




# FLORIDA WORKFORCE 2030

*AN UPDATED LOOK AT BUILDING  
AMERICA'S BEST WORKFORCE*



*“A knowledgeable and skilled workforce is essential for future economic growth...”*

**GOVERNOR RON DESANTIS,**  
Executive Order Number 19-31  
(Charting a Course for Florida to  
Become Number 1 in the Nation  
in Workforce Education by 2030  
and Ensuring Florida Students are  
Prepared for the Jobs of the Future)

FLORIDA  
2030 GOAL:

**60%**

postsecondary  
attainment

Currently at 49.3%



CURRENTLY:  
Florida ranked

**#20**

in the nation in  
postsecondary attainment

(Lumina Stronger Nation Report)



FLORIDA  
2030 GOAL:

**80%**

of working  
adults have  
employability  
skills by 2030



# FLORIDA'S FOCUS ON TALENT DEVELOPMENT

***Talent is an important element of our economy.***

Economies grow when they maximize their talent pipeline to meet workforce shifts. These shifts include technological advancements, artificial intelligence, automation and other innovations. These factors should be considered when developing strategies to measure, develop and enhance talent. In order to remain globally competitive, Florida must lead in innovation, competitiveness and prosperity by developing, attracting and retaining a disproportionate share of the talent pool. Talent is the new incentive; employers and site selectors are increasingly ranking talent as the most important asset when considering a move to a state or region.

Educational attainment rate is a key metric used to measure the talent level in a community, region or state. ***Florida is ranked 20th in postsecondary attainment and has set a goal to become first in workforce education.*** The Florida Legislature created the Florida Talent Development Council (FTDC) to set a strategic blueprint—a coordinated, data-driven, statewide approach—to meet Florida's needs for a 21st century workforce. SAIL to 60 (Strengthening Alignment between Industry and Learning) is the initiative that sets the course to ensure that 60 percent of working-age adults have a high-value certificate, degree or training experience by 2030.



*We can continue transforming learners to earners by preparing our students to compete in today's, and tomorrow's, global economy, better aligning programs and standards with future job demands, training and attracting the best and brightest for advancement and new careers, and increasing economic prosperity for all Floridians — starting with our youngest learners.*

— MARK WILSON, President and CEO, Florida Chamber of Commerce





The work of the FTDC builds upon the **Florida Chamber Foundation's Florida 2030 Blueprint** report, which outlines targets and strategies to secure Florida's future. The report outlines a set of education goals that support pathways to higher paying jobs and prosperity for residents in all Florida zip codes. These goals include 80 percent of Florida's workforce acquiring employability skills and 60 percent of Floridians having a high-value certificate, degree, or training experience by 2030.

**The Florida Chamber Foundation's Florida Jobs 2030** report provides an in-depth analysis of the state's 21st-century jobs. Its goal is to ensure that Florida leverages its strategic opportunities to prepare for the shifts in the workforce by producing the talent needed to meet industry demand. While agriculture, tourism and construction remain foundational sectors for the state, the **Florida Jobs 2030** report focuses on five additional industry sectors that represent over 30 percent of Florida jobs and 40 percent of the gross state product. The industries identified in the report include Aviation and Aerospace; Healthcare and Life Sciences; Manufacturing; Logistics and Distribution; and Professional and Financial Services with information technology cutting across all sectors. This **Workforce 2030** report provides an updated map to build American's best workforce and position Florida to be the leader in talent.



To prepare for projected shifts in Florida's labor market and the changing landscape of skills required for 21st-century jobs, the **Florida Jobs 2030** report also highlights five core recommendations for policymakers, educators, and Florida's business community:

- ▶ Deepen and expand cross-sector collaboration.
- ▶ Foster opportunities for targeted skills development that is responsive to economic shifts.
- ▶ Improve statewide career awareness and counseling.
- ▶ Streamline transitions between high school, postsecondary, and workforce and create a more seamless pipeline between education and the workforce.
- ▶ Adopt a data-driven approach to meeting Florida's needs for a 21st century workforce.

