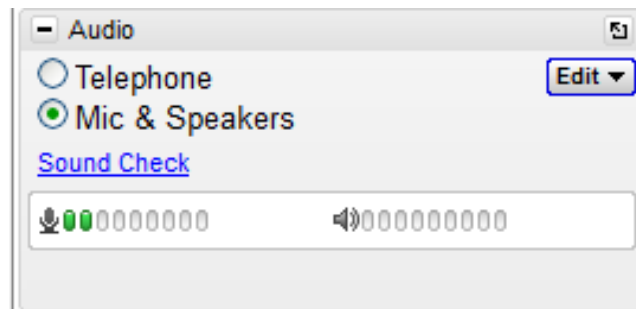
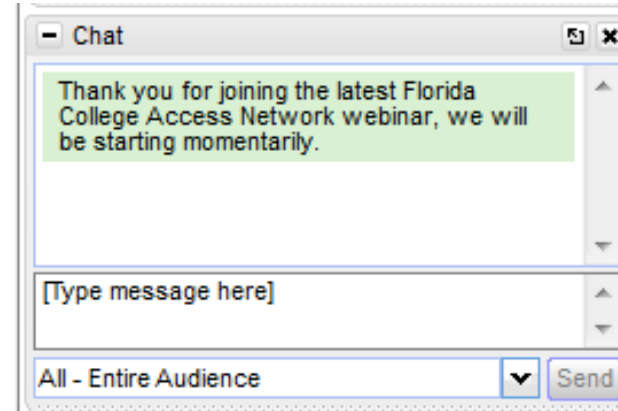


Thank you for joining us for today's webinar!

Check Audio: Click “Mic & Speakers” to use computer audio or Telephone to call conference line



To Ask Questions: Use the “Chat” or “Questions” feature in the control panel



Note:

This webinar is being recorded, all webinar registrants will receive a link to view the webinar and slides used

Understanding Credentials

FLORIDA COLLEGE ACCESS NETWORK



Florida College Access Network: Who We Are



Our Mission: To create and strengthen a statewide network that catalyzes and supports communities to improve college and career readiness, access, and completion for all students.

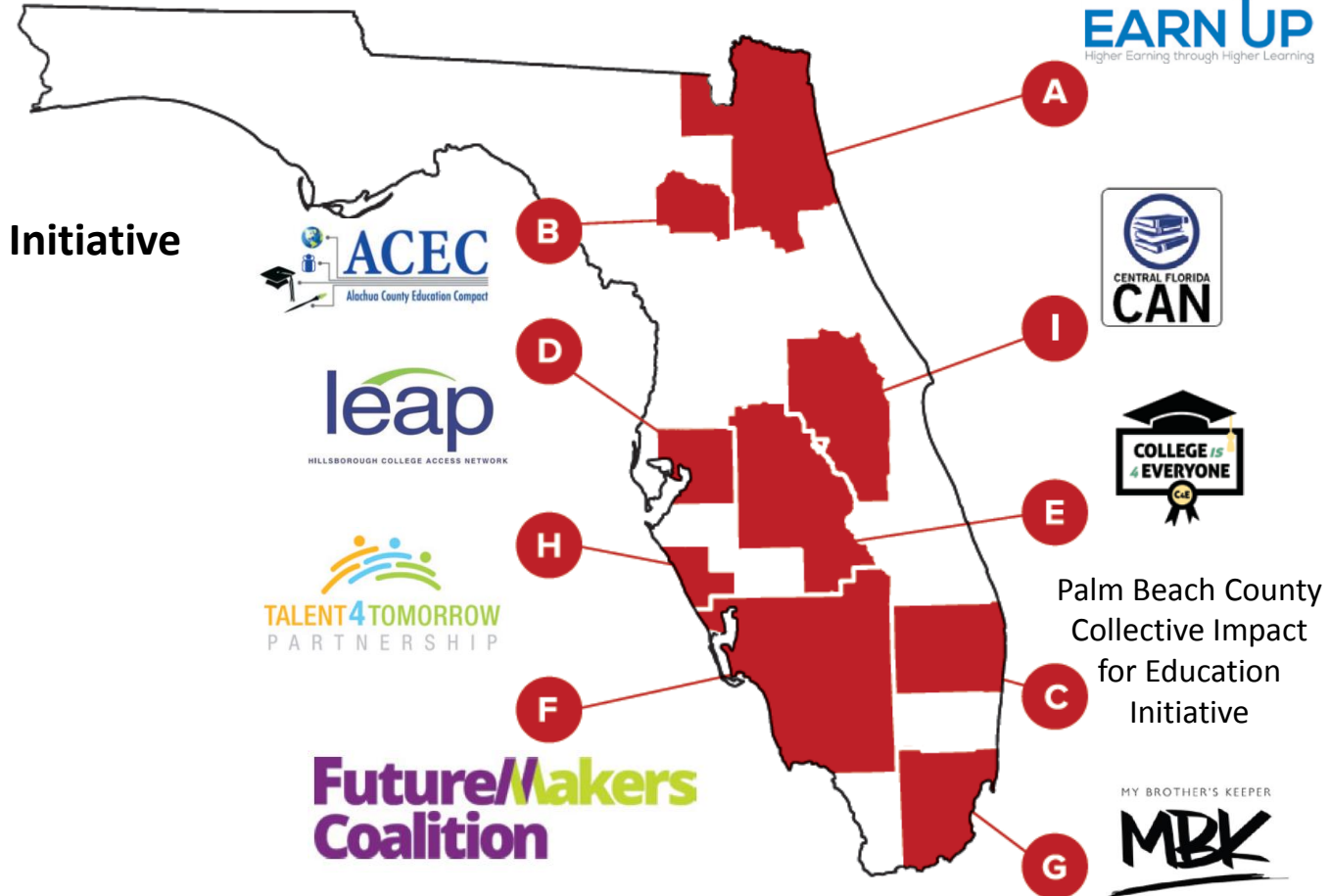
Our Vision: At least 60% of working-age Floridians will hold a high-quality post-secondary degree or credential by the year 2025.



