



# Facing Tomorrow's Challenges Together



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**Thank you for your dedicated service**

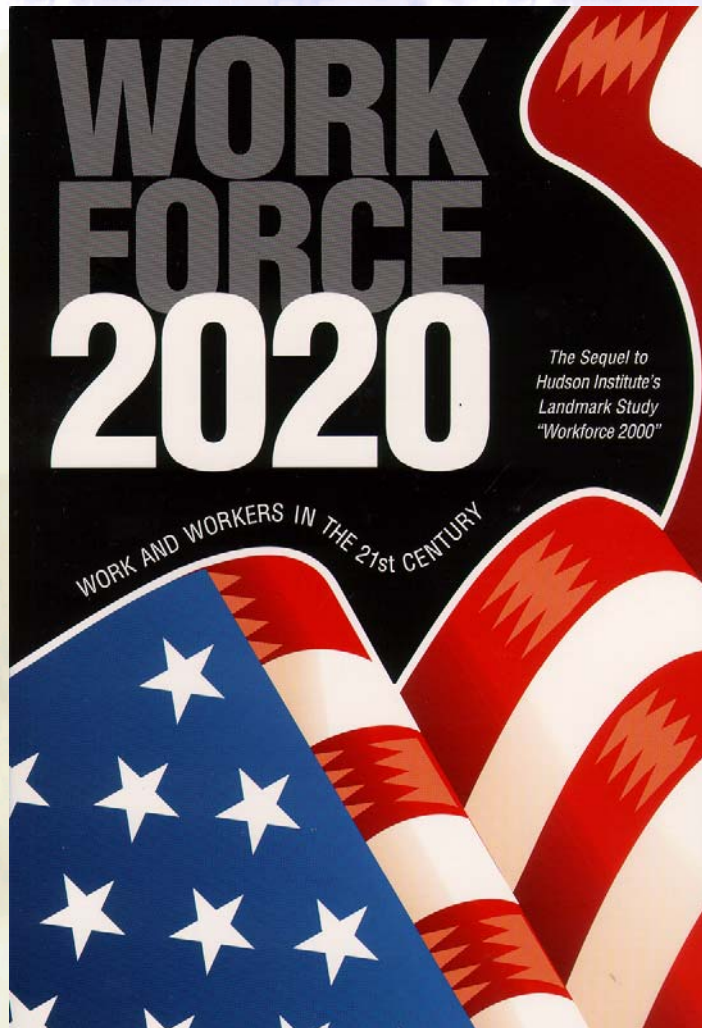
**21<sup>st</sup> Century Workforce: Suncoast, Florida**

# What is the Suncoast Workforce Board?

# What is the 21<sup>st</sup> Century Workforce Study?

# Why is this Study Important?

**Why did we invite you to come today?**



Authors:

Richard W. Judy  
Carol D'Amico

Hudson Institute

# What did we find?

Dr. Richard W. Judy

Workforce Associates, Inc.

