

Budget Detail Request - Fiscal Year 2016-17

Your request will not be officially submitted unless all questions and applicable sub parts are answered.

1. Title of Project: Manufacturing Talent Asset Pipeline: A Manufacturing Driven Program Focusing on Hiring Needs, Skill Needs, and Desired Certifications (TAP) ? A PILOT PROGRAM

2. Date of Submission: 01/14/2016

3. House Member Sponsor(s): Tom Goodson

4. DETAILS OF AMOUNT REQUESTED:

- Has funding been provided in a previous state budget for this activity? No
If answer to 4a is ?NO? skip 4b and 4c and proceed to 4d
- What is the most recent fiscal year the project was funded?
- Were the funds provided in the most recent fiscal year subsequently vetoed? No
- Complete the following Project Request Worksheet to develop your request (Note that Column E will be the total of Recurring funds requested and Column F will be the total Nonrecurring funds requested, the sum of which is the Total of the Funds you are requesting in Column G):

FY:	Input Prior Year Appropriation for this project for FY 2015-16 (If appropriated in FY 2015-16 enter the appropriated amount, even if vetoed.)			Develop New Funds Request for FY 2016-17 (If no new Recurring or Nonrecurring funding is requested, enter zeros.)			
	Column: A	Column: B	Column: C	Column: D	Column: E	Column: F	Column: G
Funds Description:	Prior Year Recurring Funds	Prior Year Nonrecurring Funds	Total Funds Appropriated (Recurring plus Nonrecurring: Column A + Column B)	Recurring Base Budget (Will equal non-vetoed amounts provided in Column A)	INCREASED or NEW Recurring Requested	TOTAL Nonrecurring Requested (Nonrecurring is one time funding & must be re-requested every year)	Total Funds Requested Over Base Funding (Recurring plus Nonrecurring: Column E + Column F)
Input Amounts:					511,000	85,000	596,000

- New Nonrecurring Funding Requested for FY 16-17 will be used for:
 Operating Expenses Fixed Capital Construction Other one-time costs
- New Recurring Funding Requested for FY 16-17 will be used for:
 Operating Expenses Fixed Capital Construction Other one-time costs

5. Requester:

- a. Name: Lynda Weatherman
- b. Organization: Economic Development Commission of Florida's Space Coast
- c. Email: LWeatherman@SpaceCoastEDC.org
- d. Phone #: (321)638-2000

6. Organization or Name of Entity Receiving Funds:

- a. Name: Economic Development Commission of Florida's Space Coast
- b. County (County where funds are to be expended) Brevard
- c. Service Area (Counties being served by the service(s) provided with funding) Brevard

7. Write a project description that will serve as a stand-alone summary of the project for legislative review. The description should summarize the entire project's intended purpose, the purpose of the funds requested (if request is a sub-part of the entire project), and most importantly the detail on how the funds requested will be spent - for example how much will be spent on positions and associated salaries, specifics on capital costs, and detail of operational expenses. The summary must list what local, regional or statewide interests or areas are served. It should also document the need for the funds, the community support and expected results when applicable. Be sure to include the type and amount of services as well as the number of the specific target population that will be served (such as number of home health visits to X, # of elderly, # of school aged children to receive mentoring, # of violent crime victims to receive once a week counseling etc.)

PILOT PROGRAM: Manufacturing Talent Asset Pipeline: A Manufacturing Driven Program Focusing on Hiring Needs, Skill Needs, and Desired Certifications (TAP) - 2016

EDC BACKGROUND

The Economic Development Commission of Florida's Space Coast (EDC) is a 501(C)6 not-for-profit organization among whose stakeholders are business and community leaders committed to the economic growth and stability of business on Florida's Space Coast.

Brevard County, including the Kennedy Space Center, Cape Canaveral Air Force Station, the Naval Ordnance Test Unit and Port Canaveral, is home to over 500 manufacturers, has the highest concentration of high-tech and moderately high tech manufacturing jobs in the country (Brookings Institute) as well as the Florida MSA with the highest concentration of manufacturing jobs relative to all non-farm jobs at over 10.5% (Florida TaxWatch).

Since the early 1990's, the EDC has been dedicated to attracting new business and expanding existing industry throughout the Space Coast, influencing change on government laws and regulations affecting economic development, promoting the Space Coast to encourage new investment, supporting efforts of Space Coast military installations, and relaying new programs and procedures to assist manufacturing and high tech companies. The EDC was the lead Brevard County organization in developing pathways and partners to help mitigate the NASA Space Shuttle-related job losses by creating economic development tools

supplementing Brevard's competitive advantages, including a highly skilled workforce and pro-business environment.

THE NEED

With 75 million baby boomers set for retirement nationally and U.S. businesses re-shoring production technically skilled workers are increasingly in high demand. According to Deloitte in 2011, 74% of manufacturers nationally report the skills gap has negatively impacted their company's ability to expand operations and 62% expect the shortage in skilled production talent to worsen.

According to the National Association of Manufacturing, there are 12 million Americans who work in manufacturing and over 600,000 manufacturing jobs in the United States that go unfilled due to a skills gap. Florida is home to over 18,000 manufacturers with 310,000 manufacturing jobs but also has approximately 6,000 jobs unfilled in the manufacturing sector according to Enterprise Florida and the Manufacturing Association of Florida.

