Kathaleen Cole
Board Chair

Marcus L. McBride, PhD
Chief Executive Officer

Meeting Minutes
Education & Industry Consortium

Meeting Date: June 20, 2024

PURPOSE
Per the requirements outlined in the Florida statutes, the CareerSource Escarosa Education & Industry Consortium was established to obtain independent information on workforce needs from businesses and educational institutions in our two-county region.

The inaugural meeting of the CareerSource Escarosa Education & Industry Consortium commenced at 10:00am.

Attendees:
Dr. Marcus McBride, CareerSource Escarosa
Carolyn Fries, CareerSource Escarosa/Pensacola Chamber
Nicole Gislason, UWF Haas Center
Scott Berube, Florida Healthcare Association
Kelvin Enfinger Jr., ABC North Florida/Greenhut Construction
Kristie Kelley, Center of Gulf Industrial Alliance
Dr. Karen Barber, Santa Rosa County School District
Keith Leonard, Escambia County School District
Rusty Branch, Innisfree Hotels
Tracy Andrews, Navy Federal Credit Union
Dr. Edward Meadows, Pensacola State College
Sommer Hall, CareerSource Escarosa
Jim Rhodes, UWF Center for Cybersecurity/IT Gulf Coast

Welcome / Vision
Group welcomed by Dr. Marcus McBride and Carolyn Fries.

Introductions
Attendees introduced themselves.

Regional Economy / Workforce Data:

A presentation of the attached Haas Center Economy Overview Escambia Santa Rosa Counties (see handouts for details) led to several discussions:

<u>Veterans</u>
Discussed:
Jobs State Veterans Grant, Disabled Veterans Outreach Providers/Program Coordinators (Florida Commerce), and DoD SkillBridge programs.
Recent Awards:

- Advocacy Employment for Veterans" (two years in a row)
- CareerSource Florida Purple Heart Workforce Board

PSC being the fiscal agent for LIFT's Operation NEXT. Operation NEXT provides rapid skilled trades training in manufacturing careers. While veterans receive priority, Operation NEXT serves all interested individuals.

Shared experience of entering the workforce after military discharge and Florida colleges' application of

experience towards college credits

With Government being such a large employer in our area, additional data provided by Tim “Lucky” Kinsella was shared and included employment on military bases in Escambia and Santa Rosa Counties. Data included employment numbers for Military Personnel, Civilians, Civilians Appropriated and Non-Appropriated, Contractors, and numbers working at bases in Escambia County and Whiting Field.

Data did not include Eglin Air Force Base due to numbers fluctuating during certain times of the year when students are on NAS, nor was data included on Hulburt Field as 70% of personnel are Santa Rosa residence.

Discussion included the potential impact of a base closure on jobs and the regional economy, and the significant negative impact of damage resulting from natural disaster and impacting NAS.

Construction Workforce Development – Kevin Enfinger

Contractors/Subcontractors/Vendors don’t post jobs online, leading to inaccuracies in workforce data. Need is more than it appears to be. Surveys sent to employers go unanswered. There is immigrant (external to local area, not necessarily out of country) workforce. Larger metropolitan areas have enough work to workforce local by moving from job to job. NWFL construction workers move in and out of the region as needed.

There are significant local investments now for skilled trades and construction training. Escambia County Block by Block, PSC Federal Grant, Triumph Gulf Coast/PRIDE Enterprises. Missing link is getting trainees connected to employers.

Associated Builders and Contractors of North Florida and the Homebuilders Association can serve to connect employers (>500 between 2 associations) with trained workers.

Education Jobs - Which industry sector?

It was unclear from report data which category includes these employees. This to be explored. To assist with analysis, a request was made for an FTE Count on total employees for each school/district. The numbers were noted for Santa Rosa County Schools, Escambia County Schools, UWF, and PSC.

Top Growing Industries Slide: Construction at top. Growth over a 5-year period (2018-2023).

Finance Growth, likely from Navy Federal. Questioned forecast of continued increased growth in that area as Navy Federal may be approaching hiring plateau.

The approximate number of FTEs currently at Navy Federal, excluding contractors, and their goal number was noted. While categorized as part of the “Finance and Insurance” NAICS industry sector, Navy Federal hires across all ONET occupations, including Information Technology and Cybersecurity. Remote work and work from home has become commonplace.

Large organizations like Navy Federal have their own internal “universities” geared toward internal work but still hire graduates from colleges and universities. Airbus in Mobile is training engineers because there are not enough to fill the needs from the academic institutions.

There was discussion of quality of place and of life here, noting that tourism brings people (and their money) here, then they want to live here. Many jobs circulate the same dollars here locally. Employers are needed to bring dollars from outside the area to here, whether through tourism or companies that export products to another region, state, or country.

It was noted the northern part of Florida is younger and more products and services are created than consume. South of Gainesville, wealthy individuals rely on investments for income, and consume more products and services.

It was noted through observation that at IT Gulf Coast socials people living here are working at jobs outside our area.

Focus for Job Creation and Placement

It was stated the focus needs to be on high skill, high wage employment for best ROI. CareerSource Escarosa spends at least 50% of WIOA funds for training. Also noted that people coming into the Career Center do not want training, they want a job. CSE intends to shift training dollars to customized programs for employers who wish to upskill employees.

It was noted there has been an increase in industry certifications in the last two years, with many being earned by students from economically disadvantaged homes. Students are now graduating with job-ready skills.

Earnings were noted for RNs coming into a field, as well as LPNs and CNAs.

Space Florida is working to bring the aerospace industry to the panhandle and Santa Rosa County. Space Florida individuals said the talent and conditions in the panhandle are prime for them.

Discussion & Program Updates:

Dr. Barber (Santa Rosa County Schools):

- Santa Rosa received Triumph Grant for Santa Rosa Center for Innovation.
- Soundside High School opens in the fall of 2027 across from the zoo. Once school opens, it will establish Vet Tech program.
- Small engine repair academy will be opening.
- Elementary schools earning digital tools certification.

Keith Leonard (Escambia County Schools):

- Entered agreement with PSC for welding program.
- Seventy-one (71) different workforce academies in all our schools. The majority are high schools.
- Focus on Cybersecurity. 3 in high schools and 2 in middle schools.
- Seventy-six percent (76) Disadvantaged in Escambia County.
- In the future, looking at having auto mechanics in high schools.
- Looking to have another campus like West Florida High School.

Dr. Meadows (PSC):

- Articulation agreements in both school systems.
- Advance placement for workforce certifications.
- Dual enrollment program system with both school systems.
- 70-100 High School Graduates with Associate's Degree, Associate of Arts Degree, or Associate of Science Degree from 2 county areas taking dual enrollment.
- Starting a CTE charter academy on Pensacola Campus. Focus is on Cybersecurity and Business. Plan to expand to the other trades.
- Starting a Diesel Mechanic program at our CDL Training Facility in Santa Rosa County. Talked to Dr. Barber about dual enrollment there. Hope to do welding and bring diesel mechanics to Escambia County once it is established. Working with the mayor on colocation facility on Palafox. Will offer diesel mechanics and apprenticeships with the city.
- Cybersecurity Program recognized as national center of excellence.
- Graduate about 300 nursing students a year and still cannot meet the demand. Dental Hygiene largest health size program. Have partnership with Navy and Coast Guards.

- New program to meet the need for rapid growth in ST MAE & Leonardo for air frames and power plan.
- Plan to break ground on diesel mechanic this fall.
- LIFT Technologies facility is on our campus. It is for advanced manufacturing research. We will see a change in manufacturing particularly at the high end.
- Starting Respiratory Therapy Program with assistance/support from local hospitals

The Center is a nonacademic unit for UWF located in downtown, Pensacola. Its outreach unit focus / bigger mission is on reaching K-12 students for Cyber Programs.

Later this year, people interested in careers in Cybersecurity at the UWF lab spoke with professionals in the industries and faculty members regarding what it will take to be trained in the field.

The other half of our mission is workforce development - Cyber Skills to work programs.

UWF has been leading 10 schools for 30 years. aiming towards providing free training for veterans, first responders, transitioning military people, and military spouses. They also offer several career pathways that run 8-9 months depending on the pathway that is chosen.

IT Gulf Coast informed of the ITEN Wired Conference scheduled for Oct 16-18, 2024, at the Hilton-Pensacola Beach.

Actions & Next Steps:

Meeting reminders are to be sent via group calendar invite, group contact information to be obtained, and share group photographs.

Explore where education workforce is represented in Haas Center data.

Meeting Adjourned at 11:45 am

Haas Center
UNIVERSITY of WEST FLORIDA

Economy Overview

2 Florida Counties

UWF Haas Center

Haas Center
UNIVERSITY of WEST FLORIDA

212 Church Street
Pensacola, FL 32502
850.439.5400

Lightcast Q2 2024 Data Set

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Report Parameters

2 Counties

12033	Escambia County, FL
12113	Santa Rosa County, FL

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

Economy Overview

530,342

Population (2023)

Population **grew by 34,912** over the last 5 years and is projected to **grow by 31,503** over the next 5 years.

221,441

Total Regional Employment

Jobs **grew by 12,403** over the last 5 years and are projected to **grow by 8,970** over the next 5 years.

$65.6K

Avg. Earnings Per Job (2023)

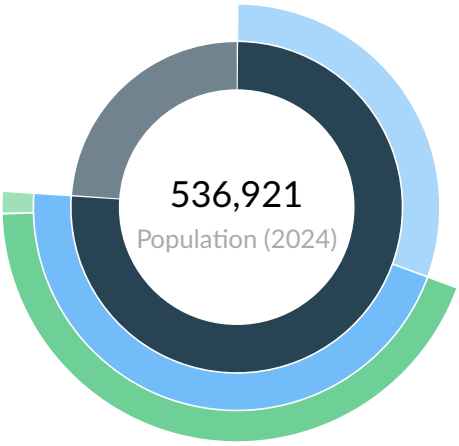
Regional average earnings per job are **$17.0K below** the national average earnings of $82.6K per job.

Takeaways

- As of 2023 the region's population **increased by 7.0%** since 2018, growing by 34,912. Population is expected to **increase by 5.9%** between 2023 and 2028, adding 31,503.
- From 2018 to 2023, jobs **increased by 5.9%** in 2 Florida Counties from 209,038 to **221,441**. This change **outpaced the national growth rate of 3.9% by 2.0%**. As the number of jobs increased, the **labor force participation rate increased from 57.9% to 59.8% between 2018 and 2023**.
- Concerning educational attainment, **18.6% of the selected regions' residents possess a Bachelor's Degree** (2.6% below the national average), and **11.7% hold an Associate's Degree** (2.9% above the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Federal Government, Military, and Depository Credit Intermediation.

