

TALENT DEVELOPMENT REPORT 2022

EARN UP
POWERED BY JAXUSA

Overview

JAXUSA Partnership engages stakeholders in our region's talent ecosystem through **Earn Up, a strategic initiative that delivers a three-pronged program of talent attraction, development, and connection in the Jacksonville region**. 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 in Northeast Florida.

Earn Up facilitates increased cooperation among all stakeholders to align our learning ecosystem, share best practices, and engage in projects that strategically support talent advancement initiatives. Ultimately, JAXUSA Partnership 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** through several ways.

- The **Talent Advancement Network (TAN)** leverages the knowledge and experience that human resource professionals possess to help generate workforce change. By providing their insight and collaborating with talent pipeline providers, they create cohesive messaging and approaches to career pathing. The TAN includes human resources and operations professionals from the region's industry base, representatives from post-secondary institutions and JAXUSA.
- The **Talent Advancement Partnership (TAP)** allows increased communication among districts and educational institutions to better align the learning ecosystem and discuss educator needs and solutions. This collaboration includes career and technical education directors across the seven-county region, post-secondary decision makers, CareerSource, and the JAXUSA Talent Development Team.
- The **Earn Up Steering Committee** is led by the JAXUSA Talent Development Team and is made up of representatives from the region's community-

based organizations, state college and universities, and post-secondary providers. In addition to sharing industry and workforce trends, the group is working to strategically and synergistically move the needle to achieve a goal of 60 percent of adults holding credentials of value by 2030.

JAXUSA Partnership is committed to growing a robust talent ecosystem in Northeast Florida by aligning the needs of the region's business community with a talented and engaged workforce through the awareness of and education on career pathways in the region's target and support industries. This report details the strategies and programs by which Earn Up provides value to our stakeholders within the regional talent ecosystem.

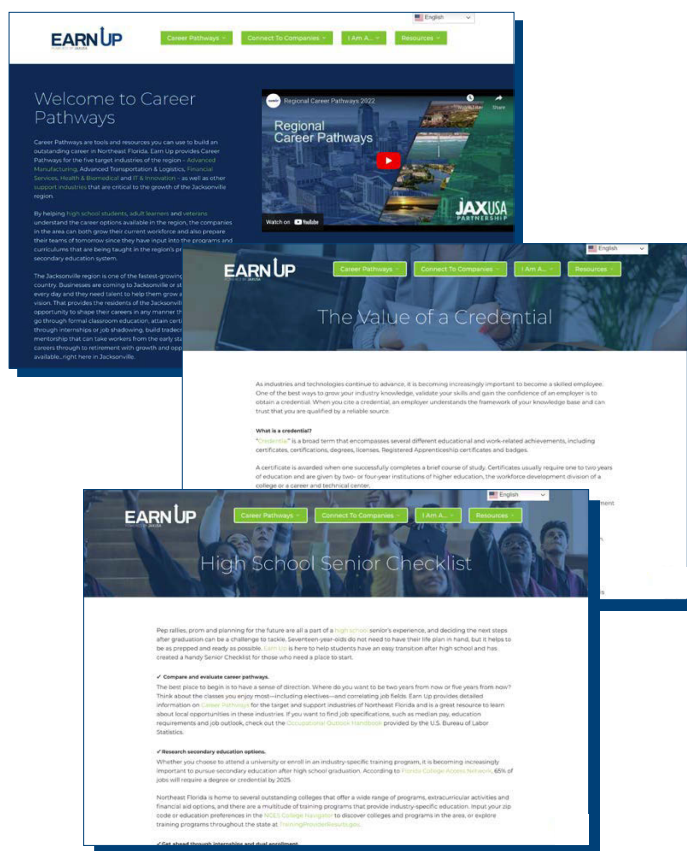
JAXUSA Strategic Talent Goals:

- **Elevate and facilitate engagement** of business, K-12 education, post-secondary education and community-based organizations in talent recruitment and development through shared collaboratives.
- **Increase the awareness of regional target and support industries** and the viable career pathways available to our region's high school students, transitioning adults and veterans through targeted campaigns that highlights the assets of our region and facilitates retention of regional talent.
- **Enhance and amplify employer engagement** activities that support the recruitment and development of our region's talent.
- **Support credentials of value initiatives** that accentuate the importance of high school completion and attainment of credentials beyond high school to meet business and industry needs.

