

Workforce Estimating Conference February 24, 2011

ACTION MINUTES

The Workforce Estimating Conference met on February 24, 2011, to consider factors that might impact a targeted list of occupations requiring a bachelor's degree. Handouts from that meeting are posted at <http://edr.state.fl.us/Content/conferences/workforce/index.cfm>.

Staff presented information on labor market demand for Bachelors' Degrees, together with three scenarios that might be used to develop a targeted occupation list. Staff recommended selection criteria modeled after the criteria currently used to develop the Florida Statewide Demand Occupations List for occupations requiring a PSAV or Community College Credit/Degree. Recommended criteria are shown below.

	Adopted Aug 2010	<i>Recommended Feb 2011</i>
Target Occupation List Criteria	PSAV or Community College Credit/Degree	<i>Bachelor's Degree</i>
Annual Openings & Growth Rate	150 annual openings with average growth rate of 1.80% OR 360 annual openings with any positive growth	<i>50 annual openings with average growth rate of 1.80% OR 150 annual openings with any positive growth</i>
Mean Wage & Entry Wage	Mean wage \$12.89/hour Entry wage \$10.45/hour	<i>Mean wage \$50,000/year Entry wage \$35,000/year</i>
High Skill/High Wage Mean Wage & Entry Wage	Mean wage \$20.16/hour Entry wage \$12.86/hour	<i>No recommendation</i>

Using the recommended criteria, a list of 41 occupations was produced. The conferees adopted the recommended criteria, and directed staff of the Agency for Workforce Innovation to work with representatives from the Board of Governors to identify those occupations that might have the most direct relationship to specific degree programs. The Conference also requested staff to flag those occupations that require work experience and may not be open to direct entry after graduation with a bachelor's degree.

Subsequently, staff circulated a list of targeted bachelor's degree occupations based on the recommended criteria shown above. In addition, a Classification of Instructional Program (CIP) to Standard Occupational Classification (SOC) linkage was provided to identify degree programs associated with specific occupational codes. Occupations that typically require a bachelor's degree accompanied by relevant work experience are denoted in BOLD print with double asterisks. Conferees approved the final list as being consistent with the concepts it adopted, and it is attached as an official conference product.

The next meeting of the Workforce Conference will be scheduled in August 2011.

2011-12 Florida Statewide Demand Occupations List
for Occupations Requiring a Bachelor's Degree
Sorted by Occupational Title

Workforce Estimating Conference Selection Criteria:

- 1 FLDOE Training Code 5 (Bachelor's Degree)
- 2 50 annual openings and average growth rate of 1.80 percent or higher or
150 annual openings with any positive growth
- 3 Mean Wage of \$24.04/hour (\$50,000/year) and Entry Wage of \$16.83/hour (\$35,000/year)

SOC Code†	Occupational Title†	Annual Percent Growth	Annual Openings	2010 Hourly Wage		FLDOE Training Code
				Mean	Entry	
132011	Accountants and Auditors	2.59	3,395	30.55	18.77	5
271011	Art Directors**	1.91	90	32.95	21.80	5
111011	Chief Executives**	0.81	762	86.63	46.35	5
172051	Civil Engineers	2.84	641	38.76	24.65	5
113021	Computer and Information Systems Managers**	2.05	263	58.52	38.53	5
251021	Computer Science Teachers, Postsecondary	1.84	75	48.10	25.02	5
151032	Computer Software Engineers, Systems Software	2.87	407	42.04	28.29	5
119032	Education Administrators, Elementary and Secondary**	2.22	225	54.59	41.79	5
172071	Electrical Engineers	0.86	213	37.86	24.70	5
252021	Elementary School Teachers, Except Special Education	3.11	3,661	30.37	21.95	5
119041	Engineering Managers**	1.63	151	55.72	38.20	5
172081	Environmental Engineers	2.08	120	32.91	20.80	5
192041	Environmental Scientists & Specialists, Including Health	1.20	258	27.34	17.57	5
132051	Financial Analysts	2.83	335	33.47	20.73	5
113031	Financial Managers**	1.63	600	54.95	31.01	5
172112	Industrial Engineers	2.61	478	33.41	21.08	5
252012	Kindergarten Teachers, Except Special Education	2.97	543	29.93	21.16	5
171012	Landscape Architects	2.65	74	31.09	18.20	5
254021	Librarians	1.48	301	27.41	18.92	5
131081	Logisticians	2.32	146	31.91	20.76	5
131111	Management Analysts**	1.93	1,703	36.69	18.96	5
112021	Marketing Managers**	2.25	242	53.47	27.80	5
172141	Mechanical Engineers	1.39	221	36.25	24.35	5
119111	Medical and Health Services Managers**	2.01	344	47.92	30.75	5
252022	Middle School Teachers, Exc. Special & Voc. Education	3.06	1,553	31.02	22.70	5
291071	Physician Assistants	4.13	239	42.64	30.84	5
112031	Public Relations Managers**	1.86	61	52.20	30.49	5
291111	Registered Nurses*	2.52	6,467	30.31	22.31	4/5
112022	Sales Managers**	2.89	737	62.19	30.71	5
252031	Secondary School Teachers, Exc. Special and Voc. Ed.	2.34	1,985	32.25	23.30	5
413031	Securities and Financial Services Sales Agents	2.09	945	40.99	17.57	5
252042	Special Education Teachers, Middle School	3.36	240	31.97	23.80	5
252041	Special Education Teachers, Preschool - Elementary	3.38	581	31.85	23.25	5
252043	Special Education Teachers, Secondary School	2.78	230	32.31	23.21	5
171022	Surveyors	2.00	108	29.15	16.85	5
273042	Technical Writers	1.93	56	26.69	18.07	5

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SOC Code†	Occupational Title†	Annual Percent Growth	Annual Openings	2010 Hourly Wage		FLDOE Training Code
				Mean	Entry	
193051	Urban and Regional Planners	2.06	96	30.49	21.70	5
252032	Vocational Education Teachers, Secondary School**	2.10	230	34.99	23.78	5

†SOC Code and Occupational Title refer to Standard Occupational Classification codes and titles.

* Entrance into the occupation can be obtained with either an associate's degree or a bachelor's degree. Due to the strong labor market demand for registered nurses, this occupation is being recommended for targeting by both the workforce system (2 years or less programs) and by the four year degree institutions as well.

** Entrance into the occupation is typically obtained with a bachelor's degree accompanied by relevant work experience.

Occupational Therapists, Physical Therapists, and Nursing Instructors, Postsecondary were removed from the original list because it was determined by the Department of Education that these occupations require a master's degree or higher for employment.

2011-12 Florida Statewide Demand Occupations List for Bachelor's Degree Occupations
Standard Occupational Classification (SOC) Code to Classification of Instructional Program (CIP) Code
Sorted by Occupational Title

SOC Code†	Occupational Title†	CIP	Program Title
132011	Accountants and Auditors	520301	ACCOUNTING
271011	Art Directors**	500409 500706	GRAPHIC DESIGN INTERMEDIA/MULTIMEDIA
111011	Chief Executives**	440401 449999 450901 520201 520701 521101	PUBLIC ADMINISTRATION PUBLIC ADMINISTRATION AND SOCIAL SERVICE PROFESSIONS, OTHER INTERNATIONAL RELATIONS AND AFFAIRS BUSINESS ADMINISTRATION AND MANAGEMENT, GENERAL ENTREPRENEURSHIP/ENTREPRENEURIAL STUDIES INTERNATIONAL BUSINESS/TRADE/COMMERCE
172051	Civil Engineers	140801	CIVIL ENGINEERING, GENERAL
113021	Computer and Information Systems Managers**	110101 110401 521201	COMPUTER AND INFORMATION SCIENCES, GENERAL INFORMATION SCIENCE/STUDIES MANAGEMENT INFORMATION SYSTEMS, GENERAL
251021	Computer Science Teachers, Postsecondary	110101 110401	COMPUTER AND INFORMATION SCIENCES, GENERAL INFORMATION SCIENCE/STUDIES
151032	Computer Software Engineers, Systems Software	110103 110401 140901	INFORMATION TECHNOLOGY INFORMATION SCIENCE/STUDIES COMPUTER ENGINEERING, GENERAL
119032	Education Administrators, Elementary and Secondary School**	130401 130404	EDUCATIONAL LEADERSHIP AND ADMINISTRATION, GENERAL EDUCATIONAL, INSTRUCTIONAL, AND CURRICULUM SUPERVISION
172071	Electrical Engineers	141001	ELECTRICAL AND ELECTRONICS ENGINEERING
252021	Elementary School Teachers, Except Special Education	131202 131206	ELEMENTARY EDUCATION AND TEACHING TEACHER EDUCATION, MULTIPLE LEVELS

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SOC Code†	Occupational Title†	CIP	Program Title
119041	Engineering Managers**		
		040201	ARCHITECTURE
		040301	CITY/URBAN, COMMUNITY AND REGIONAL PLANNING
		040401	ENVIRONMENTAL DESIGN/ARCHITECTURE
		040601	LANDSCAPE ARCHITECTURE
		140101	ENGINEERING, GENERAL
		140201	AEROSPACE, AERONAUTICAL AND ASTRONAUTICAL/SPACE ENGINEERING
		140301	AGRICULTURAL ENGINEERING
		140501	BIOENGINEERING AND BIOMEDICAL ENGINEERING
		140701	CHEMICAL ENGINEERING
		140801	CIVIL ENGINEERING, GENERAL
		140803	STRUCTURAL ENGINEERING
		140901	COMPUTER ENGINEERING, GENERAL
		141001	ELECTRICAL AND ELECTRONICS ENGINEERING
		141401	ENVIRONMENTAL/ENVIRONMENTAL HEALTH ENGINEERING
		141801	MATERIALS ENGINEERING
		141901	MECHANICAL ENGINEERING
		142301	NUCLEAR ENGINEERING
		142401	OCEAN ENGINEERING
		142701	SYSTEMS ENGINEERING
		143501	INDUSTRIAL ENGINEERING
		143801	SURVEYING ENGINEERING
		149999	ENGINEERING, OTHER
172081	Environmental Engineers		
		141401	ENVIRONMENTAL/ENVIRONMENTAL HEALTH ENGINEERING
192041	Environmental Scientists and Specialists, Including Health		
		030103	ENVIRONMENTAL STUDIES
		030104	ENVIRONMENTAL SCIENCE

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SOC Code†	Occupational Title†	CIP	Program Title
132051	Financial Analysts	520801	FINANCE, GENERAL
113031	Financial Managers**	520801	FINANCE, GENERAL
172112	Industrial Engineers	143501	INDUSTRIAL ENGINEERING
252012	Kindergarten Teachers, Except Special Education	131210	EARLY CHILDHOOD EDUCATION AND TEACHING
171012	Landscape Architects	040401 040601	ENVIRONMENTAL DESIGN/ARCHITECTURE LANDSCAPE ARCHITECTURE
254021	Librarians	250101	LIBRARY AND INFORMATION SCIENCE
131081	Logisticians	520209	TRANSPORTATION/MOBILITY MANAGEMENT
131111	Management Analysts**	520101 520201	BUSINESS/COMMERCE, GENERAL BUSINESS ADMINISTRATION AND MANAGEMENT, GENERAL
112021	Marketing Managers**	521401 521499	MARKETING/MARKETING MANAGEMENT, GENERAL MARKETING, OTHER
172141	Mechanical Engineers	141901	MECHANICAL ENGINEERING
119111	Medical and Health Services Managers**	510701 510706 512201 512208	HEALTH/HEALTH CARE ADMINISTRATION/MANAGEMENT HEALTH INFORMATION/MEDICAL RECORDS ADMINISTRATION/ADMINISTRATOR PUBLIC HEALTH, GENERAL COMMUNITY HEALTH AND PREVENTIVE MEDICINE

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SOC Code†	Occupational Title†	CIP	Program Title
252022	Middle School Teachers, Except Special and Vocational Education	131203	JUNIOR HIGH/INTERMEDIATE/MIDDLE SCHOOL EDUCATION AND TEACHING
		131302	ART TEACHER EDUCATION
		131305	ENGLISH/LANGUAGE ARTS TEACHER EDUCATION
		131306	FOREIGN LANGUAGE TEACHER EDUCATION
		131307	HEALTH TEACHER EDUCATION
		131311	MATHEMATICS TEACHER EDUCATION
		131312	MUSIC TEACHER EDUCATION
		131314	PHYSICAL EDUCATION TEACHING AND COACHING
		131315	READING TEACHER EDUCATION
		131316	SCIENCE TEACHER EDUCATION/GENERAL SCIENCE TEACHER EDUCATION
		131317	SOCIAL SCIENCE TEACHER EDUCATION
		131318	SOCIAL STUDIES TEACHER EDUCATION
		131399	TEACHER EDUCATION AND PROFESSIONAL DEVELOPMENT, SPECIFIC SUBJECT AREA
291071	Physician Assistants	510912	PHYSICIAN ASSISTANT
112031	Public Relations Managers**	090902	PUBLIC RELATIONS/IMAGE MANAGEMENT
291111	Registered Nurses*	511601	NURSING/REGISTERED NURSE (RN, ASN, BSN, MSN)
112022	Sales Managers**	520101	BUSINESS/COMMERCE, GENERAL
		520201	BUSINESS ADMINISTRATION AND MANAGEMENT, GENERAL
		521401	MARKETING/MARKETING MANAGEMENT, GENERAL
		521499	MARKETING, OTHER

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252031	Secondary School Teachers, Exc. Special and Voc. Ed.		
		131203	JUNIOR HIGH/INTERMEDIATE/MIDDLE SCHOOL EDUCATION AND TEACHING
		131205	SECONDARY EDUCATION AND TEACHING
		131206	TEACHER EDUCATION, MULTIPLE LEVELS
		131301	AGRICULTURAL TEACHER EDUCATION
		131302	ART TEACHER EDUCATION
		131303	BUSINESS TEACHER EDUCATION
		131305	ENGLISH/LANGUAGE ARTS TEACHER EDUCATION
		131306	FOREIGN LANGUAGE TEACHER EDUCATION
		131307	HEALTH TEACHER EDUCATION
		131311	MATHEMATICS TEACHER EDUCATION
		131312	MUSIC TEACHER EDUCATION
		131314	PHYSICAL EDUCATION TEACHING AND COACHING
		131315	READING TEACHER EDUCATION
		131316	SCIENCE TEACHER EDUCATION/GENERAL SCIENCE TEACHER EDUCATION
		131317	SOCIAL SCIENCE TEACHER EDUCATION
		131318	SOCIAL STUDIES TEACHER EDUCATION
		131324	DRAMA AND DANCE TEACHER EDUCATION
		131399	TEACHER EDUCATION AND PROFESSIONAL DEVELOPMENT, SPECIFIC SUBJECT AREA
413031	Securities and Financial Services Sales Agents		
	No CIP Linkage		
252042	Special Education Teachers, Middle School		
		131001	SPECIAL EDUCATION AND TEACHING, GENERAL
		131004	EDUCATION/TEACHING OF THE GIFTED AND TALENTED

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252041	Special Education Teachers, Preschool - Elementary	131001	SPECIAL EDUCATION AND TEACHING, GENERAL
		131004	EDUCATION/TEACHING OF THE GIFTED AND TALENTED
		131005	EDUCATION/TEACHING OF INDIVIDUALS WITH EMOTIONAL DISTURBANCES
		131006	EDUCATION/TEACHING OF INDIVIDUALS WITH MENTAL RETARDATION
		131009	EDUCATION/TEACHING OF INDIVIDUALS WITH VISION IMPAIRMENTS INCLUDING B
		131011	EDUCATION/TEACHING OF INDIVIDUALS WITH SPECIFIC LEARNING DISABILITIES
252043	Special Education Teachers, Secondary School	131001	SPECIAL EDUCATION AND TEACHING, GENERAL
		131004	EDUCATION/TEACHING OF THE GIFTED AND TALENTED
171022	Surveyors		
273042	Technical Writers	151102	SURVEYING TECHNOLOGY/SURVEYING
		090101	SPEECH COMMUNICATION AND RHETORIC
193051	Urban and Regional Planners	040301	CITY/URBAN, COMMUNITY AND REGIONAL PLANNING
252032	Vocational Education Teachers, Secondary School**	131320	TRADE AND INDUSTRIAL TEACHER ED

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Workforce Estimating Conference

**Knott Building
Room 117
February 24, 2011
1:30 pm
1-888-808-6959
Pass Code 6724792 #**

Agenda

Welcome and Opening Remarks

**Kurt Hamon, Florida Senate, Education
Appropriations Committees**

Florida Labor Market Update

**Rebecca Rust, Agency for Workforce
Innovation (AWI)**

Labor Market Demand for Bachelors' Degrees

Bill Dobson, AWI

**Targeted Occupations Lists Scenarios
for Bachelor's Degrees**

Bill Dobson, AWI

Help Wanted OnLine (HWOL) Jobs in Demand

Rebecca Rust, AWI

State University System Update

**Richard Stevens, Board of Governors,
State University System**

Other Items, Closing Remarks

Kurt Hamon, Florida Senate

Principals of the Workforce Estimating Conference:

Conference Chair: Kurt Hamon, Florida Senate, Education Appropriations Committees