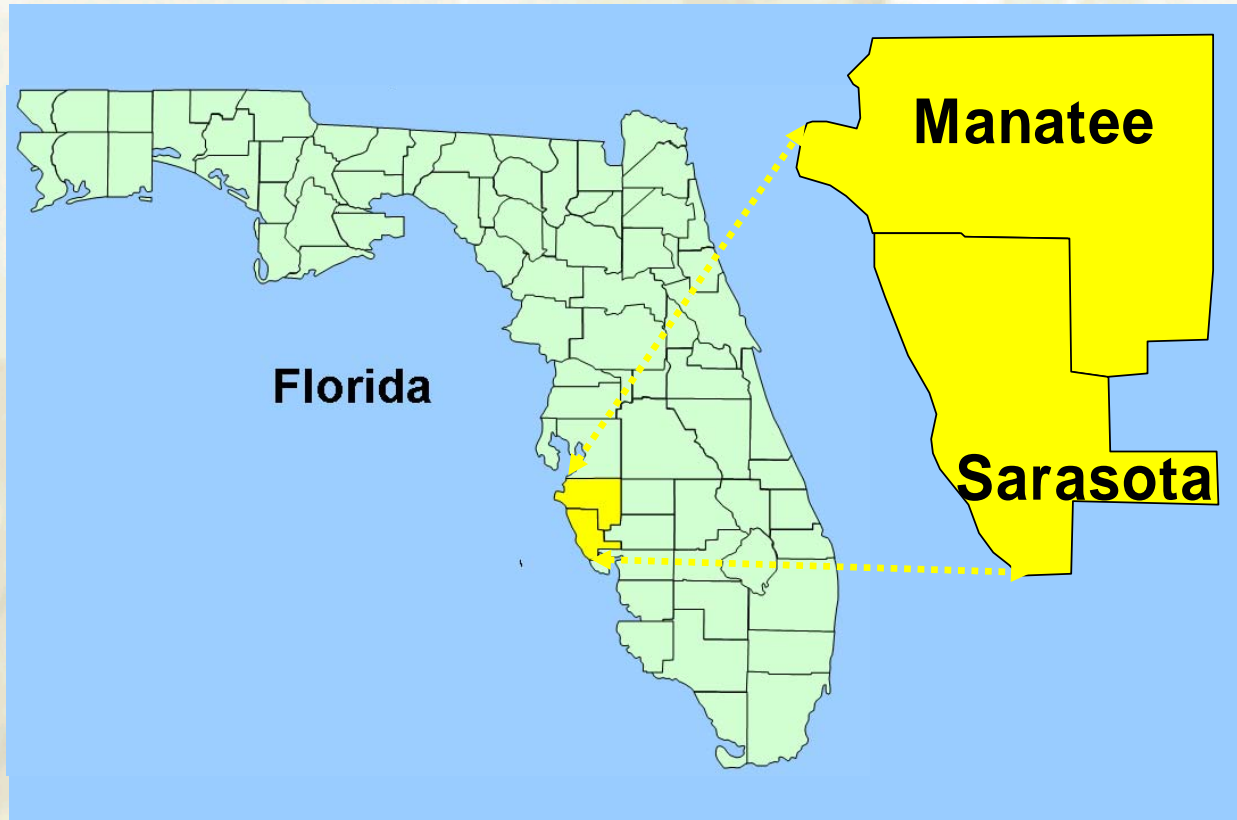
Dr. Jane M. Lommel

Workforce Associates, Inc.

# Four Topics for Discussion

- 21<sup>st</sup> Century Workforce studies: What they are?
- *21<sup>st</sup> Century Workforce: Suncoast Florida*
  - How the study was done.
  - Structure of the report.
  - Some basic findings.
  - Three scenarios of the future.

# Suncoast Florida Defined



# Philosophy of the Study

- Economic Development and Workforce Development are “joined at the hip.”
  - Workforce and economy mirror one another.
  - Workforce and economy develop hand in hand.
- Education is at the core of workforce development
- Every region needs a strong export sector.
- Productivity is the key to growth & prosperity.
- Plans for progress & change must come from the inside.
- Follow-through and implementation are the keys to success.

# Ten Basic Questions

1. What is the state of the area's economy now?
2. How did it get to where it is now?
3. Which major trends are operating?
4. Where will those trends take the area's economy if they continue on their present course?
5. Is that where the area's residents want to go?

# Ten Basic Questions

6. What realistic alternative scenarios can we envision?
7. What must be done to realize the preferred scenarios?
8. Which workforce development policies, actions & institutions will best help realize the preferred scenarios?
9. What are the gaps between what is and what's needed?
10. What must be done to close those gaps?

# The Project's Ten Steps

1. Arrange partnership with local collaborators.
2. Conduct original surveys, interviews and focus groups.
3. Collect and analyze data and other information. Analyze and "mine" databases and studies already prepared or underway.
4. Integrate and interpret results of preceding work.
5. Present preliminary findings to Steering Committee. Draft preliminary report

# The Project's Ten Steps

6. Continue and refine research results incorporating feedback from step #5.
7. Present preliminary draft of the report to the workforce board.
8. Revise and edit draft into final report.
9. Present final report to the workforce board.
10. Proceed to the "Rollout."

# Structure of the Report

Executive Summary

Chapter 1: The Suncoast Economy

Chapter 2: Workforce Needs for the Suncoast's 21st Century Economy

Chapter 3: The Suncoast Workforce in the 21st Century

Chapter 4: Workforce Development in the Suncoast with Special Reference to Public Education

Chapter 5: Ideas, Recommendations, and Promising Practices for Building a 21st Century Workforce in the Suncoast Area

Suncoast economy is a services-producing economy *par excellence*.

Movement towards a services-producing economy has accelerated in recent decades.

