations.

Talent is considered one of the top decision makers for companies either to enter our market or to remain in our market. Can you share with us from your perspective, the positive along with the challenges you have in sourcing talent in Jacksonville

- The move to remove hybrid and automation is going to put pressures on that we are not dealing with today that we need to plan for.
- Working with employers regarding increasing pay rates.
- Perception of Jacksonville. Getting them here.
- Jacksonville has an image challenge.

Are there adequate resources to support the recruitment and retention of talent in this region

- Yes. We have all the right parts in the room. There is a cut off. High school goes to this age and KHA cannot take them over. Who owns that gap? A lot of companies will not do internships because they do not want to go through the federal requirements. Suggested having an "Internship Jacksonville" ran local in Jacksonville pulling together high schools and KHA.
- Active participation at the employer level.
- Ensure that our young kids get the essential skills so that when they do make career choices they stay in our community.
- A lot of people out in the workforce that are not being used at their highest capability. Company's need to look internal recognizing how someone may fit into their organization in a more meaningful way.

- Expose all that is being done so the people can take advantage of it. Programs under publicized. We have a lot of students, young adults and parents out there that do not know what is available and what the possibilities could be.

Are the talent that you are working with aware of the industries in this region and are they appropriately equipped with the skills needed to be successful in those industries

- Aerospace company taps into their local technical colleges and high schools to expose kids to careers because they want and need the local talent to come back to them. The goal of the company was at least when they finished their internship, they knew every engineering opportunity especially those that may help in the aerospace industry.
- JEA. 33% of employees could retire tomorrow. No time to wait. They have \$2,100 employees and every one of them recruits, mentors and will develop talent. Those are things they are teaching and developing internally. They want to develop enough sources and enough individuals that everyone can have a share. The exposure is what allows them to have the dream that they can participate.

When we look into the future and the skillsets needed for those jobs, do we have talent gaps, and if so, how do we those gaps

- Two pieces. Technical and industry knowledge. We have people that know they can program, or be an IT Engineer, but they do not know the FINTECH or the Aerospace, or name the industry.
- To prepare for today, employers want both. They want you to have the technical and they want you to know their industry and they prefer that you have worked in the industry. That is hard to find. It seems like the easier piece for us to fix is the industry knowledge.
- For many trade technicians the profession is not what it once was. Many of them are programmers and have highly technical roles.
- You have graduates that after the fact decided the career paths, they thought they wanted to follow is not the right fit for them and/or are not working in the field they earned their degree(s) in.

Jacksonville competes on a regular basis with other cities for economic development projects, are their ways the city can support talent efforts that will increase our competitiveness

- We can bring the businesses. When is the city ready to have the conversation and they should help us bring the students, the parents, the teachers and commit that way.
- Time for action. Educate within companies.
- Educate within companies on how to hire differently
- The City and partners could help fill the gap that teachers are supposed to fill serving as teachers and counselors. Opportunity for the city to help with career development in the schools.

Colleges and Universities

Ms. Lebesch introduced a panel of President's from local colleges and universities present to represent the workforce from a college/university perspective.

- Dr. John Avendano, President and CEO Florida State College at Jacksonville (FSCJ)
- Dr. Moez Limayem, President University of North Florida (UNF)
- Dr. Zachary Faison Jr., President and CEO of Edwards Waters University (EWU)
- Dr. Tim Cost, President Jacksonville University (JU)

The lead for each organization introduced themselves and talked about the scope and size of their institutions, enrollment, programming and partnerships.

Talent is considered one of the top decision makers for companies either to enter our market or to remain in our market. Share how your students contribute to the local economy and what is needed to recruit and retain more of them.

- UNF. Almost 80% of students graduate and stay in Florida and almost 70% of them graduate and stay in Jacksonville and the surrounding area.
- EWU. They have about 1,200 students and about 88% of those students are Floridians and about 70% of those do stay in Jacksonville.
- JU. 75% of graduates stay in Florida after graduation.
- FSCJ. Fundamental opportunity with the four schools that see and hear the same things from the business community and are trying to respond to it. All four colleges work very well together. They may view themselves with different missions for the same common good and that is to advance Jacksonville and Duval County.
- School partnerships with FINTECH, healthcare career programs, CDL truck driving, cyber security
- Serve on different boards within the community to keep apprised of what is happening in the business community and work with businesses to see what their needs are.
- Paid internships critical to bridge any gaps

Challenges

- Lack of space to house students. Lack of financial assistance
- Financial aid for homeless students, housing and food insecurities
- Find out why students are dropping out of programs
- Students do not have the financial resources. They have to work to thrive.
- People do not want to come to FL due to where our state is politically.

Solutions

- Provide food pantries on campuses and around the city.
- City assist with funding whether housing, financial assistance
- City help schools invest with grants
- Homeless population worth the investment

PUBLIC COMMENTS

Marcus Hale – Focus on talent development.

VI. ADJOURNMENT

There being no further business, Mr. Randolph adjourned the Economic Development Transition Committee Workforce Talent Development meeting at approximately 11:50 a.m.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, an audio file of the meeting is available in its entirety upon request. Please contact Michelle Stephens at (904) 255-5452, or by email at msteph@coj.net.