

JAXUSA PARTNERSHIP 2021 TALENT REPORT

JAXUSA Partnership's **Talent Team** engages stakeholders in our region's talent ecosystem through a three-pronged approach of **talent attraction, development, and connection**. The ecosystem is

a partnership of education, business, and community leaders focused on a shared framework to optimize the workforce, support economic growth, and generate a fulfilling quality of life.

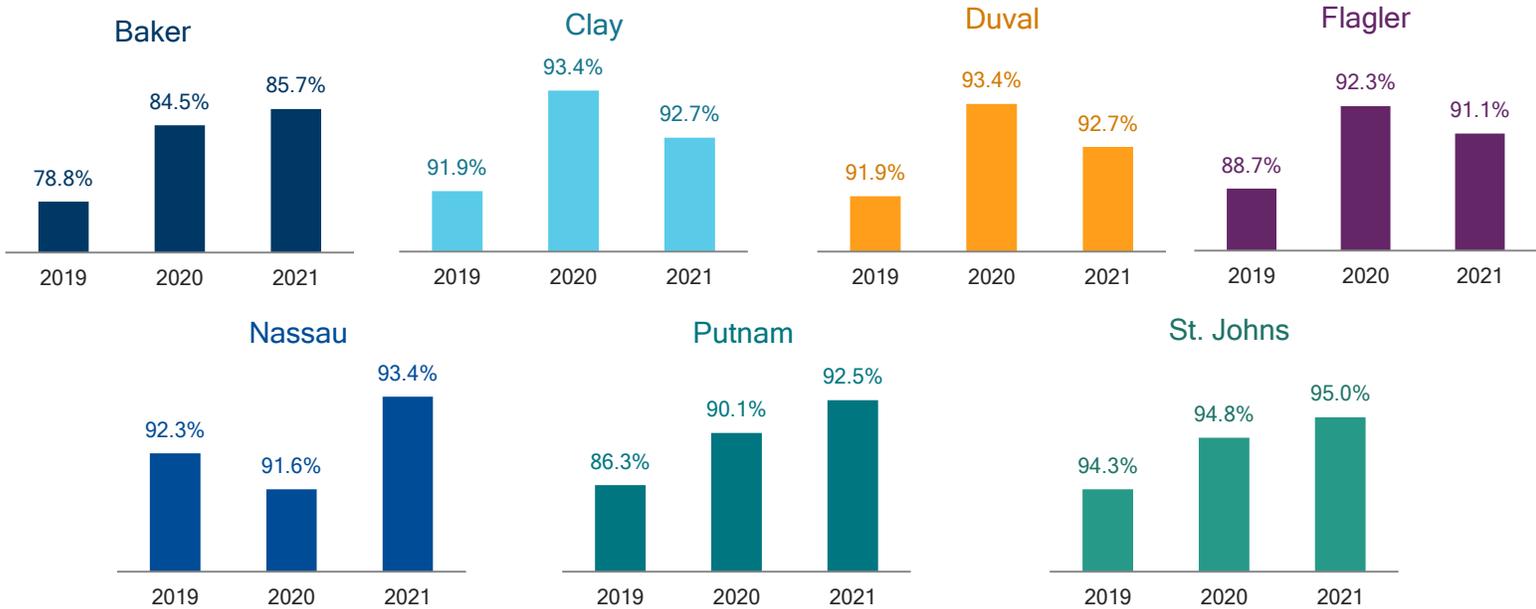
This work facilitates increased cooperation among all stakeholders to align our learning ecosystem, share best practices, and engage in projects that support talent advancement and initiatives of the Elevate Northeast Florida strategy. Ultimately, this Team serves as liaison between all stakeholders to create meaningful connections that deepen the awareness of career pathways and expand relationships between educators and the business community.

Part of this work includes serving as the backbone for the local college access network, **Earn Up**. Currently, the percentage of adults with training certificates is **41 percent, up from 36 percent in 2014**.