	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	536,921	244,440	221,441	100.6	$30.40B	$34.87B	$39.91B
State	22,648,843	11,076,700	10,836,155	101.3	$1.51T	$1.04T	$996.00B

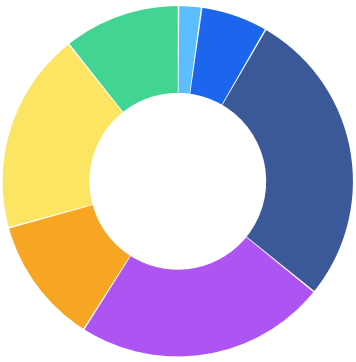
Feb 2024 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	408,231
Not in Labor Force (16+)	163,791
Labor Force	244,440
Employed	236,159
Unemployed	8,281
Under 16, Military, and institutionalized Population	128,690

Educational Attainment

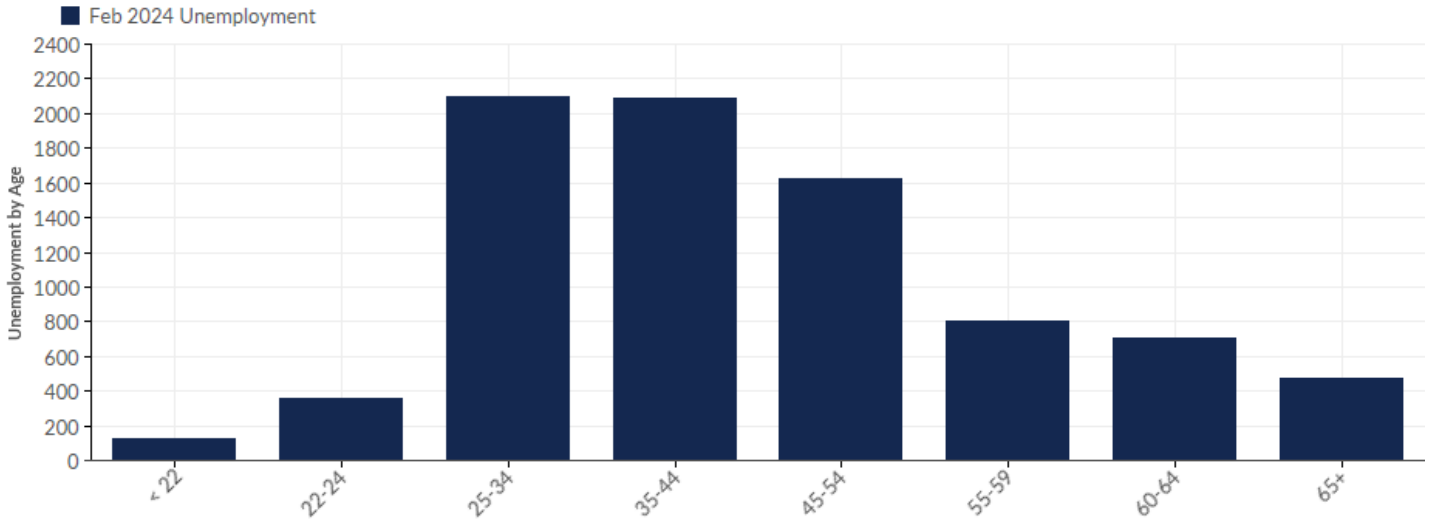
Concerning educational attainment, **18.6% of the selected regions' residents possess a Bachelor's Degree** (2.6% below the national average), and **11.7% hold an Associate's Degree** (2.9% above the national average).



	% of Population	Population
Less Than 9th Grade	2.1%	7,733
9th Grade to 12th Grade	6.2%	22,608
High School Diploma	27.5%	100,718
Some College	23.2%	84,879
Associate's Degree	11.7%	42,928
Bachelor's Degree	18.6%	68,113
Graduate Degree and Higher	10.8%	39,412

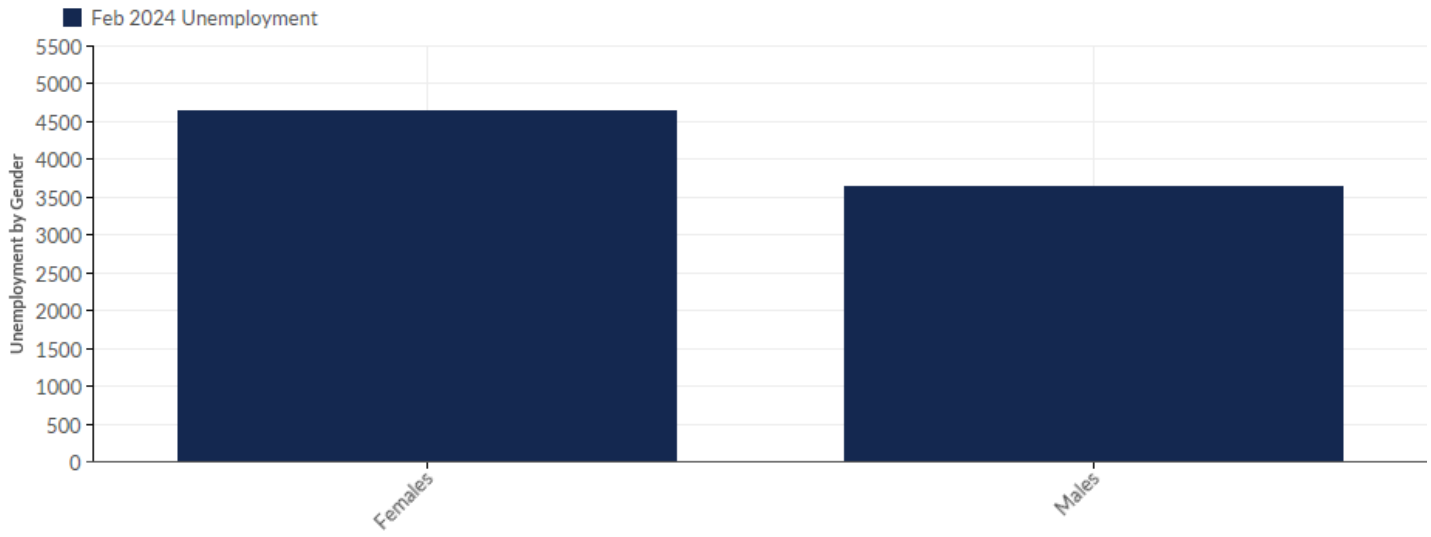
Unemployment by Demographics

Unemployment by Age



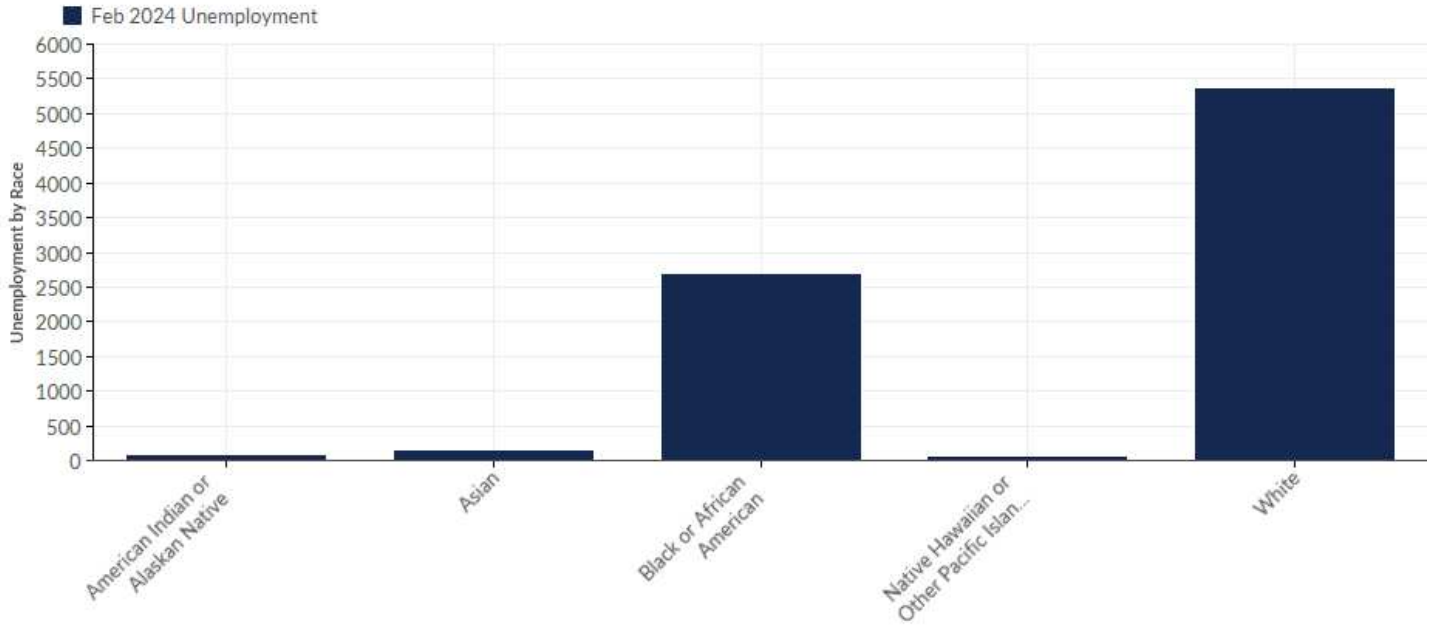
Age		Unemployment (Feb 2024)	% of Unemployed
< 22		128	1.55%
22-24		358	4.32%
25-34		2,097	25.32%
35-44		2,087	25.20%
45-54		1,627	19.65%
55-59		801	9.67%
60-64		706	8.53%
65+		477	5.76%
	Total	8,281	100.00%

Unemployment by Gender



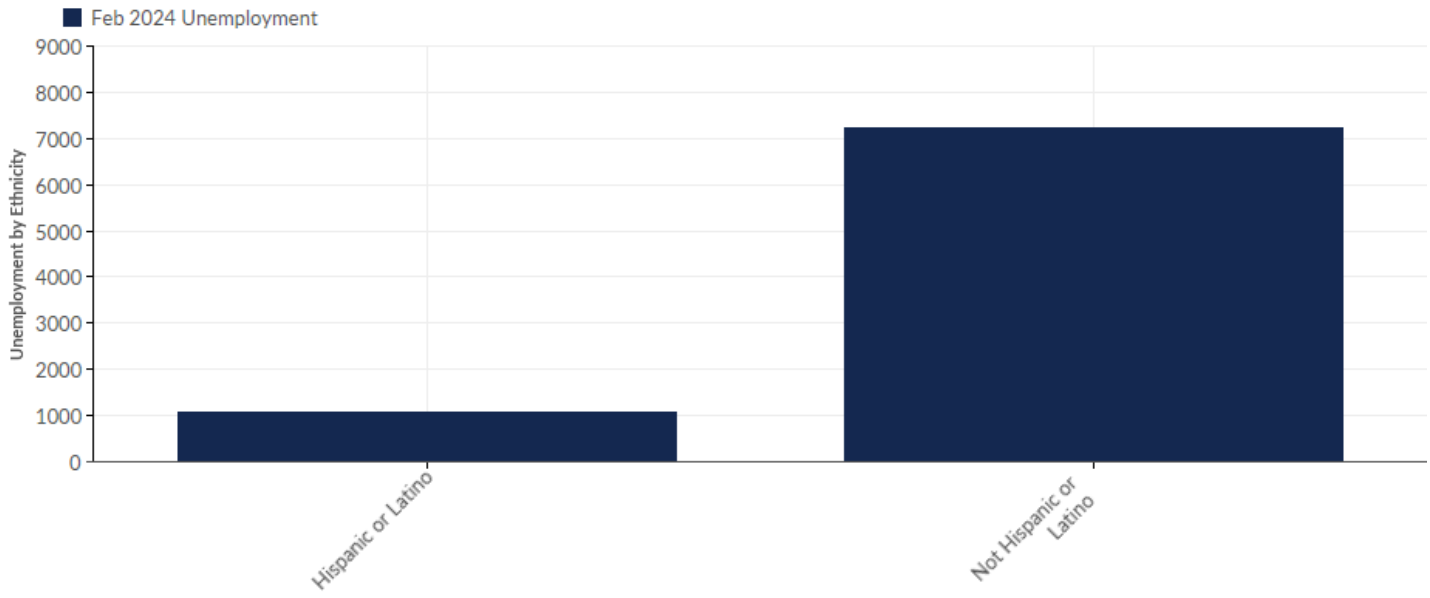
Gender		Unemployment (Feb 2024)	% of Unemployed
Females		4,640	56.03%
Males		3,641	43.97%
	Total	8,281	100.00%

Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	75	0.91%
Asian	145	1.75%
Black or African American	2,665	32.18%
Native Hawaiian or Other Pacific Islander	34	0.41%
White	5,361	64.74%
Total	8,281	100.00%

Unemployment by Ethnicity

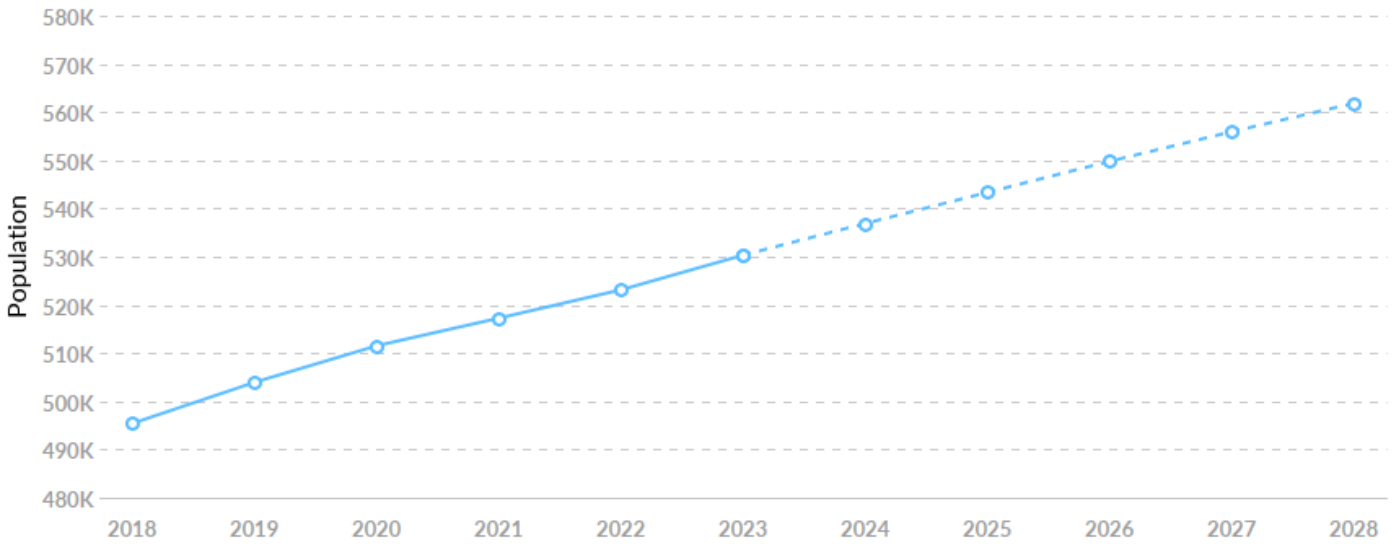


Ethnicity		Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino		1,056	12.75%
Not Hispanic or Latino		7,225	87.25%
	Total	8,281	100.00%

Historic & Projected Trends

Population Trends

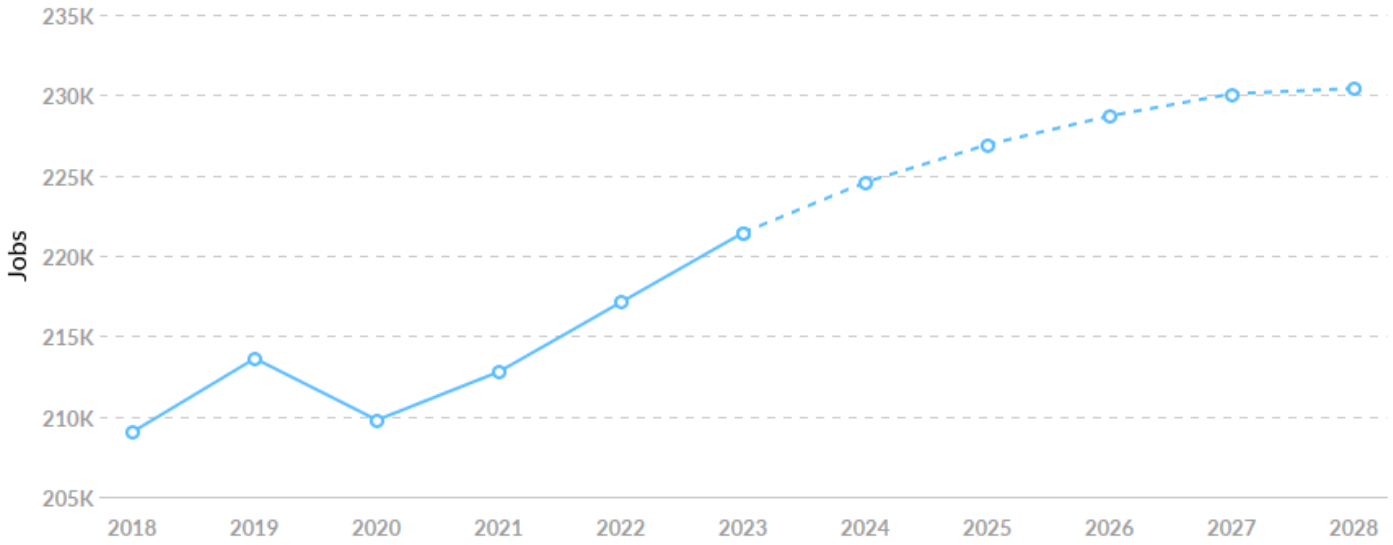
As of 2023 the region's population **increased by 7.0%** since 2018, growing by 34,912. Population is expected to **increase by 5.9%** between 2023 and 2028, adding 31,503.



Timeframe	Population
2018	495,430
2019	503,966
2020	511,540
2021	517,263
2022	523,146
2023	530,342
2024	536,921
2025	543,361
2026	549,804
2027	555,948
2028	561,844

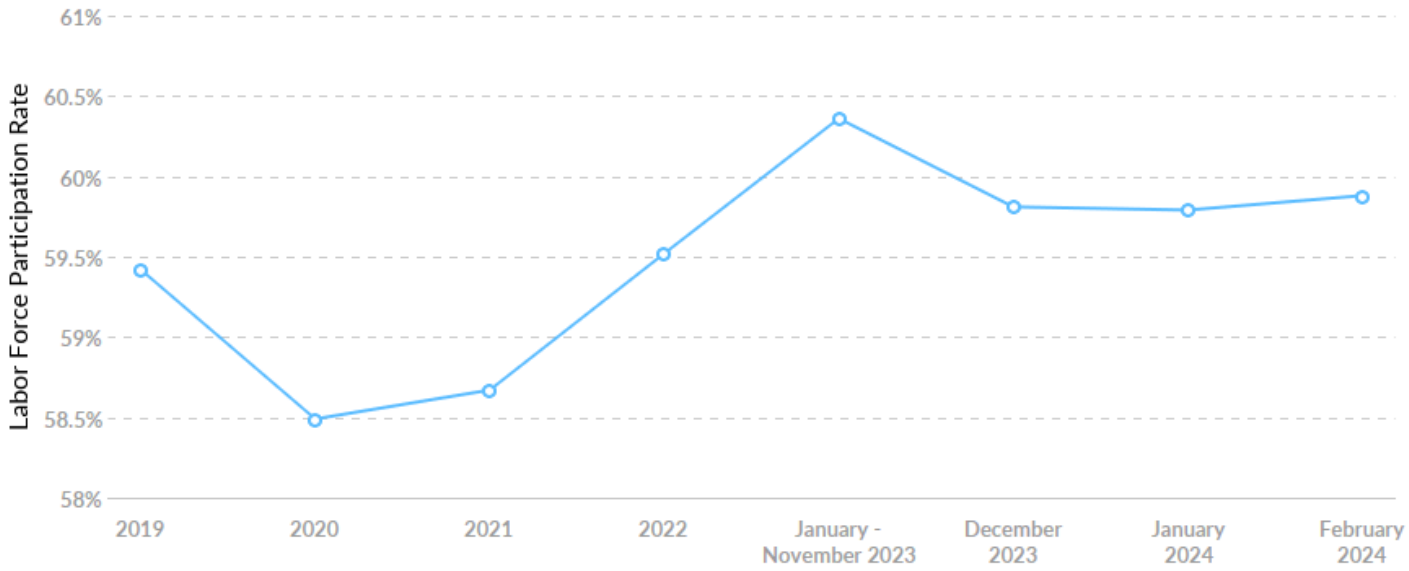
Job Trends

From 2018 to 2023, jobs **increased by 5.9%** in 2 Florida Counties from 209,038 to **221,441**. This change **outpaced the national growth rate of 3.9% by 2.0%**.



Timeframe	Jobs
2018	209,038
2019	213,603
2020	209,771
2021	212,783
2022	217,115
2023	221,441
2024	224,579
2025	226,920
2026	228,702
2027	230,081
2028	230,411

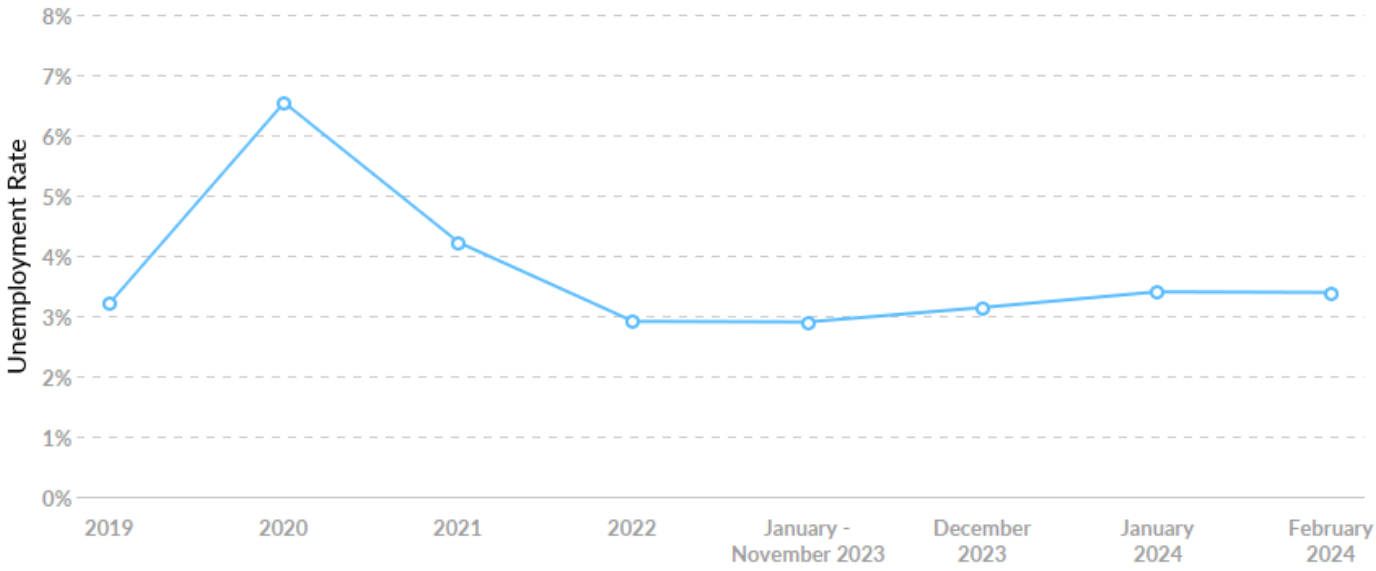
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	59.42%
2020	58.49%
2021	58.67%
2022	59.52%
January - November 2023	60.36%
December 2023	59.81%
January 2024	59.79%
February 2024	59.88%

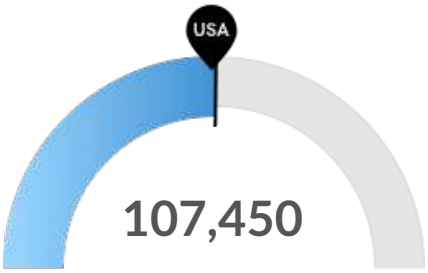
Unemployment Rate Trends

Your areas had a February 2024 unemployment rate of 3.39%, **increasing from 3.21%** 5 years before.