The EDC Industry Council (considered the regional core for manufacturing of the Space Coast area) conducted the 2013 survey representative of the over 500 manufacturers in Brevard County revealing:

- ? 61% of Brevard County manufacturing workers will retire in the next 5 to 15 years
- ? 60% of respondents considered labor as the most critical element for future company growth
- ? Only 20% of respondents were familiar with the Manufacturing Skills Standards Council Certified Production Technician credential however 95% of respondents ranked the core competencies certified by the credential as important or very important to their company

Mirroring national trends, the result of local surveys revealed a necessity for a realignment of skills and a realignment of thinking to retain and expand manufacturing businesses on the Space Coast. The experience in Brevard County is that area manufacturers have skilled needs that are not only going unfilled but also unreported - and the growth in operations is hindered as a result. The challenge is not only educating the general public and potential workforce with a sense of how important manufacturing is to all our livelihoods, but actionable steps accepted by industry to fill the gap in the skilled talent pipeline.

THE PROGRAM:

As a long established and successful organization, the EDC proposes a five (5) year industry investment project called Manufacturing Talent Asset Pipeline - Certified Production Technician (TAP CPT). The program will actively assist 225 adults obtain the baseline national credential in manufacturing AND create industry placement opportunities for new CPT's. Additionally, the program will incorporate a national industry talent attraction campaign to support regional industry's recruitment of skilled talent. We request \$596,000 to develop and operate the TAP CPT program to enhance our competitive business environment by connecting manufacturing companies with entry-level credentialed talent and on-going talent attraction. This program will be used as a pilot program for other areas in Florida to inspire and grow the 21st century manufacturing and technology workforce.

Florida has begun to embrace industry certifications by recently integrating the Manufacturing Skills Standards Council (MSSC) CPT credentials in a traditional "for credit" career path by providing a 15 credit escrow toward a Florida State College Engineering Technology associates degree. According to the September 2007 - Manufacturing Workforce Pipeline Study for Workforce Florida - "Florida's ability to develop and sustain a high-performance workforce, still needs improvement?..this certification (CPT) addresses the core competencies needed by all sectors within durable and non-durable manufacturing."

What still needs improvement in Florida and in Brevard since 2007 is the availability and the recognition of the CPT certification on both the supply and demand sides - the potential employee and employer. Highlighting the "supply-demand disconnect" are those areas of central Florida reporting newly minted CPT's finding opportunities with 4000 available manufacturing jobs. The EDC TAP CPT pilot program will not only drive people to increase their certified skill sets but also encourage the adoption of CPT into corporate hiring practices in Brevard County.

Early results of the EDC classes indicate a purely "online and hands off" approach to CPT training will increase failure rates among entry level potential employees. Pending available funding, the EDC TAP program will begin requiring hands-on lab and manufacturing floor exposure as well as industry one-on-one mentorship to boost passing rates and entry level CPT certifications.

Guidance

The program will constantly and systematically be monitored and calibrated by the EDC workforce/manufacturing advisory committee and the Regional Manufacturing Association of Florida's Space Coast (MASC). While the EDC has long-held a committee focusing on industry needs (represented solely by industry) a special task force was convened January 2014, focused solely on the EDC workforce/industry certification initiative by the EDC. Representatives of that task force are highlighted in the attached letter of support.

Image and attraction: manufacturing career

In order to attract the targeted quantity and quality of potential workers obtaining certifications (first phase CPT), a consistent program promoting the modern enhanced image of manufacturing, including opportunities for advancement, competitive and at times leading pay structures, diverse careers within manufacturing, understanding specific pathways starting with the CPT -- the EDC will launch the campaign to change the image of manufacturing (this will include various media outlets and strategies).

As the manufacturing skills-base develops and targeted skills are available for locally trained workers-- a national campaign will be launched. The campaign will focus on identifying the available skills and the number of workers as an attraction for company location and expansion. This national effort will include connection with skilled workers in high-demand fields to promote career opportunities in the region.

Actionable Steps:

1. Develop joint ventures with business organizations to further engage industry and stakeholders.
2. Identify and vet potential candidates for the TAP CPT program with industry and stakeholder partners
3. Register TAP CPT candidates for training and MSSC exam components
4. Enroll in boot camp program to ensure 75% TAP CPT completion rate ? provide context for entry level candidates AND connect to industry partners with unmet skilled needs and internships
5. Ensure the 3 P's (Placement, Promotion or Pay-Raise) for 75% of successful TAP CPT participants
6. Track and report TAP CPT participants for 12 months
7. Organize and release twelve-month image and attraction program.
8. Implement quarterly industry driven talent attraction campaign.
9. Target candidates for training:
 - a. Employed seeking to improve skills (identified by manufacturers)
 - b. Youth, non-college bound
 - c. Veterans
 - d. Career transition and enhancement

Leveraging existing tools from educational partners, the pilot program intends to provide the Brevard manufacturing community with risk diminished candidates for hire as well as a basis for industry to incorporate the CPT program into their employment preferences. For those successful CPT TAP candidates who are unemployed, placement opportunities will be found. For those candidates who are incumbent employees establishing a formal career ladder, promotion or pay-raise will be pursued within participating industry.

The key to a successful program is the candidate identification, funding prioritization, manufacturing ?lab? exposure and individualized mentoring for entry level candidates. By providing this crucial tactical incentive to fill the long term manufacturing pipeline through this program, TAP CPT candidates will be exposed to the benefits and opportunities of manufacturing careers and employers will begin to value the packaged core competences the certification offers.

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8. Provide the total cost of the project for FY 2016-17 from all sources of funding:

Federal: 0

State: 0 (Excluding the requested Total Amount in #4d, Column G)

Local: 0

Other: 135,600

9. Is this a multi-year project requiring funding from the state for more than one year?

Yes