Allyce Heflin, Florida House, Education Appropriations Committees

Frances Coyle, Executive Office of the Governor

Amy Baker, Economic and Demographic Research

Florida Labor Market and Economic Update

Workforce Estimating Conference

**Florida Agency for Workforce Innovation
Labor Market Statistics Center**



February 24, 2011

Labor Force Conditions

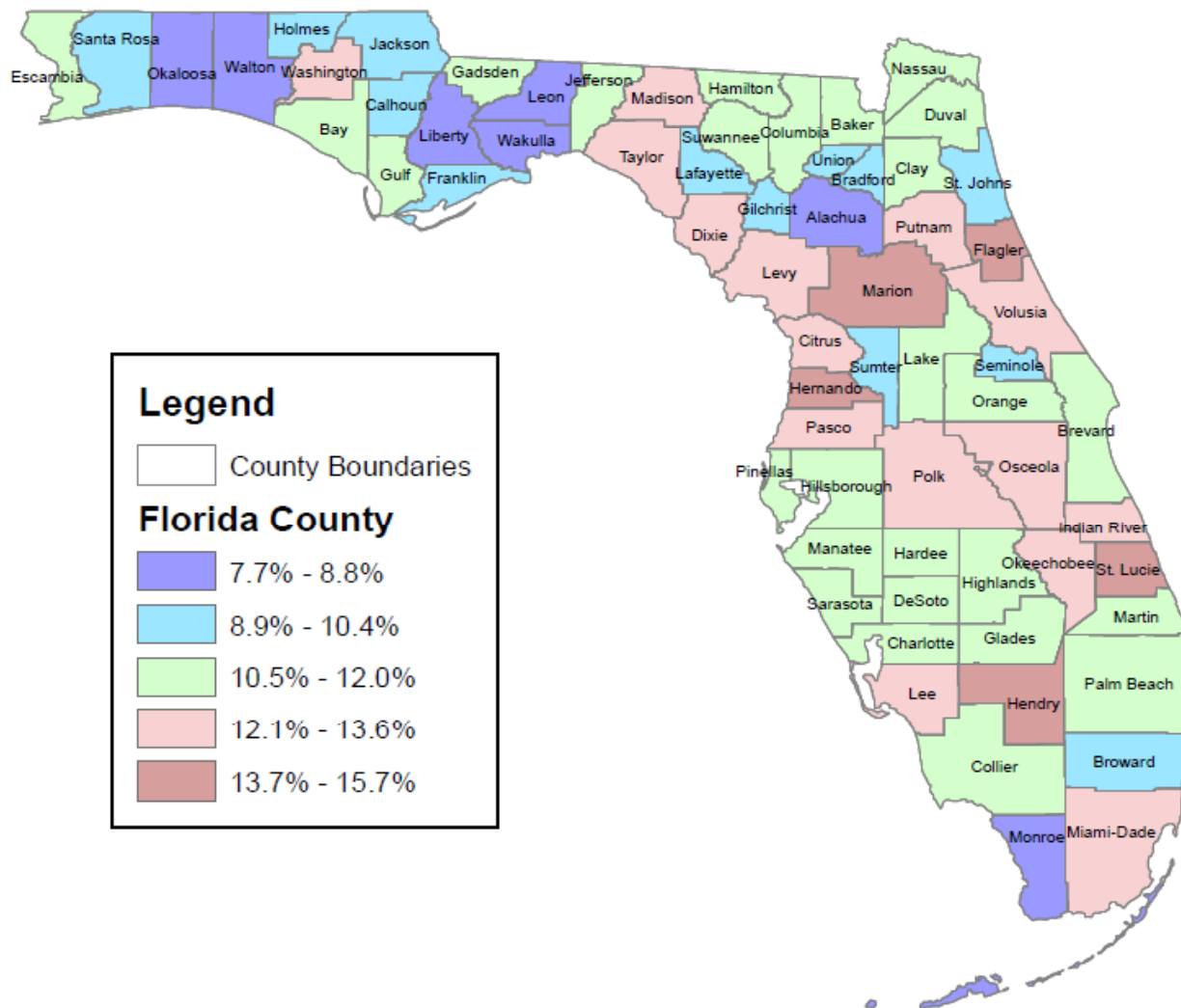
Seasonally Adjusted

December 2010

- The unemployment rate in the state has been higher than the nation since February 2008
- The state unemployment rate is among the highest on record

Area	Labor Force	Employment	Unemployment	Unemployment Rate	Year Ago Unemployment Rate
Florida	9,245,000	8,137,000	1,108,000	12.0	11.7
United States	153,690,000	139,206,000	14,485,000	9.4	9.9

Florida Unemployment Rates by County December 2010, Not Seasonally Adjusted



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Local Area Unemployment Statistics Program, released January 21, 2011.

Unemployment Rates in the Ten Most Populous States

Seasonally Adjusted December 2010

State	December 2010(P) Unemployment Rate (%)	December 2009 Unemployment Rate (%)	Change
California	12.5	12.3	0.2
Florida	12.0	11.7	0.3
Michigan	11.7	14.5	-2.8
Georgia	10.2	10.3	-0.1
North Carolina	9.8	10.9	-1.1
Ohio	9.6	10.8	-1.2
Illinois	9.3	11.0	-1.7
Pennsylvania	8.5	8.8	-0.3
Texas	8.3	8.2	0.1
New York	8.2	8.9	-0.7

P = Preliminary

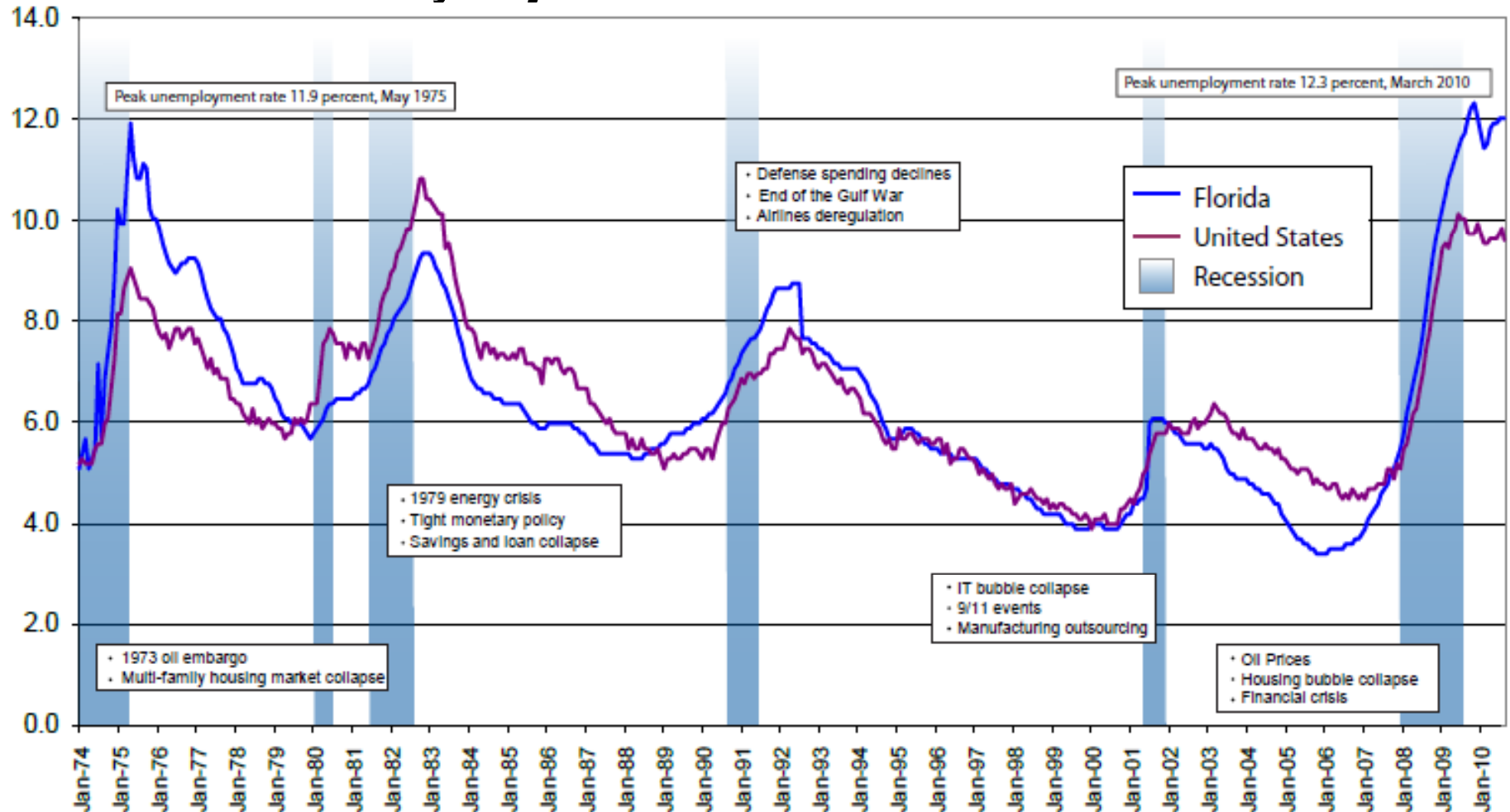
Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center and the U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics Program, released January 21, 2011.

Unemployment Rates

Florida and United States

January 1974 – December 2010

Seasonally Adjusted



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Local Area Unemployment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released January 21, 2011.

Nonagricultural Employment Seasonally Adjusted

- Florida's greatest job loss rate during the recession was in March 2009 at -6.9 percent, and has since improved in 2010
- Florida has lost 876,500 jobs from March 2007 to December 2010

Seasonally Adjusted	December 2010	December 2009	Change	Percent Change
Florida	7,193,900	7,150,400	43,500	0.6%
United States	130,229,000	129,320,000	909,000	0.7%

Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Current Employment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released January 21, 2011.

Employment in the Ten Most Populous States

December 2010 , Ranked by Level Change

Seasonally Adjusted

December 2009 - December 2010p

State	December 2010p	Percent Change	Level Change
Texas	10,449,700	2.3%	230,800
California	13,897,100	0.6%	87,500
Pennsylvania	5,619,800	1.2%	65,600
Illinois	5,604,500	0.8%	46,300
Florida	7,193,900	0.6%	43,500
New York	8,497,900	0.4%	37,000
North Carolina	3,896,700	0.3%	10,400
Ohio	5,002,900	0.1%	4,500
Georgia	3,805,200	-0.2%	-8,100
Michigan	3,831,500	-0.3%	-12,900

P = Preliminary

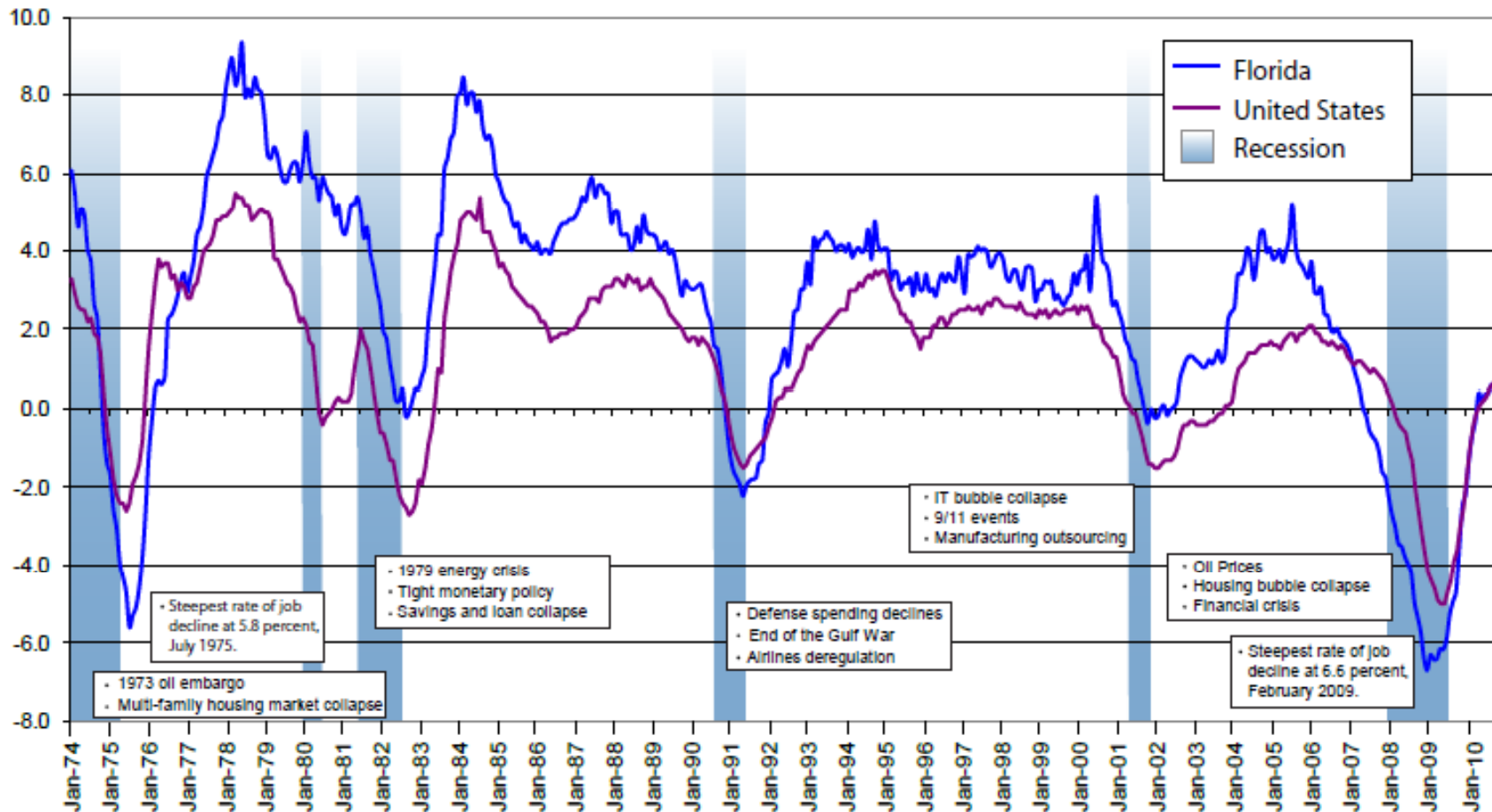
Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center and the U.S. Department of Labor, Bureau of Labor Statistics, Current Employment Statistics Program, released January 21, 2011.

Nonagricultural Employment Growth Rates

Florida and United States

January 1974 – December 2010

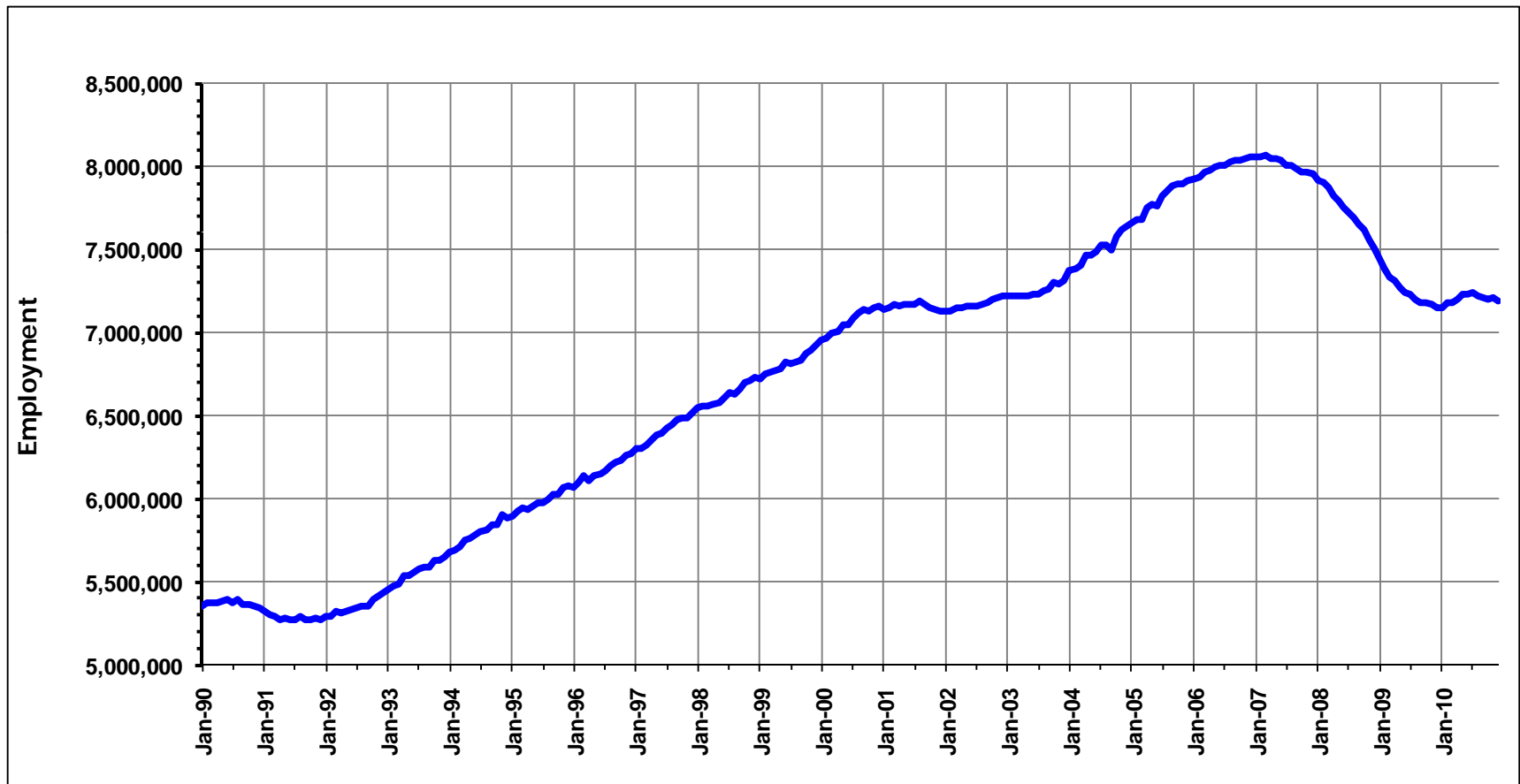
Not Seasonally Adjusted



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Current Employment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released January 21, 2011.

