

# TALENT DEVELOPMENT 2023 Report

JAXUSA engages stakeholders in the 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 serves as a liaison between all stakeholders to create meaningful connections that deepen the awareness of Career Pathways and expand relationships between educators and the business community in several ways.**

- The **Talent Advancement Network (TAN)** leverages the knowledge and experience that industry 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, CareerSource NEFL, 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 NEFL, 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 colleges 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% of adults holding credentials of value by 2030. JAXUSA 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 area's target and support industries.

## JAXUSA Strategic Talent Goals:

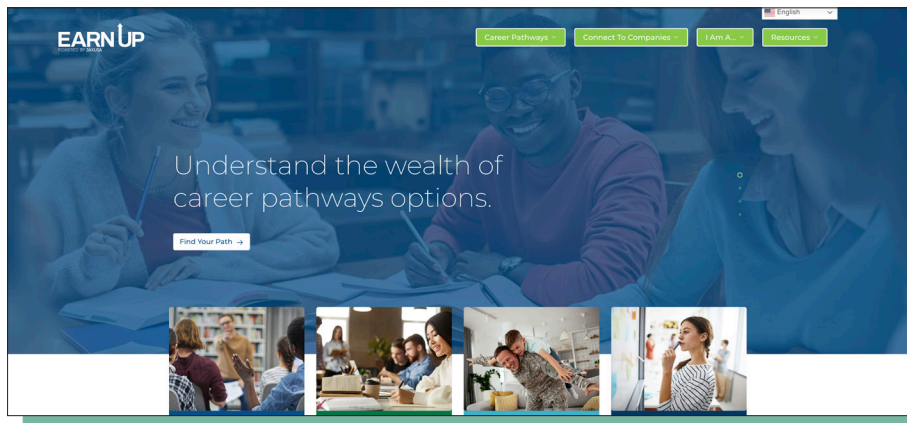
- Elevate and facilitate engagement of businesses, K-12 education, post-secondary education, and community-based organizations in talent recruitment and development through shared collaboratives.
- Increase the awareness of regional target and support industries and the viable Career Pathways available to the region's high school students, transitioning adults, and veterans through targeted campaigns that highlight regional assets and facilitate retention of regional talent.
- Enhance and amplify employer engagement activities that support the recruitment and development of the 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.

## Website and Digital Initiatives

As identified in The Future Is Now, the regional strategic economic development plan, there is a lack of knowledge and understanding of regional targeted industries among our constituents. As such, efforts were developed to launch a Career Pathways initiative utilizing EarnUp.org as a programmatic and communications platform. As such strategic efforts to enhance the website and broaden its reach included the following:

### EarnUp.org Search Engine Optimization

As more individuals look to search engines for answers, it is imperative that the Earn Up website and its content be readily available through search results to continue its socialization across Northeast Florida. Key accomplishments to date include a site health ranking among the top 5% of all websites, improvement in keyword position, and an expanded backlinking strategy that ties 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 target audiences more effectively.



### RESULTS

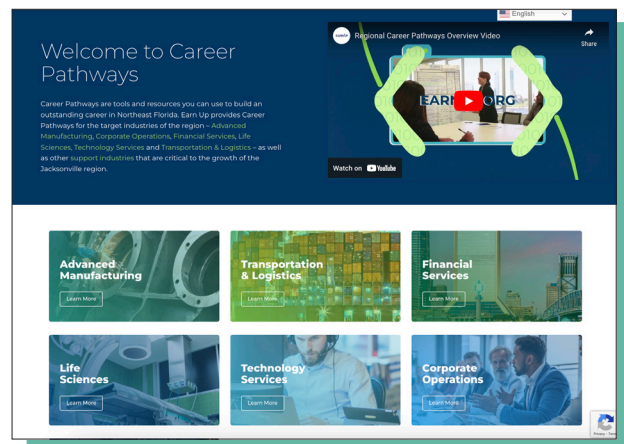
60,508  
USERS

75,442  
SESSIONS

126,437  
PAGE VIEWS

### Career Pathways Campaign

Earn Up's Career Pathways initiative continues to offer tools and resources that help Northeast Florida develop the talent it needs to fuel employer growth by building and retaining skills and experience. With a focus on the region's target industries— Advanced Manufacturing, Corporate Operations, Financial Services, Life Sciences, Technology Services, and Transportation & Logistics – along with key support industries such as Recreation & Hospitality, Public Service, and Agribusiness, Earn Up helps high school students, adult learners, and veterans understand the career options available in Northeast Florida along with the companies that can both grow their current workforce and also prepare their teams of tomorrow.



## Career Pathways Campaign Continued

Earn Up promotes Career Pathways through a variety of different channels. Developments are kept current on EarnUp.org via industry and career-oriented blog posts and success stories that spotlight professionals in each target and support industry. A bi-monthly e-newsletter is sent to a group of interested executives and professionals with updates on accomplishments and programming. Among the most important areas of the website is the Educator Resources section which provides ready-made lesson plans that can be customized. These plans provide educators with tools and information they can use to share information on careers in the region's target industries, career exploration and visioning, employability skills, and job fair preparation.

