

Growing and Credentialing Employability Skills in SWFL: Professional Effectiveness Certificate



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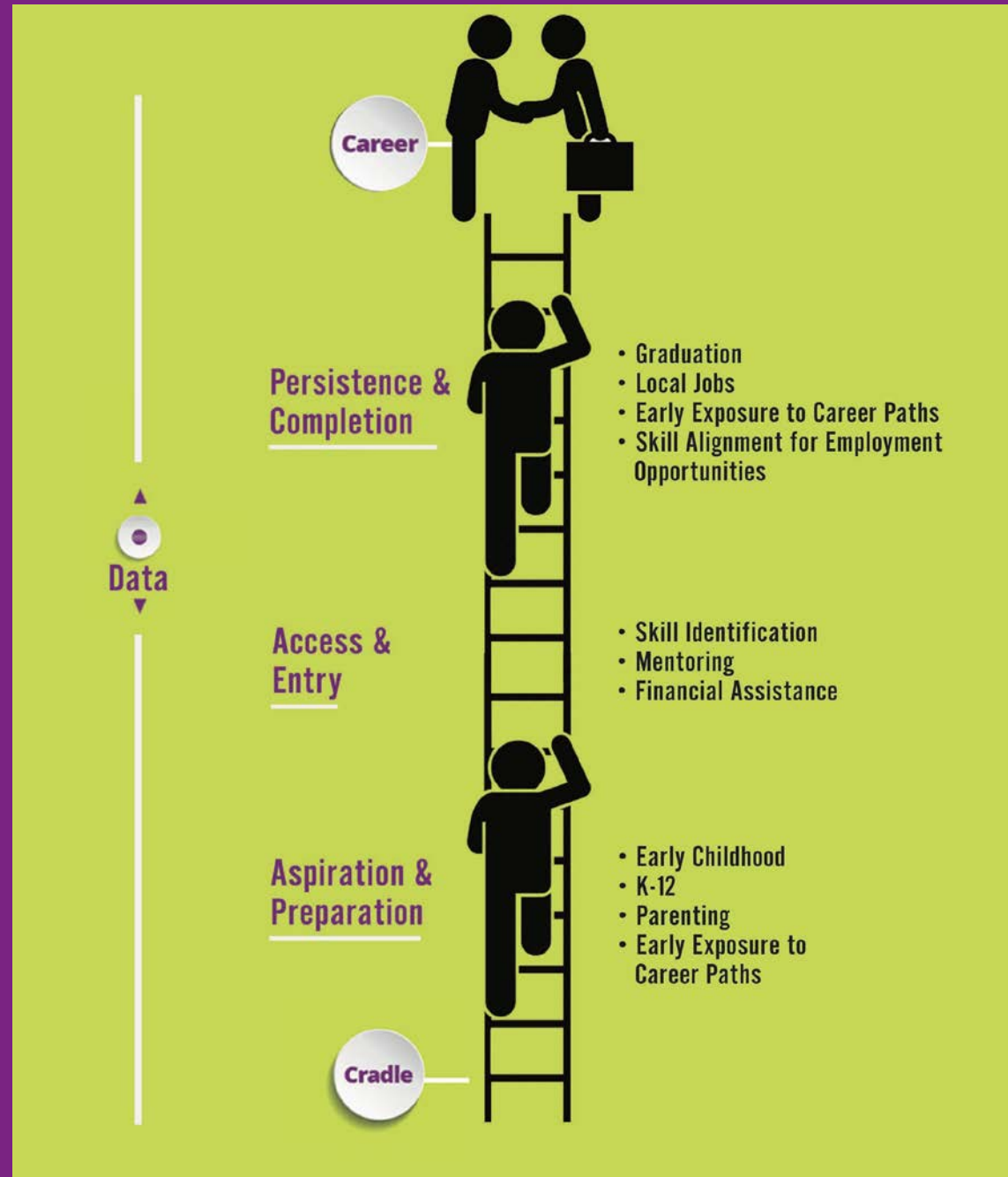
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Future/Makers Coalition

