

# **Starting with the end in mind: Helping students explore careers and the education needed to get there**

September 1, 2022

# Welcome!



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@kathy\_mcdonald

# Questions & Conversation

- Submit your questions in the box
- Share on social media

Twitter: @FLCollegeAccess  
#FCANandEarnUp  
#TalentStrongFL

*This webinar is being recorded; all materials will be available within a week of recording*



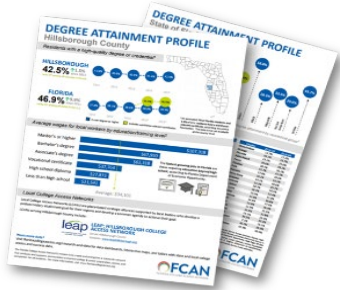
## **Our mission:**

We lead the collaborative movement to ensure every Floridian achieves an education beyond high school and a rewarding career.

## **Our vision:**

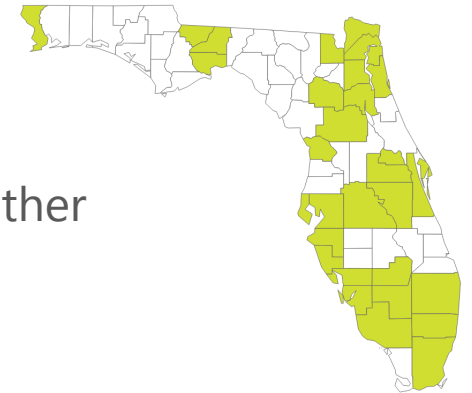
A Florida working together, where education is the pathway to economic mobility for all.

# FCAN's Work



**Research and Data** FCAN publishes research and data on evidence-based practices and policy opportunities to strengthen Florida's talent pool.

**Local college access networks (LCANs)** LCANs support 82% of the state's population. These organizations are made up of community leaders who come together to create solutions and partnerships to support local talent development.



**COLLEGE  
READY  
FLORIDA**

**Statewide Initiatives** FCAN coordinates 4 College Ready Florida initiatives that provides schools and community organizations resources to help students continue their education after high school.

## 7 Conditions for Success

**Opportunity for everyone:** To build a talent-strong economy, all Floridians need access to a postsecondary education and the supports to complete it.

**Clear information and guidance:** Students and families need exposure and counseling early and often to make informed decisions about their futures.

**Affordable:** Postsecondary education needs to be within everyone's financial reach, regardless of household income or life circumstances.

**Multiple pathways to success:** Floridians benefit from multiple learning opportunities for academic achievement and career advancement.

**Lifelong learning:** No degree or credential is "one and done;" Floridians need to prepare for career changes through continuous learning.

**Effective use of data:** Transparent access to data on education and economic outcomes, especially for Florida's diverse populations, helps achieve our goals.

**Community collaboration:** When community partners work together toward a shared vision, they remove barriers, build a robust workforce, and improve the quality of life for their regions.

# Guest presenter



**Anna Lebesch**

Senior Vice President for  
Strategy & Talent Development

JAXUSA Partnership

# Guest presenter



**Julie Hindall**

Director

Talent Development

JAXUSA Partnership



# Introduction



# DREAM JOBS?

Teenagers' Career Aspirations and the Future of Work



<b>Top 10 Occupation Concentrations - Girls</b>			
<b>Occupation</b>		<b>2000</b>	<b>2018</b>
1	Doctors	11.0%	Doctors 15.6%
2	Teachers	11.1%	Teachers 9.4%
3	Business managers	3.0%	Business managers 5.0%
4	Lawyers	6.2%	Lawyers 4.6%
5	Nursing and midwives	3.2%	Nursing and midwives 4.5%
6	Psychologists	3.9%	Psychologists 3.7%
7	Veterinarians	2.9%	Veterinarians 2.8%
8	Writers/journalists	2.6%	Designers 3.0%
9	Secretaries	2.6%	Police officers 2.3%
10	Hairdressers	2.5%	Architects 2.1%
<b>Total</b>		<b>49.0%</b>	<b>52.9%</b>