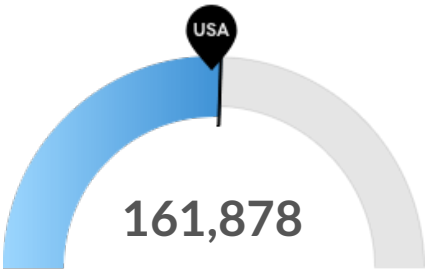
Timeframe	Unemployment Rate
2019	3.21%
2020	6.54%
2021	4.22%
2022	2.91%
January - November 2023	2.90%
December 2023	3.14%
January 2024	3.40%
February 2024	3.39%

Population Characteristics



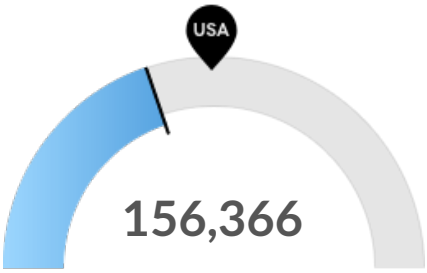
Millennials

Your area has 107,450 millennials (ages 25-39). The national average for an area this size is 106,374.



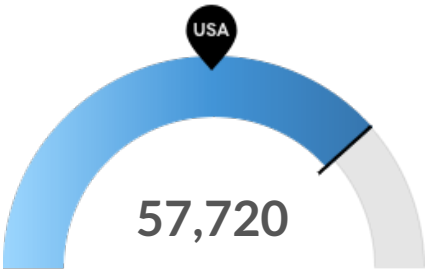
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 156,777 people 55 or older, while there are 161,878 here.



Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 215,139 racially diverse people, while there are 156,366 here.



Veterans

Your area has 57,720 veterans. The national average for an area this size is 27,361.

Violent Crime

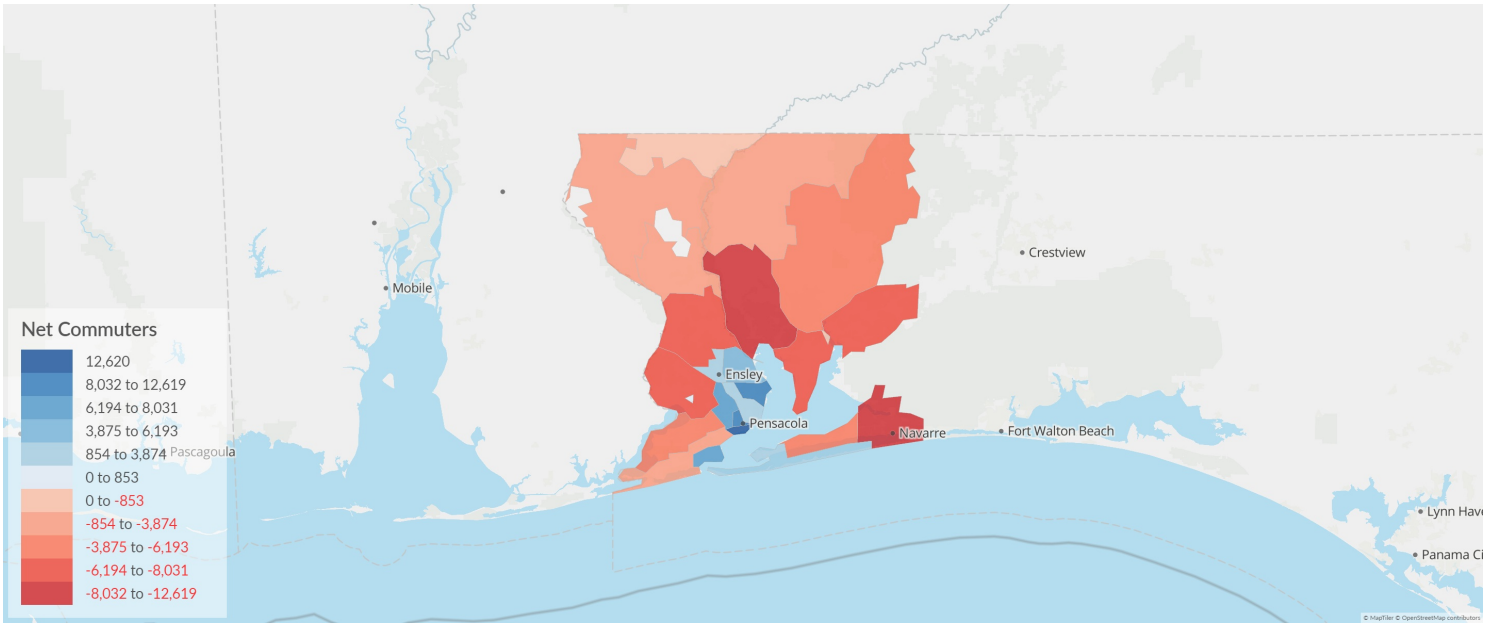
Your area has 0.03 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

Property Crime

Your area has 0.43 property crimes per 1,000 people. The national rate is 18.22 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #4 for resident workers. The top ZIP for resident workers is 32526.



Where Talent Works

ZIP	Name	2023 Employment
32514	Pensacola, FL (in Escam...	21,747
32504	Pensacola, FL (in Escam...	19,344
32505	Pensacola, FL (in Escam...	18,673
32503	Pensacola, FL (in Escam...	16,381
32502	Pensacola, FL (in Escam...	15,217

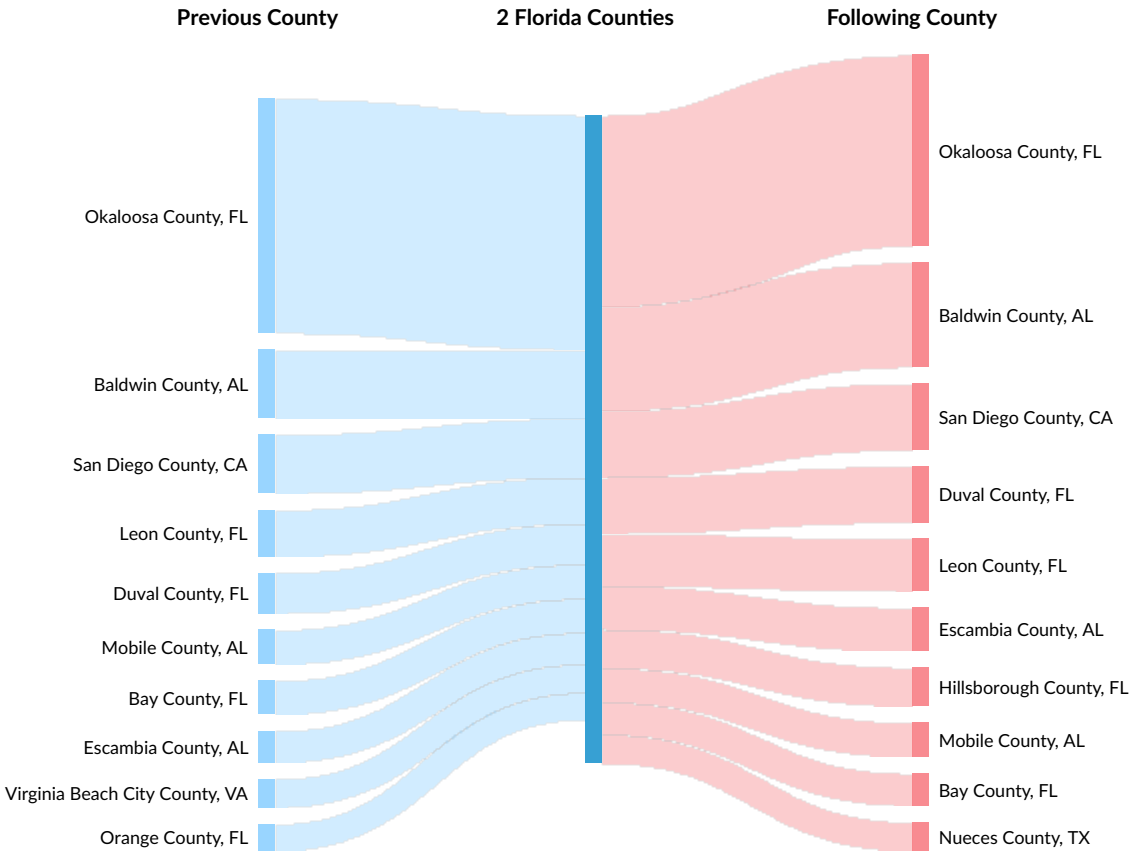
Where Talent Lives

ZIP	Name	2023 Workers
32526	Pensacola, FL (in Escam...	20,518
32566	Navarre, FL (in Santa Ro...	19,850
32571	Milton, FL (in Santa Ros...	18,169
32514	Pensacola, FL (in Escam...	17,872
32506	Pensacola, FL (in Escam...	16,505

Inbound and Outbound Migration

The table below analyzes past and current residents of 2 Florida Counties. The left column shows residents of other counties migrating to 2 Florida Counties. The right column shows residents migrating from 2 Florida Counties to other counties.

As of 2021, 2,046 people have migrated from Okaloosa County, FL to 2 Florida Counties. In the same year, 1,670 people left 2 Florida Counties migrating to Okaloosa County, FL. The total Net Migration for 2 Florida Counties in 2021 was 3,122.