GRADUATION RATES BY DISTRICT

State Average in 2021 is **88%**



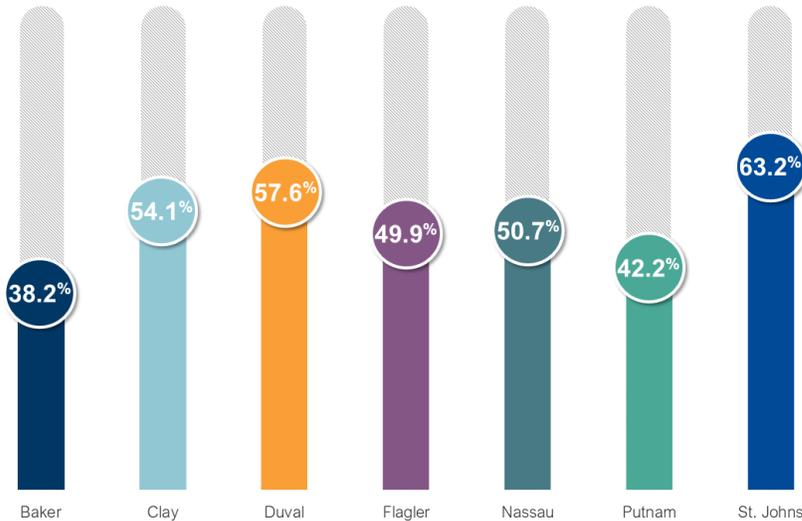
Industry Certifications Earned by CAPE Participants by District			
County	2019-2020	2018-2019	2017-2018
Baker	176	391	302
Clay	981	1,857	2,191
Duval	840	1,460	1,193
Flagler	198	230	208
Nassau	890	905	1,085
Putnam	139	278	140
St. Johns	1,546	1,817	1,636

CTE PROGRAMS AND COURSES

Awareness of educational and career opportunities right here in the region allows our citizens to increase earning capacity and generate economic self-sufficiency. It also lessens the skill and talent gap so that more employers can access the workforce they need.

The JAXUSA Talent Team is engaging educators offering **over 219 career pathway or related programs**.

FAFSA COMPLETION RATES 2021



Source: Florida College Access Network (FCAN)
Estimated 7 district total of potential Pell grant dollars earned in 2019-2020 school year: \$10,882,545. Regional percentage is 39.6%.

POST-SECONDARY ATTAINMENT AGES 25-64 (WORKING ADULTS)

In Northeast Florida's seven counties, the post-secondary attainment among working adults ages 25-64 ranges from 23.2 percent to 55.70 percent per the percentage of post-secondary completions per the 2019 US Census Bureau reports. Adding 10.5 percent to the overall data reflects short-term credentials.



* The 10.5 percentage referenced is the percentage of post-secondary completions as of 2019 per the US Census Bureau. Short-term credentials included certifications (4.1%) and certificates (6.4%).

SPECIAL 2021 PROJECTS

Providing value to our stakeholders within the regional talent ecosystem by:

- Executing a **career pathways campaign** facilitating **130 events** and connecting with **2,780 community-based organizations, secondary and post-secondary partners, a 97 percent increase** in participants.
- Raising awareness of high-demand target industry jobs by crafting Targeted and Support Industry Reports located at EarnUp.org/CareerPathways. 13 Industry reports and 55 success stories are available.
- Revamping the EarnUp.org website for superior usability and digital device access. The website had nearly **31,000 hits**, an increase of **49 percent** per month. Career Pathways resources were searched over **14,000 times**, a **94 percent** per month increase.
- Supporting FAFSA completion in the region by assisting in **21 regional FAFSA events** impacting **793** participants, a **67 percent** year-over-year increase.
- Convening **Heads of HR, CIOs, educators, and sector specialists** around specific talent development and advancement efforts that align with strategic planning.
- Providing support for **14 new programs** within the region's state colleges, universities and school districts to include **Engineering, Cybersecurity, Computer Programming, Logistics, Manufacturing, Health Care, Entrepreneurship, Construction, Materials Design and Soft Skills**.
- Offering **quarterly Workforce Briefings** on targeted industries to over **145 educational stakeholders**. **Thirteen** Workforce Briefing videos are available on the Earn Up YouTube channel.
- Building content and campaigns for social media platforms of **Twitter, Facebook and Instagram** to expand reach to Earn Up's target audience.

Earn Up is powered by JAXUSA Partnership, the private, nonprofit division of JAX Chamber that is Jacksonville's regional economic development initiative overseeing the efforts of the seven counties of Northeast Florida. Earn Up also works closely with CareerSource Northeast Florida to ensure that employers have the best assistance or any pertinent workforce needs. For more information, please contact:

JAXUSA TALENT DEVELOPMENT

Dr. Anna Lebesch, Senior Vice President
(904) 366-6651 or alebesch@jaxusa.org

Julie Hindall, Director
(904) 366-6637 or jhindall@jaxusa.org

