

LAUNCH MY CAREER FLORIDA

Helping Students Find Their Best Future

Fact Sheet

This is about the Future of Florida.

- We need to think about the opportunities that lay ahead for our next generation, and arm them with facts for informed decisions that will impact the rest of their lives.
- In 2030, when the Kindergarteners of today graduate, Florida will add approximately 6 million more residents and will need to create 2 million net new jobs.
- The demand for employability skills and digital skills is strong – and anticipated to grow.
- But it can be hard for students to know which higher education institutes or majors might be right for their goals.

And about quality of life.

- It is great to have a high paying job, but also a *fulfilling* job.
- Gallup has studied what it means to have a “good life,” which includes having a job that allows you to do work you are interested in.
- Their study has found it is not necessarily *where* you go to school, but *how* you go to school. Example: an internship that allows you to apply what you learned in the classroom.
- Launch My Career Florida aims to help students select a degree or program that best prepares them for the career and life they want.

Let’s help Florida students get ready for launch.

- Launch My Career Florida is a starting place for conversations that can help current and prospective students cut through the confusion and find programs of study that can lead to well-paying jobs and a good life now and for future career demands.
- The initiative is presented by the Florida Chamber Foundation in partnership with the U.S. Chamber of Commerce Foundation, American Institutes for Research, and the Florida Department of Economic Opportunity. LaunchMyCareerFlorida.com features information on hot jobs, hot skills and the ROI students can expect based on the major and higher education institute or program they choose.
- The goal is to help students plan and select careers that will bring them the most success and fulfillment. Tangible and practical information at a student’s fingertips empowers them to consciously make the best decision for themselves.

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How Launch My Career Florida works:

- LaunchMyCareerFlorida.org is a user-friendly tool to help students assess their potential outcomes based on programs at public institutions in Florida.
- This free platform highlights in-demand jobs and desirable skills for Florida, and it allows for state regional variability when students are assessing their projected cost of living.
- Students can find programs that give them the best bang for their buck.
- A bonus is that it also highlights employee engagement data from Gallup Inc. to show how satisfied students are—combating the frequent criticism that all business focuses on is *monetary* ROI (return on investment).
- Using available data from the State of Florida, it provides information about certificates and degree programs at public colleges and universities in Florida, including how much graduates of each program earn and how much those graduates spent on their education.

Launch My Career Florida is for:

- *Florida Students:* Making the right individual choice can lead to a better career, higher wages and greater personal and professional satisfaction.
- *Florida Parents:* When parents and children sit at the kitchen table to talk about what's next, Launch My Career Florida is a great starting place to discuss scenarios and crunch real-world numbers.
- *Florida Employers:* When students enter engaging, fulfilling careers, they stay in their jobs longer, are more productive and lead fulfilling personal lives. According to the Florida Chamber's most recent [Small Business Index Survey](#), workforce quality is one of the top issues small businesses face. Launch My Careers can help ensure that employees are trained and ready to meet business needs.
- *Florida Counselors, Career Resource Officers and Educators:* Launch My Career Florida helps those advising and mentoring students (middle, high school or college transfer) to facilitate conversations about the higher education decision process.

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