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.

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.
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
<table>
<thead>
<tr>
<th>Occupation</th>
<th>2000</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>1   Doctors</td>
<td>11.0%</td>
<td>15.6%</td>
</tr>
<tr>
<td>2   Teachers</td>
<td>11.1%</td>
<td>9.4%</td>
</tr>
<tr>
<td>3   Business managers</td>
<td>3.0%</td>
<td>5.0%</td>
</tr>
<tr>
<td>4   Lawyers</td>
<td>6.2%</td>
<td>4.6%</td>
</tr>
<tr>
<td>5   Nursing and midwives</td>
<td>3.2%</td>
<td>4.5%</td>
</tr>
<tr>
<td>6   Psychologists</td>
<td>3.9%</td>
<td>3.7%</td>
</tr>
<tr>
<td>7   Veterinarians</td>
<td>2.9%</td>
<td>2.8%</td>
</tr>
<tr>
<td>8   Writers/journalists</td>
<td>2.6%</td>
<td>3.0%</td>
</tr>
<tr>
<td>9   Secretaries</td>
<td>2.6%</td>
<td>2.3%</td>
</tr>
<tr>
<td>10  Hairdressers</td>
<td>2.5%</td>
<td>2.1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>49.0%</strong></td>
<td><strong>52.9%</strong></td>
</tr>
</tbody>
</table>

**Source:** Dream Jobs? Teenagers’ Career Aspirations and the Future of Work, Organisation for Economic Co-operation and Development (OECD)
### Top 10 Occupation Concentrations - Boys

<table>
<thead>
<tr>
<th>Occupation</th>
<th>2000</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Engineers</td>
<td>4.9%</td>
<td>7.7%</td>
</tr>
<tr>
<td>2. Business managers</td>
<td>6.8%</td>
<td>6.7%</td>
</tr>
<tr>
<td>3. Doctors</td>
<td>4.5%</td>
<td>6.0%</td>
</tr>
<tr>
<td>4. ICT professionals</td>
<td>6.1%</td>
<td>5.5%</td>
</tr>
<tr>
<td>5. Sportspeople</td>
<td>4.0%</td>
<td>4.9%</td>
</tr>
<tr>
<td>6. Teachers</td>
<td>3.9%</td>
<td>4.6%</td>
</tr>
<tr>
<td>7. Police officers</td>
<td>1.9%</td>
<td>4.0%</td>
</tr>
<tr>
<td>8. Motor vehicle mechanic</td>
<td>1.9%</td>
<td>2.8%</td>
</tr>
<tr>
<td>9. Lawyers</td>
<td>2.7%</td>
<td>2.4%</td>
</tr>
<tr>
<td>10. Architects</td>
<td>1.9%</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

**Total in 2000**: 38.6%
**Total in 2018**: 46.8%

**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

www.floridacollegeacces.org/initiatives/plan-it-florida/
Earn Up’s Career Pathways
Starting with the End in Mind:
Students
September 1, 2022
About JAXUSA

Regional economic development organization

A division of the JAX Chamber

145+ private sector investors
Business Recruitment

Business Expansion

Marketing

Business Intelligence

Workforce Development

Foreign Direct Investment
Projected Annual Growth Rate
2022 - 2027

- Jacksonville Region: 1.01%
- Florida: 0.61%
- United States: 0.25%

Source: ESRI 2022
2022 Announcements

8 Announcements

1,245 Jobs

$262.6M Capital Investment
2021 Announcements

17 Announcements

2,906 Jobs

$524.9M Capital Investment
New Jobs by Target Industry

2019 – 2022 YTD

- Advanced Manufacturing: 1,190
- Advanced Transportation & Logistics: 2,957
- Financial Services: 2,876
- Health & Biomedical: 975
- IT & Innovation: 425
- Professional Services: 525
Talent is the new currency
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.

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

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

- Hype & Deep Dive Videos
- Industry & Career Pathway Reports
- Educator Resources (Lesson Plans)
• Internships
• Apprenticeship
• Job Search and Intern Prep

• Educator Resources (Lesson Plans)
  • Soft Skills
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*
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