Career Pathways

As identified in Elevate Northeast Florida, the regional strategic economic development plan, there is a lack of knowledge and understanding of our regional targeted industries among our constituents. As such, efforts were developed to launch a career pathways initiative utilizing Earn Up as a programmatic and communications platform. In 2022, the JAXUSA Talent Development Team advanced this effort by facilitating **121 events and connecting with 2,608 community-based organizations, secondary and post-secondary partners**. These touch points ranged from large group presentations to smaller, customized professional development activities on the resources of EarnUp.org, and in person, virtual and hybrid events.

In 2022, **EarnUp.org** was redesigned for **superior usability and responsiveness** so that it is easily usable across all digital devices. These upgrades also allowed the JAXUSA Talent Development Team to make changes based on specific feedback received by website users, which included **language translation to Spanish, Arabic, Haitian/Creole, and Portuguese**. Additional resources were added, including the integration of a **cost-of-living calculator** that is also located on FindYourJAX.com and access to **occupational data and industry snapshot resources** from JobsEQ. Eleven new **educator resources** programs were developed to provide teachers with lesson plans that facilitate the development of future talent, complete with answer keys and teacher guides. Finally, **target industry and career skills mini lessons** were launched that cover topics including job fair preparation, digital footprint, professional clothing choices, and in-person and virtual interviewing skills.



Earn Up also worked to improve its ongoing communication efforts by adding a **blog which keeps pace with noteworthy topics and events**. For example, October's National Manufacturing Month was given a regional perspective via the blog which highlights the bright outlook of the industry in Northeast Florida. Other topics have included veteran talent in the workforce, 8th grade career planning strategies, the value of internships and how high school seniors can prepare for graduation and the continuation of skill-building post-high school. The team also started a **newsletter which is shared every other month** with the Jacksonville talent community.

RESULTS

22,602
TOTAL VISITS
EARNUP.ORG

8,927
RESOURCE
SEARCHES
(CAREER PATHWAYS)

17
INDUSTRY
REPORTS

74
SUCCESS
STORIES

Employer Engagement

Earn Up executed a variety of initiatives to support employer engagement, resulting in **131 events/activities engaging 1,892 industry, school district, post-secondary institutions and community-based organizations**. These activities ranged from supporting regional high school and college fairs and industry-specific functions to customized support for business and industry to meet their specific talent development needs. Below highlights some of the new endeavors in 2022.

Connect to Companies

Employer engagement was further enhanced by adding new content to the website that focused specifically on how talent can connect to organizations in Northeast Florida. Tools were developed to showcase and support the growth of work-based learning opportunities, student preparation, internship resources, apprenticeship materials and a means for companies to connect through a campaign.

Investing In Your Future

While the Career Pathways campaign has facilitated a more comprehensive awareness of the diverse career pathway opportunities flourishing in Northeast Florida, Earn Up added to that effort by creating Connect Now. Connect Now is a form that allows employers to indicate interest in various levels of engagement, such as providing work-

based learning opportunities, such as classroom presentations, job fair participation, job shadowing and internships. The form was promoted through postcards that were distributed at several events including a JAXUSA Partnership luncheon. By

the end of 2022, 26 companies have engaged with Earn Up to facilitate their talent development goals.

Workforce Briefings

Each quarter, Earn Up and CareerSource Northeast Florida facilitate an employer-driven event that also features a target industry overview with recent, region-specific data. A facilitated panel discussion allows the audience to hear from industry leaders about how this industry continues to grow, innovate, and thrive in Northeast Florida. The audience includes talent stakeholders from the seven-county region, including secondary career and technical educators (CTEs),

post-secondary educators, and representatives from community-based organizations. Once attendees are made aware of industry trends, expectations, and skill needs, they apply this information to make necessary changes in curriculum, help students deepen their awareness and understanding of industries, and share the information with colleagues. Those who cannot attend the briefings can view recording on the Earn Up YouTube channel. **In 2022, these videos were viewed 557 times.**



EARN UP OFFERED QUARTERLY WORKFORCE BRIEFINGS ON TARGETED INDUSTRIES

95+

EDUCATIONAL
STAKEHOLDERS

19

WORKFORCE
VIDEOS

36

VIDEOS
TOTAL

The Find Your JAX
resources were
leveraged at college
and career events
to recruit and retain
talent in the region.