**Source:** Dream Jobs? Teenagers' Career Aspirations and the Future of Work, Organisation for Economic Co-operation and Development (OECD)

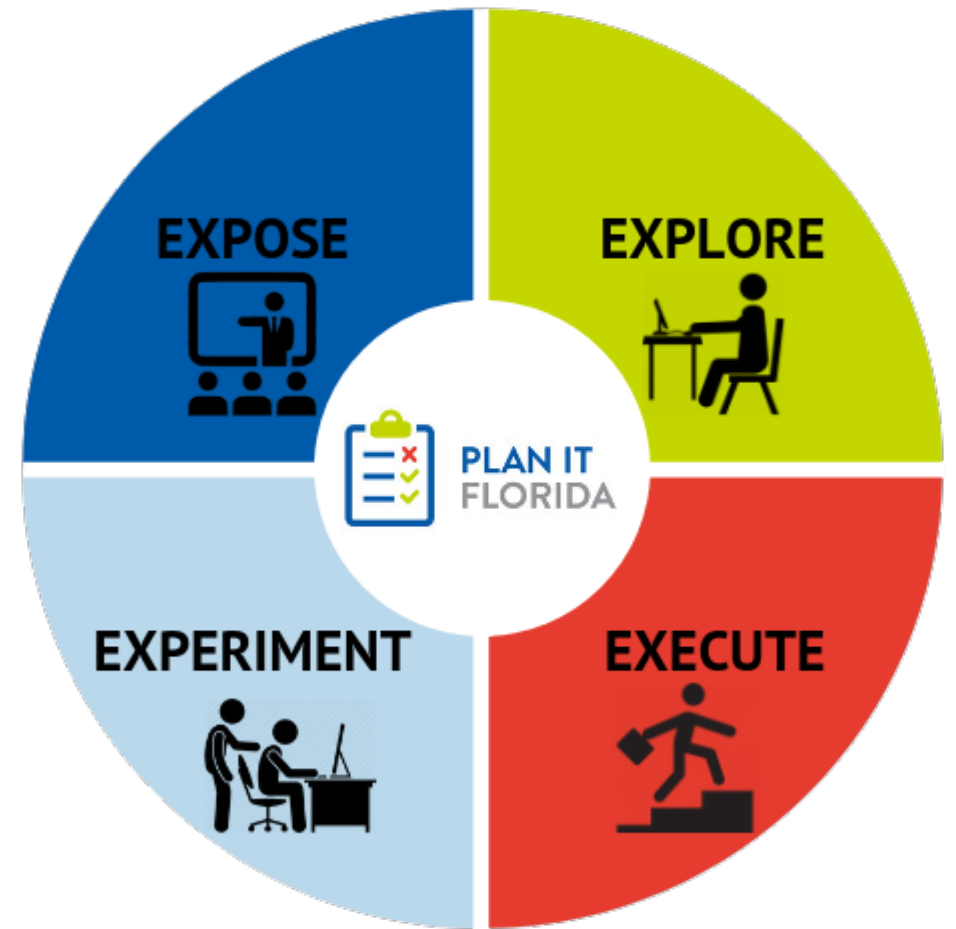
<b>Top 10 Occupation Concentrations - Boys</b>			
	<b>Occupation</b>	<b>2000</b>	<b>2018</b>
1	Engineers	4.9%	Engineers 7.7%
2	Business managers	6.8%	Business managers 6.7%
3	Doctors	4.5%	Doctors 6.0%
4	ICT professionals	6.1%	ICT professionals 5.5%
5	Sportspeople	4.0%	Sportspeople 4.9%
6	Teachers	3.9%	Teachers 4.6%
7	Police officers	1.9%	Police officers 4.0%
8	Motor vehicle mechanic	1.9%	Motor vehicle mechanics 2.8%
9	Lawyers	2.7%	Lawyers 2.4%
10	Architects	1.9%	Architects 2.2%
	<b>Total</b>	<b>38.6%</b>	<b>46.8%</b>

**Source:** Dream Jobs? Teenagers' Career Aspirations and the Future of Work, Organisation for Economic Co-operation and Development (OECD)

# Plan It Florida

Ensuring every Florida student graduates high school with a college/ career plan.