Local College Access Networks in Florida



- A. Earn Up!**
(Duval, St. Johns, Nassau, Baker, Putnam and Clay counties)
- B. Alachua County Education Compact**
- C. Palm Beach Co. Collective Impact for Education Initiative**
- D. LEAP: Hillsborough College Access Network**
- D. College is 4 Everyone**
(Polk, Highlands and Hardee counties)
- F. FutureMakers Coalition**
(Lee, Collier, Charlotte, Glades and Hendry counties)
- G. My Brothers Keeper/Miami**
- H. Talent for Tomorrow Partnership**
(Sarasota County)
- I. Central Florida College Access Network**
(Orange, Osceola and Seminole counties)



Florida CAN's Research & Policy Work

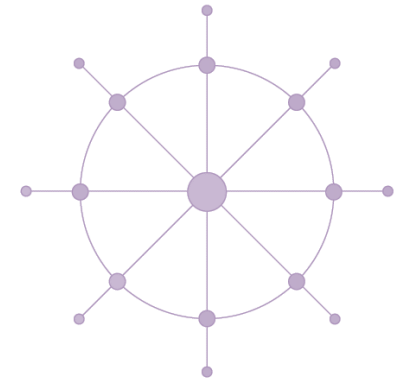


Produce student-centered research & policy analysis

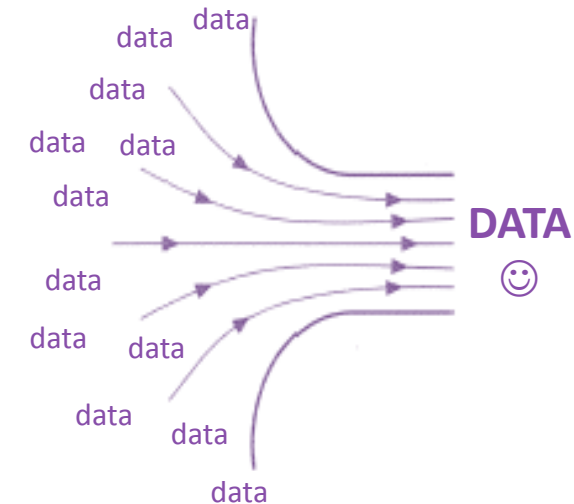
Driven by statewide mission to increase level of degree attainment in Florida to 60% by 2025