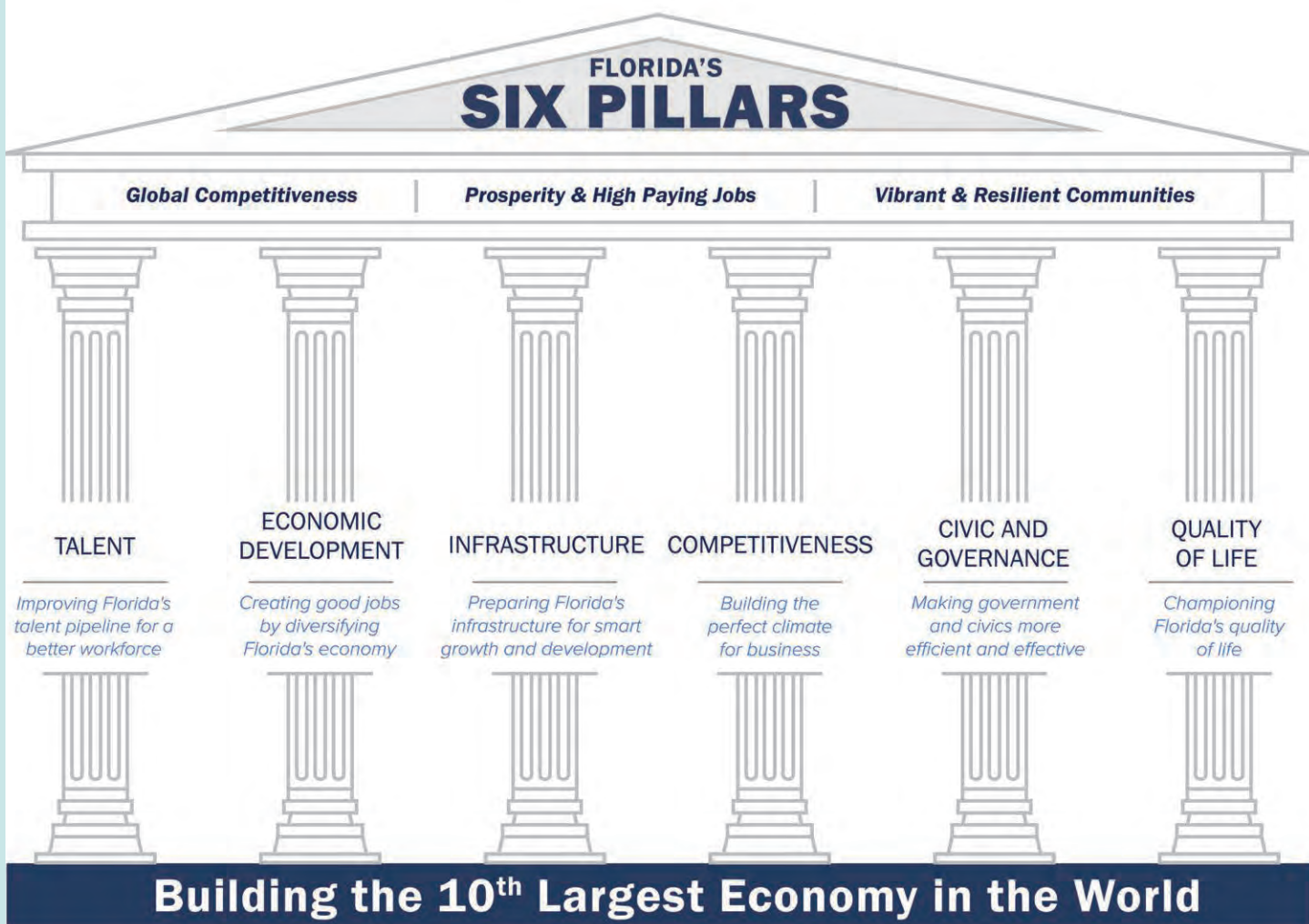
[www.FloridaChamber.com/FloridaJobs2030](http://www.FloridaChamber.com/FloridaJobs2030)



*I applaud the Florida Chamber's focus on workforce education and supporting Governor DeSantis' goal of becoming the number one state in the nation for workforce education by 2030. With Florida's population growing to more than 26 million by 2030, it is imperative that we focus on building a talented and highly skilled workforce to fill the jobs of the future. I look forward to working with the Governor, Legislature and Chamber to ensure that goal.*

— RICHARD CORCORAN, Commissioner of Education

The Florida Chamber Foundation's Six Pillars Framework is an organizational framework that identifies key factors that drive Florida's future economy and helps communities, agencies, and organizations speak with one voice.