- **Expose** students to a wide variety of careers
- **Explore**: help students learn about their own talents and the careers aligned to those talents
- **Experiment**: give students opportunities to “try on” future careers
- **Execute**: help students take steps needed to execute their plan



# Earn Up's Career Pathways

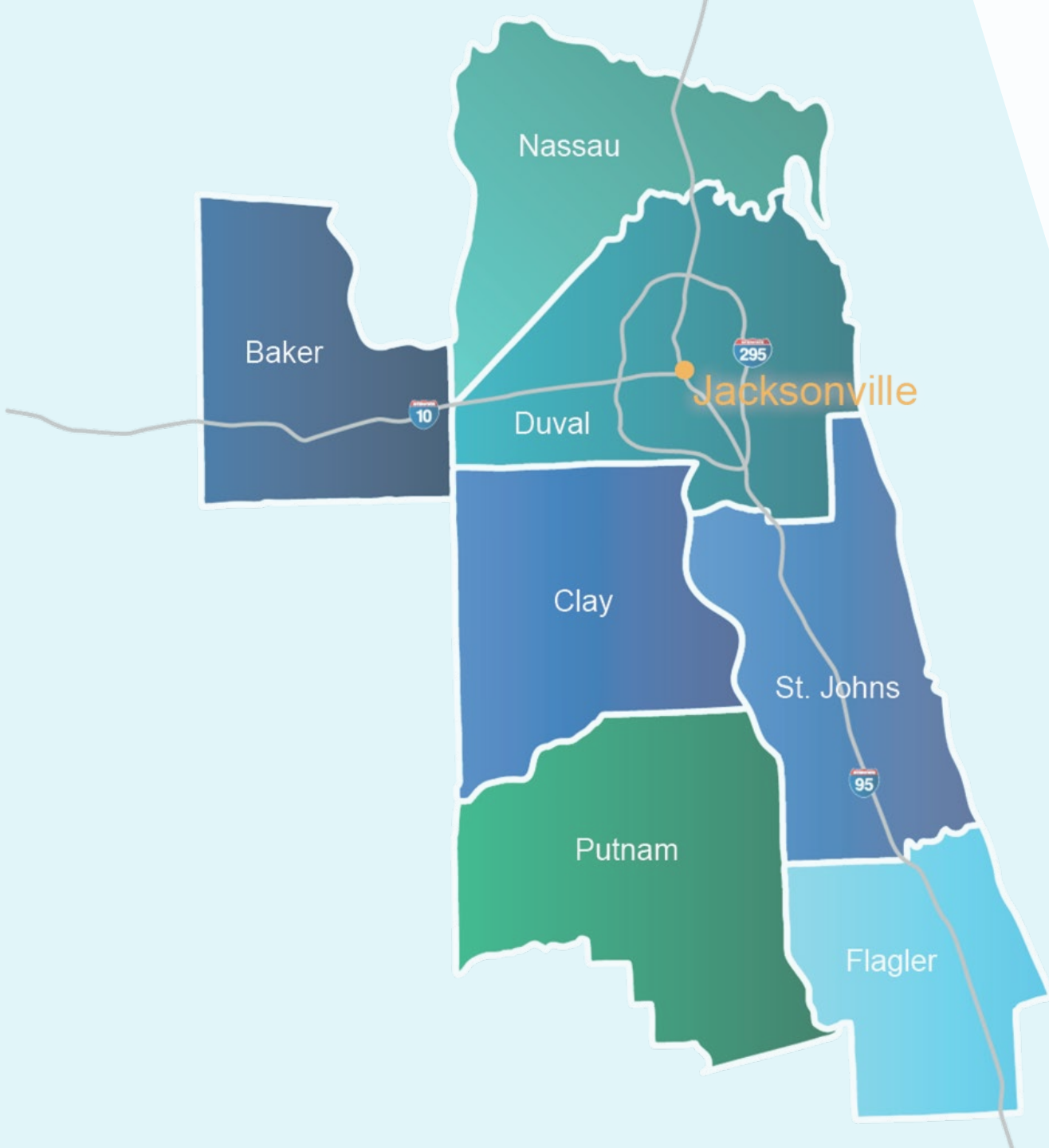


# Starting with the End in Mind: Students

September 1, 2022



**JAXUSA**  
PARTNERSHIP



# About JAXUSA

Regional economic  
development organization

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A division of the JAX Chamber