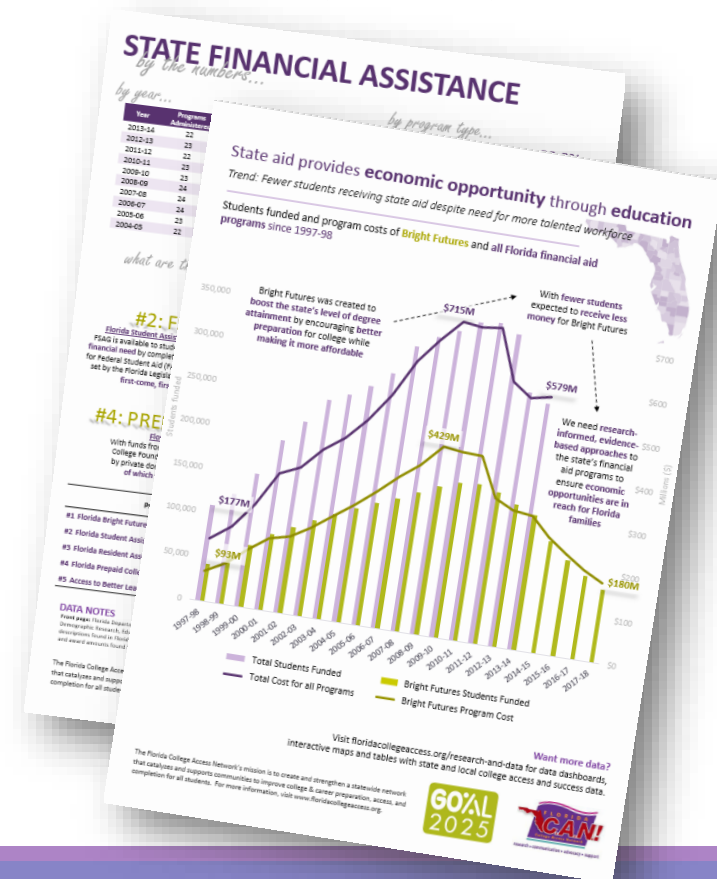
Support development of community-based alliances focused on improved degree attainment



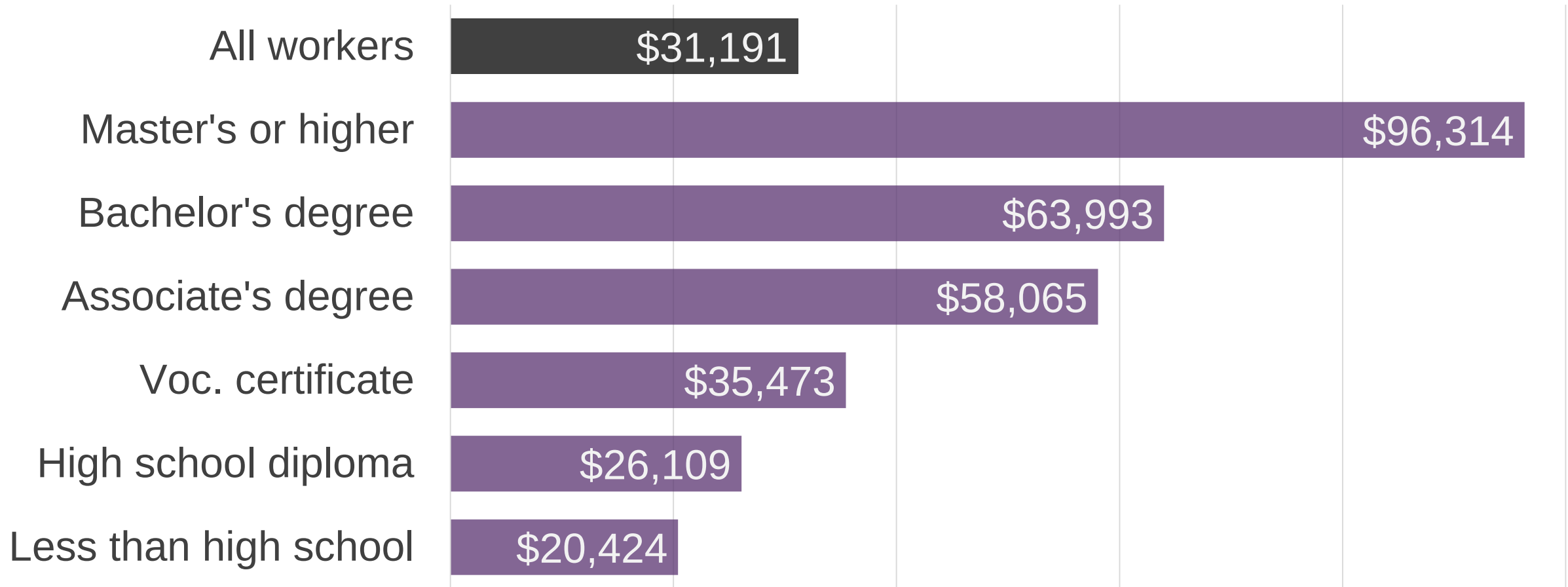
Develop local, state and national partnerships and policy alignment around degree attainment