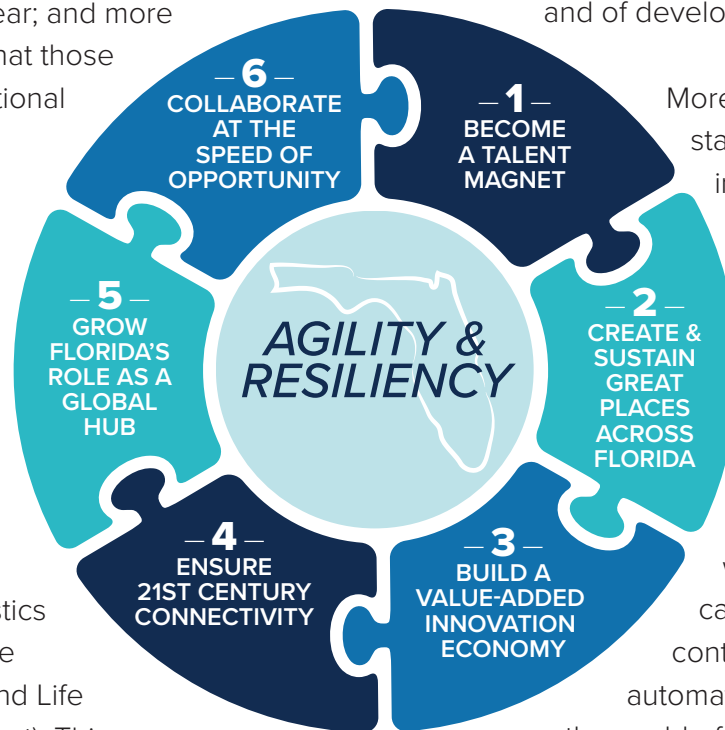


***Building on our research, the Florida Chamber Foundation conducted a series of roundtables and surveys with business leaders in five target sectors to gain insights on talent development and the job outlook for each of the respective sectors.***

In Manufacturing, more than 90 percent of those surveyed indicated they will be hiring new employees in the next year; and more than 80 percent stated that those new hires will need additional training. This was similar in the other sectors. The survey revealed that outside manufacturing, most Florida business leaders surveyed will be hiring in the next year. It is anticipated that about 70 percent of new hires will need additional training to be ready to work (with Logistics and Distribution being the lowest and Healthcare and Life Sciences being the highest). This suggests there is a need for clearer, better aligned, career pathways for traditional and non-traditional students as well as incumbent workers.

Leaders in the five sectors also noted the importance of work-based learning opportunities in developing a talented workforce. Florida business leaders in the Finance and Professional Services sector described internships and apprenticeships as “extremely valuable” and “a core component” when it comes to evaluating and hiring talent. In Aviation and Aerospace, employers recognized that they play a key role in providing opportunities to scale work-based opportunities. Overall, leaders expressed the importance of exposure to real-world learning

experiences. They emphasized that work-based learning should be a central aim of education and of developing employability skills.



More than 80 percent of stakeholders emphasized the importance of employability skills. These skills which include communication, critical thinking and problem solving are universally valuable work competencies that are essential to adapting to shifting demands within and between careers. As technology continues to advance and automation increasingly changes the world of work, strong employability

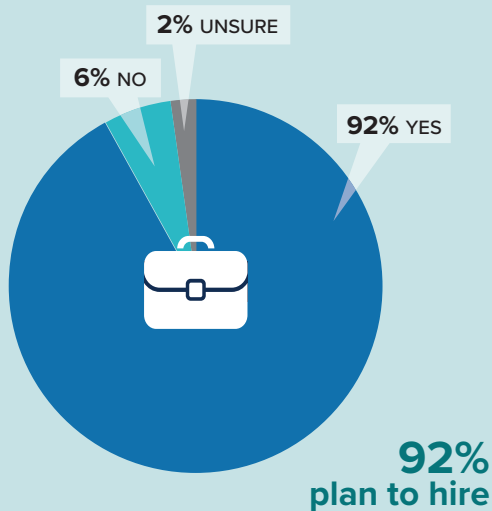
skills will enable Floridians to interact critically with technology, collaborate effectively, and demonstrate agility as jobs and responsibilities continue to shift.