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145+ private sector investors

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Business Recruitment

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Business Expansion

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Marketing

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Business Intelligence

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Workforce Development

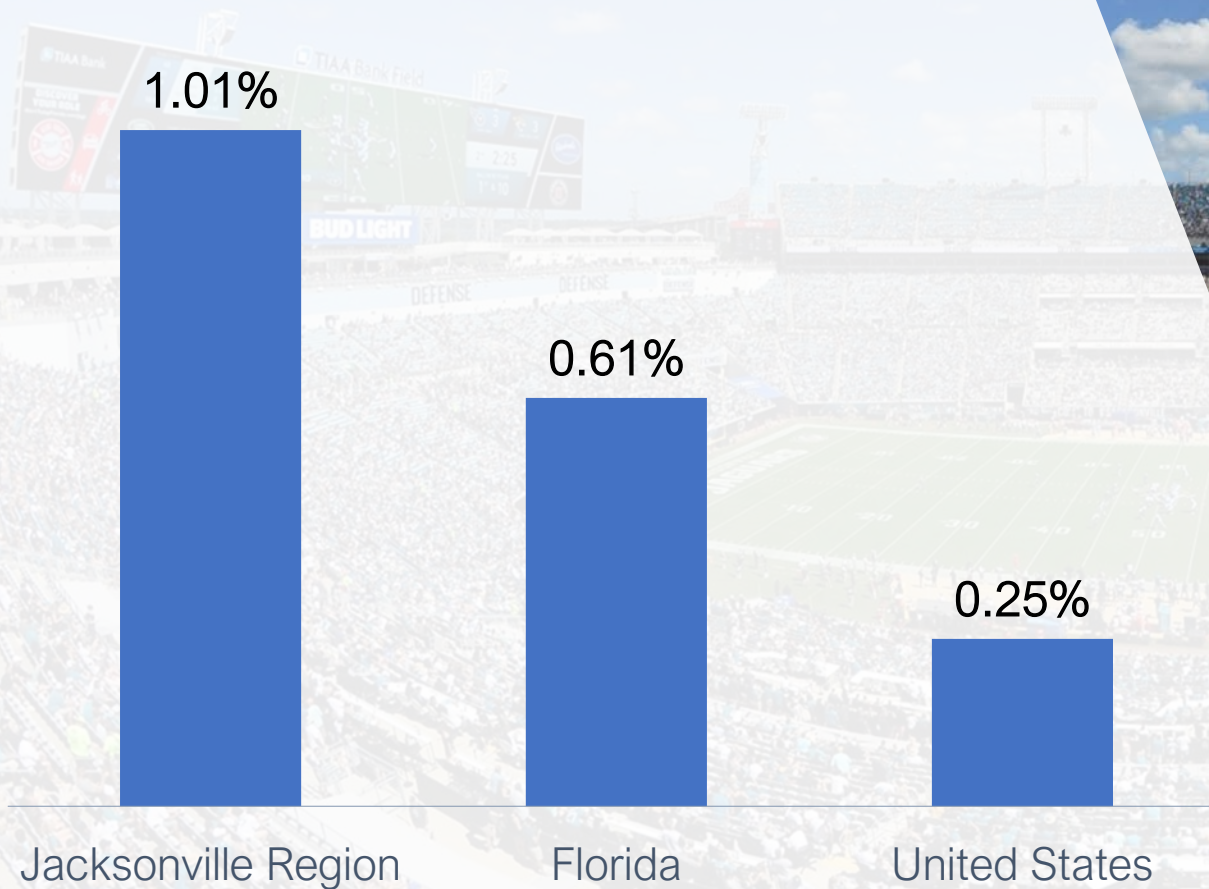
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Foreign Direct Investment