Social Media

Earn Up embarked on a regular social media campaign in December 2022 to directly reach high school students and their parents and engage them with content that helps them prepare for key career milestones. There are five campaigns slated for the upcoming year and the first phase created **over 70,000 impressions and almost 2,500 visits to the website.**



Search Engine Optimization

As more and more look to search engines for answers, it is imperative that the Earn Up website and its content be readily available through search results in order to continue its socialization across Northeast Florida. Key accomplishments to date include a site health ranking among the top 10 percent of all websites, early improvement in keyword position and an expanded backlinking strategy that will tie EarnUp.org to websites with high authority. These efforts will improve access to the content and resources provided by Earn Up and ultimately reach our targets more effectively.

JAXUSA talent development activities were recognized both at the state and national level in 2022. The Earn Up website and Career Pathways campaign were recognized by the Florida College Access Network as a Workforce Innovator and by the International Economic Development Council as a Talent Development and Retention Gold award winner in 2022.



Credentials of Value

While Earn Up has become synonymous with region specific career pathways, it first began as the back-bone of the Local College Access Network (LCAN) under the umbrella of the Florida College Access Network (FCAN). This work continues as Earn Up focuses on credentials of value and the goal that our region will achieve a postsecondary attainment rate of 60 percent in Northeast Florida by 2030. This represents a goal that our working age population of 25-64 attain some credential

beyond high school that is a credential of value. **This rate is currently at 41 percent, which is up from 36 percent when this work began.**

Earn Up's mission also involves supporting efforts to increase high school graduation rates. Northeast Florida boasts some of the highest-ranked school districts in the state. They continue to increase graduation rates to meet or exceed state averages and provide value to their students.

NORTHEAST FLORIDA HIGH SCHOOL GRADUATION RATES: 2021-2022

BAKER:	81%	FLAGLER:	90.5%	ST. JOHNS:	93.3%
CLAY:	89.9%	NASSAU:	93.3%		
DUVAL:	85.6%	PUTNAM:	88.5%		

Source: Florida Department of Education

Industry Certifications

In addition to high school graduation success, the region's school districts continue to provide opportunities for students to earn industry certification. There are **288 career pathway or industry-related education programs** in

our region. Earn Up supports these programs and funding of these programs through career pathway events, employer connections, advisory board support and secondary research.

INDUSTRY CERTIFICATIONS FOR 2021-2022 SCHOOL YEAR

BAKER:	512	FLAGLER:	298	PUTNAM:	1,021
CLAY:	1,272	NASSAU:	814	ST. JOHNS:	1,959
DUVAL:	867				

Financial Aid Assistance

One of the greatest barriers to attainment of credentials of value is the lack of financial resources to support continued training. In 2022, Earn Up supported Free Application for Federal Student Aid (FAFSA) completion by assisting in **11 regional FAFSA events impacting 410 participants**. The team shares career pathway resources with students and parents with the intent of encouraging their FAFSA completion to remove financial barriers to their academic and career goals. Our regional state colleges are partners in this endeavor along with the school districts in our region. Florida State College at

Jacksonville typically hosts four Form Your Future FAFSA events per year at respective campus locations in Duval and Nassau Counties. St. Johns River State College hosts three FAFSA events twice a year at their respective campus locations in Clay, Putnam, and St. Johns Counties.

In addition, to the FAFSA events, JAXUSA further supports these efforts on the Earn Up website with financial aid specific resources as well as postsecondary admissions resources. These resources support our target populations of high school, adult learners and veterans.

REGIONAL FAFSA COMPLETION RATE

District	FAFSA Comp. %	Pell Earned
BAKER	30.5%	\$192,713
CLAY	45.0%	\$5,600,078
DUVAL	51.5%	\$5,600,078
FLAGLER	45.2%	\$2,210,141
NASSAU	42.5%	\$1,270,610
PUTNAM	43.6%	\$1,515,279
ST. JOHNS	53.7%	\$1,728,908

Source: Florida College Access Network

Earn Up provides support for new programs within the region's state colleges, universities and school districts to include Biotech, Fintech, Health Care, Social Services, Health Care Tech and Alternative Energy to meet the needs of our regional employers



Earn Up is powered by JAXUSA Partnership, the private, non-profit 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 employees have the best assistance or any pertinent workforce needs.

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