Employers were also keenly aware of the role that technological disruption will play in their sectors in the coming years. More than three-quarters of business leaders who participated in the roundtable and surveys indicated that disruption will play a factor in their business over the next 10 years. These disruptions include changes in core technologies, workforce generational shifts and impacts from artificial intelligence and automation.

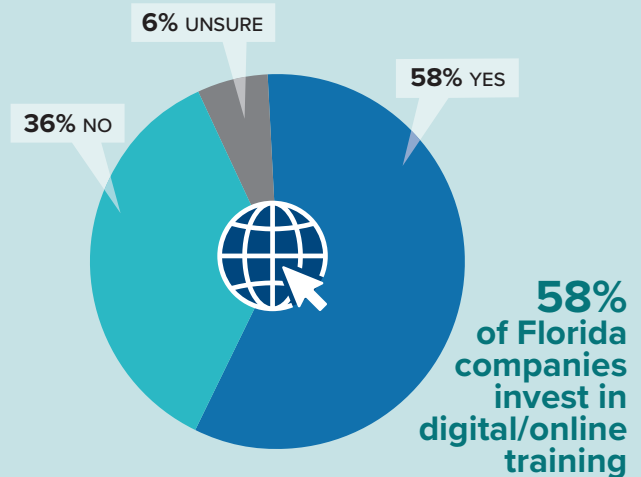


**More than 90 Florida business stakeholders participated in a Florida Chamber Foundation survey to identify workforce priorities for the future.**

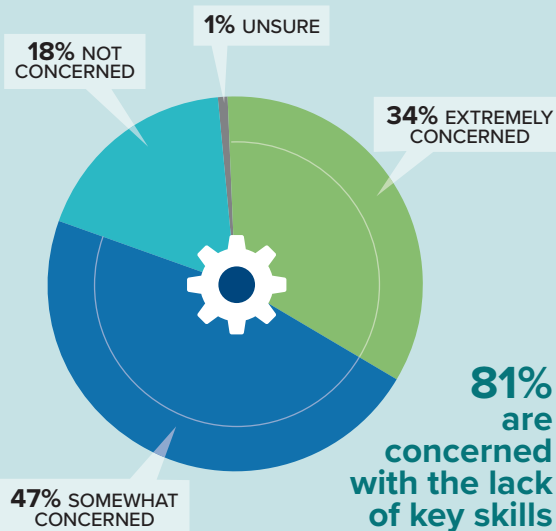
Over the next year, do you expect to hire new employees in Florida?



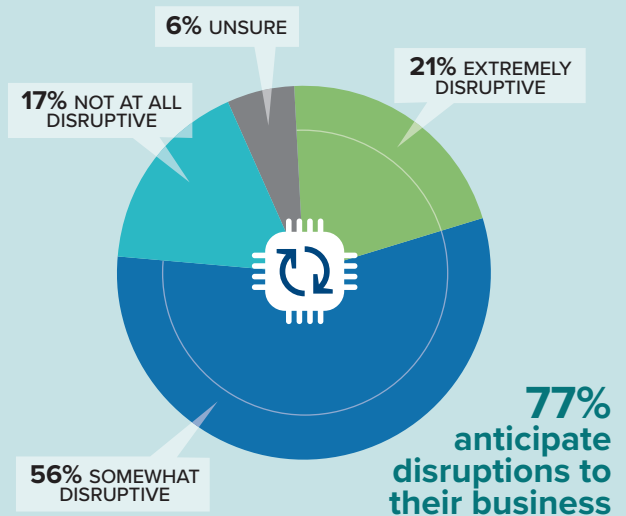
Is your company currently investing in digital (online/virtual) training?