- Suncoast's economic growth has been driven by the area's attractiveness to tourists & retirees.
- These trends to continue in the future because:
  - Rising affluence among Americans
  - Aging of the Baby Boomer Generation

## The Suncoast Needs New and Stronger “Export” Clusters

Export or die.

- Conducive conditions:
  - Excellent schools and culture of learning.
  - Physical infrastructure.
  - Fair and reasonable taxes.
  - Institutional and government coherence.
  - Regional cooperation.
  - First class public services.
  - A workforce adequate in quantity, high in quality and well matched.

# Competitive Success in a “Knowledge-Based” Economy

Depends on the ability to:

- Produce new ideas, transform old ones, & convert them into intellectual property.
- Incorporate & commercialize knowledge into products & services.
- Respond quickly to rapidly changing opportunities, threats and other market conditions.
- Quickly acquire new technologies, skills and knowledge.
- True for communities, companies and individuals.

## **The Suncoast has Coherent Strategies for Economic Development.**

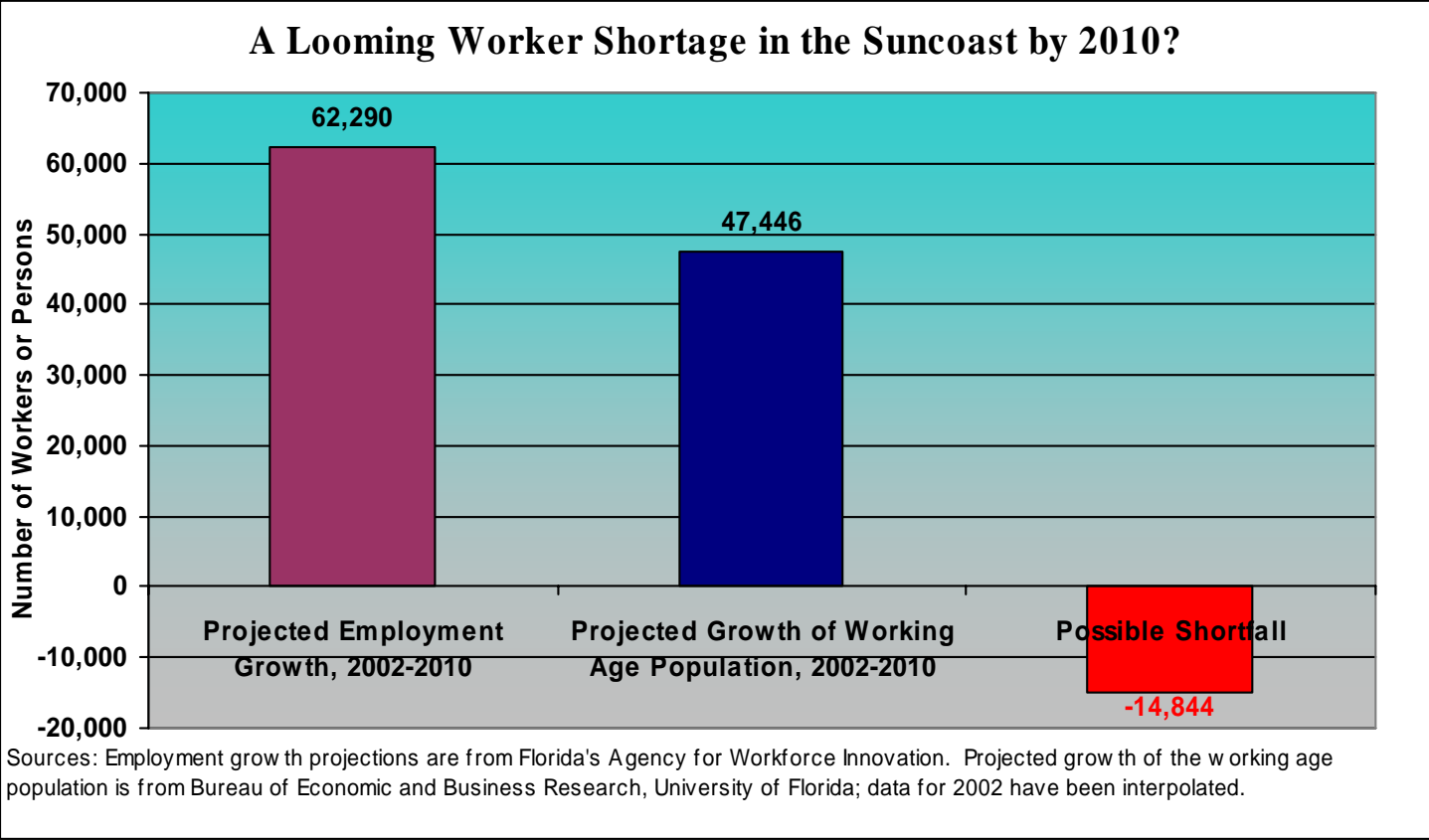
- Both Manatee and Sarasota counties have fine economic development boards.
- Both counties have recently formulated economic development strategies.
- The 2050 Plan provides a coherent vision for zoning and land use.