Transforming
Southwest
Florida's
workforce

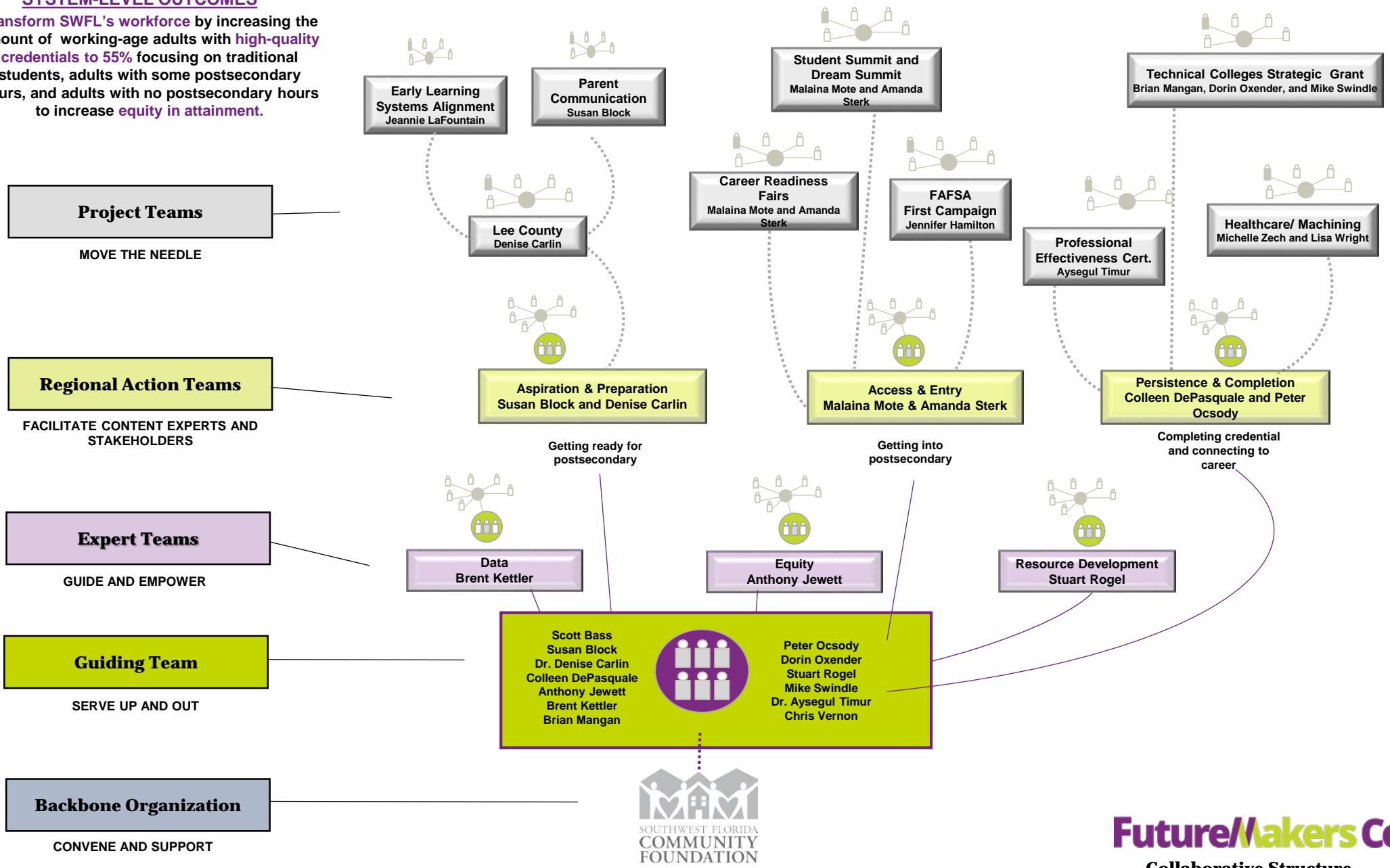


Workforce Pipeline



SYSTEM-LEVEL OUTCOMES

Transform SWFL's workforce by increasing the amount of working-age adults with high-quality credentials to 55% focusing on traditional students, adults with some postsecondary hours, and adults with no postsecondary hours to increase equity in attainment.