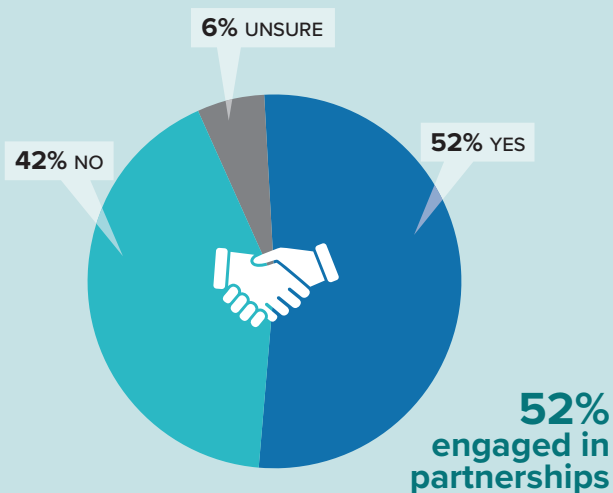
How concerned are you about the lack of key skills (employability skills, soft skills, digital skills) as a threat to your business?



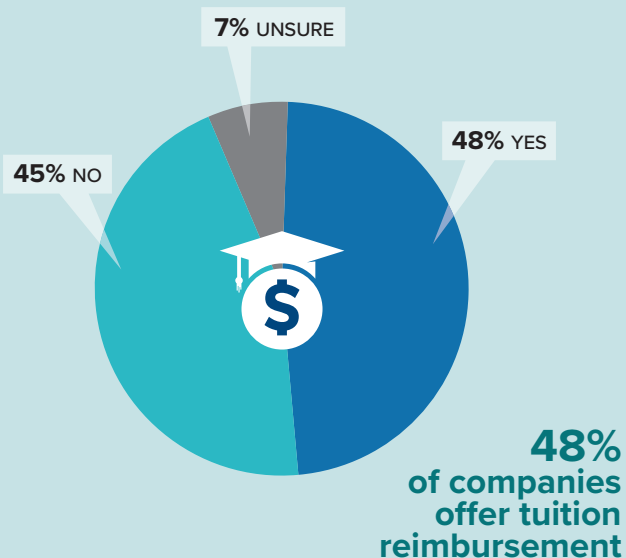
How disruptive do you think changes in core technologies, workforce generational shifts, or artificial intelligence will be for your business over the next 10 years?



Is your organization currently engaged in any public-private partnerships regarding workforce training or skills development including partnerships with local universities, community/state colleges, technical centers/colleges?



Does your company provide tuition reimbursement for re-skilling workers?



*CareerSource Florida applauds the Florida Chamber Foundation for its ongoing work to help Governor DeSantis ensure our state becomes No. 1 in the nation in workforce education. We are grateful for the opportunity to contribute to this important research through state and local perspectives on the evolution of talent development needs for Florida's growing industries.*

— MICHELLE DENNARD,  
President and CEO, CareerSource Florida

*It is clear that talent will continue to be an essential element of Florida's future prosperity. As Florida works to strengthen its talent pipeline, we must consider the following policy recommendations that incorporate data-driven strategies to develop clearer career pathways, opportunities for work-based learning, and incentives for adult training programs to ensure that all Floridians have access to economic mobility.*

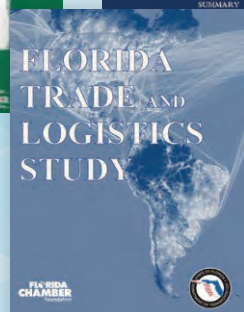
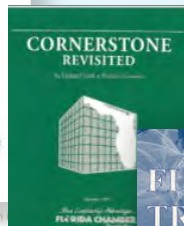
1

We must recommit to long-term, continuous strengthening of every stage of our education system by providing career pathways focused on industry needs. Career pathways should be designed to include adults needing to upskill or complete a credential to be competitive in the workplace, and for middle and high school students, in order to increase educational attainment levels for Floridians.