Florida Nonagricultural Employment

January 1990 – December 2010, Seasonally Adjusted

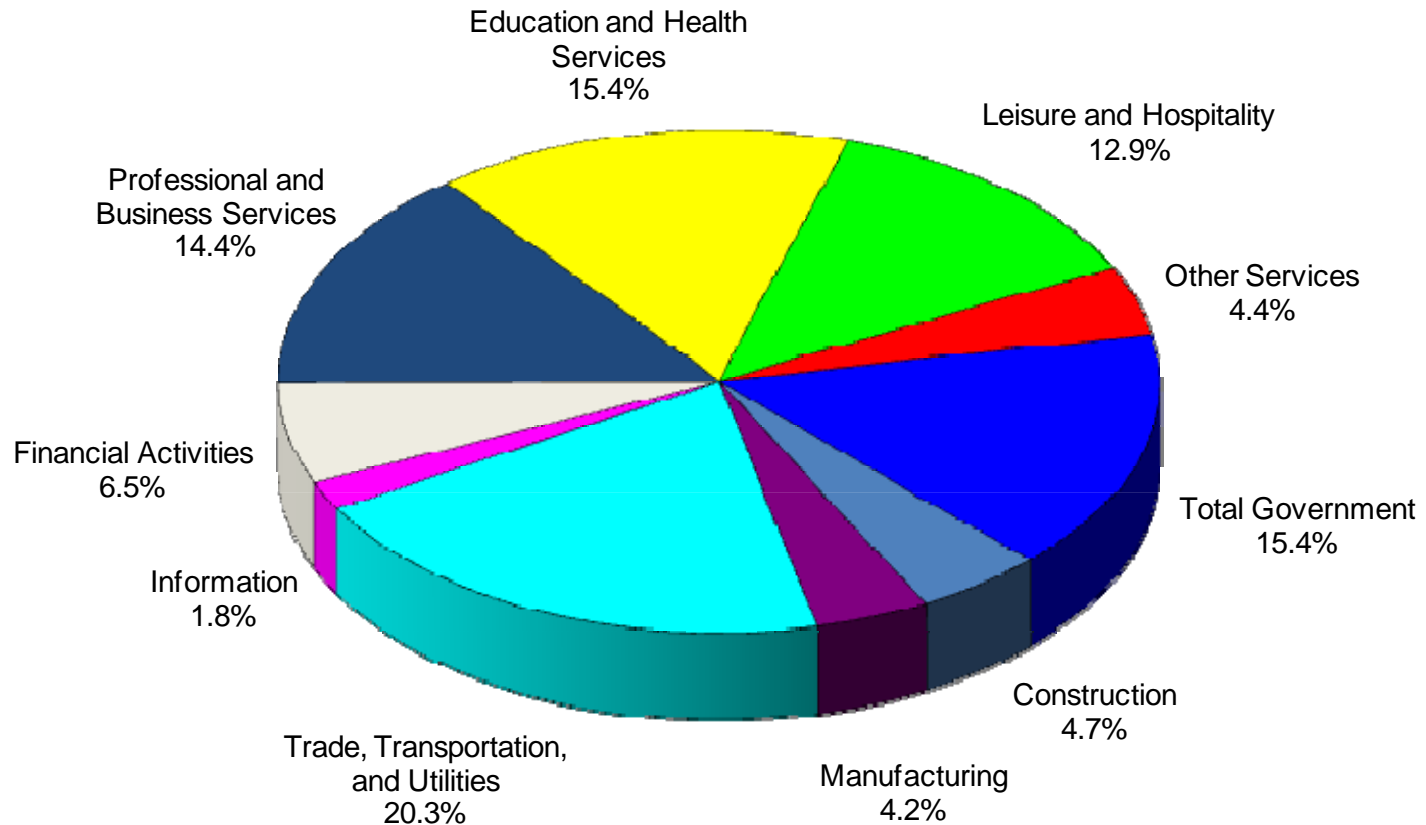


Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Current Employment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released January 21, 2011.

Nonagricultural Employment by Industry

Florida

December 2010 (Seasonally Adjusted)

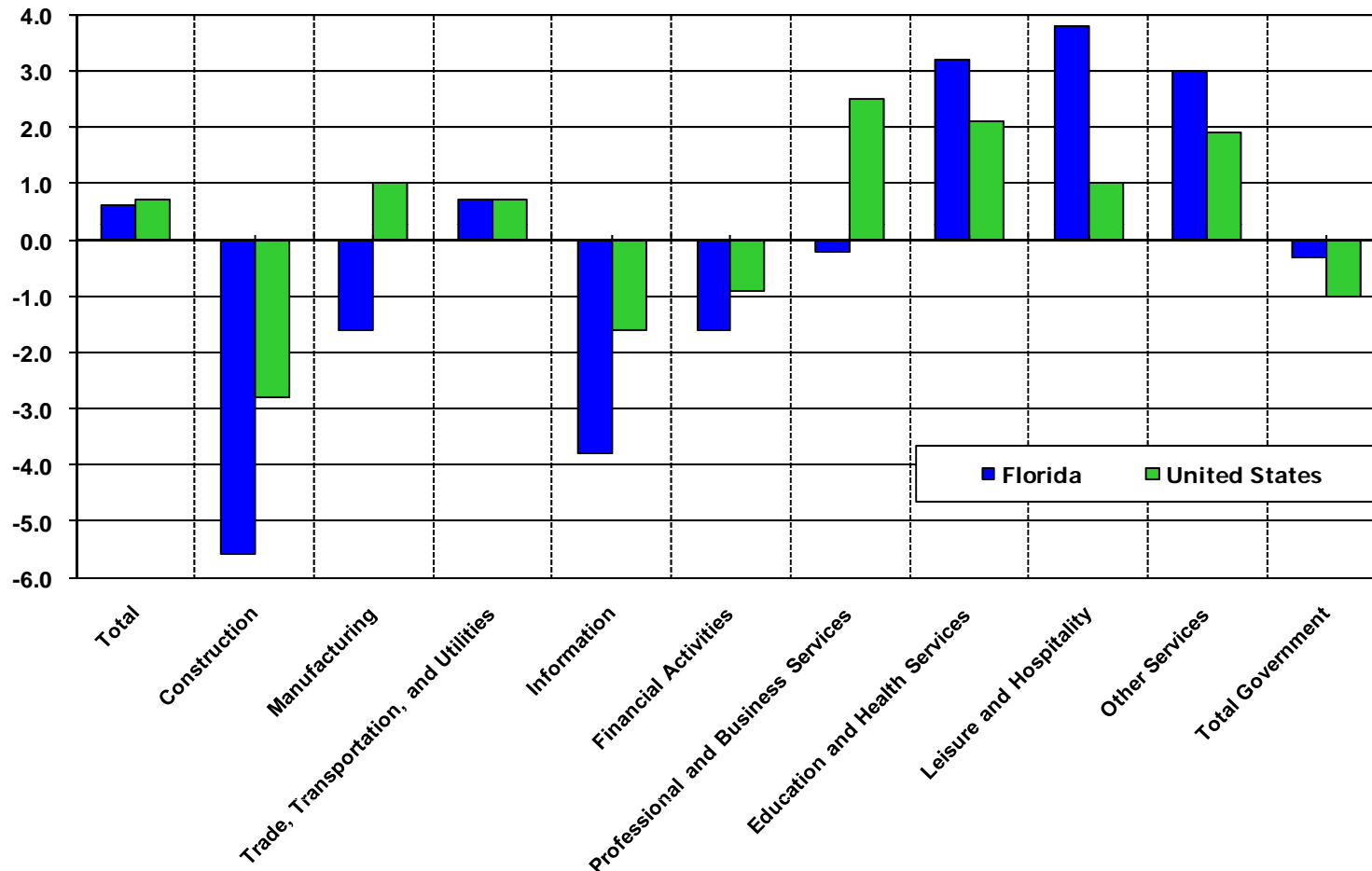


Note: Percents may not add to 100.0 due to rounding

Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Current Employment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released January 21, 2011.

Nonagricultural Employment by Industry

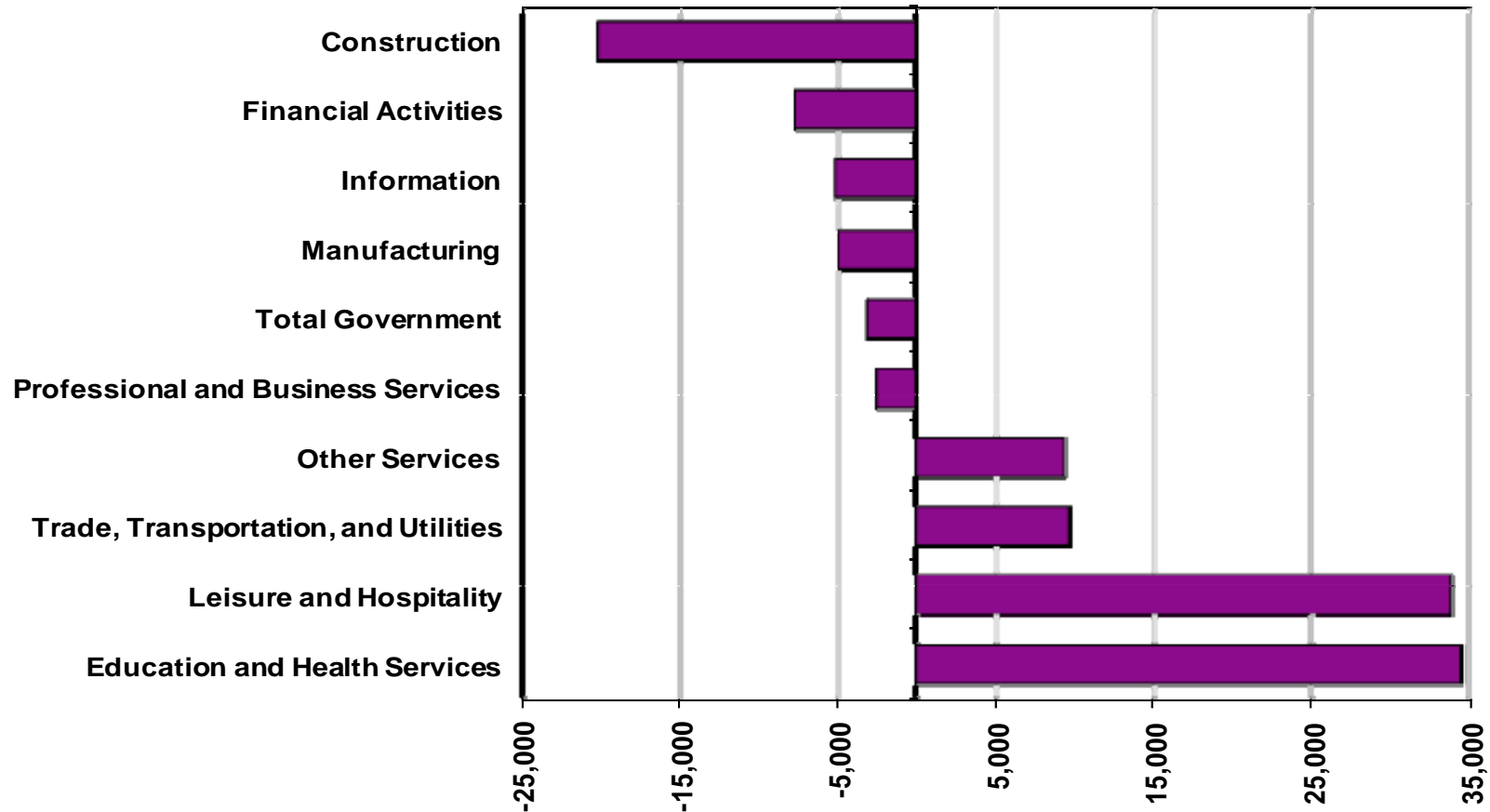
December 2010, Seasonally Adjusted, Over-the-Year Percent Change



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Current Employment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released January 21, 2011.

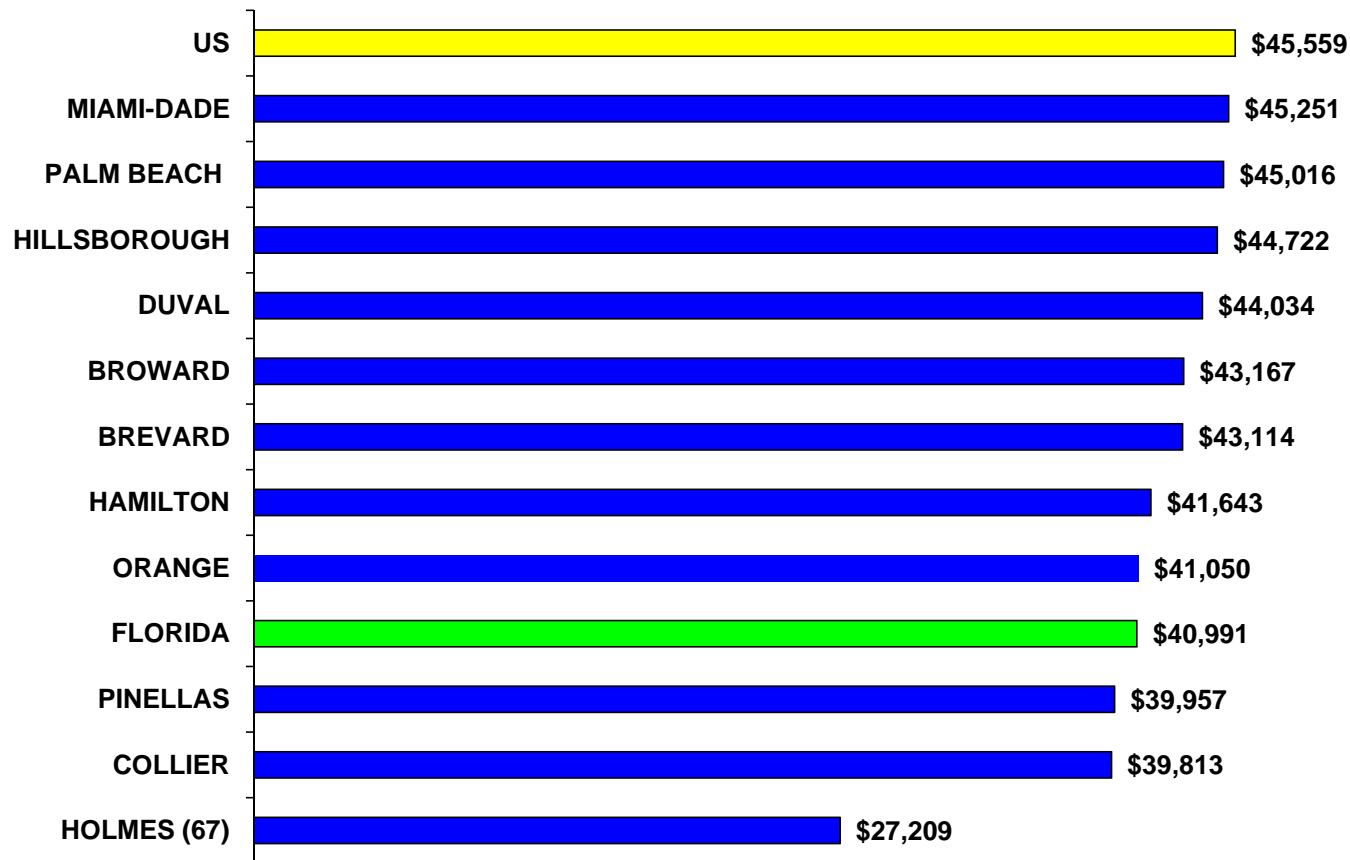
Education and Health Services Gained the Most Jobs Over the Year in Florida

December 2009 – December 2010 (Seasonally Adjusted)



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Current Employment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released January 21, 2011.

Florida Average Annual Wages Range from \$27,209 to \$45,251



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Quarterly Census of Employment and Wages Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, 2009 Wage Data, Released November 2010.



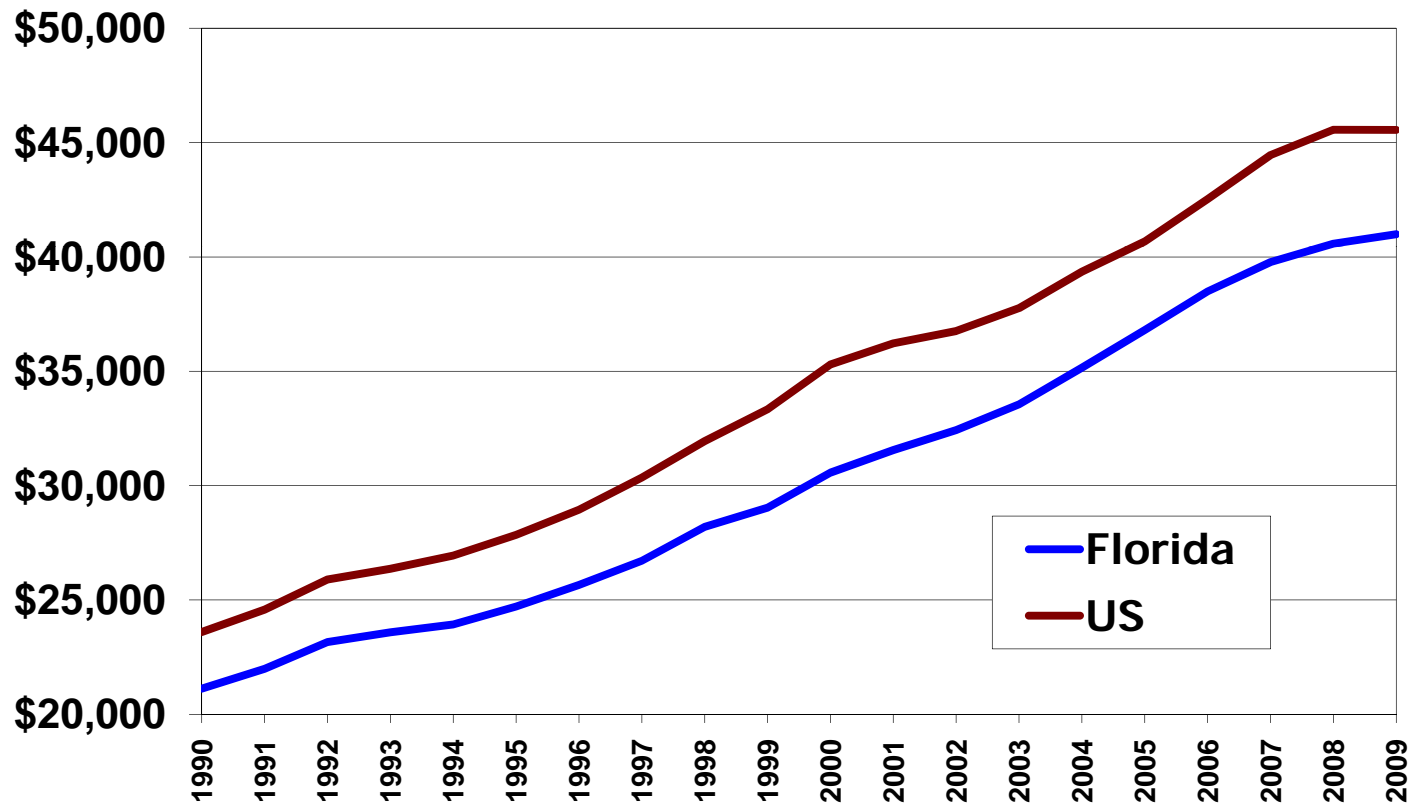
Wages by Industry

Florida
2009

Industry	Average Annual Wages
Total, All Industries	\$40,991
Information	\$59,023
Financial Activities	\$54,942
Manufacturing	\$50,088
Professional and Business Services	\$48,330
Government	\$47,392
Education and Health Services	\$43,252
Construction	\$41,490
Trade, Transportation, and Utilities	\$36,470
Other Services	\$29,363
Natural Resources and Mining	\$22,873
Leisure and Hospitality	\$20,998

Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Quarterly Census of Employment and Wages Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released November 2010.