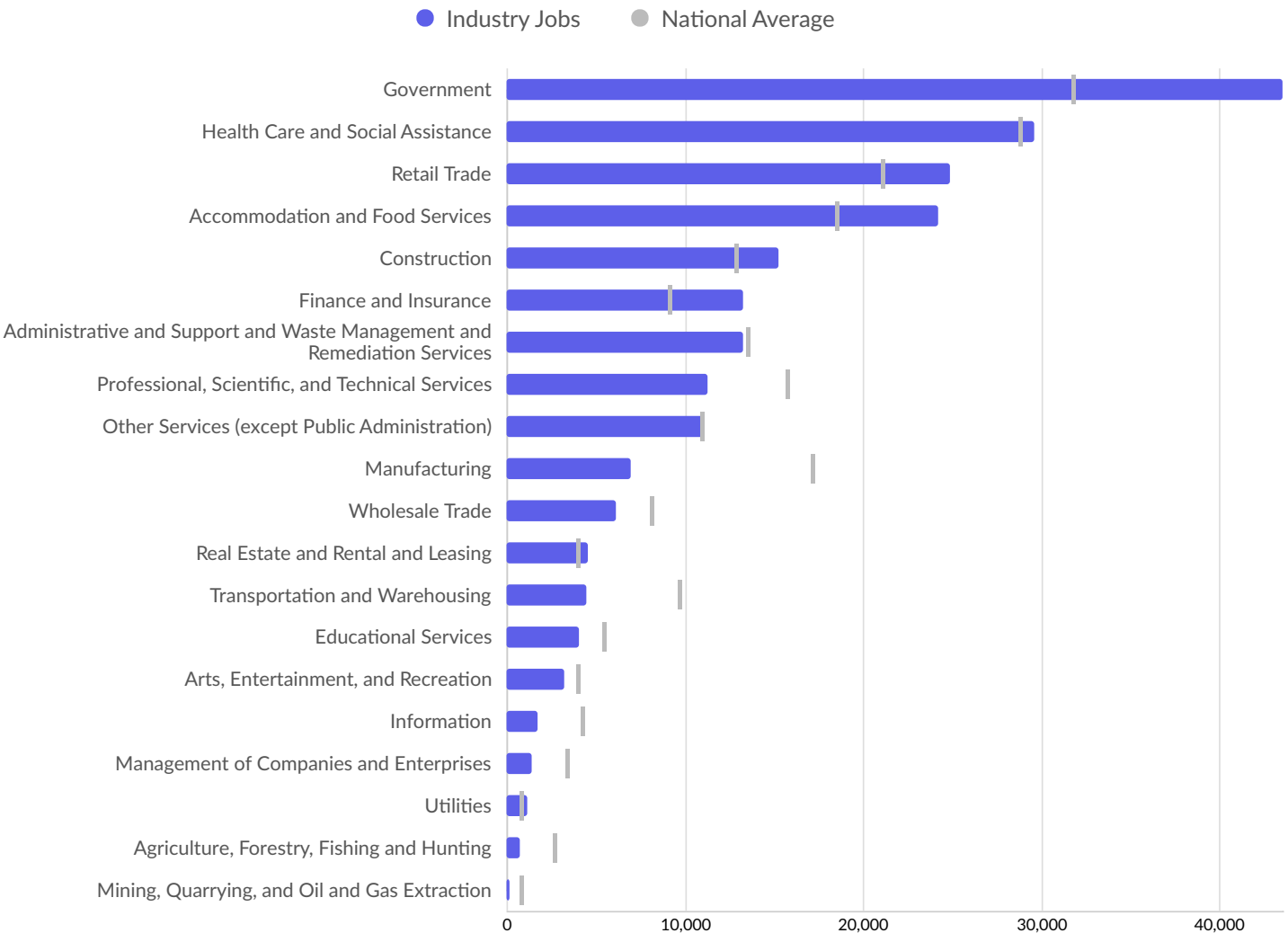
Top Previous Counties	Migrations
Okaloosa County, FL	2,046
Baldwin County, AL	602
San Diego County, CA	515
Leon County, FL	406
Duval County, FL	354
Mobile County, AL	300

Top Previous Counties	Migrations
Bay County, FL	296
Escambia County, AL	276
Virginia Beach City County, VA	248
Orange County, FL	236
Bexar County, TX	232
Hillsborough County, FL	228
Harris County, TX	191
Walton County, FL	189
El Paso County, CO	187

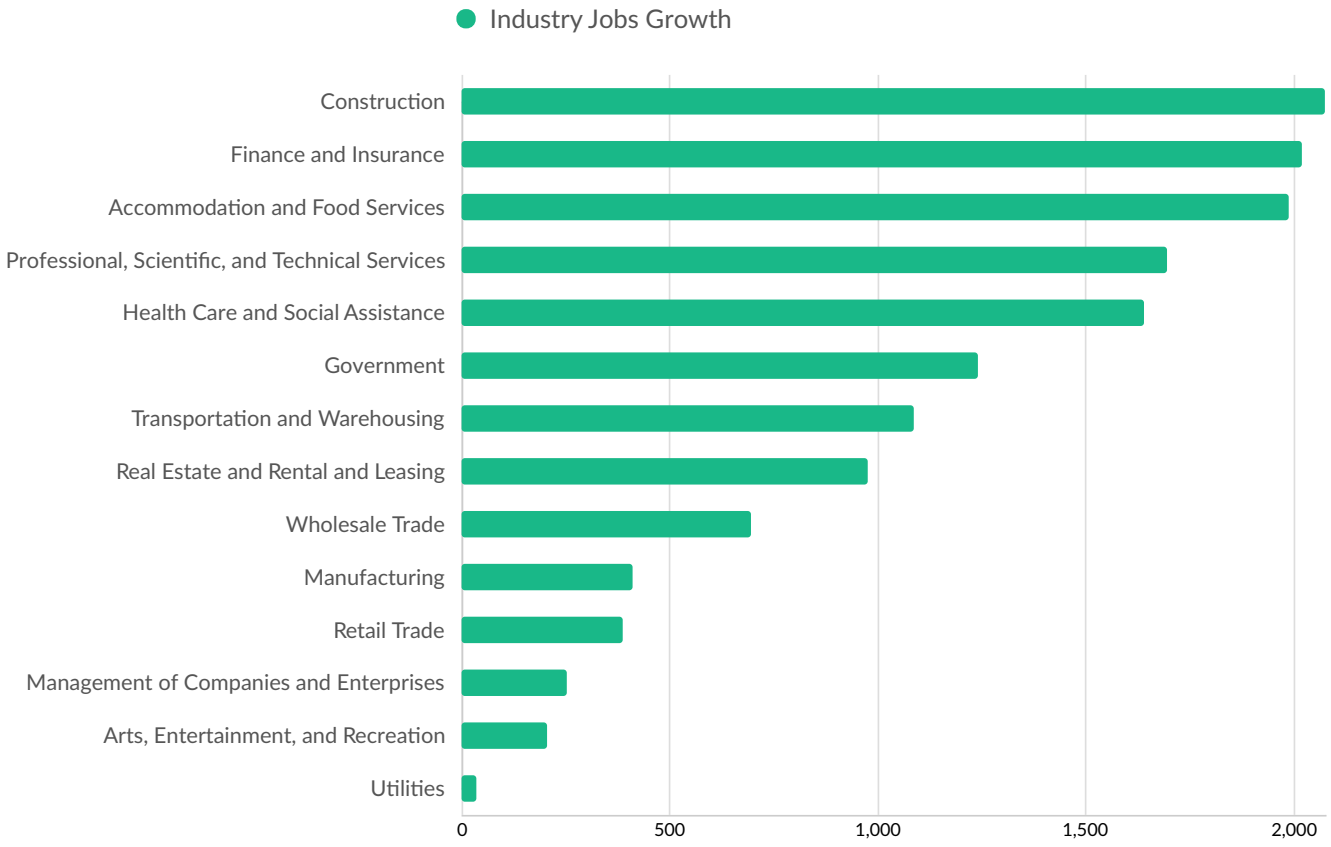
Top Following Counties	Migrations
Okaloosa County, FL	1,670
Baldwin County, AL	913
San Diego County, CA	580
Duval County, FL	491
Leon County, FL	457
Escambia County, AL	379
Hillsborough County, FL	338
Mobile County, AL	300
Bay County, FL	281
Nueces County, TX	252
Virginia Beach City County, VA	247
Norfolk City County, VA	230
Walton County, FL	221
Orange County, FL	212
Bexar County, TX	207