Aspiration & Preparation



Access & Entry



Persistence & Progress



Completion



Kindergarten readiness

Increase percentage of students ready to enter kindergarten



3rd grade reading

Target 62% of third grade public school students meet or exceed reading proficiency



High school graduation

Increase high school graduation rates in SWFL toward 90%



Enrollment

Increased postsecondary enrollment in education programs aligned with local economic/workforce needs



Technical education

Increase enrollment in technical education



FAFSA

Increase FAFSA completion rate



On-time completion

Increase percentage of students completing certificates and certifications in 2 years or less



Retention

Increase year to year retention rates at SWFL post-secondary institutions



Business partnerships

Increase business-education partnerships



Returning adults

Increase number of businesses providing support for returning adults and credentialed workforce training



Living wage

Increase percentage of local post-secondary graduates employed with living wages locally



Local jobs

Increase number of local post-secondary graduates placed in jobs in SWFL



Legend



No update



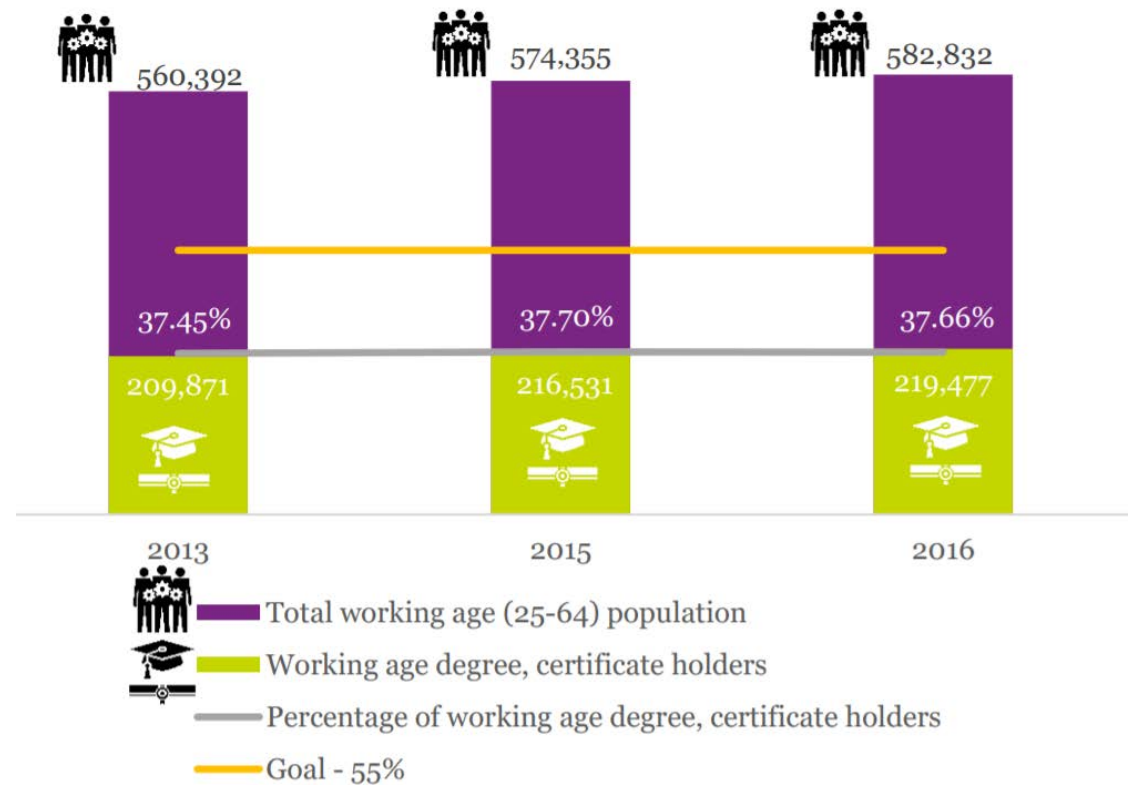
Trending up



Trending down

9,606

More working age (25-64) degree and certificate holders since 2013 added to the workforce in SWFL



Persistence & Completion: Professional Effectiveness Certificate

Activities



Development of
Professional
Effectiveness
Curriculum



4
Pilot courses



Development of
Learning
Management
System



2
Outreach
presentations

Results



Feedback on course design
and implementation



All students said they would
recommend the course to others



Searching for funding to
expand into technical colleges

Why are we doing this project?