# Projected Annual Growth Rate

2022 - 2027



# 2022 Announcements

8  
Announcements

1,245  
Jobs

\$262.6M  
Capital Investment



**ALLEGIS**  
GROUP

500  
Professional Services

**FINCANTIERI**

300  
Advanced Manufacturing



**OLYMPUS**  
INSURANCE

200  
Financial Services

*Johnson & Johnson*

**VISION**

100  
Health & Biomedical



50  
Advanced Manufacturing



**Lake Parime**

50  
Advanced Manufacturing



35  
Financial Services

**PROJECT DESSERT**


10  
Health & Biomedical

# 2021 Announcements

17  
Announcements

2,906  
Jobs

\$524.9M  
Capital Investment



673  
Financial  
Services




500  
Financial  
Services



350  
+200  
550  
Advanced Transportation &  
Logistics



334  
Advanced  
Manufacturing



250  
Financial  
Services



180  
Advanced Transportation &  
Logistics



125  
Advanced Transportation &  
Logistics



55  
Advanced  
Manufacturing




50  
Advanced Transportation &  
Logistics



50  
Advanced Transportation &  
Logistics



40  
Advanced  
Manufacturing



34  
Advanced Manufacturing



25  
Advanced Transportation &  
Logistics



20  
Advanced Transportation &  
Logistics



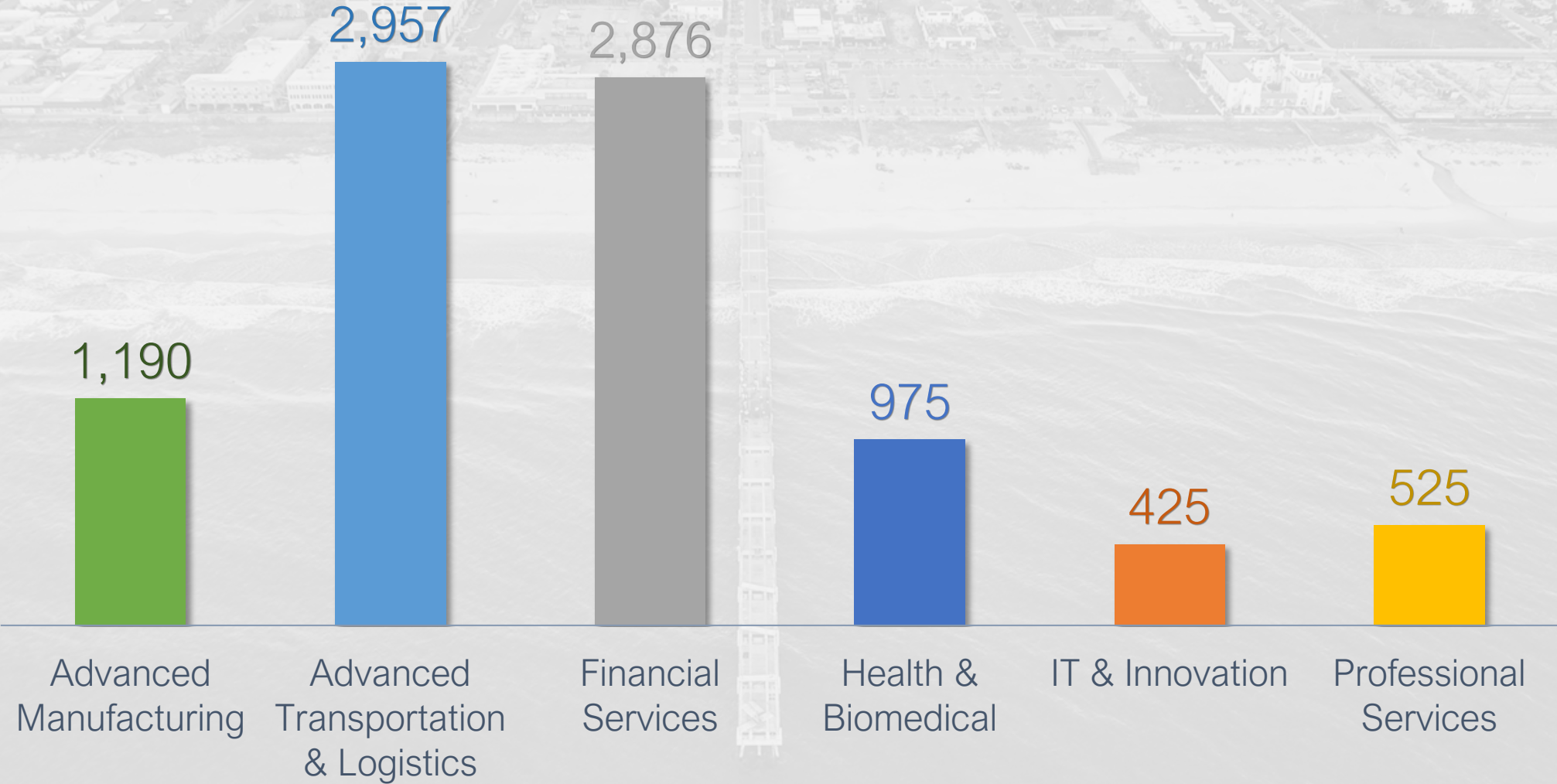
10  
Advanced  
Manufacturing



10  
Non-Target Industry

# New Jobs by Target Industry

2019 – 2022 YTD





Talent is the new currency


# REGIONAL TALENT ECOSYSTEM


THREE-PRONGED APPROACH OF TALENT ATTRACTION, DEVELOPMENT AND CONNECTION





 Talent Advancement Network

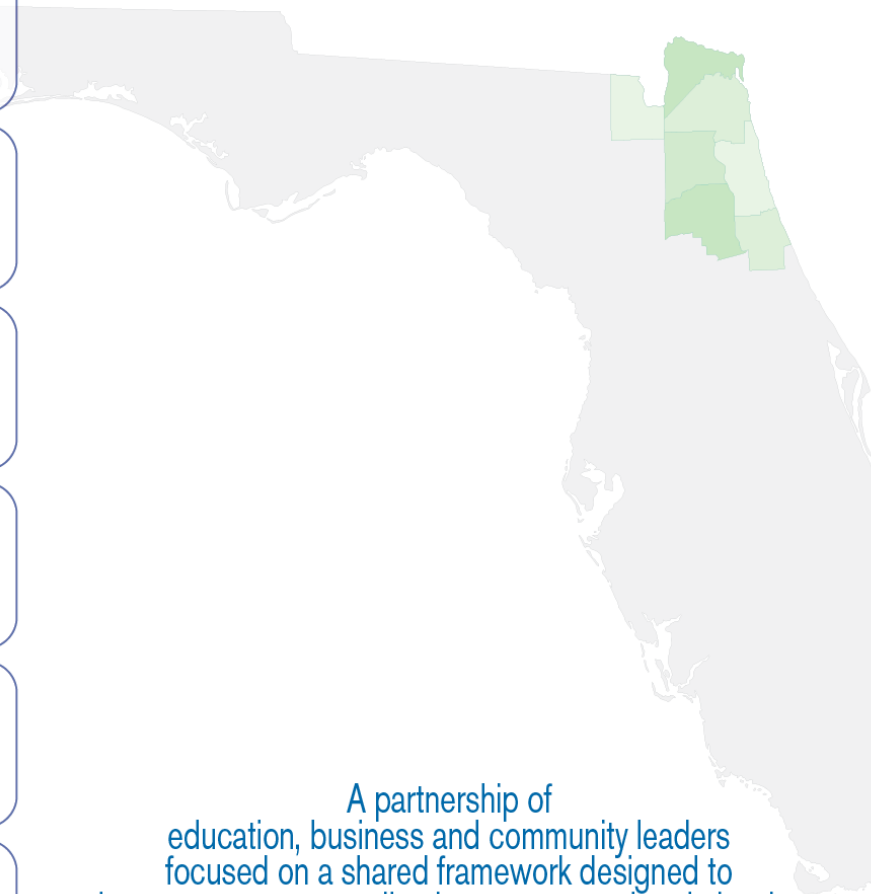
 Talent Advancement Partnership

 Earn Up

 K-12 Educators

 Postsecondary


 Work-Based Learning



Employers 

Targeted Industries 

Entrepreneurs & Innovators 

STEM 

Local & Regional Government 

Community-Based Organizations 

A partnership of education, business and community leaders focused on a shared framework designed to increase system coordination to grow and optimize the workforce, supporting economic growth and a high quality of life.