**CAREERSOURCE FLORIDA's** Sector Strategies are examples of business-driven workforce solutions that provide strong education to employment pathways for 16 career clusters in Florida.

2

Strategies that emphasize work-based learning opportunities should be an integral part of education in high school and beyond. Internships and apprenticeships provide students with real life work experiences that help them acquire necessary skills. All students should be encouraged to earn at least one high-quality, industry-recognized certification to ensure that they graduate with career and workforce competencies. These credentials are especially important to students who do not have the opportunity to engage directly with employers in work-based settings. Employers play a vital role as partners in creating these opportunities. An example of a successful public-private partnership is Northrop Grumman program with local high schools to provide internship opportunities. In addition, through the Think Florida portal, the **STATE UNIVERSITY SYSTEM** and **ENTERPRISE FLORIDA** are connecting employers with the talent they need.





3

In order to build a strong talent pipeline, it is essential to identify strategies that address equity gaps to ensure upward mobility opportunities for all Floridians. Educational attainment and labor participation rate gaps exist in Florida between racial and ethnic as well as urban and rural populations. Public and private sectors working together can promote equity and inclusion to help individuals access opportunities for meaningful work regardless of zip code. The **FLORIDA COLLEGE ACCESS NETWORK** is an example that connects with community organizations to address regional workforce needs with a focus on equity and attainment gaps.

4

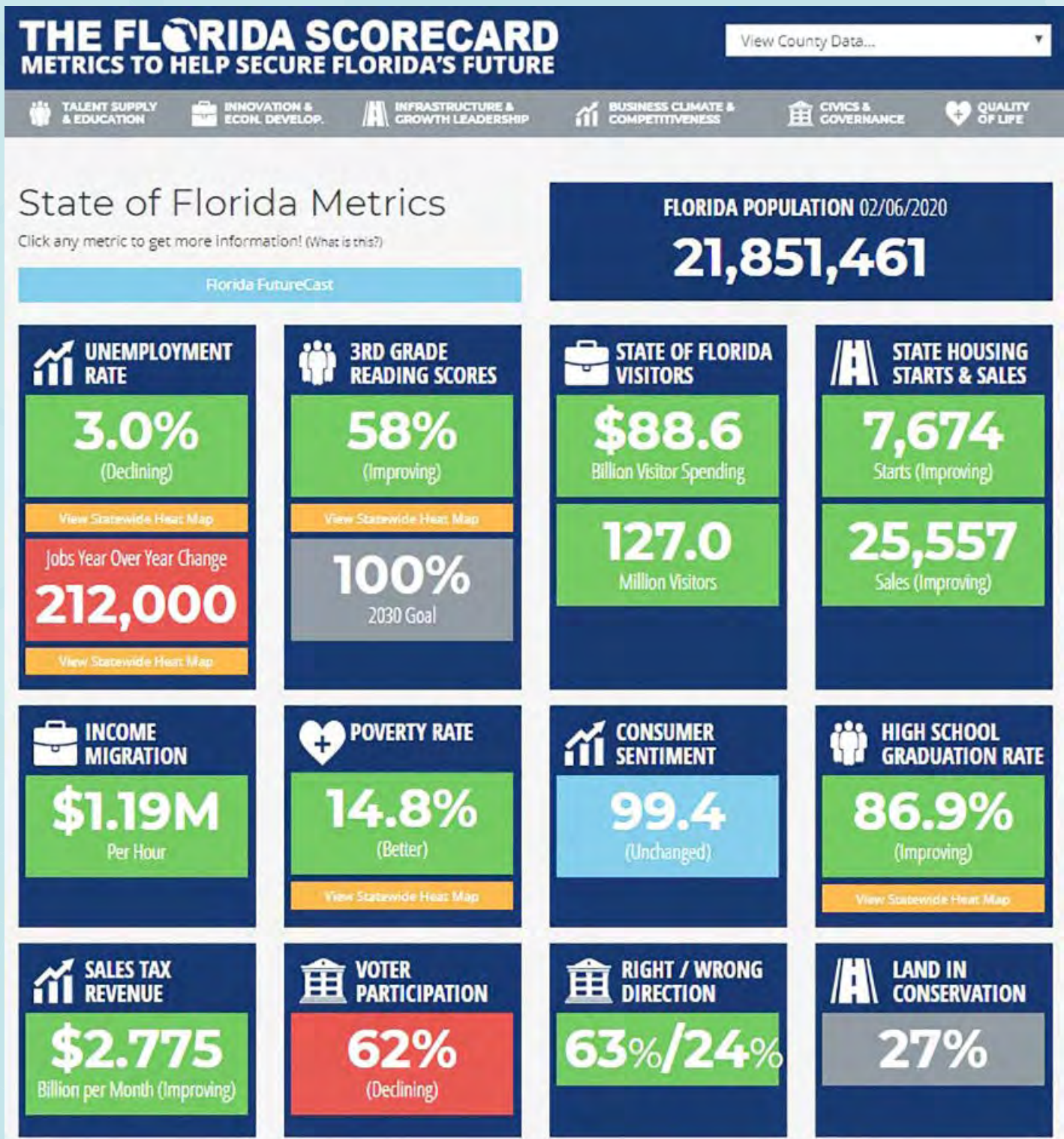
About half of employers surveyed stated that they are currently investing in either digital training or tuition reimbursement for their employees. Florida can leverage this momentum by investing economic development dollars in proven, scalable training programs for adults and incumbent workers. Creating public-private partnerships through targeted incentives, and re-training for high-demand jobs will help build local talent pipelines. This provides an opportunity for the two million Floridians with some college and no credentials. A recent example of an initiative to help adults complete their degree is the Last Mile Program launched through the **FLORIDA COLLEGE SYSTEM**.