Clearinghouse for college and career readiness, access and completion data



Median annual wages in Florida by education/training level



Source(s): Florida Department of Economic Opportunity, Bureau of Labor Statistics (2013);
Florida Education & Training Placement Information Program (2014)

Where does Florida stand in degree attainment

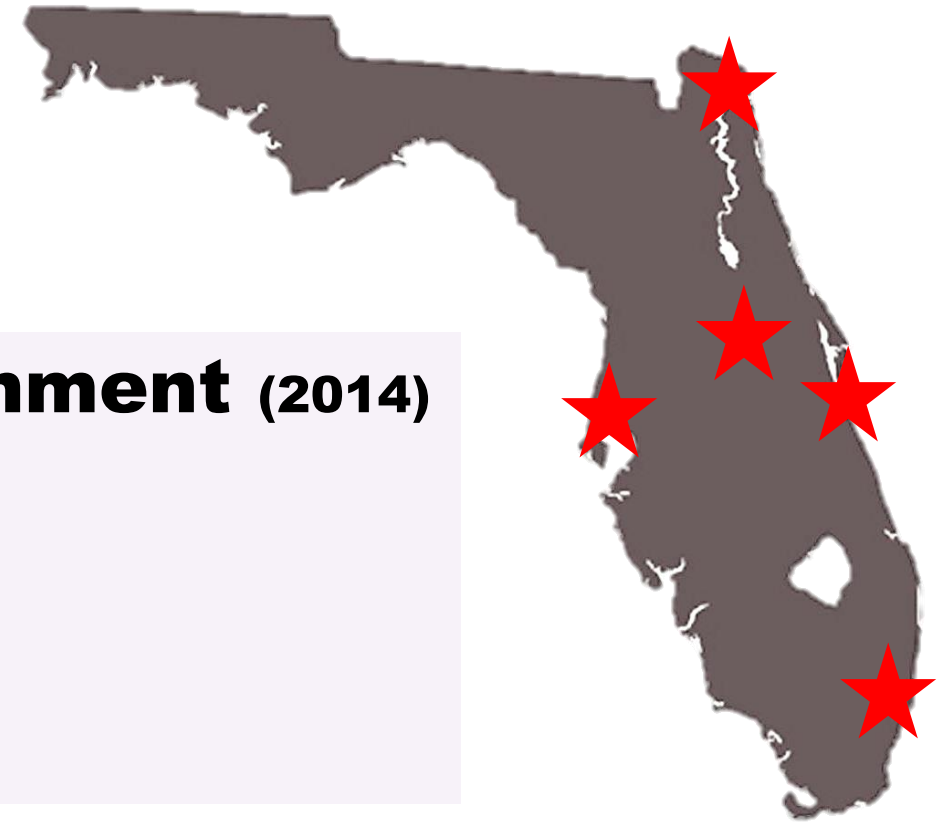


39.9% (2015)

29th highest in the nation

Florida's top metros in degree attainment (2014)

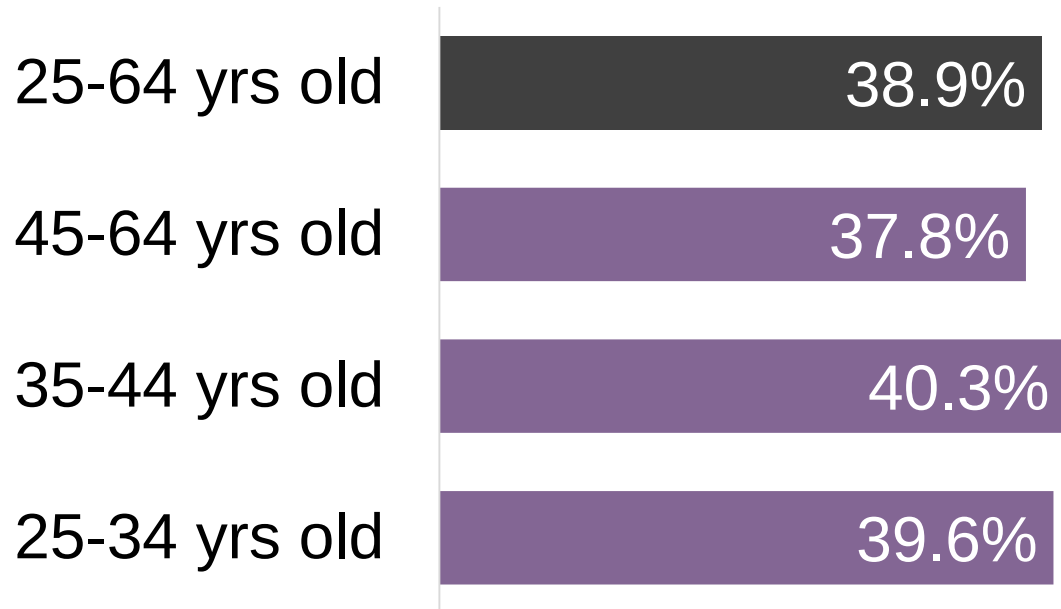
- #48** Orlando-Kissimmee-Sanford 41.0%
- #50** Palm Bay-Melbourne-Titusville: 40.6%
- #52** Miami-Ft. Lauderdale-West Palm Beach: 40.4%
- #63** Tampa-St. Petersburg-Clearwater: 39.5%
- #66** Jacksonville: 38.7%