To improve the
foundational skills of the
SWFL workforce through
targeted training in areas
of need as identified by
employers

Project Partners

- FutureMakers Coalition – Completion Team & Persistence and Progress Team
- Lee Health
- Hodges University
- Florida Southwestern State College
- School District of Lee County
- CareerSource of Southwest Florida
- Chico's FAS
- Arthrex, Inc.
- The Immokalee Foundation

Professional Effectiveness Certificate

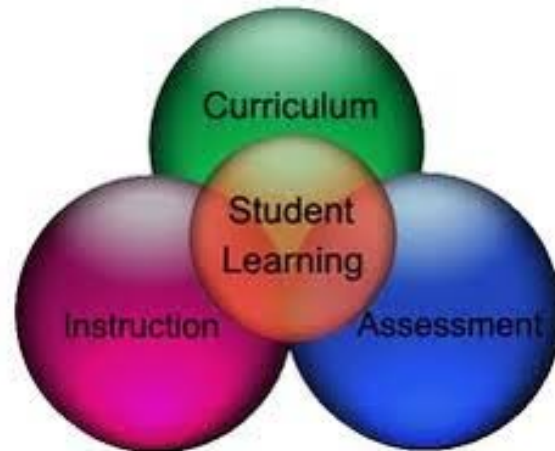
Development | Pilot | Feedback

Why Hodges University?

- Why would we spend our time, attention, and resources on this initiative?
 - Hodges University has always been focused on workforce development in the region
 - We believe that workforce development is a fundamental to economic development.

Curriculum Development

Working with higher education consultant, Dr. Kurt Linberg and Hodges University's Team of Experts, including Faculty, Librarians and the Marketing Team



Regional Employers said:



Write an email

Manage their time

Dress properly

Be self-aware

Understand simple business concepts

Have a firm handshake

Answer phone calls professionally

Create a digital calendar invitation

Get to work on time

Organize computer files

Complete tasks in a timely manner

Know what teamwork means

Be able to take constructive criticism with a positive attitude

Put down the cell phone and make eye contact

Professional Effectiveness Certificate Program

40+ Competencies in 5 Courses:

Introduction to Computers

Effective Business Communication

Improving Your Personal Productivity

Developing a Successful Mindset

Fundamentals of Business

Professional Effectiveness Certificate Program

9 Digital Skills Badges:

Adaptability
Business Understanding
Communication Skills
Computer/Technical Skills
Customer Service
Judgment
Organization
Proactivity
Team Player



Learn, Reflect, Apply





Professionalism

- Emails
- Nonverbal
- Speaking
- Goals
- Mindset
- Attitude
- Interviews



Skills

Writing | Speaking | Confidence



Teamwork

- Coordination
- Conflict resolution
- Interpersonal communication
- Delegation
- Nonverbal communication
- Verbal communication
- Problem solving

What does it look like?
→ Your Turn

Conflict



PEC Lesson Structure



1. EXPLORE

Draw on previous work +
Conflict strategies & difficult messages



3. EVALUATE

Complete assessment



2. EXPAND

Complete practice activities
Finish the assessment



4. EXTEND

Discuss the results of the assessment

Conflict: Audience Example



- What is an example of a workplace conflict scenario you've experienced or feel is a common occurrence?
- How would you handle it?
 - Method of communication:
 - Verbal:
 - Nonverbal:

What differentiates the certificate program curriculum?

- Employer driven initiative
 - Results in a recognized and endorsed curriculum
- Based on competency achievement
- Students earn Digital Skills Badges
- Students create E-Portfolio
- Certificate is a Micro-credential
- Not just a workshop
 - Bridge between training and education



HODGES
UNIVERSITY

Professional Effectiveness Certificate
Pilot Program

PEC Pilot Programs



chico's





PEC Pilot Programs





Pilot Program

Employer perspective

“When we were first approached about the pilot program we were very excited about the opportunity. As we grow as a company we want to provide opportunities for our employees to enhance their fundamental skills to make them more successful not only within Arthrex but within the community as well. The feedback from the participants has been overwhelmingly positive. What they have learned in the short time of the program, has given them more confidence when communicating with their peers and management team not only verbally but electronically as well. They want to know what can they do next to continue their learning”.

*Kevin Fowler, SHRM-SCP, HR Manager - AMIE
Arthrex Manufacturing, Inc.*

Lessons Learned

Customization is key

Development investment is worthwhile

Confirmed: People Need PEC

Questions?

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