Average Annual Wage



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Quarterly Census of Employment and Wages Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released November 2010.

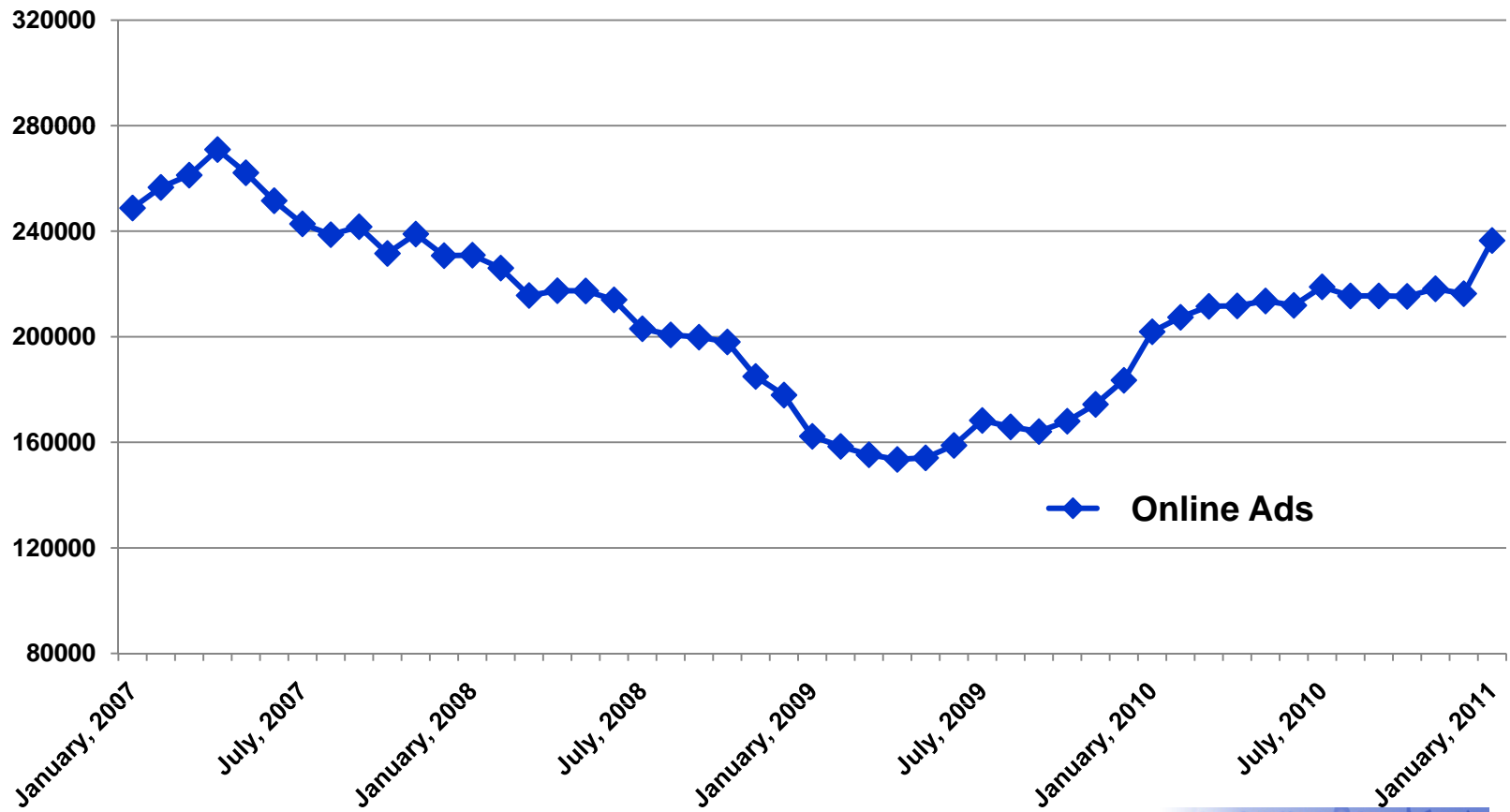


New Initiative: Real-Time Jobs in Demand

- Real-time LMI -- Help Wanted OnLine (HWOL) and Employ Florida Marketplace (EFM)
 - Due to economic downturn almost all industries have been in decline
 - Long-term projections not as useful for current job placement in a recession
 - As a result, data on job churning are needed for job placement
 - Real-time LMI are spidered job ads, unduplicated, updated daily
 - Tables/graphs consist of top jobs in demand, top employers with ads, and time series analysis

Real-Time LMI Help-Wanted OnLine Five Year Trend

Florida Online Job Ads
Seasonally Adjusted



Help Wanted OnLine™ Internet Job (HWOL) Ads

Top Advertised Occupations for Florida--January 2011	Online Ads
Florida Total Ads	236,462
Registered Nurses	12,455
Retail Salespersons	6,412
Physical Therapists*	6,091
First-Line Supervisors/Managers of Retail Sales Workers	5,473
Computer Specialists, All Other	5,360
Occupational Therapists	5,312
Customer Service Representatives	4,644
Occupational Therapist Assistants	3,374
Sales Representatives, Wholesale and Manufacturing, Non-Technical	3,294
Medical and Health Services Managers*	3,273
Computer Systems Analysts	3,111
Speech-Language Pathologists	3,021
Accountants and Auditors*	2,887
Executive Secretaries and Administrative Assistant	2,782
First-Line Supervisors/Managers of Office and Administrative Support Workers	2,729
Securities, Commodities, and Financial Services Sales Agents*	2,444
Sales Representatives, Services, All Other	2,400
Telemarketers	2,379
First-Line Supervisors/Managers of Food Preparation and Serving Workers	2,287
Computer Support Specialists	2,206

*- Occupation requires at least a bachelor's degree

SOURCE: The Conference Board, Help Wanted OnLine, prepared by the Florida Agency for Workforce Innovation, Labor Market Statistics Center.

Help Wanted OnLine™ Internet Job (HWOL) Ads

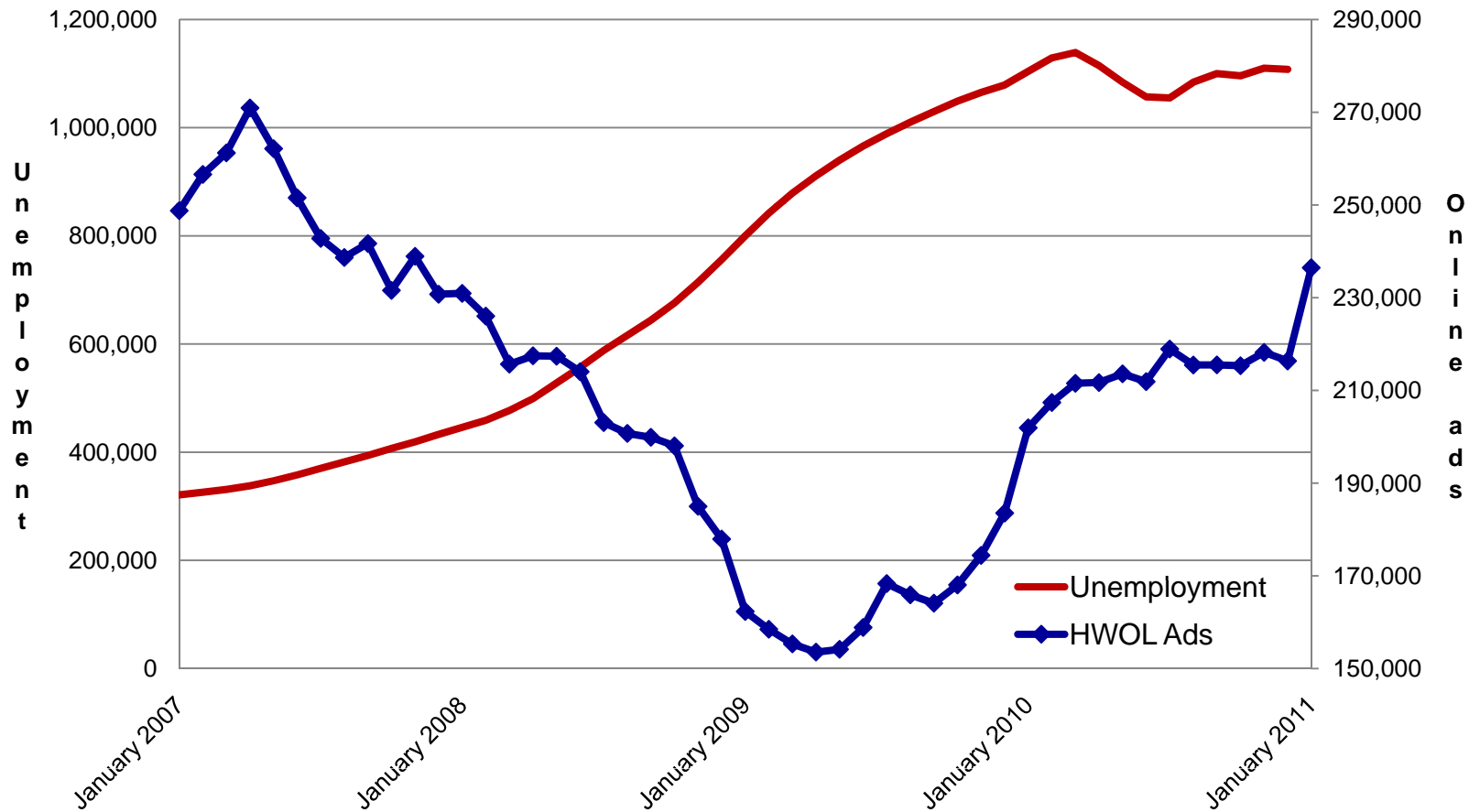
Top Advertised Occupations for Jobs Requiring a Bachelor's Degree, Florida--January 2011	Online Ads
Florida Total Ads	236,462
Physical Therapists	6,091
Medical and Health Services Managers	3,273
Accountants and Auditors	2,887
Securities, Commodities, and Financial Services Sales Agents	2,444
Sales Managers	2,019
Marketing Managers	1,803
Financial Managers	1,656
Management Analysts	1,094
Industrial Engineers	901
Computer and Information Systems Managers	753
Market Research Analysts	676
Social and Community Service Managers	596
Public Relations Specialists	578
Financial Analysts	577
Mechanical Engineers	554
Training and Development Specialists	528
Education Administrators, Postsecondary	501
Electrical Engineers	444
Engineering Managers	322
Civil Engineers	307
Personal Financial Advisors	303

SOURCE: The Conference Board, Help Wanted OnLine, prepared by the Florida Agency for Workforce Innovation, Labor Market Statistics Center.

Real-Time LMI

Help-Wanted OnLine

Unemployment vs. Labor Demand

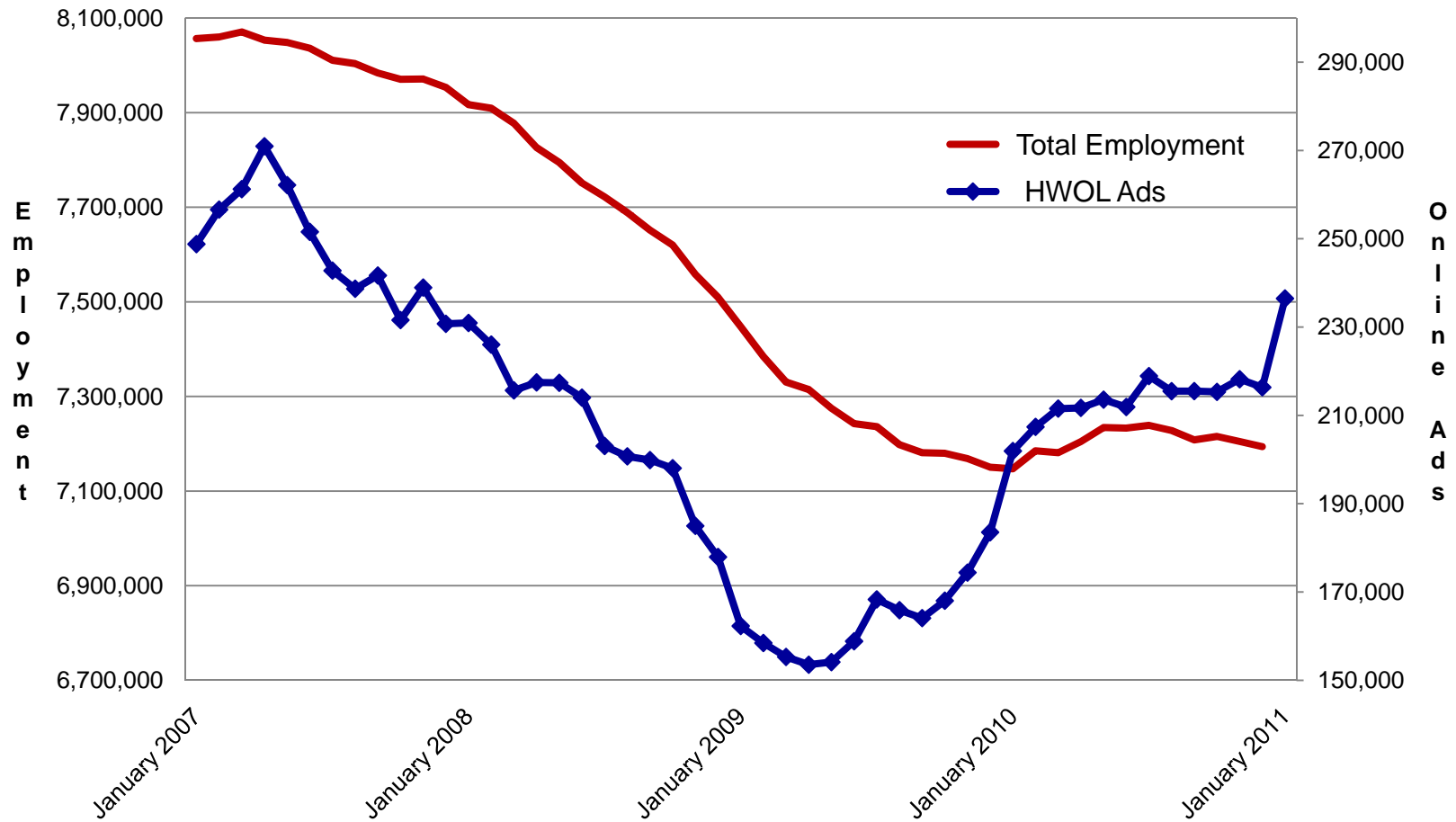


Source: The Conference Board and the Florida Agency for Workforce Innovation, Labor Market Statistics Center, January 2011.

Real-Time LMI

Help-Wanted OnLine

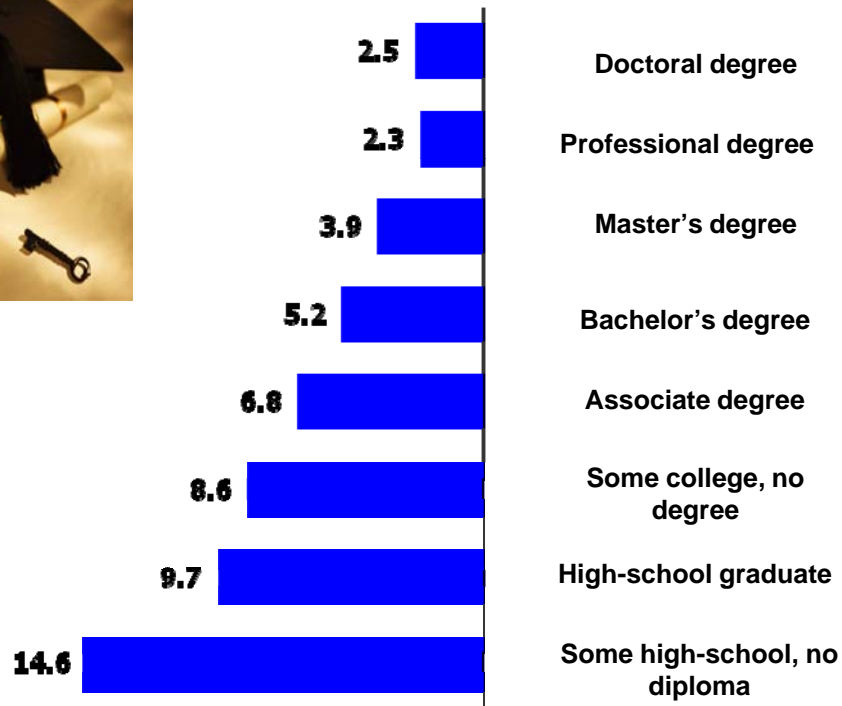
Employment vs. Labor Demand



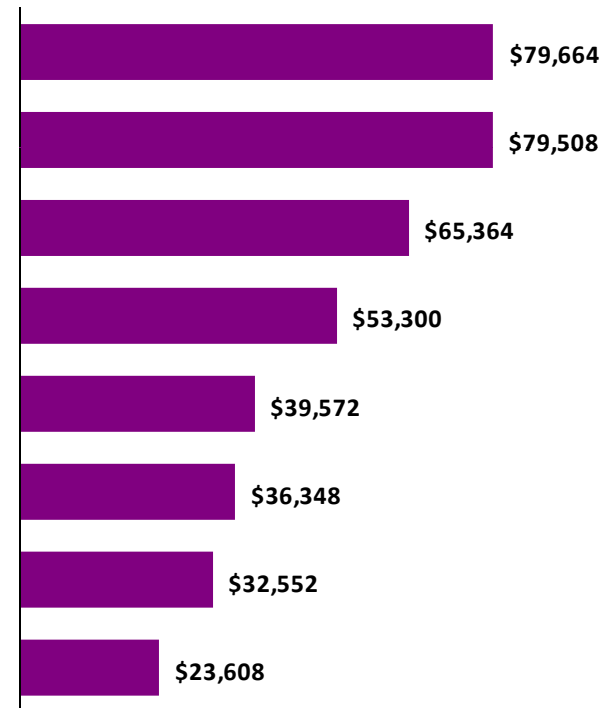
Source: The Conference Board and the Florida Agency for Workforce Innovation, Labor Market Statistics Center, January 2011.