Industry Characteristics

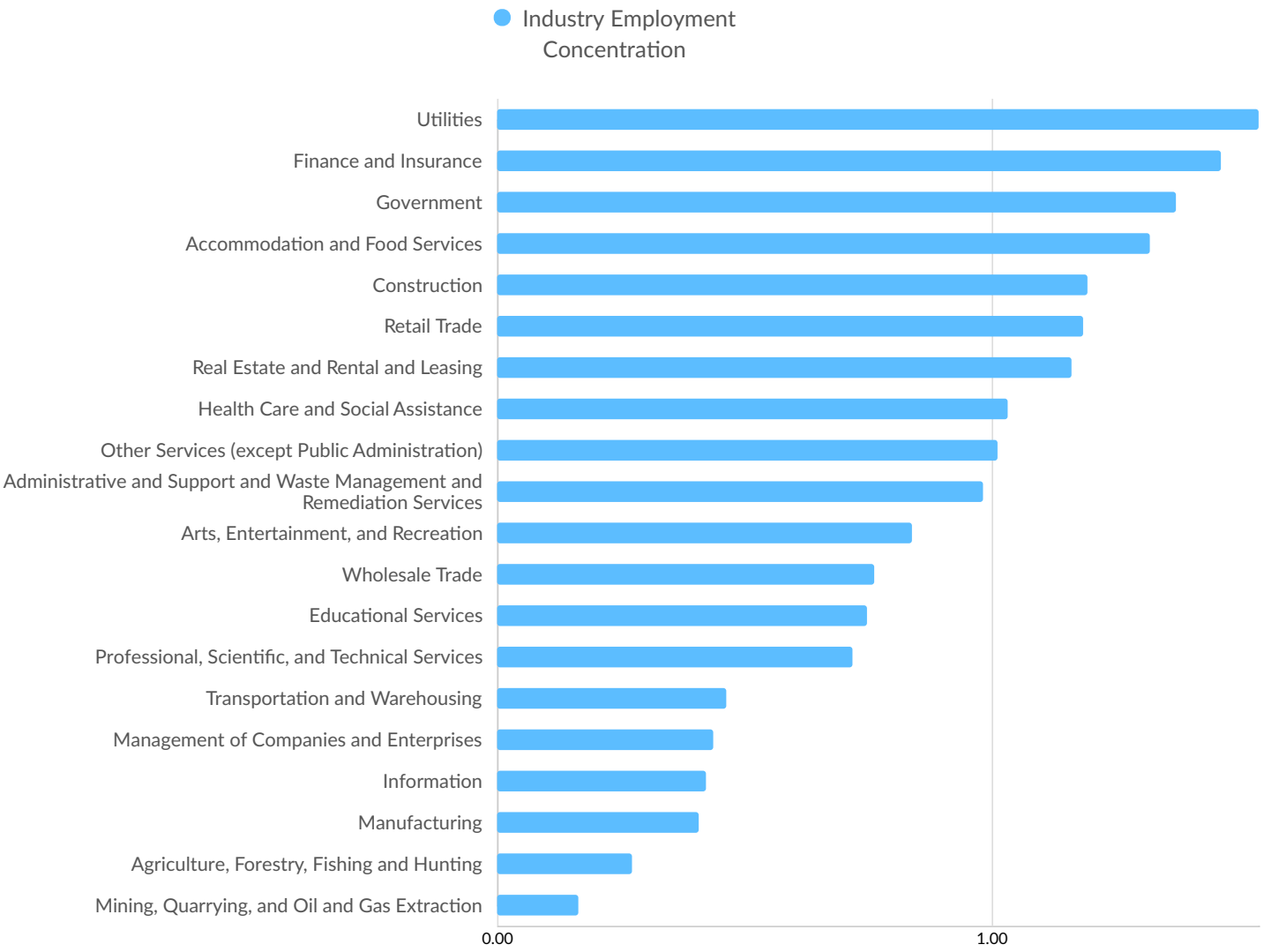
Largest Industries



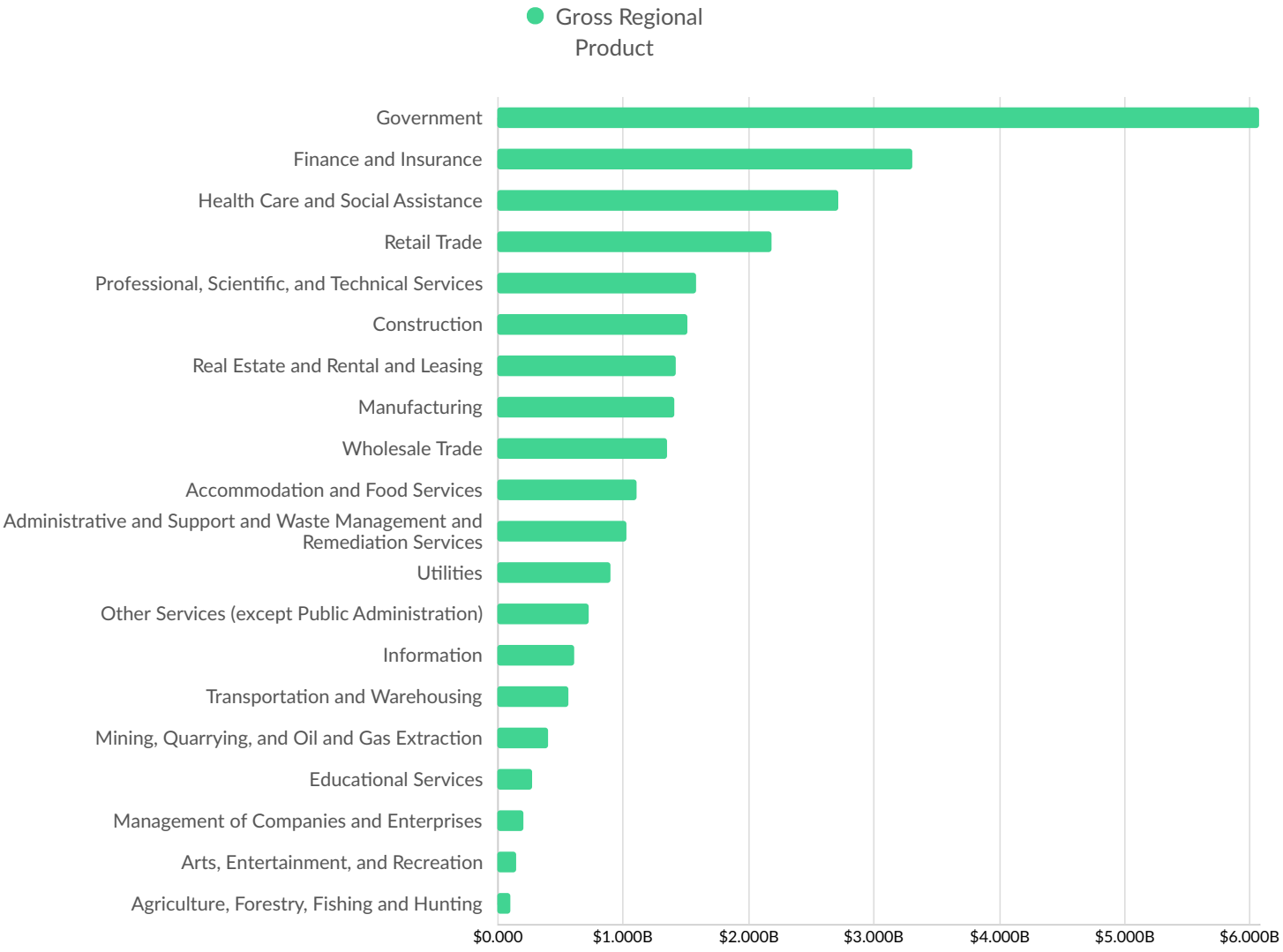
Top Growing Industries



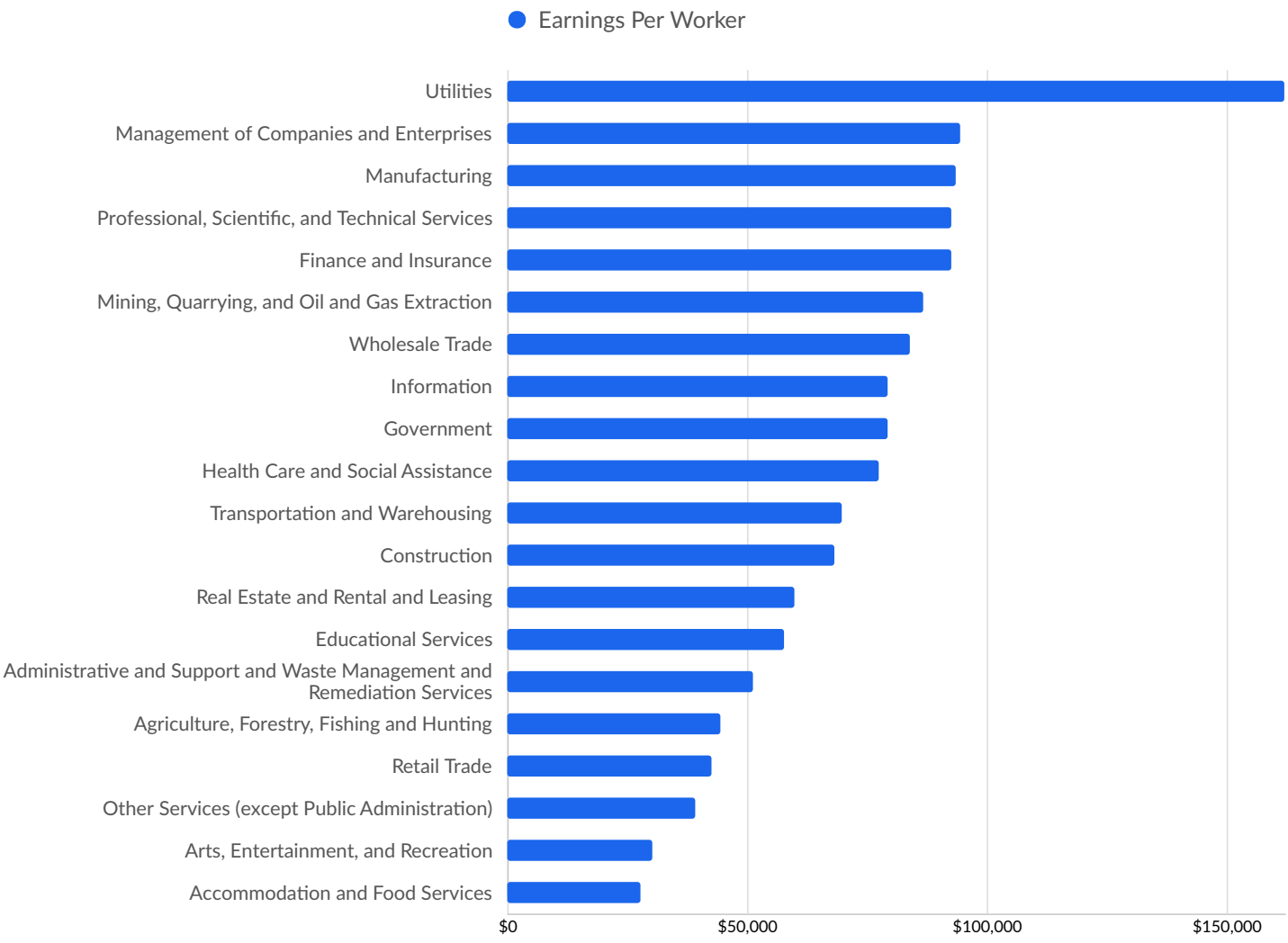
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

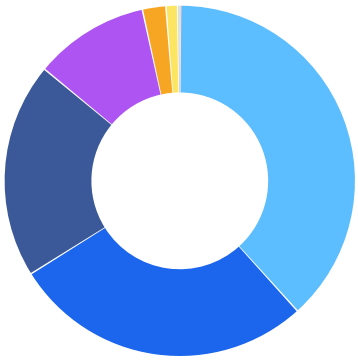
33,701 Companies Employ Your Workers

Online profiles for your workers mention 33,701 companies as employers, with the top 10 appearing below. In the last 12 months, 3,720 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Navy Federal Credit Union	4,607
United States Navy	4,017
United States Air Force	2,818
University Of West Florida	2,248
Escambia County Public Schools	1,845
Baptist Health	1,612
Sacred Heart Health System	978
Walmart	955
Santa Rosa County Public Schools	912
Pensacola State College	845

Top Companies Posting	Unique Postings
Ascension	904
Navy Federal Credit Union	769
HCA Healthcare	579
Baptist Health	569
Santa Rosa Medical Center	428
University Of West Florida	341
State of Florida	303
Cefco	206
Compass Group	206
Domino's Pizza	193

Business Size

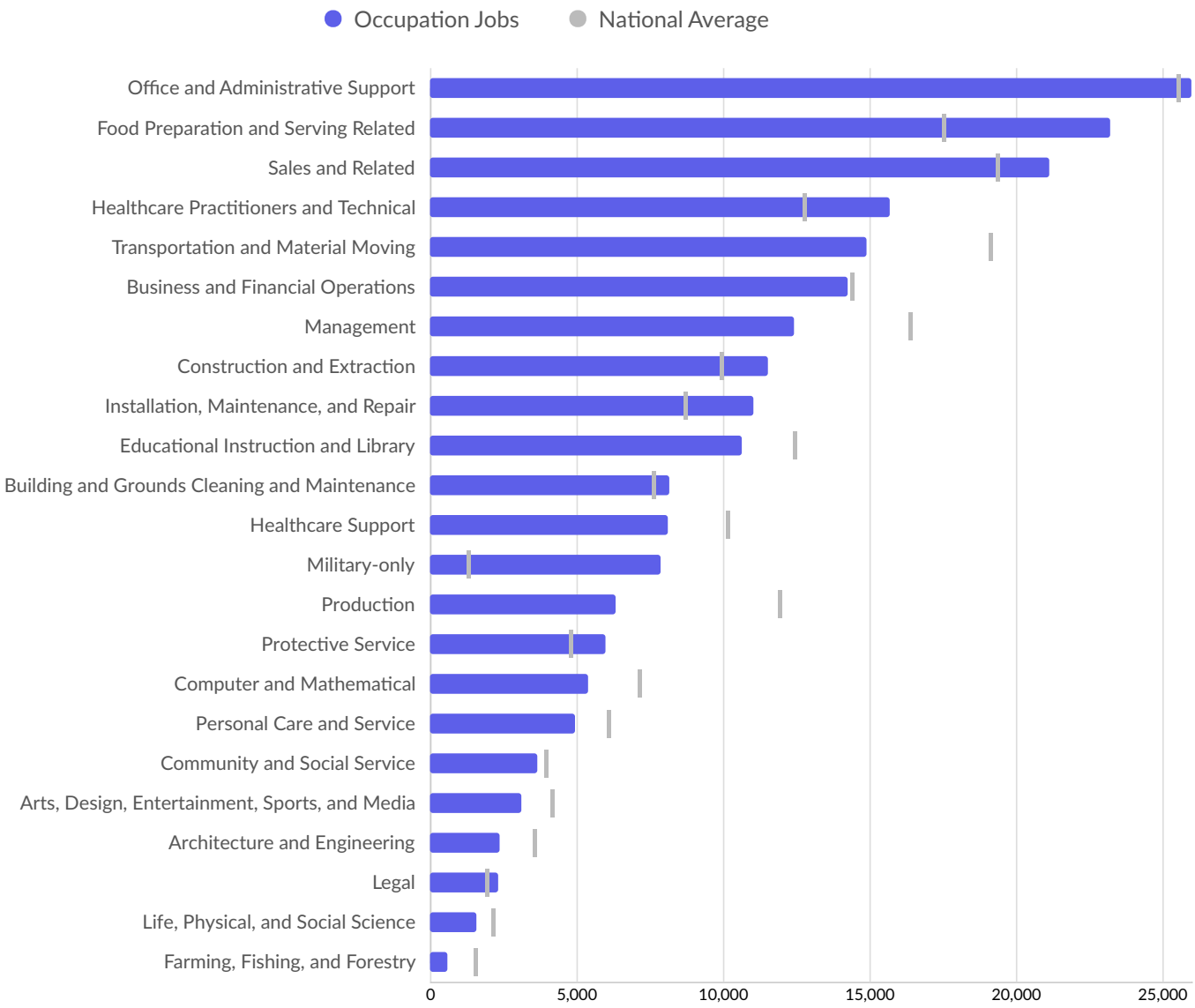


	Percentage	Business Count
1 to 4 employees	38.2%	7,075
5 to 9 employees	27.8%	5,148
10 to 19 employees	19.9%	3,677
20 to 49 employees	10.6%	1,960
50 to 99 employees	2.2%	399
100 to 249 employees	1.1%	199
250 to 499 employees	0.2%	32
500+ employees	0.1%	17