# The Suncoast's Population and Workforce will Continue to Grow

Driven mainly by domestic in-migration.

- Will consist mainly of retiring and pre-retiring white non-Hispanics from Northeast and Midwest.
- Suncoast demographic & workforce change will differ from the average for Florida:
  - Faster
  - Domestic, not international, in-migration
  - Older & less ethnically diverse.

# Worker Dearth: The Quantitative Workforce Challenge



# To Avoid “Worker Dearth”

- To attract and retain needed talent, the Suncoast needs some combination of :
  - Faster growth of the working age population, &/or
  - Higher workforce participation rates, and/or
  - A redeployment of workers from low skill & low value-added jobs to high skill & high value-added ones.

# Suncoast Workforce Quality: A Mixed Picture.

- General educational level of Suncoast adults slightly better than Florida average
- Some locales are severely challenged. Patterns of Suncoast poverty mirror patterns of low educational attainment.
- Occupational structure of Suncoast workforce compares unfavorably to other Florida metros.
- To achieve Suncoast's economic development objectives, its workforce quality must improve.

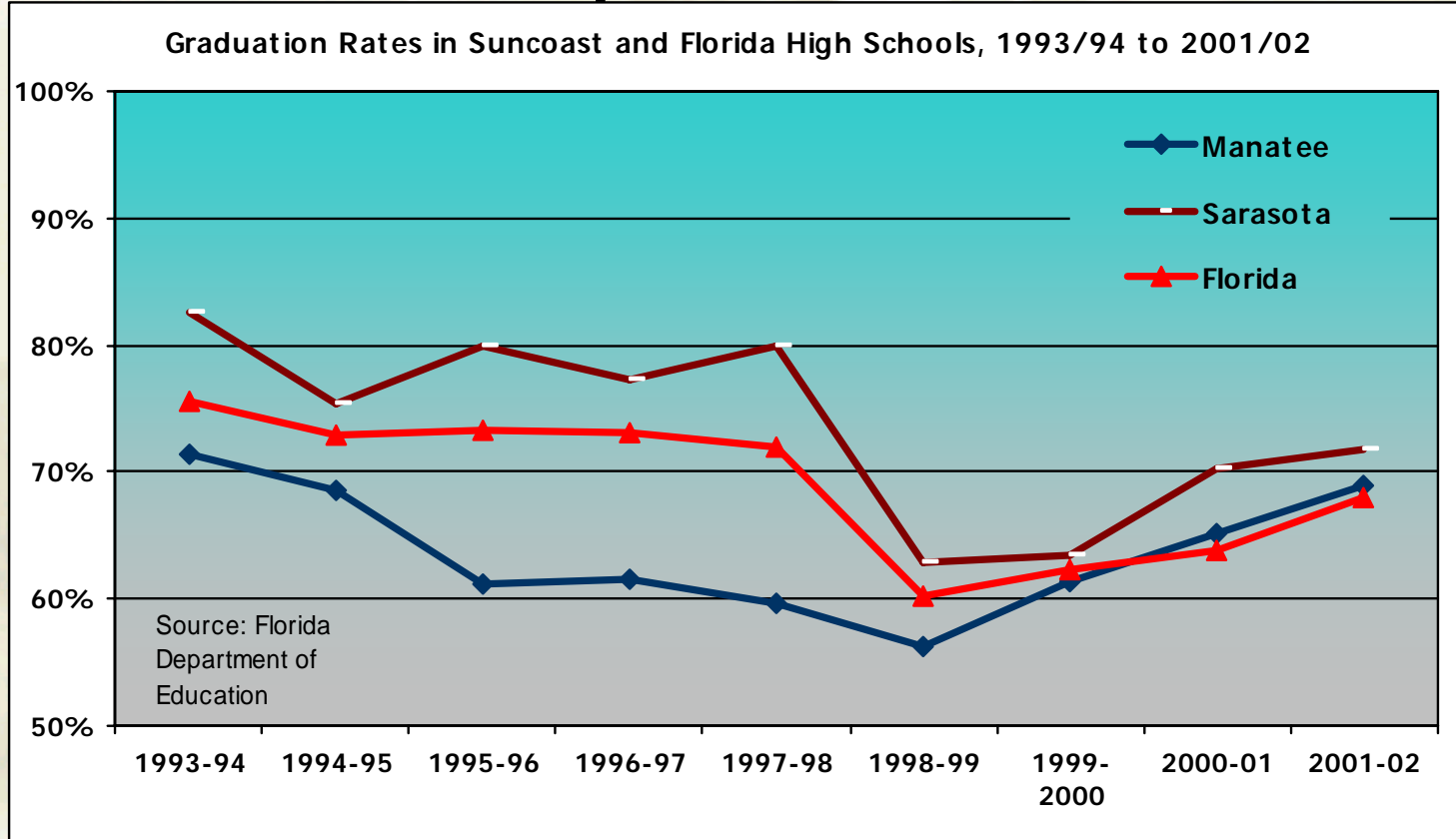
# Improving Workforce Quality:

## What it Means.

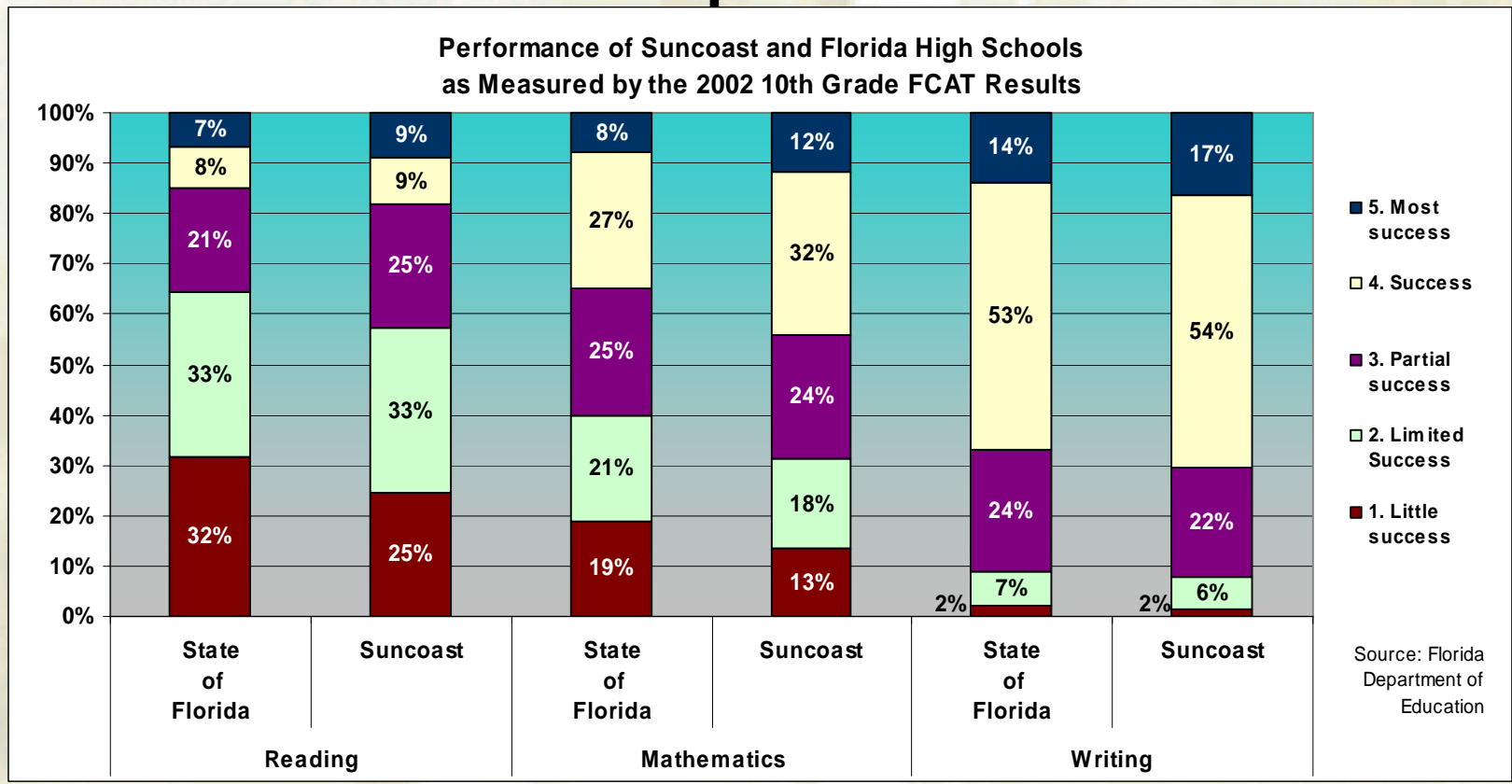
In America's 21<sup>st</sup> century "knowledge-based" economy, a successful person and a valuable worker will need:

- Great powers of flexibility, creativity, and the capacity to quickly acquire new skills & knowledge.
- The motivation and ability to quickly learn what he/she does not yet know.
- A sound basic education.

# A Sound High-School Education is an Essential Prerequisite.



# Improving K-12 Education is Key to Workforce Development



# Learning must Continue throughout Life.

A dynamic and ever-changing “knowledge-based” economy means that one’s old skills & knowledge can become obsolete rapidly & frequently.

- To maintain their employability & earning power, workers must retool, refresh & augment their skills & knowledge continually.
- Incumbent workforce needs:
  - Motivation to retool, refresh, gain new skills, etc.
  - Opportunities to do so.

# The Suncoast is a “Coherent” Workshed

- A very strong majority of the workers that live in Sarasota County work either in Manatee or in Sarasota County.
  - 86% of the workers who reside in Sarasota County also work in that county.
  - Another 7% of workers residing in Sarasota County work in Manatee County.
  - Only 7% of workers who live in Sarasota County work outside the Suncoast regional workshed.

## The Suncoast is a “Coherent” Workshed

- A very strong majority of the workers that reside in Manatee County work either in Manatee or in Sarasota County.
  - 75% of the workers who reside in Manatee County also work in that county.
  - Another 19% of workers residing in Manatee County work in Sarasota County.
  - Only 7% of workers who live in Manatee County work outside the Suncoast regional workshed.

## A Comment on the Findings

*The Suncoast has “Problems” that most of the rest of the nation would love to have!*

# Three Scenarios for the Future:

- So-so: No Surprises—Things Go On About as Expected .
- Sunny: Suncoast economic development plans are realized.
- Dismal: Global Economic Maelstrom .

# For Those Who Want More: Some Links

- 21<sup>st</sup> Century Workforce: Suncoast Florida
  - [http://www.swdb.org/Workforce\\_Study.htm](http://www.swdb.org/Workforce_Study.htm)
- 21<sup>st</sup> Century Workforce: Central Illinois
  - [http://www.workforcenetwork.com/info/sub\\_info.asp](http://www.workforcenetwork.com/info/sub_info.asp)
  - Presentations
  - <http://www.workready.net/joinedhip.pdf>
- Other
  - [wf21@workforceassociates.com](mailto:wf21@workforceassociates.com)
  - [jlommel@workforceassociates.com](mailto:jlommel@workforceassociates.com)
  - [www.workforceassociates.com](http://www.workforceassociates.com)

# Facing Our Eight Key Challenges


- 1) Improve the educational performance of Suncoast K-12 students.
- 2) Enhance the quality of career and guidance counseling.
- 3) Reduce high school dropout rates & raise graduation rates.
- 4) Align education, training and career preparation with Suncoast's major economic clusters.

# Eight Key Challenges

- 5) Increase and improve direct interaction between educators and the business community.
- 6) Promote and support Suncoast entrepreneurs.
- 7) Draw pre-retirement professional Baby Boomers to the Suncoast area.
- 8) Brand the Suncoast as a place where creative professional of all ages are valued and supported.