Education and Training pay ...

**Unemployment Rate
(Percent)**



**Median Earnings
(Dollars)**



Notes: Unemployment and earnings for workers 25 and older, by educational attainment; earnings for full-time wage and salary workers.

Sources: Unemployment rate, 2009 annual average: U.S. Bureau of Labor Statistics; 2009 Weekly Median Earnings (multiplied by 52 weeks), U. S. Bureau of the Census.

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Labor Market Information for Bachelor's Degrees and Other Education Training Levels

Florida Agency for Workforce Innovation
Labor Market Statistics Center

Workforce Estimating Conference
February 2011





Labor Market Statistics

Employment by Education Level

General Information

- Employment counts by education level represent the number of jobs requiring a particular education requirement, not the education level obtained by employees working in the occupation.
- Education requirements for occupations are based on training codes assigned by the Florida Department of Education (DOE) to each Standard Occupational Classification (SOC) Code/Title. The training codes were revised in May of 2010.
- Florida DOE training codes were assigned to the national occupational employment projections for comparison purposes.
- For occupations where multiple training levels can be sufficient for employment in an occupation, the employment data are counted in the lowest level of training required.

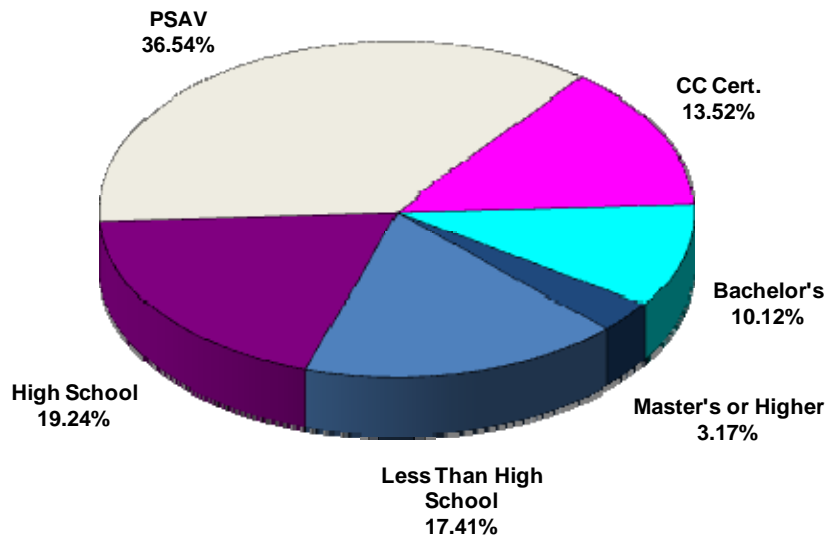


2010 Employment by Training Level

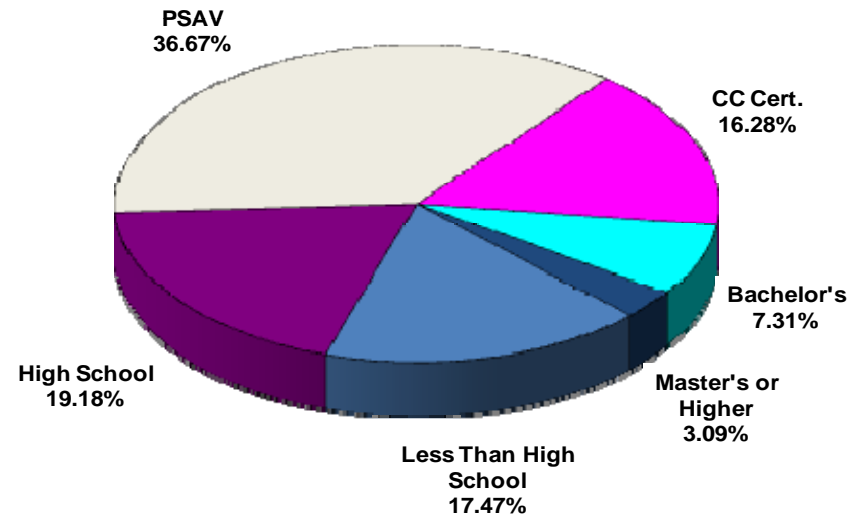
Impacts from Revisions to the Florida Training Codes

- Florida's 2010 employment breakdown by training level with use of new training codes shows a higher percentage of bachelor's degree occupations

Florida – New Codes



Florida – Old Codes



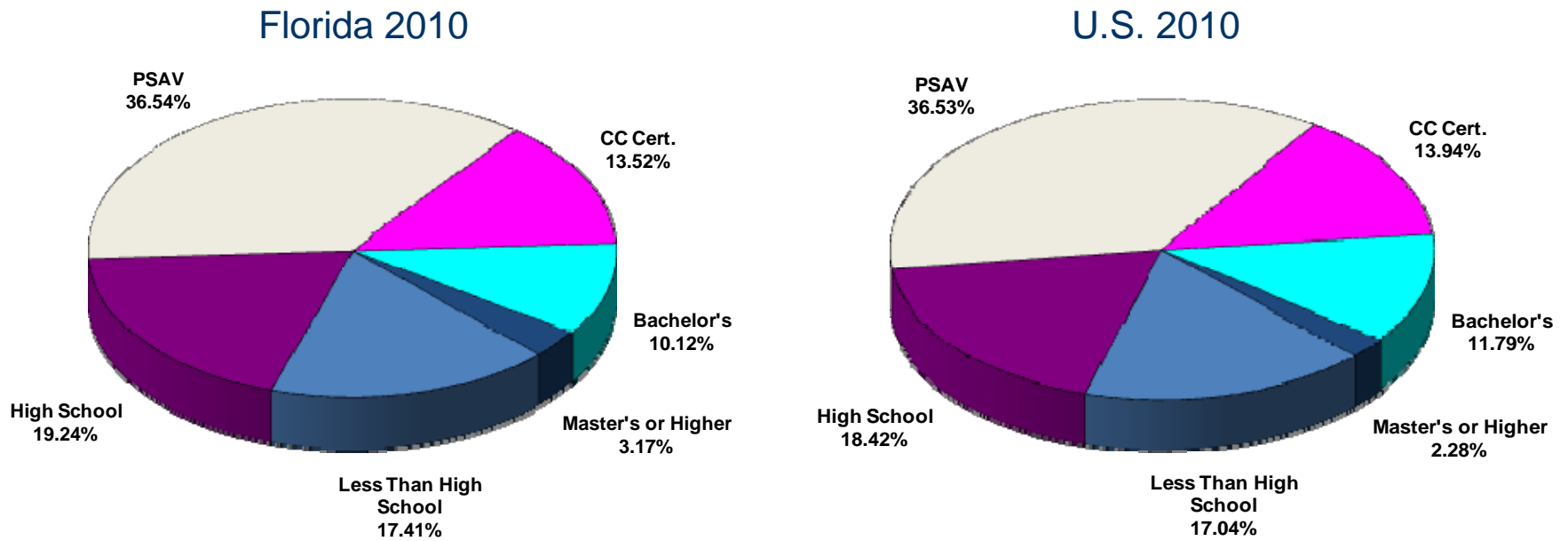
CC Cert. = Community College Certificate/Degree

PSAV = Postsecondary Adult Vocational Certificate



2010 Employment by Training Level Florida versus the Nation

- Florida's employment breakdown by training level closely follows that of the United States



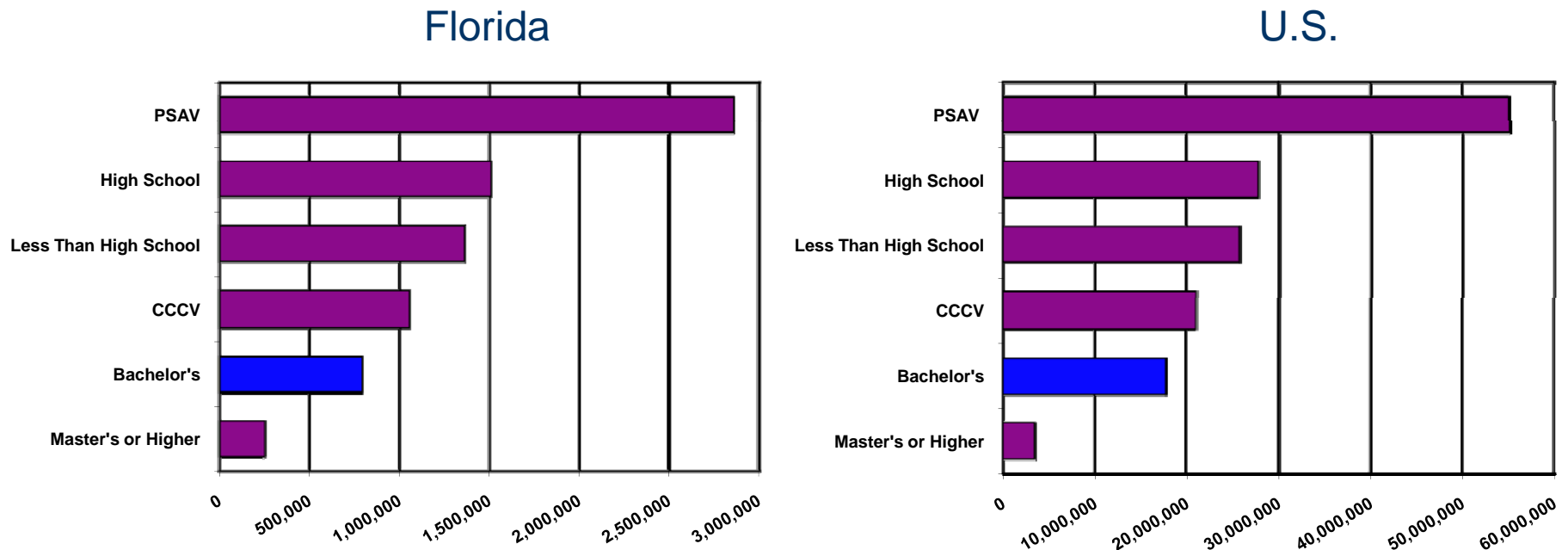
CC Cert. = Community College Certificate/Degree

PSAV = Postsecondary Adult Vocational Certificate



2010 Employment by Training Level

- The vast majority of Florida and U.S. jobs do not require a bachelor's degree



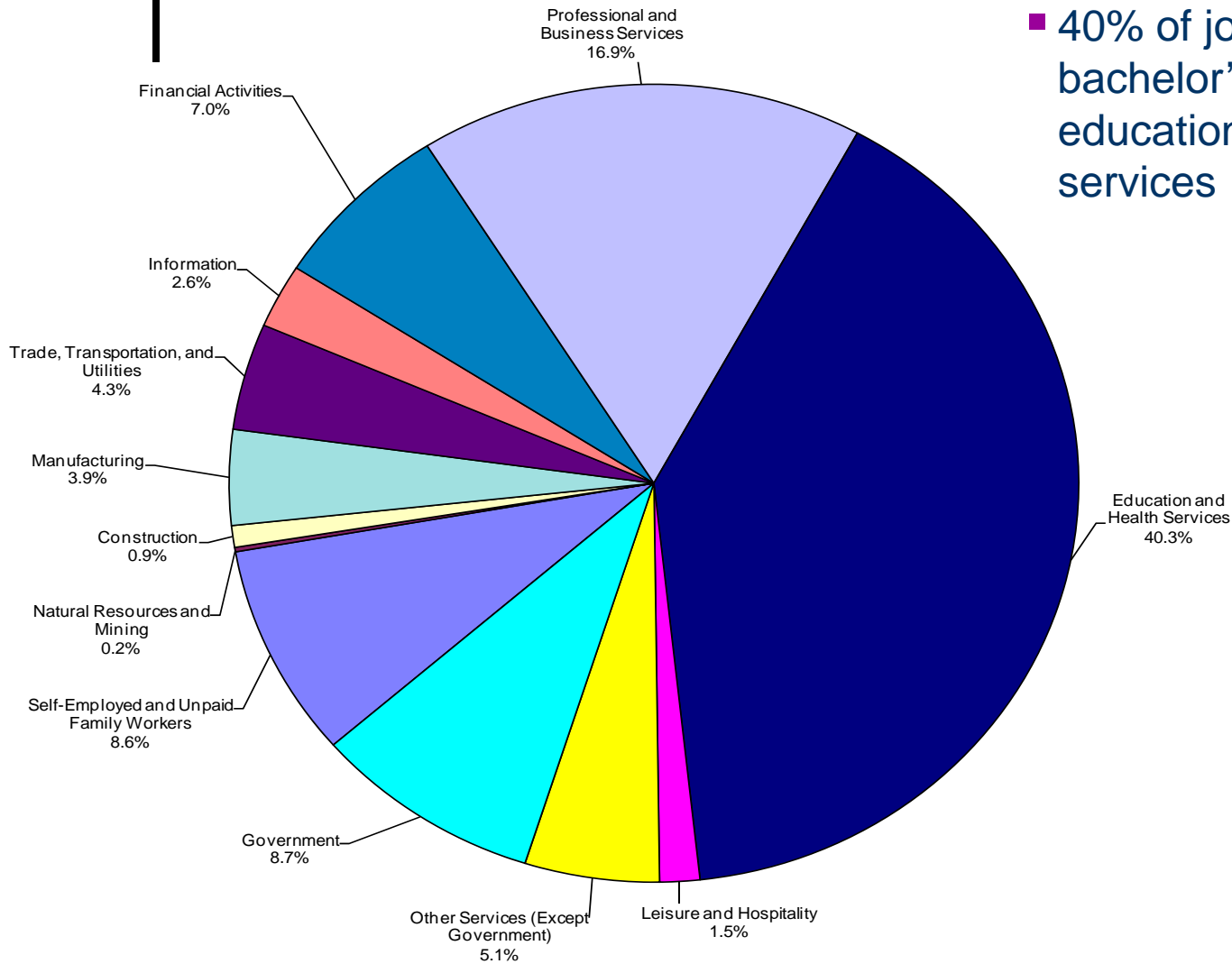
CCCV = Community College Credit/Vocational

PSAV = Postsecondary Adult Vocational Certificate

Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, and U.S. Department of Labor, Bureau of Labor Statistics