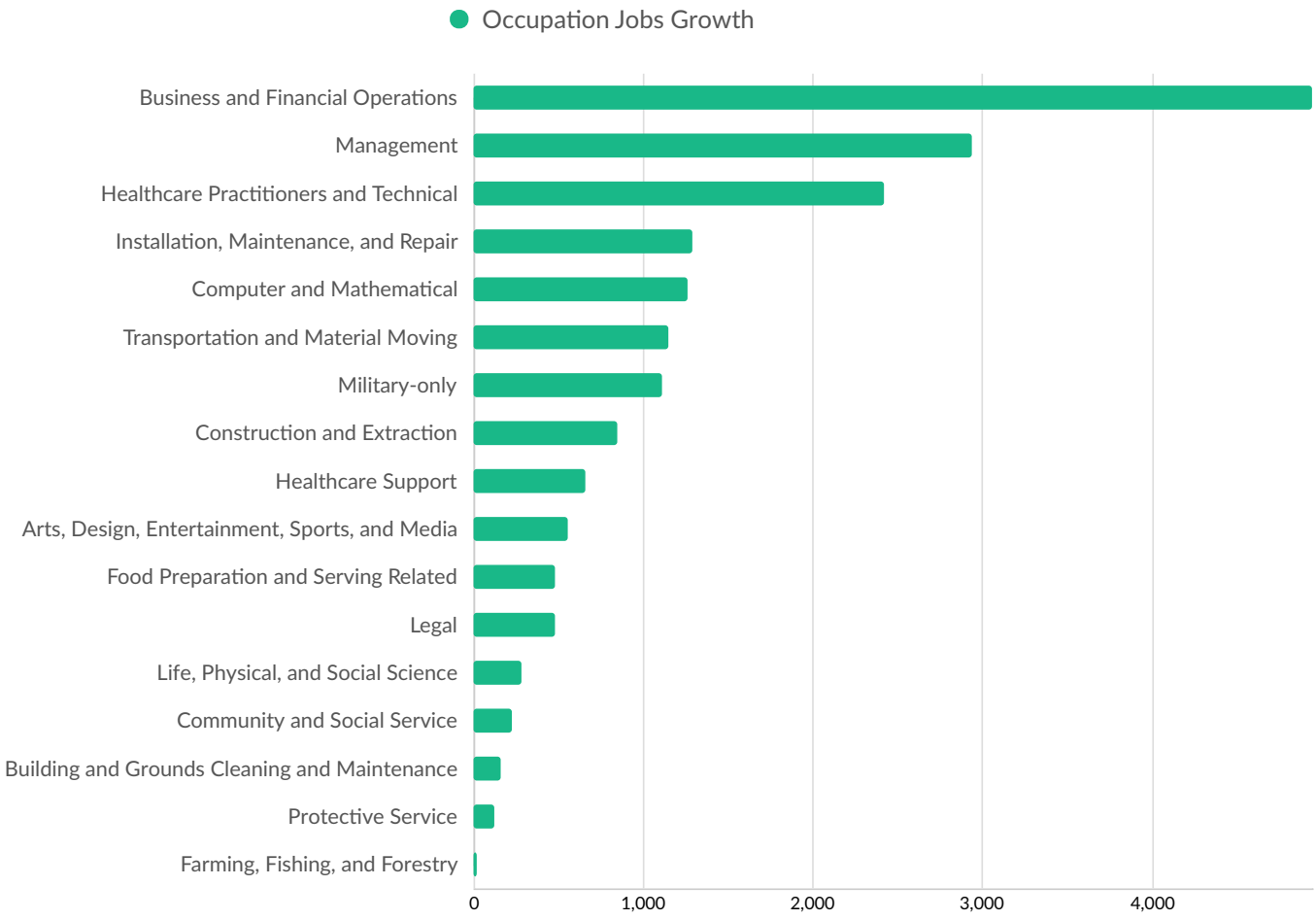
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