5

Florida has a rich history of utilizing data to inform policy and practice. Through the **DEPARTMENT OF EDUCATION**, the state tracks measures that are critical to education attainment. The metrics include, kindergarten readiness, 3rd grade reading proficiency, 8th grade math skills, high school completion rates, postsecondary enrollment rates and completions that can be disaggregated by race, income, and other school and district factors to measure progress of all students. The **DEPARTMENT OF ECONOMIC OPPORTUNITY** tracks measures connected to employment and earnings. Finally, **THEFLORIDASCORECARD.ORG** provides a dashboard with key data points that help secure Florida's future. Data regarding talent supply and talent production, as well as demographics and geography, should inform strategies to develop the talent pipeline.



*By 2030, 26 million people will call Florida home. To prepare for 4.5 million new residents, and ensure Florida remains globally competitive, we must lead in talent. There are direct benefits to every Floridian when Florida focuses on developing a talent pipeline. If we lead in talent, we will lead in innovation, competitiveness and prosperity.*





# SAVE THE DATE

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## Join us at the Florida Chamber and Florida Chamber Foundation's Annual Business Leaders' Events

### FLORIDA BUSINESS LEADERS SUMMIT ON PROSPERITY AND ECONOMIC OPPORTUNITY

May 19, 2020 • Sarasota

### LEARNERS TO EARNERS WORKFORCE SUMMIT

June 16, 2020 • Orlando

### ENVIRONMENTAL PERMITTING SUMMER SCHOOL

July 21–24, 2020 • Marco Island

### INNOVATION, TECHNOLOGY & ECONOMIC DEVELOPMENT SUMMIT

August 2020

### FUTURE OF FLORIDA FORUM AND FLORIDA CHAMBER ANNUAL MEETING

September 30–October 1, 2020 • Orlando

### FLORIDA CHAMBER INSURANCE SUMMIT

November 2020 • Miami

### TRANSPORTATION, GROWTH AND INFRASTRUCTURE SUMMIT

December 2020

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*Florida's economy will need a skilled labor force for opportunities in health services, education, transportation, trade utilities, computing, as well as for jobs that require an industry certification or license. Enhancing Florida's workforce education will provide more economic opportunities for our graduates and support further diversification of Florida's economy.*

— GOVERNOR RON DESANTIS, Executive Order Number 19-31  
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HELP SECURE FLORIDA'S FUTURE AT  
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