Percent of Jobs Requiring a Bachelor's Degree by Industry Florida 2010

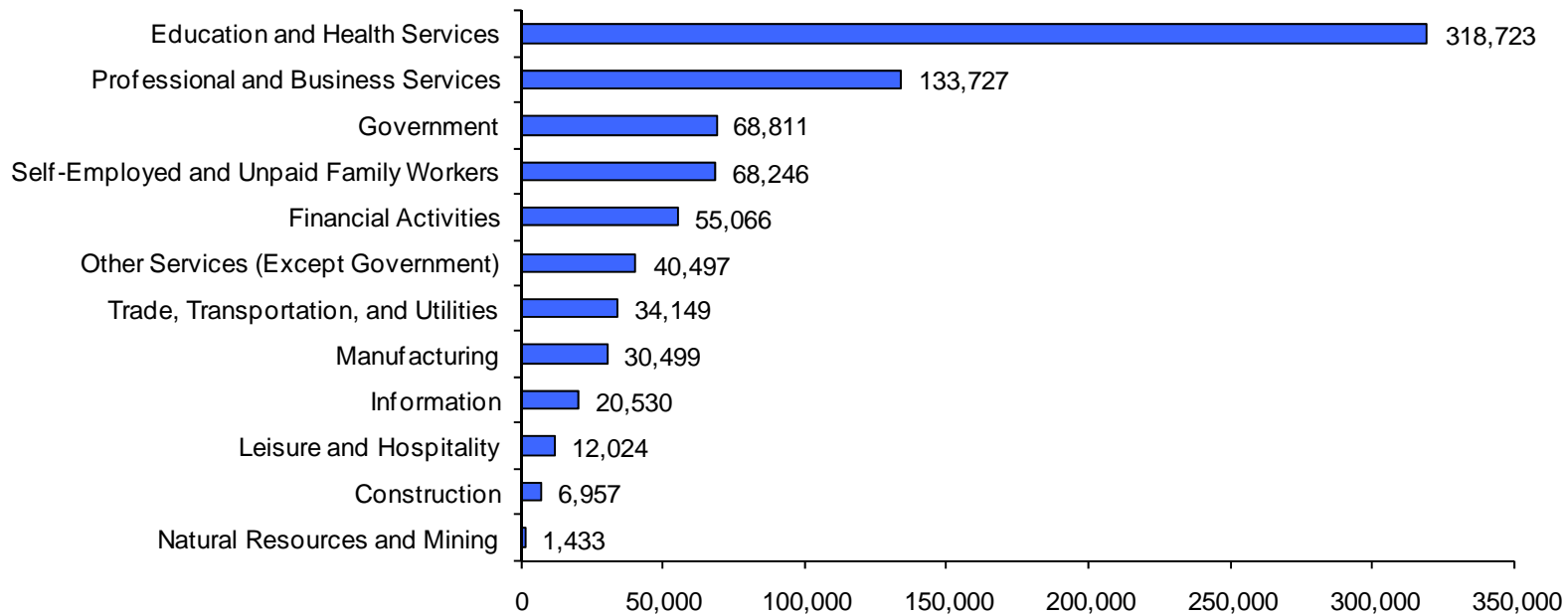


Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, released October 2010



Number of Jobs Requiring a Bachelor's Degree by Industry Florida 2010

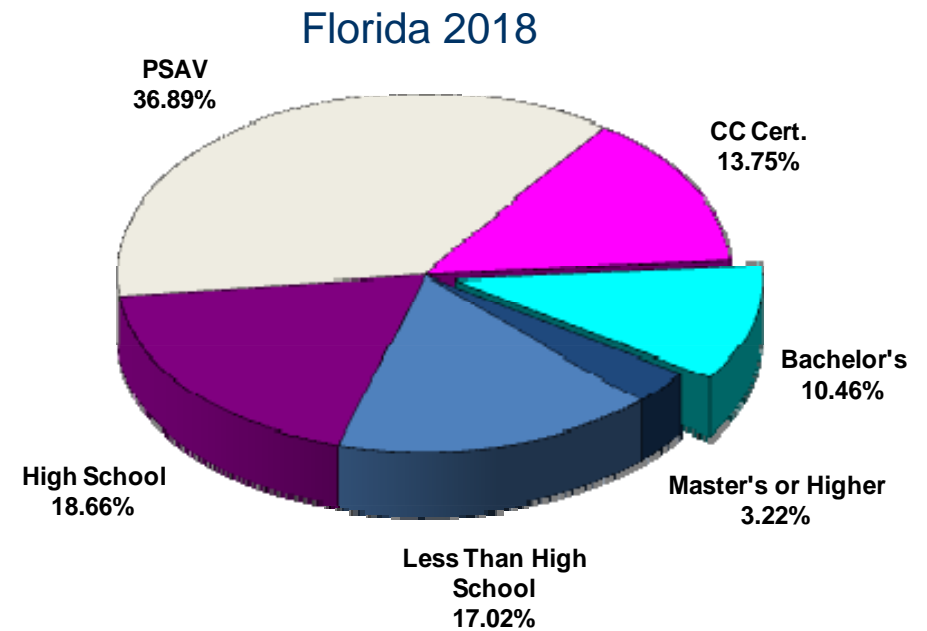
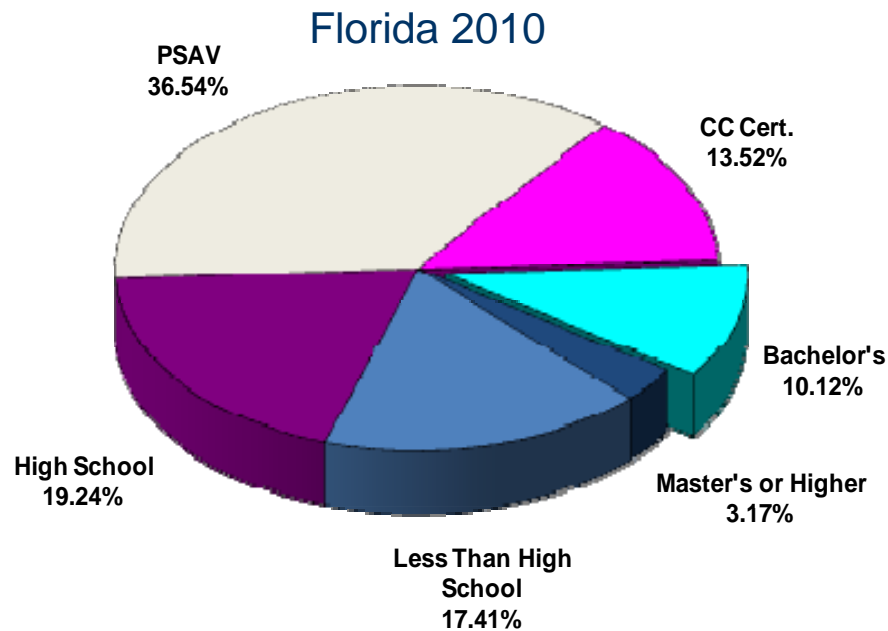
- The number of bachelor's degree occupations is highest in education and health services, professional and business services, and government





Employment by Training Level 2010 vs. 2018

- The proportion of bachelor's degree occupations in Florida's workforce will not change significantly between 2010 and 2018

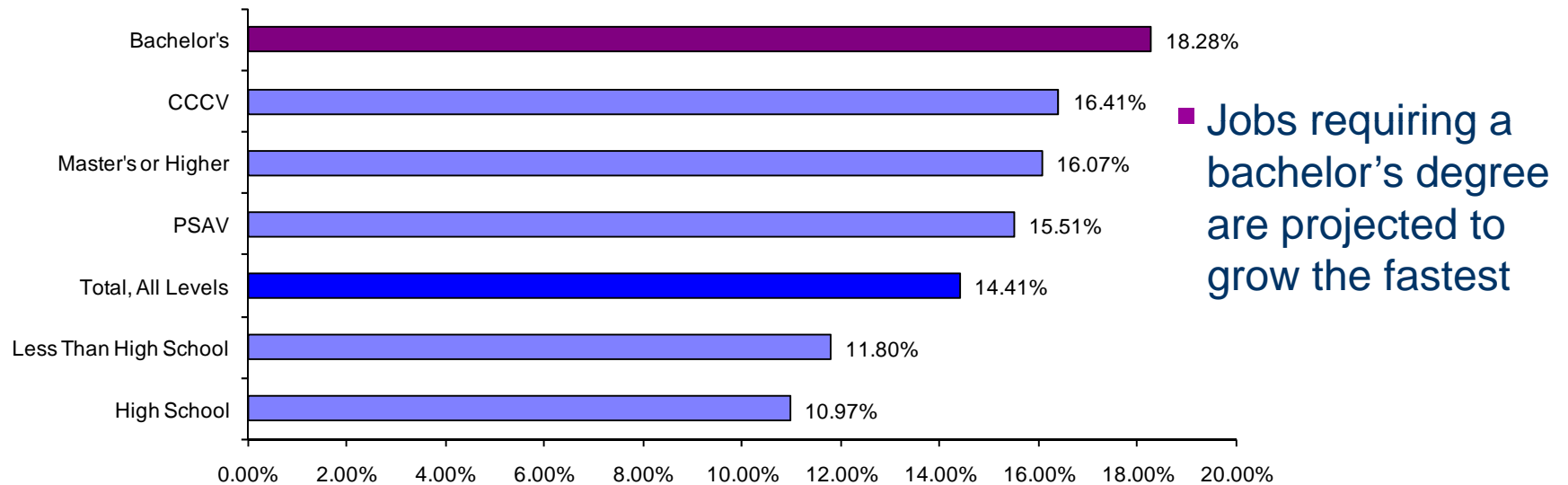


CC Cert. = Community College Certificate/Degree

PSAV = Postsecondary Adult Vocational Certificate



Florida Job Growth Rates by Training Level 2010-2018



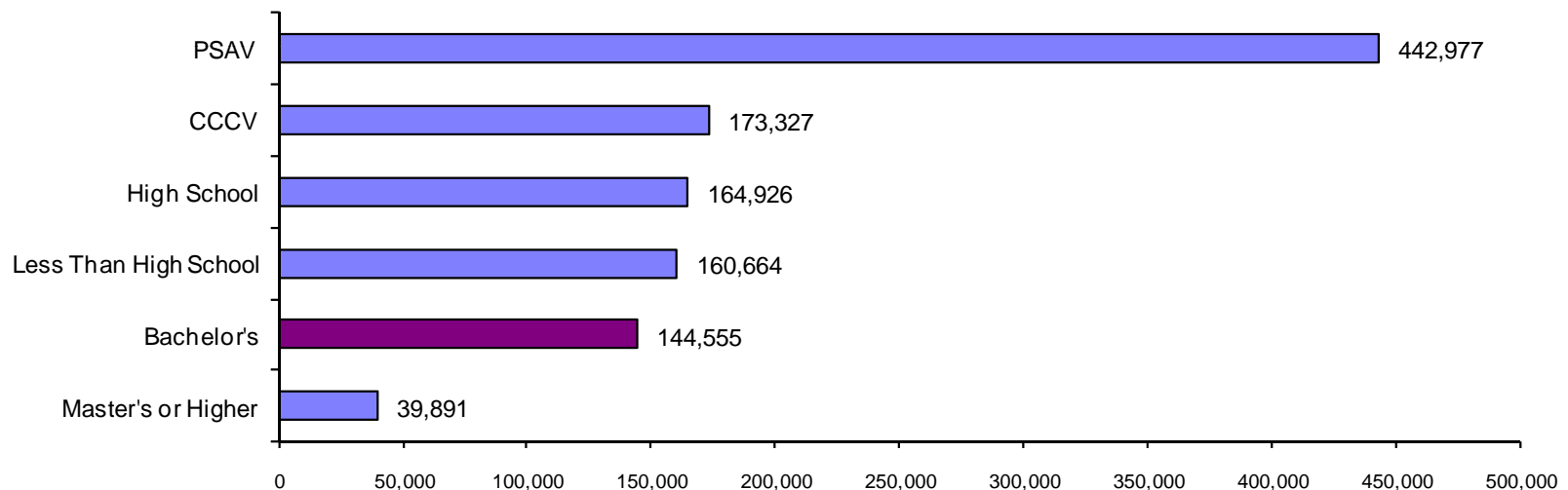
CCCV = Community College Credit/Vocational

PSAV = Postsecondary Adult Vocational Certificate



Florida Job Growth by Training Level 2010-2018

- Jobs requiring a bachelor's degree or higher will have the smallest numerical growth



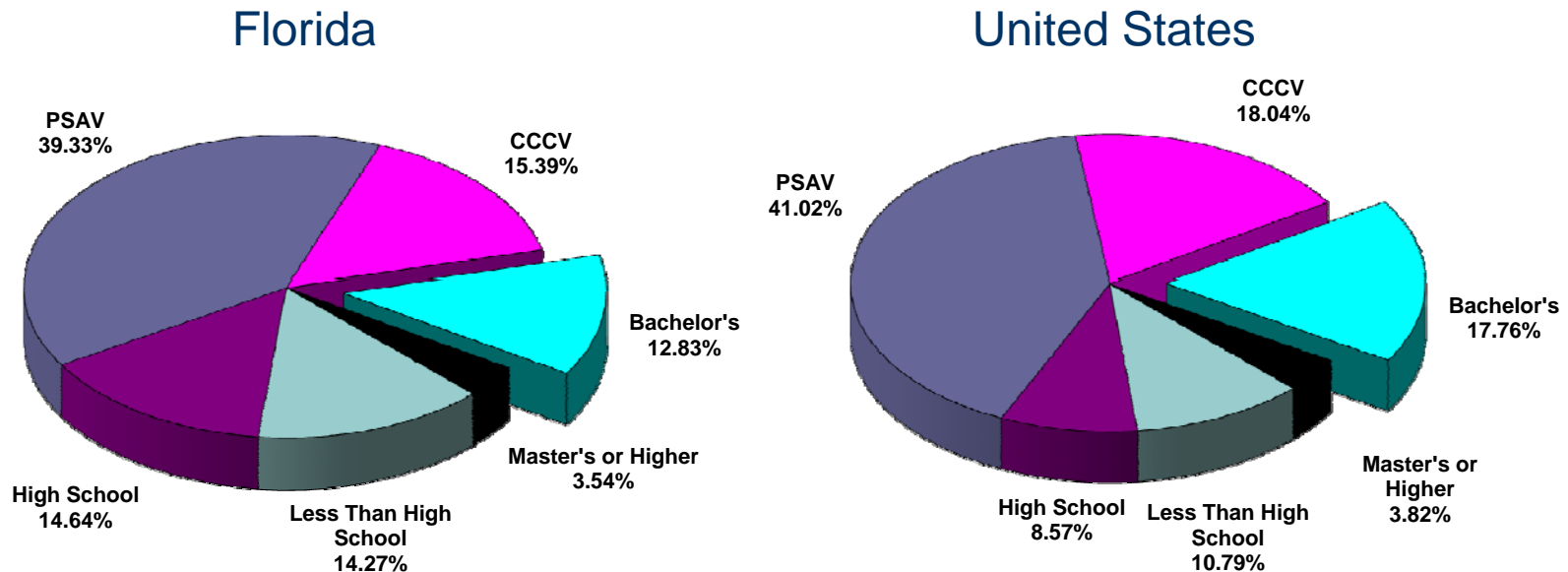
CCCV = Community College Credit/Vocational

PSAV = Postsecondary Adult Vocational Certificate



Percent Share of New Jobs by Training Level 2010-2018

- The proportion of new jobs that require a bachelor's degree will be higher in the U.S. than in Florida



CCCV = Community College Credit/Vocational

PSAV = Postsecondary Adult Vocational Certificate



Florida 2010 Wages by Training Level

Training Level	Average Annual Wage	Entry Annual Wage
Master's or Higher	\$98,341	\$52,212
Bachelor's	\$67,397	\$41,122
CC Credit/Vocational	\$59,277	\$37,407
Total, All Education Levels	\$41,131	\$27,113
PSAV Certificate	\$37,264	\$25,091
High School	\$28,149	\$19,678
Less Than High School	\$23,811	\$18,865

Source: Florida Agency for Workforce Innovation, Labor Market Statistics, released October 2010



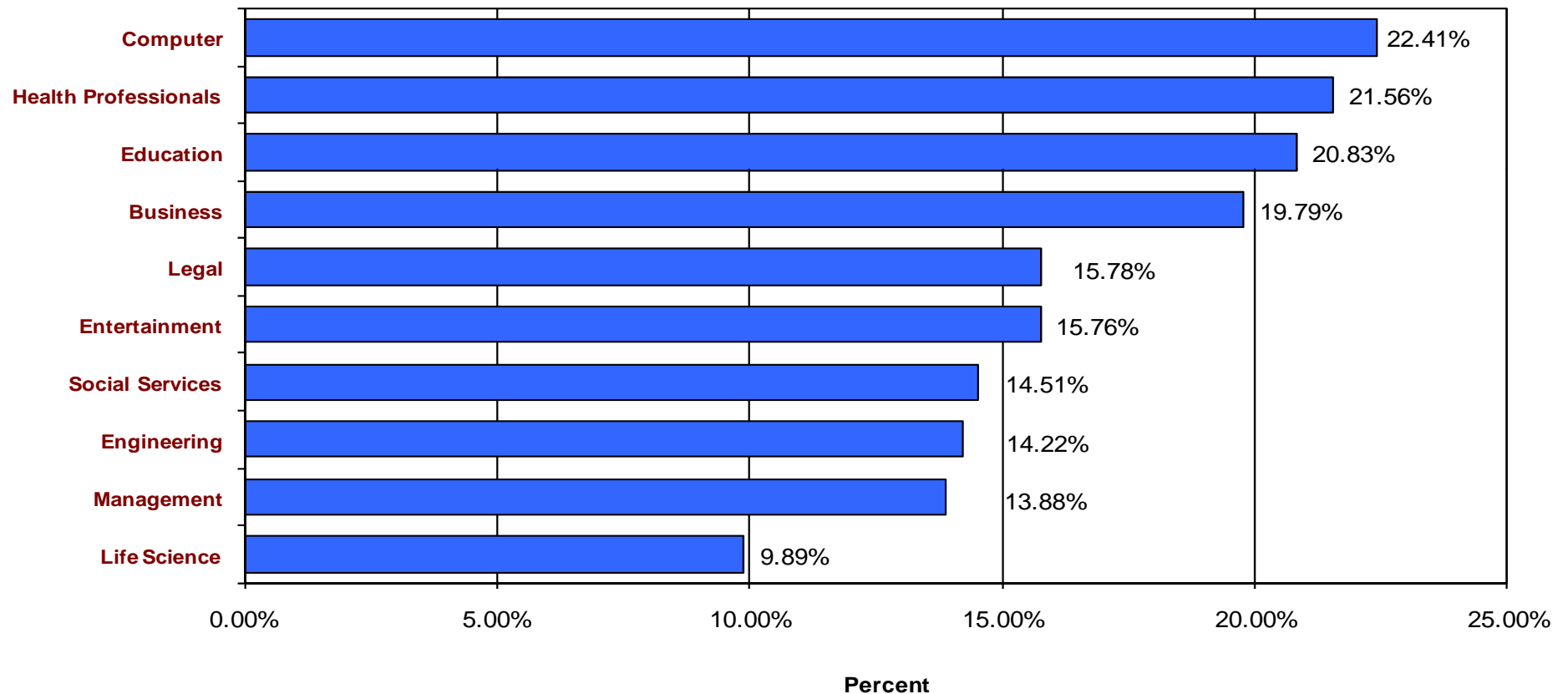
Highest-Paying Occupations Requiring a Bachelor's Degree, Florida 2010

Title	Annual Wage
1. Chief Executives	\$180,190
2. Sales Managers	\$129,355
3. Petroleum Engineers	\$127,525
4. Computer and Information Systems Managers	\$121,722
5. Natural Sciences Managers	\$118,934
6. Engineering Managers	\$115,898
7. Financial Managers	\$114,296
8. Education Administrators, Elementary and Secondary	\$113,547
9. Marketing Managers	\$111,218
10. Broadcast News Analysts	\$109,845

Source: Florida Agency for Workforce Innovation, Labor Market Statistics, Occupational Employment Statistics Program, released October 2010