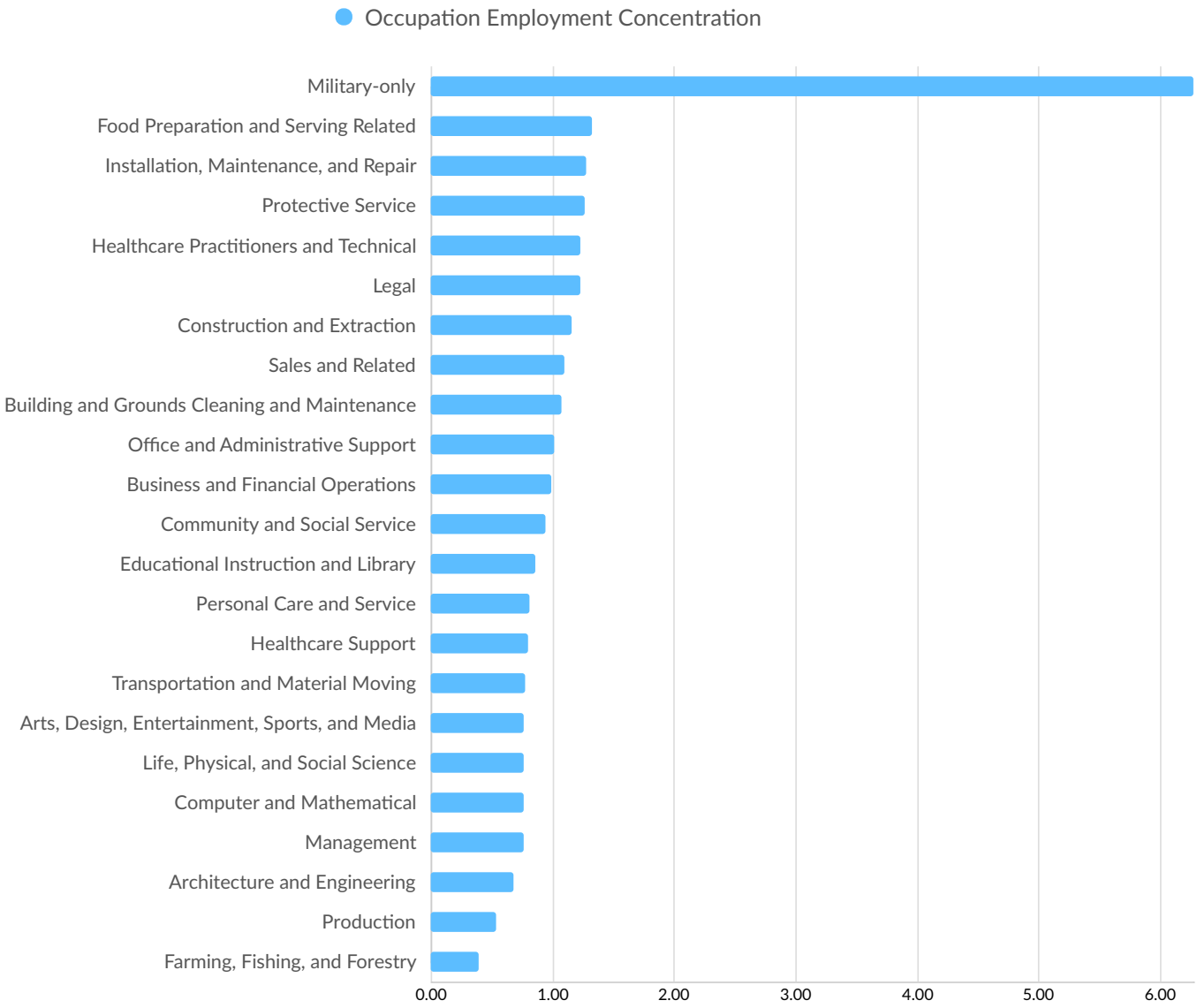
Largest Occupations



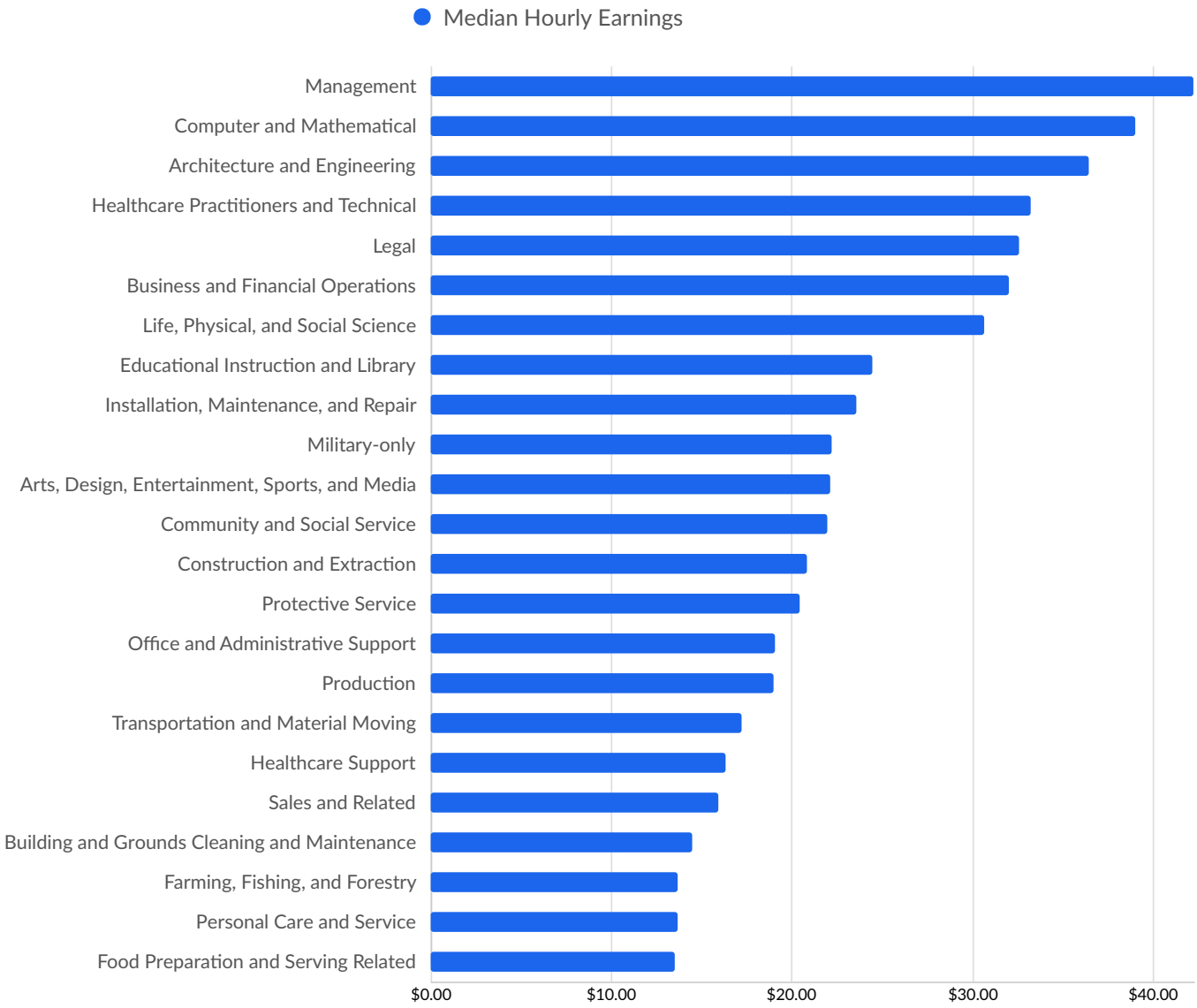
Top Growing Occupations



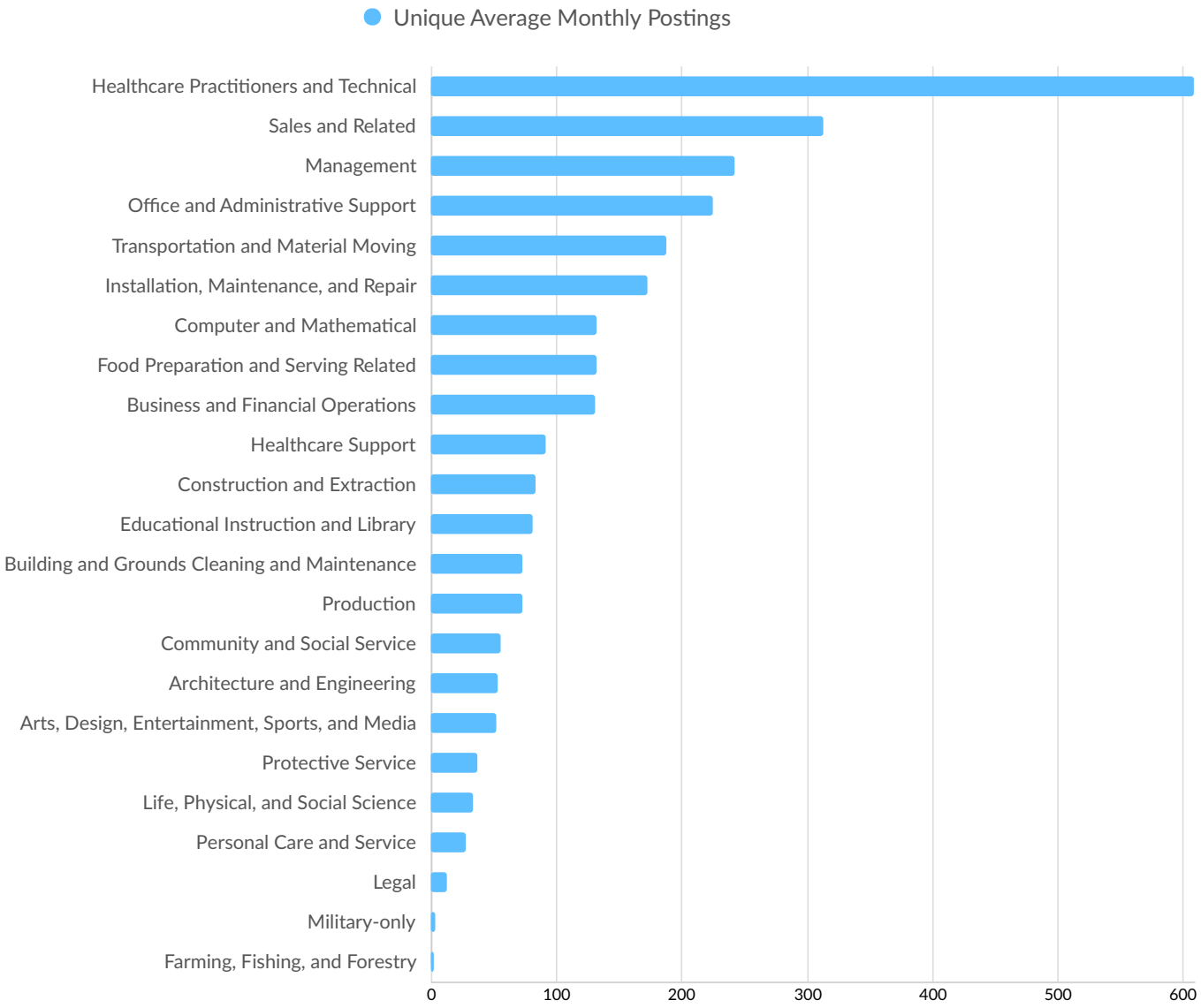
Top Occupation Employment Concentration



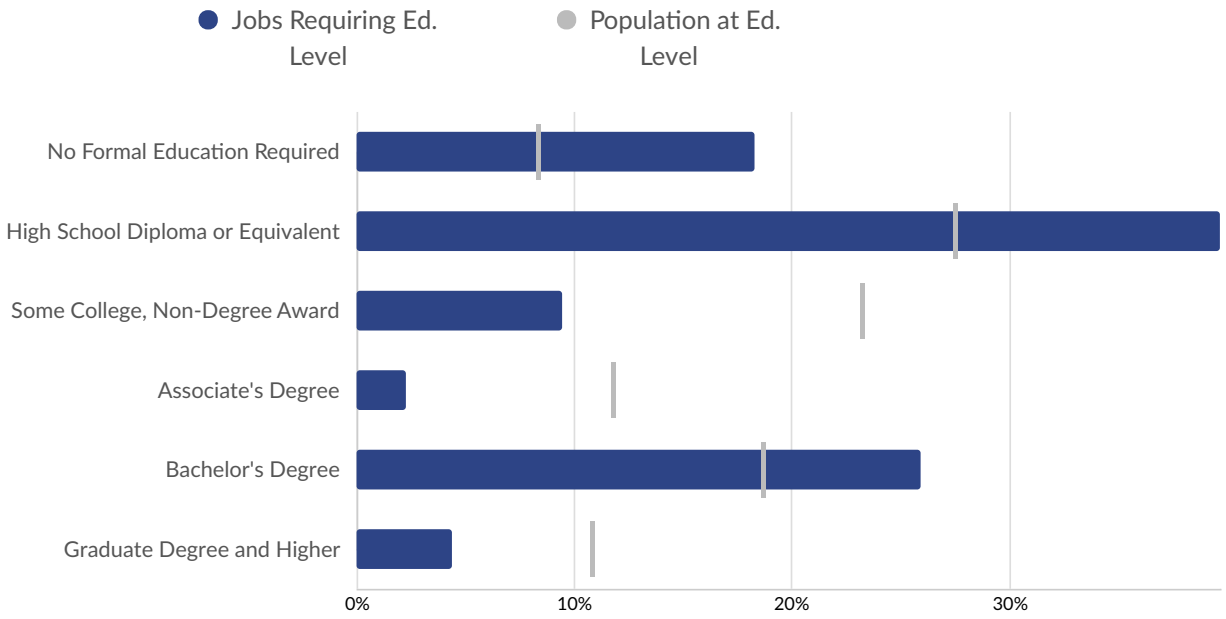
Top Occupation Earnings



Top Posted Occupations

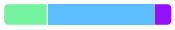


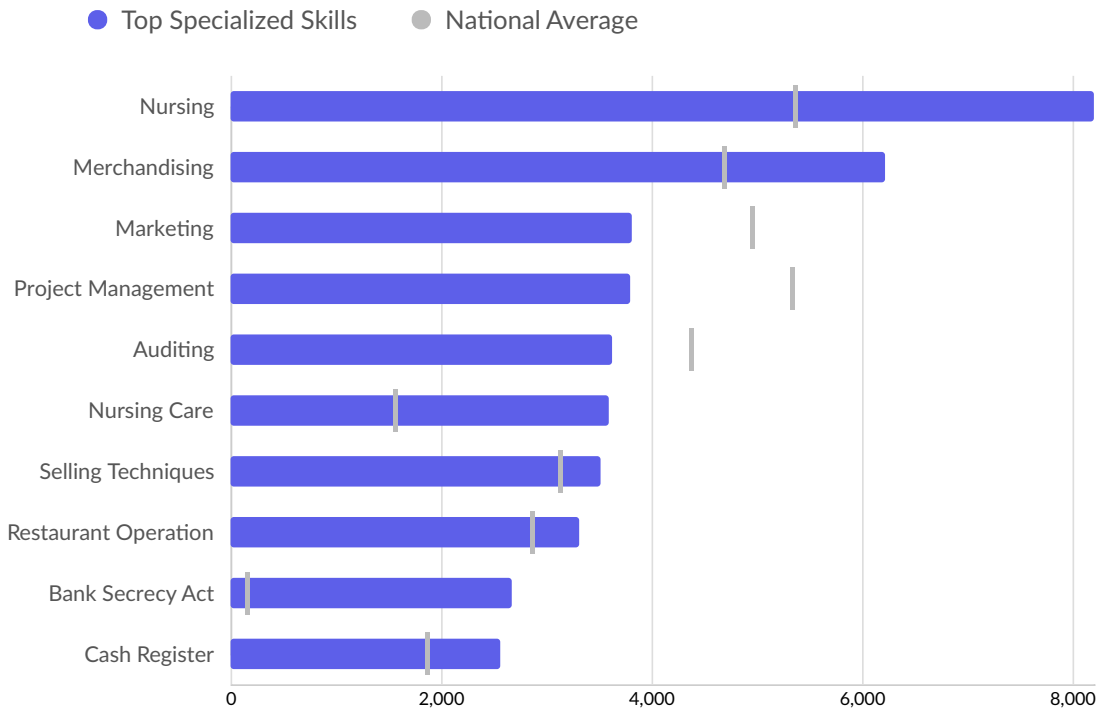
Underemployment



Educational Pipeline

In 2022, there were 7,734 graduates in 2 Florida Counties. This pipeline has grown by 5% over the last 4 years. The highest share of these graduates come from "Liberal Arts and Sciences/Liberal Studies" (Associate's), "Registered Nursing/Registered Nurse" (Bachelor's), and "Registered Nursing/Registered Nurse" (Associate's).

School	Total Graduates (2022)		Graduate Trend (2019 - 2022)
The University of West Florida	4,620		
Pensacola State College	2,343		
George Stone Technical College	280		
Fortis Institute-Pensacola	213		
Radford M Locklin Technical College	147		
Pensacola School of Massage Therapy & Health Careers	65		
Florida Institute of Ultrasound Inc	39		
Adrian H. Wallace Barber Academy	27		

Certificate · Associate's · Bachelor's · Master's or Higher

In-Demand Skills