

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 recordings 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.



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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