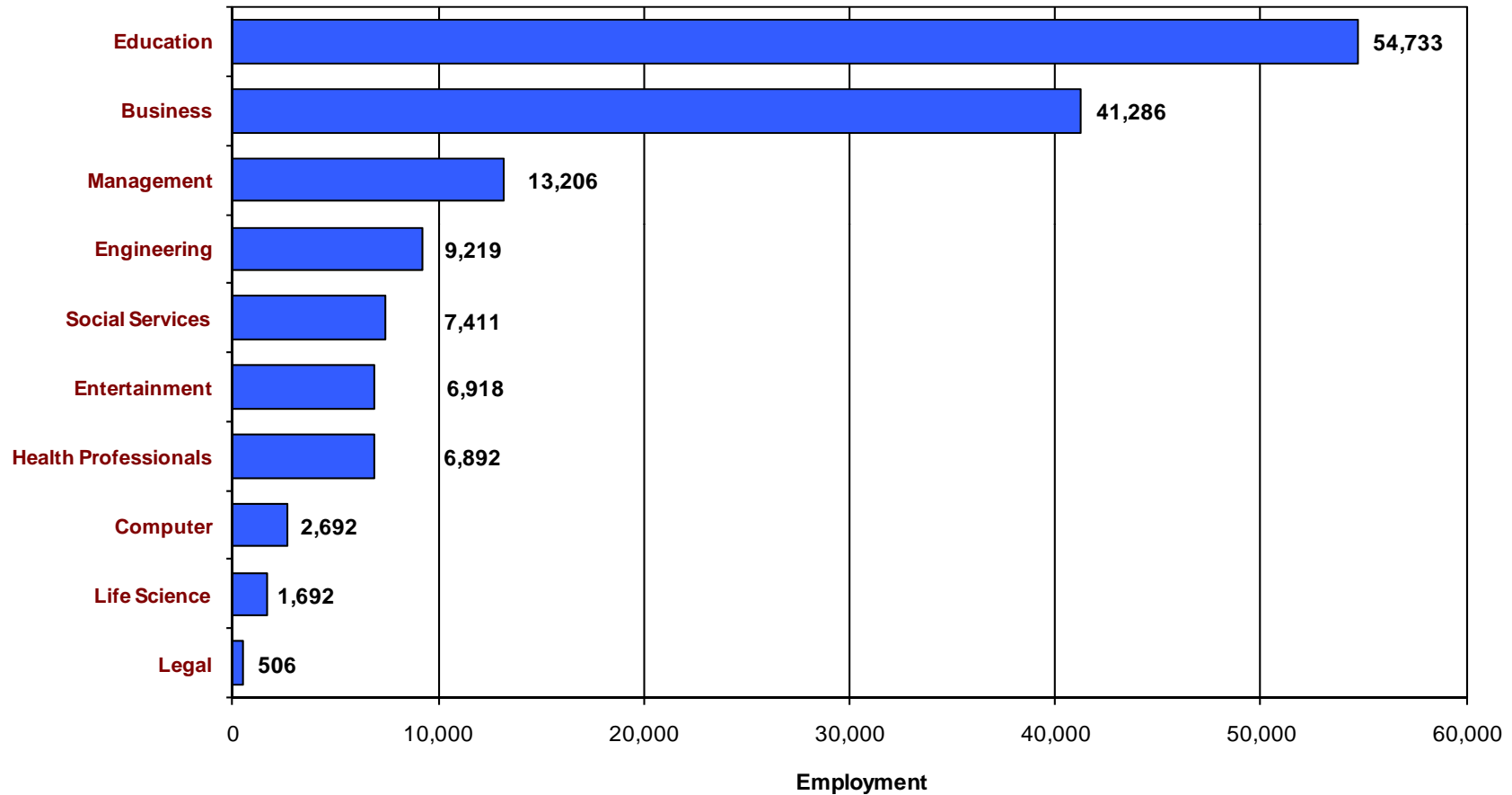


Bachelor's Degree-Level Job Growth Rates by Major Occupational Group in Florida 2010-2018





Bachelor's Degree-Level Job Growth by Major Occupational Group in Florida 2010-2018



Source: Florida Agency for Workforce Innovation, Labor Market Statistics, Forecast to 2018, released October 2010



Fastest-Growing Occupations* Requiring a Bachelor's Degree in Florida 2010-2018

Annual Percent Growth

Occupation	Annual Percent Growth	Average Annual Wage
Physician Assistants	4.13	\$88,691
Personal Financial Advisors	4.12	66,165
Special Education Teachers, Preschool - Elementary	3.38	52,457
Special Education Teachers, Middle School	3.36	52,655
Market Research Analysts	3.35	59,987
Elementary School Teachers, Except Special Education	3.11	50,019
Middle School Teachers, Exc. Special & Voc. Education	3.06	51,090
Physical Therapists	3.05	80,662
Kindergarten Teachers, Except Special Education	2.97	49,295
Training and Development Specialists	2.97	53,061
Sales Managers	2.89	129,355
Public Relations Specialists	2.88	56,181
Computer Software Engineers, Systems Software	2.87	87,443
Civil Engineers	2.84	80,621
Financial Analysts	2.83	69,618

***This table includes occupations with a minimum of 4,000 jobs in 2010**



Bachelor's Degree Occupations Gaining the Most New Jobs in Florida 2010-2018

Annual Job Growth

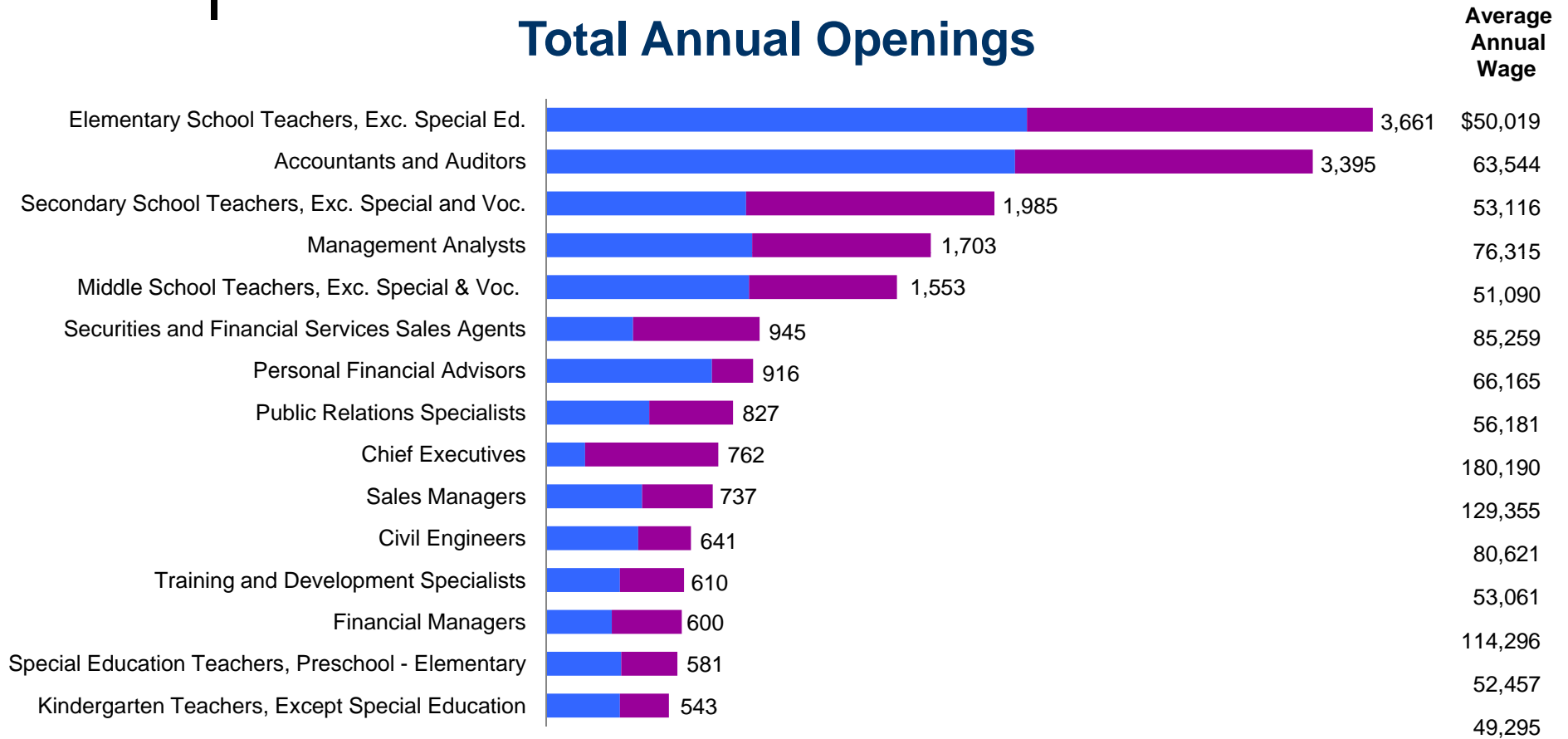
Occupation	Annual Job Growth	Average Annual Wage
Elementary School Teachers, Except Special Education	2,129	\$50,019
Accountants and Auditors	2,076	63,544
Management Analysts	912	76,315
Middle School Teachers, Exc. Special & Voc. Education	898	51,090
Secondary School Teachers, Exc. Special and Voc. Ed.	885	53,116
Personal Financial Advisors	734	66,165
Public Relations Specialists	456	56,181
Sales Managers	424	129,355
Civil Engineers	407	80,621
Securities and Financial Services Sales Agents	384	85,259
Physical Therapists	374	80,662
Special Education Teachers, Preschool - Elementary	332	52,457
Kindergarten Teachers, Except Special Education	326	49,295
Training and Development Specialists	326	53,061
Computer Software Engineers, Systems Software	319	87,443

Source: Florida Agency for Workforce Innovation, Labor Market Statistics. Forecast 2018, released October 2010



Bachelor's Degree Occupations Having the Most Annual Openings in Florida 2010-2018

Total Annual Openings



■ From Growth ■ From Replacement Needs



Top 20 Occupations* in Florida Requiring a Bachelor's Degree

	Title	Annual Percent Growth	Average Annual Openings	Average Annual Wage	Entry Annual Wage
1	Sales Managers	2.89	737	\$129,355	\$63,877
2	Physician Assistants	4.13	239	\$88,691	\$64,147
3	Physical Therapists	3.05	517	\$80,662	\$58,469
4	Computer Software Engineers, Systems Software	2.87	407	\$87,443	\$58,843
5	Education Administrators, Elementary and Secondary	2.22	225	\$113,547	\$86,923
6	Computer and Information Systems Managers	2.05	263	\$121,722	\$80,142
7	Marketing Managers	2.25	242	\$111,218	\$57,824
8	Civil Engineers	2.84	641	\$80,621	\$51,272
9	Medical and Health Services Managers	2.01	344	\$99,674	\$63,960
10	Financial Managers	1.63	600	\$114,296	\$64,501
11	Chief Executives	0.81	762	\$180,190	\$96,408
12	Engineering Managers	1.63	151	\$115,898	\$79,456
13	Occupational Therapists	2.78	285	\$74,006	\$48,818
14	Financial Examiners	4.01	33	\$82,264	\$50,814
15	Industrial Engineers	2.61	478	\$69,493	\$43,846
16	Securities and Financial Services Sales Agents	2.09	945	\$85,259	\$36,546
17	Financial Analysts	2.83	335	\$69,618	\$43,118
18	Public Relations Managers	1.86	61	\$108,576	\$63,419
19	Biomedical Engineers	7.64	47	\$74,859	\$49,317
20	Management Analysts	1.93	1703	\$76,315	\$39,437

***Composite ranking based on growth, openings, average and entry wages**

Source: Florida Agency for Workforce Innovation, Labor Market Statistics, Forecast to 2018, released October 2010



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**Selection Criteria for Establishing a High Demand List for Occupations Requiring a Bachelor's Degree
for the Florida Workforce Estimating Conference
February 2011**

Scenario #1 (Florida Agency for Workforce Innovation recommendation)

Because the occupations that require a bachelor's degree vary so much in employment size (27 for mining engineers to 80,000 for accountants), the criteria for this scenario try to capture some of the smaller occupations that may be projected to grow fast, but generate fewer jobs in terms of annual openings. Therefore, the openings criteria are set at 50 projected annual openings statewide and equal to or above the average projected growth (1.80 percent annually) for all occupations; or 150 projected annual openings and any positive growth to capture larger, slower growing occupations that result in a lot of projected annual openings due to the nature of the size of the occupation.

Also, the criteria for the mean and entry wage for this scenario are set at a wage much lower than the average wage for all bachelor's degree occupations (mean: \$50,000 and entry: \$35,000) in order to try to capture some occupations considered to be critical to the Florida economy, such as elementary and secondary school teachers.

This scenario generates a targeted list of **41 occupations** or **33 percent** of all the occupational categories that require a bachelor's degree. (See attached list)

Scenario #2

In order to try to establish a list of targeted occupations requiring a bachelor's degree that had higher earning potential, this scenario sets the criteria for the mean (\$65,000) and entry (\$40,000) wage at a level closer to the average statewide mean wage (\$ 67,397) and entry wage (\$41,122) for all occupations requiring a bachelor's degree. Using wage criteria that is close to the average mean and entry wage for all occupations requiring a bachelor's degree appears to eliminate a significant number of occupations from the list and results in a relatively small list of occupations for targeting.

The openings and growth criteria for Scenario #2 would remain the same as scenario #1.

This scenario generates a targeted list of **28 occupations** or **23 percent** of all the occupational categories that require a bachelor's degree. (See attached List)

Scenario #3

In order to try to capture occupations requiring a bachelor's degree that might have a greater need for trained workers due to replacement needs, this scenario raises the criteria for occupations with any projected positive growth from 150 total projected annual openings to 200 total projected annual openings. As the total number of projected annual openings increases for an occupation, there seems to be an increasing need for trained workers due to replacement needs. Therefore, this scenario tries to target those occupations requiring a bachelor's degree where the replacement needs are the most serious.

The openings plus a growth rate equal to or above the average growth (1.80 percent) for all occupations and the mean and entry wage criteria for Scenario #3 would remain the same as scenario #1.

This scenario generates a targeted list of **40 occupations** or **32 percent** of all the occupational categories that require a bachelor's degree. (See attached list)

Each of these scenarios for targeting occupations requiring a bachelor's degree used the revised occupational education/training codes that were assigned to each Standard Occupational Classification (SOC) code established by a technical workgroup of workforce partners in May 2010.

High Demand Occupations Requiring a Bachelor's Degree

Sorted by Occupational Title
Scenario 1

Workforce Estimating Conference Selection Criteria:

- 1 FLDOE Training Code 5 (Bachelor's Degree)
- 2 50 annual openings and average growth rate of 1.80 percent or higher or 150 annual openings with any positive growth
- 3 Mean Wage of \$24.04/hour (\$50,000/year) and Entry Wage of \$16.83/hour (\$35,000/year)

SOC Code†	Occupational Title†	Annual Percent Growth	Annual Openings	2010 Hourly Wage		FLDOE Training Code
				Mean	Entry	
132011	Accountants and Auditors	2.59	3,395	30.55	18.77	5
271011	Art Directors**	1.91	90	32.95	21.80	5
111011	Chief Executives**	0.81	762	86.63	46.35	5
172051	Civil Engineers	2.84	641	38.76	24.65	5
113021	Computer and Information Systems Managers**	2.05	263	58.52	38.53	5
251021	Computer Science Teachers, Postsecondary	1.84	75	48.10	25.02	5
151032	Computer Software Engineers, Systems Software	2.87	407	42.04	28.29	5
119032	Education Administrators, Elementary and Secondary**	2.22	225	54.59	41.79	5
172071	Electrical Engineers	0.86	213	37.86	24.70	5
252021	Elementary School Teachers, Except Special Education	3.11	3,661	30.37	21.95	5
119041	Engineering Managers**	1.63	151	55.72	38.20	5
172081	Environmental Engineers	2.08	120	32.91	20.80	5
192041	Environmental Scientists & Specialists, Including Health	1.20	258	27.34	17.57	5
132051	Financial Analysts	2.83	335	33.47	20.73	5
113031	Financial Managers**	1.63	600	54.95	31.01	5
172112	Industrial Engineers	2.61	478	33.41	21.08	5
252012	Kindergarten Teachers, Except Special Education	2.97	543	29.93	21.16	5
171012	Landscape Architects	2.65	74	31.09	18.20	5
254021	Librarians	1.48	301	27.41	18.92	5
131081	Logisticians	2.32	146	31.91	20.76	5
131111	Management Analysts**	1.93	1,703	36.69	18.96	5
112021	Marketing Managers**	2.25	242	53.47	27.80	5
172141	Mechanical Engineers	1.39	221	36.25	24.35	5
119111	Medical and Health Services Managers**	2.01	344	47.92	30.75	5
252022	Middle School Teachers, Exc. Special & Voc. Education	3.06	1,553	31.02	22.70	5
251072	Nursing Instructors and Teachers, Postsecondary	1.83	77	45.08	29.71	5
291122	Occupational Therapists	2.78	285	35.58	23.47	5
291123	Physical Therapists	3.05	517	38.78	28.11	5
291071	Physician Assistants	4.13	239	42.64	30.84	5
112031	Public Relations Managers**	1.86	61	52.20	30.49	5
291111	Registered Nurses*	2.52	6,467	30.31	22.31	4/5
112022	Sales Managers**	2.89	737	62.19	30.71	5
252031	Secondary School Teachers, Exc. Special and Voc. Ed.	2.34	1,985	32.25	23.30	5
413031	Securities and Financial Services Sales Agents	2.09	945	40.99	17.57	5
252042	Special Education Teachers, Middle School	3.36	240	31.97	23.80	5
252041	Special Education Teachers, Preschool - Elementary	3.38	581	31.85	23.25	5
252043	Special Education Teachers, Secondary School	2.78	230	32.31	23.21	5
171022	Surveyors	2.00	108	29.15	16.85	5
273042	Technical Writers	1.93	56	26.69	18.07	5
193051	Urban and Regional Planners	2.06	96	30.49	21.70	5
252032	Vocational Education Teachers, Secondary School**	2.10	230	34.99	23.78	5

†SOC Code and Occupational Title refer to Standard Occupational Classification codes and titles.