# Four Working Categories

1. Education
2. Workforce Development
3. Economic Development
4. Government and Infrastructure



Translating Economic Research into  
Action: The Suncoast Workforce  
Board's Approach to the 21<sup>st</sup> Century  
Workforce Study

# Introducing Partnerships and Collaborative Efforts

Lindy Smith

Vice-Chair, Suncoast Workforce Board

Chair, First Jobs/First Wages Council

Owner/President, Aladdin Equipment Company

# Economic Development

Kathy Baylis, Vice President

Sarasota County Committee for Economic Development

Nancy Engel, Executive Director

Economic Development Council of the Manatee  
Chamber of Commerce

# Education and Training

Doug Wagner

Director of Adult, Career and Technical Education

Manatee County School Board

Dr. Richard Hayes

Associate Superintendent, CFO

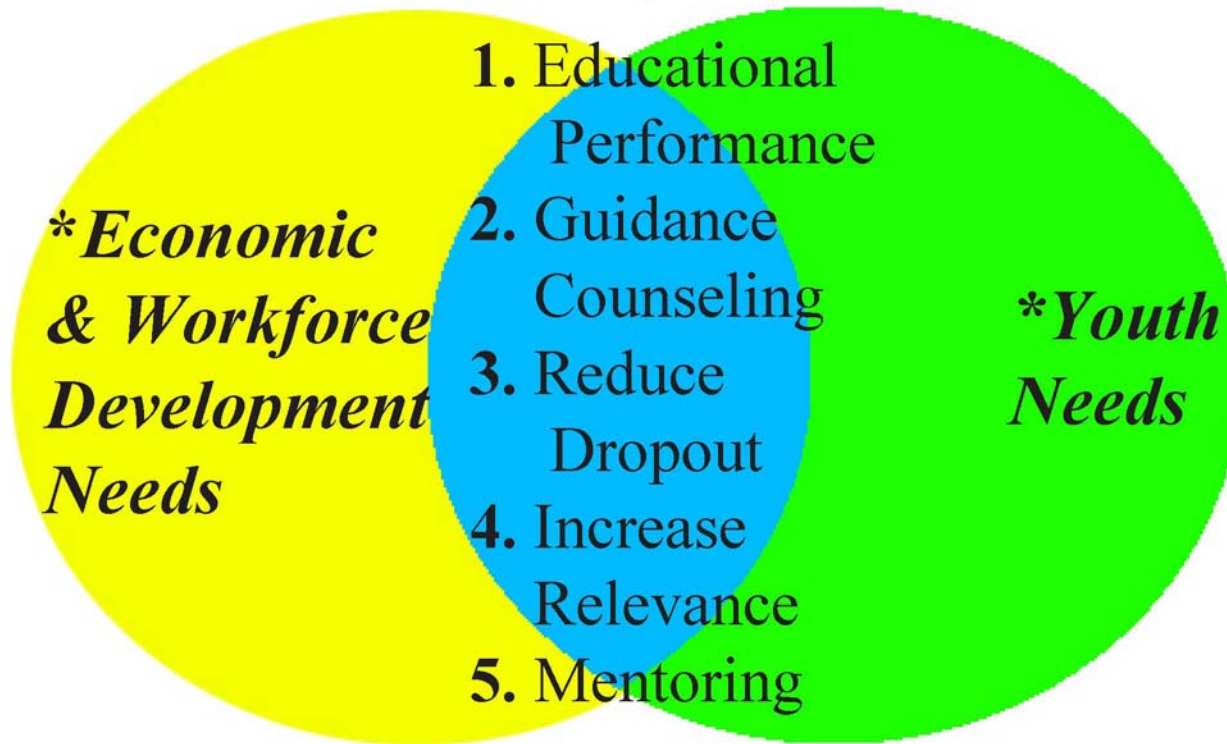
Sarasota County School Board

# Sarasota County Openly Plans for Excellence (SCOPE)

Janice Mee

Volunteer CO-Chair of the SCOPE School Drop Out  
Study Implementation Committee