Convening [Heads of HR, CIOs, educators and sector specialists](#) around specific talent development and advancement efforts that align with strategic planning.



Offering [quarterly Workforce Briefings](#) on targeted industries to [over 145 educational stakeholders](#) in 2021. Providing 15 lesson plans as part of the educator resources section online with another 5 coming online before the end of the year.



Executing a [career pathways plan](#) resulting in over 25,000 plus in person, virtual, and online touch points thus far in 2022.



Raising awareness of high-demand target industry jobs by crafting [Targeted and Support Industry Reports](#) located at [EarnUp.org/Career Pathways](#).



Assisting in regional FAFSA events impacting [nearly 800 participants in 2021](#). We will support an additional 7 events before the end of 2022.



Providing support to partners to [elevate or expand](#) their work, particularly in STEM, healthcare, fintech and advanced manufacturing.

# Welcome to Career Pathways

It is imperative to understand the many career options available right here in our region. Amazing jobs from a diverse mix of industry ecosystems attract employers and provide you with opportunity for a rewarding career. These reports will show you what kind of jobs exist in our region, as well as what they pay and the education required to obtain them.

## Regional Career Pathways

**JAXUSA**  
PARTNERSHIP

- In-service & Professional Development
- Classroom Presentations
- Quarterly Workforce Briefings

- Hype & Deep Dive Videos
- Industry & Career Pathway Reports
- Educator Resources (Lesson Plans)

<https://earnup.org/career-pathways/>

**EARN UP**  
POWERED BY JAXUSA



# Connect to Companies

Internships

Apprenticeships

Internship Platforms

Be Prepared

Career Pathways

Connect Now

- Internships
- Apprenticeship
- Job Search and Intern Prep
- Educator Resources (Lesson Plans)
  - Soft Skills

# Invest In Your Company's Future

# By Investing In Theirs

**By engaging with Earn Up, you can directly influence the readiness of regional talent to meet your company's needs and create connections that are a competitive advantage in securing the best talent.**

The business community is a vital partner in connecting students to careers. Work-based learning is an employer-driven workforce development strategy that aligns education with the needs of business. It provides participants with opportunities to learn about different industries and occupations through a continuum of experiences, ranging from career awareness to career training. Work-based learning benefits employers because they have a direct role in designing their future workforce's training and skills development to ensure they meet in-demand talent needs.

Utilizing this form, employers can post work-based learning opportunities, such as job shadowing and internships, and educators can search for available opportunities that meet the needs of their training program. Together we can build the workforce of tomorrow.

As an employer, you may have multiple departments/divisions willing to provide work-based learning opportunities. Feel free to complete the form multiple times if there are different contacts that facilitate these opportunities.

\* required field

**Company Name\***

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**Dr. Anna Lebesch**  
[alebesch@jaxusa.org](mailto:alebesch@jaxusa.org)



**Julie Hindall**  
[jhindall@jaxusa.org](mailto:jhindall@jaxusa.org)

# Questions



**Next up:**



# Upcoming Events

For high school seniors and their parents:

## College 101:

- Explore – 9/15, 6-7pm
- Apply – 9/22, 6-7pm
- Fund – 9/29 6-7pm
- FAFSA Walkthrough – 10/18, 6-7 pm

<https://www.floridashines.org/go-to-college/get-ready-for-college/college-101-event>

# Upcoming Events

## Counselor Training:

- FAFSA/Financial Aid – 9/20 and 9/23, 9-11am  
\* (choose one session that fits your schedule)
- FAFSA Walkthrough – 9/30, 11 am – 12 pm
- FAFSA Data Sharing Agreement training – 10/5, 1-2 pm
- Supporting Students in Foster Care – 11/4, 1-2pm
- Supporting Undocumented Students – 12/6, 1-2:30pm

# Conclusion