* Entrance into the occupation can be obtained with either an associate's degree or a bachelor's degree. Due to the strong labor market demand for registered nurses, this occupation is being recommended for targeting by both the workforce system (2 years or less programs) and by the four year degree institutions as well.

** Entrance into the occupation is typically obtained with a bachelor's degree accompanied by relevant work experience.

High Demand Occupations Requiring a Bachelor's Degree

Sorted by Occupational Title Scenario 2

Workforce Estimating Conference Selection Criteria:

- 1 FLDOE Training Code 5 (Bachelor's Degree)
- 2 50 annual openings and average growth rate of 1.80 percent or higher or
150 annual openings with any positive growth
- 3 Mean Wage of \$31.25/hour (\$65,000/year) and Entry Wage of \$19.23/hour (\$40,000/year)

SOC Code†	Occupational Title†	Annual Percent Growth	Annual Openings	2010 Hourly Wage		FLDOE Training Code
				Mean	Entry	
271011	Art Directors	1.91	90	32.95	21.80	5
111011	Chief Executives	0.81	762	86.63	46.35	5
172051	Civil Engineers	2.84	641	38.76	24.65	5
113021	Computer and Information Systems Managers	2.05	263	58.52	38.53	5
251021	Computer Science Teachers, Postsecondary	1.84	75	48.10	25.02	5
151032	Computer Software Engineers, Systems Software	2.87	407	42.04	28.29	5
119032	Education Administrators, Elementary and Secondary	2.22	225	54.59	41.79	5
172071	Electrical Engineers	0.86	213	37.86	24.70	5
119041	Engineering Managers	1.63	151	55.72	38.20	5
172081	Environmental Engineers	2.08	120	32.91	20.80	5
132051	Financial Analysts	2.83	335	33.47	20.73	5
113031	Financial Managers	1.63	600	54.95	31.01	5
172112	Industrial Engineers	2.61	478	33.41	21.08	5
131081	Logisticians	2.32	146	31.91	20.76	5
112021	Marketing Managers	2.25	242	53.47	27.80	5
172141	Mechanical Engineers	1.39	221	36.25	24.35	5
119111	Medical and Health Services Managers	2.01	344	47.92	30.75	5
251072	Nursing Instructors and Teachers, Postsecondary	1.83	77	45.08	29.71	5
291122	Occupational Therapists	2.78	285	35.58	23.47	5
291123	Physical Therapists	3.05	517	38.78	28.11	5
291071	Physician Assistants	4.13	239	42.64	30.84	5
112031	Public Relations Managers	1.86	61	52.20	30.49	5
112022	Sales Managers	2.89	737	62.19	30.71	5
252031	Secondary School Teachers, Exc. Special and Voc. Ed.	2.34	1,985	32.25	23.30	5
252042	Special Education Teachers, Middle School	3.36	240	31.97	23.80	5
252041	Special Education Teachers, Preschool - Elementary	3.38	581	31.85	23.25	5
252043	Special Education Teachers, Secondary School	2.78	230	32.31	23.21	5
252032	Vocational Education Teachers, Secondary School	2.10	230	34.99	23.78	5

†SOC Code and Occupational Title refer to Standard Occupational Classification codes and titles.

High Demand Occupations Requiring a Bachelor's Degree

Sorted by Occupational Title Scenario 3

Workforce Estimating Conference Selection Criteria:

- 1 FLDOE Training Code 5 (Bachelor's Degree)
- 2 50 annual openings and average growth rate of 1.80 percent or higher or
200 annual openings with any positive growth
- 3 Mean Wage of \$24.04/hour (\$50,000/year) and Entry Wage of \$16.83/hour (\$35,000/year)

SOC Code†	Occupational Title†	Annual Percent Growth	Annual Openings	2010 Hourly Wage		FLDOE Training Code
				Mean	Entry	
132011	Accountants and Auditors	2.59	3,395	30.55	18.77	5
271011	Art Directors	1.91	90	32.95	21.80	5
111011	Chief Executives	0.81	762	86.63	46.35	5
172051	Civil Engineers	2.84	641	38.76	24.65	5
113021	Computer and Information Systems Managers	2.05	263	58.52	38.53	5
251021	Computer Science Teachers, Postsecondary	1.84	75	48.10	25.02	5
151032	Computer Software Engineers, Systems Software	2.87	407	42.04	28.29	5
119032	Education Administrators, Elementary and Secondary	2.22	225	54.59	41.79	5
172071	Electrical Engineers	0.86	213	37.86	24.70	5
252021	Elementary School Teachers, Except Special Education	3.11	3,661	30.37	21.95	5
172081	Environmental Engineers	2.08	120	32.91	20.80	5
192041	Environmental Scientists & Specialists, Including Health	1.20	258	27.34	17.57	5
132051	Financial Analysts	2.83	335	33.47	20.73	5
113031	Financial Managers	1.63	600	54.95	31.01	5
172112	Industrial Engineers	2.61	478	33.41	21.08	5
252012	Kindergarten Teachers, Except Special Education	2.97	543	29.93	21.16	5
171012	Landscape Architects	2.65	74	31.09	18.20	5
254021	Librarians	1.48	301	27.41	18.92	5
131081	Logisticians	2.32	146	31.91	20.76	5
131111	Management Analysts	1.93	1,703	36.69	18.96	5
112021	Marketing Managers	2.25	242	53.47	27.80	5
172141	Mechanical Engineers	1.39	221	36.25	24.35	5
119111	Medical and Health Services Managers	2.01	344	47.92	30.75	5
252022	Middle School Teachers, Exc. Special & Voc. Education	3.06	1,553	31.02	22.70	5
251072	Nursing Instructors and Teachers, Postsecondary	1.83	77	45.08	29.71	5
291122	Occupational Therapists	2.78	285	35.58	23.47	5
291123	Physical Therapists	3.05	517	38.78	28.11	5
291071	Physician Assistants	4.13	239	42.64	30.84	5
112031	Public Relations Managers	1.86	61	52.20	30.49	5
291111	Registered Nurses*	2.52	6,467	30.31	22.31	4
112022	Sales Managers	2.89	737	62.19	30.71	5
252031	Secondary School Teachers, Exc. Special and Voc. Ed.	2.34	1,985	32.25	23.30	5
413031	Securities and Financial Services Sales Agents	2.09	945	40.99	17.57	5
252042	Special Education Teachers, Middle School	3.36	240	31.97	23.80	5
252041	Special Education Teachers, Preschool - Elementary	3.38	581	31.85	23.25	5
252043	Special Education Teachers, Secondary School	2.78	230	32.31	23.21	5
171022	Surveyors	2.00	108	29.15	16.85	5
273042	Technical Writers	1.93	56	26.69	18.07	5
193051	Urban and Regional Planners	2.06	96	30.49	21.70	5
252032	Vocational Education Teachers, Secondary School	2.10	230	34.99	23.78	5

†SOC Code and Occupational Title refer to Standard Occupational Classification codes and titles.

*-Entrance into the occupation can be obtained with either an associate's degree or a bachelor's degree. Due to the strong labor market demand for registered nurses, this occupation is being recommended for targeting by both the workforce system (2 years or less programs) and by the four year degree institutions as well



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Areas of Programmatic Strategic Emphasis

Richard P. Stevens
February 24, 2011

www.flbog.edu

2008 Areas of Programmatic Strategic Emphasis Methodology

1. Build on the recommendations of Florida's leading economic and workforce councils (Key Councils)

Enterprise Florida, Inc., Workforce Florida, Inc., the Council of 100, the Florida Chamber of Commerce, and the Agency for Workforce Innovation.

Florida Hospital Association, Florida Center for Nursing, Florida High-Tech Corridor, the Florida Department of Education, and the U. S. Department of Labor.

2. Merge the areas of interest and emphasis from the Key Councils into a single list and evaluate to determine appropriate program areas for strategic emphasis by the SUS
3. Identify academic program clusters that support the SUS areas for strategic emphasis



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2008 Areas of Programmatic Strategic Emphasis Methodology

STATE UNIVERSITY SYSTEM 2005-2013 STRATEGIC PLAN:

Critical Needs: Education (as defined by FDOE)

Critical Needs: Health Professions

Critical Needs: Security and Emergency Services

Economic Development: Globalization

Science, Technology, Engineering, and Math (STEM)

Economic Development: Regional Workforce Needs

List of programs by CIP Code in online SUS degree inventory:

<https://www.boghome.net:4443/pls/apex/f?p=136:13:3457901807657383>



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Comprehensive System of Strategic Planning, Budgeting, and Accountability

INCREASING STRATEGIC ALIGNMENT AMONG:

- Targeted State Needs.
- State University System Strategic Plan.
- University Strategic Plans.
- Multi-Year University Work Plans.
- Annual Legislative Budget Requests.
- Annual Accountability Reports.



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Multi-Year University Work Plans with Annual Updates

- University Mission and 5- to 10-Year Vision.
- **Multi-Year Targets on System-Wide Metrics.**
- Other Primary Institutional Short-Term (1-3 Years) Goals and Metrics by Which Success Will Be Measured.
- **New Degree Programs (3 Years).**
- Windows of Opportunity (Next Year).
- Tuition Differential Fee Proposal (Next Year).
- Enrollment Plan Proposal (1, 3, and 5 Years).
- Legislative Budget Request Aligned with Goals.



Multi-Year University Work Plans with Annual Updates

DIRECTIONAL TARGETS [Indicate Direction: I=Increase, M=Maintain, D=Decrease]						
Dashboard Metric	Date	Actual Value		Date	Projected Direction**	
Degrees Awarded in Specified STEM Fields	2008-09	Bacc.	Grad.	2012-13	Bacc.	Grad.
		1109	358		I	I
Degrees Awarded in Specified Health Profession Critical Need Areas	2008-09	Bacc.	Grad.	2012-13	Bacc.	Grad.
		272	152		I	I
Degrees Awarded in Specified Education Critical Need Areas	2008-09	Bacc.	Grad.	2012-13	Bacc.	Grad.
		116	159		I	I

Excerpt from university work plan template.



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Multi-Year University Work Plans with Annual Updates

New Academic Degree Program Proposals - Next Three Years (Program development goals need to align with the institutional strategic plan and System priorities.)

Proposed Date of Submission to University Board of Trustees	Program Level	6-Digit CIP Code	Program Title	Comments (Including Proposed Implementation Date)
2010	B	40.0607	Marine Science, Conservation and Policy	Currently in approval process 2010
2009	M	52.1701	Risk Management/Insurance	Currently in approval process 2010
2010	D	40.1001	Materials Science	Currently in approval process 2011

Excerpt from university work plan template.



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State University System Annual Reports

Responding to Board of Governors' *2005-2013 Strategic Plan*:

- Access to and Production of Degrees.
- Meeting Statewide Professional and Workforce Needs.
- Building World-Class Academic Programs and Research Capacity.
- Meeting Community Needs and Fulfilling Unique Institutional Responsibilities.

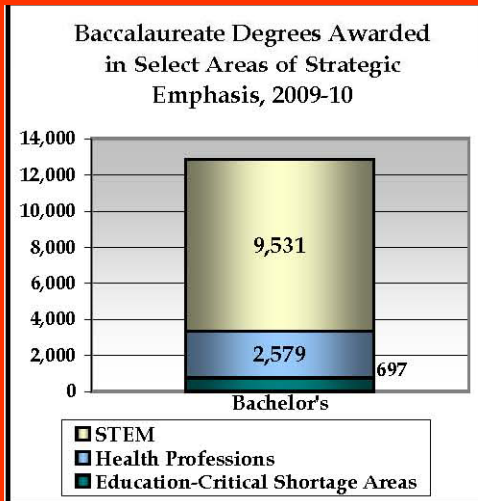
Responding to Statutory Reporting Requirements.



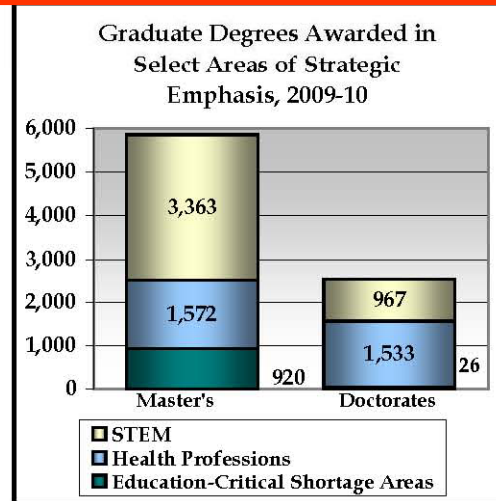
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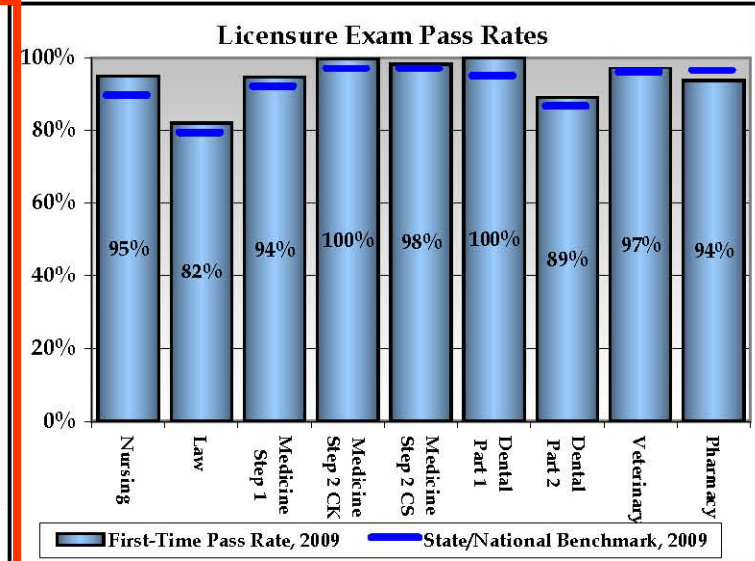
**BOARD OF GOVERNORS - STATE UNIVERSITY SYSTEM GOAL 2:
MEETING STATEWIDE PROFESSIONAL AND WORKFORCE NEEDS**



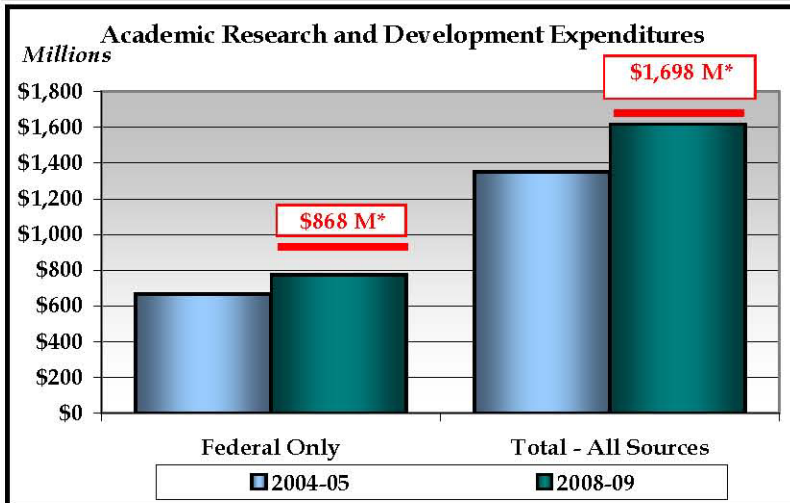
2012-13 Target: 9 Increase & 2 Maintain
(2008-09 Baseline: 12,005 Total)



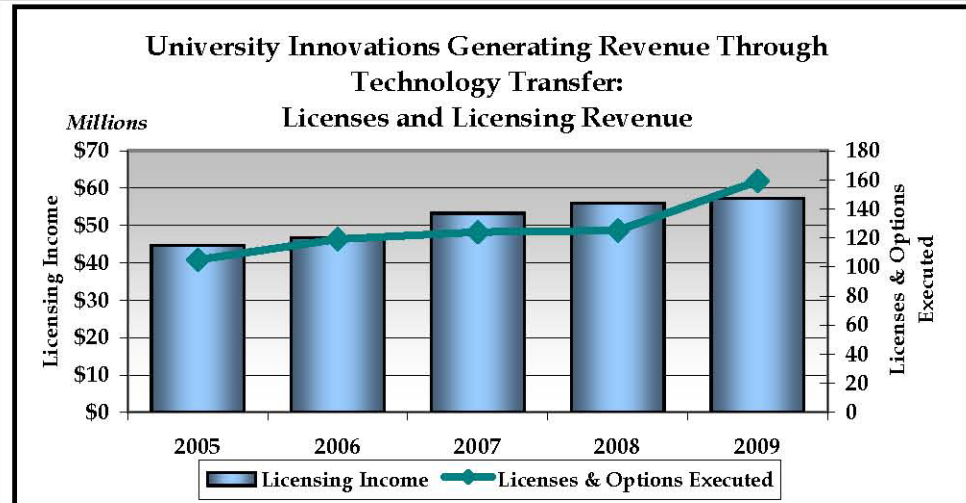
2012-13 Target: 10 Increase
(2008-09 Baseline: 7,768 Total)



**BOARD OF GOVERNORS - STATE UNIVERSITY SYSTEM GOAL 3:
BUILDING WORLD-CLASS ACADEMIC PROGRAMS AND RESEARCH CAPACITY**



*2011-12 Targets for Research and Development Expenditures



2011-12 Targets: Licenses - 9 Increase & 1 Maintain (2008 Baseline - 125)
Licensing Revenue - 9 Increase & 1 Maintain (2008 Baseline - \$55,885,510)

Higher Education Coordinating Council

Three Work Groups:

Talent Supply Chain Work Group - Alignment of business and industry workforce needs with academic offerings (Will initiate APSE review for strategic planning)

Articulation, Coordination and Policy Work Group - Make recommendations for articulation policies

Statewide Degree Inventory Work Group - Academic program data across delivery systems by program, by level, by institution, by geographic area