# SCOPE & SWB: Common Goals



# Government

Commissioner Pat Glass  
Manatee County Government

Commissioner David Mills  
Sarasota County Government

# Remarks from the Executive Director

Mary Helen Kress

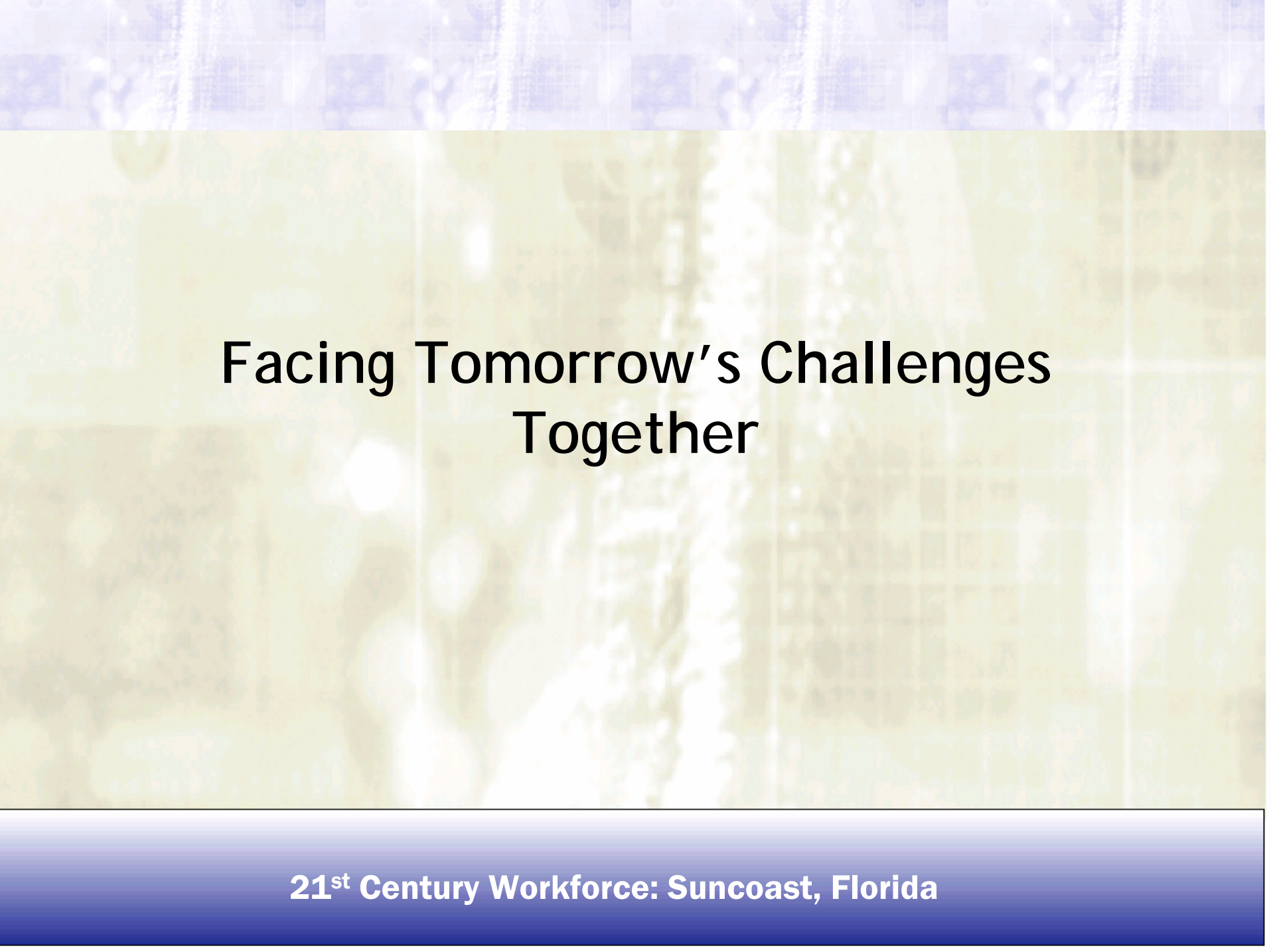
Executive Director

Suncoast Workforce Board

# Steering Committee

- Dale Vollrath, TRC Staffing
- Richard Barnhill, APAC
- Bob Bartz, Manatee Chamber of Commerce
- Kathy Baylis, Sarasota County Committee for Economic Development
- Nancy Engel, Economic Development Council / Manatee Chamber
- Dr. Peter French, University of South Florida
- Wilma Hamilton, Sarasota Schools
- Willie Holley, NAACP of Sarasota
- Lee Johnson, YMCA
- Gerard Koontz, United Way of Manatee County
- Eloise Lisch, Parson Brown Oranges
- Tony Newton, Jobs ETC
- Dr. Dan Nolan, Manatee Schools
- Dr. Sarah Pappas, Manatee Community College

# Questions & Answers



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**Thank You**



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