The JAXUSA Talent Development team executed a variety of initiatives leveraging those resources through the campaign, resulting in 153 events/activities engaging 7,471 individuals from industry, school districts, 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.

## Connect to Companies Campaign

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. Website tools were developed to showcase and support the growth of work-based learning opportunities, student preparation, internship and apprenticeship resources, and a means for companies to connect through a campaign.

EarnUp.org also has a specific section that highlights internship opportunities with prominent local companies and showcases partner organizations that offer internships by our target industries. In early October, a new Internship platform was launched on Earnup.org. To reach it, go to <https://earnup.org/industries/> to search for internships by key word, company, or industry. These are internships pulled in from Indeed that are less than 60 days old and specific to Northeast Florida. If a user is unsure which career pathway is of interest or if the individual wishes to narrow the search, that person can use Earn Up's platform to search by keyword. For example, searching "marketing," "engineering" or "analyst" yields dozens of results. Military personnel can search "SkillBridge" to find approved internships for the DoD SkillBridge program. Similarly, users can search by company if you have a particular organization in mind.

Internships are reviewed daily to ensure they are active, region-specific and in the correct industry category to maintain the integrity of the platform. The internships feature supplements and enhances the existing internship portion of the Earnup.org website. It is a tremendous value add to the users and supports the goals of bolstering additional work-based learning opportunities in the region per the strategic plan. Employers will be encouraged to post all internships to Indeed.com so that they can be identified and filtered into Earnup.org's internship page.

These content enhancements were also leveraged by the JAXUSA Talent Development Team. **In the 2023 calendar year, 124 Employer Engagement Activities impacted 2,122.** 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.

The screenshot shows the EarnUp.org website interface. At the top, there's a navigation bar with links like "Career Pathways", "Connect to Companies", "Learn About", and "Resources". The main header area says "Connect to Companies". Below this, there's a section titled "Internships" with a descriptive paragraph. To the right of the text is a photo of two men working on a computer. Below the text is a data visualization table showing four key statistics.

Annual personal income	Career satisfaction
<b>+ \$13,859</b>	<b>+7</b> percentage points
Education was worth the cost	Education helped me to achieve my goals
<b>+11</b> percentage points	<b>+7</b> percentage points

Source: Strata, 2023

## Video

The Earn Up hype video campaign provides audio and visual learners with an additional resource for understanding the region's targeted and support industries. The videos focus on showcasing each industry with upbeat and relevant statistics that reinforce the depth of opportunities and careers that exist in each industry. The engaging 30- and 60-second features in both portrait for Instagram Reels – and in landscape – for the Earn Up Career Pathways pages and YouTube.



## Workforce Briefing

Each quarter, Earn Up facilitates an employer-driven event that features a target industry overview with recent, region-specific data. A facilitated panel discussion allows the audience to hear from industry leaders about how the respective 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 the curriculum, help students deepen their awareness and understanding of industries, and share the information with colleagues. Those who cannot attend the briefings can view video recordings on the Earn Up YouTube channel. Currently, **these videos have been viewed 785 times. The channel has 60 subscribers.**

## Talent Summit

The inaugural Talent Summit 2023 took place as a direct result of work with the region's secondary CTE directors and state colleges, and partners such as CSNEFL. Held at First Coast Technical College, the event generated attendance from 227 participants, 114 of which were educators. Attendees represented all 7 NEFL counties school districts and both state colleges, SJR State and FSCJ.

The event was designed to obtain feedback from employers in the region's target industries to be utilized by educational institutions to align programs to industry need. The event agenda provided a regional overview focused on the overall economic landscape of Northeast Florida and current labor market needs. It was followed by an Industry Cluster and Talent Gap discussion which included regional employers and educators.



## Social Media

Earn Up embarked on a social media campaign to directly reach high school students and their parents, engaging them with content to prepare for key career milestones. Targeted campaigns ran on Facebook and Instagram that focused on promoting Earn Up's Career Pathways and Connect to Companies, FAFSA completion, career fairs, job searching, adult-learner career opportunities, and opportunities for veterans and their spouses to receive support after their service ends. The campaign's goal was to build awareness about career options available to the next generation of the workforce and drive them to visit EarnUp.org for more information.

## RESULTS

**1M**  
**REACH**

**34,500**  
**WEBSITE**  
**CLICKS**

**0.60%**  
**CLICK THROUGH**  
**RATE**



The Earn Up campaign which includes EarnUp.org resources was recognized as an award winner by several organizations in 2022-2023. In 2022, The Earn Up website and Career Pathways Campaign was 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 2023, Earn Up was recognized by the Florida Economic Development Council as an Innovation in Marketing winner and the Council for Community and Economic Research as a winner for supporting Business, and Economic Workforce Development activities through the Earn Up campaign as well.