Where does Florida stand in degree attainment



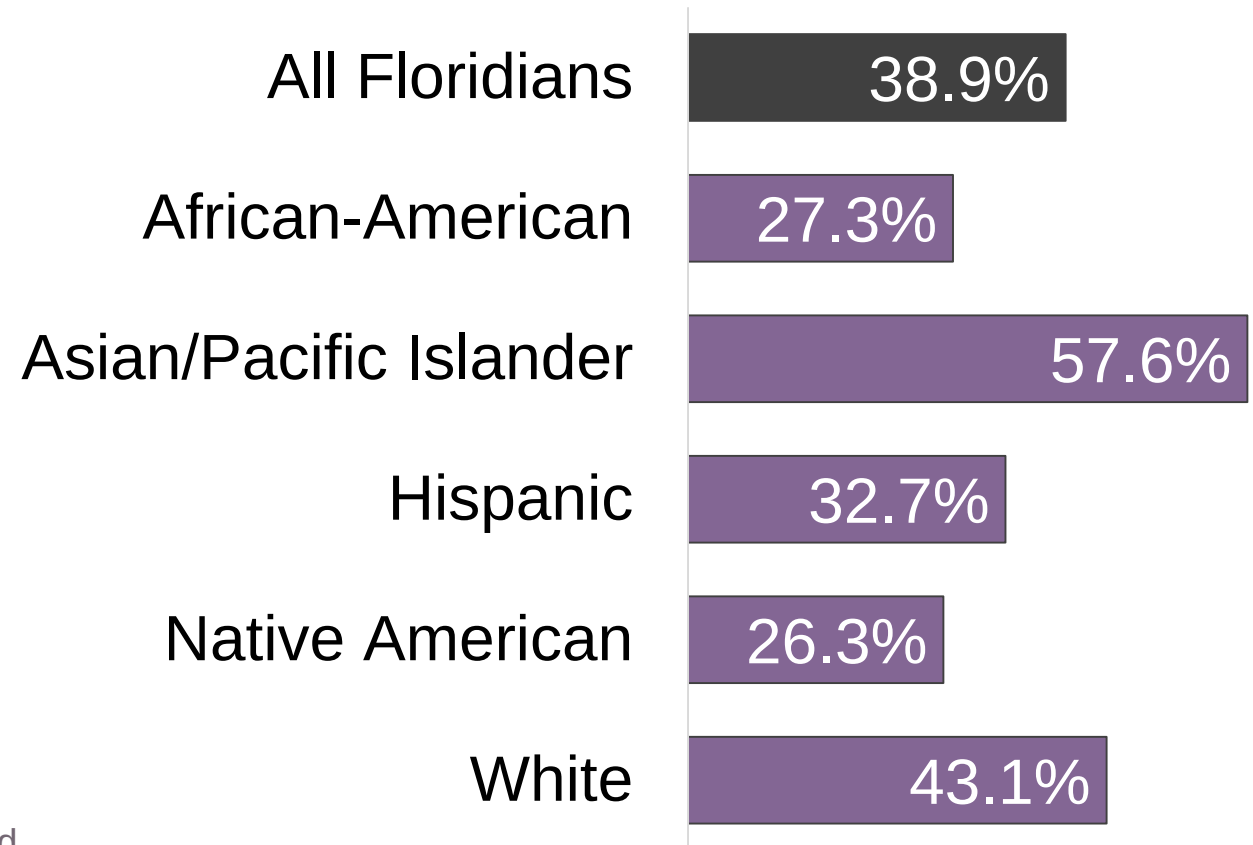
By age



*Between 2015 and 2020, Florida population projected to increase by 850 per day

Source(s): U.S. Census Bureau, American Community Survey, Lumina Foundation Stronger Nation Report, Florida Legislature Office of Economic and Demographic Research. Data by age and race/ethnicity is for 2014.

By race/ethnicity

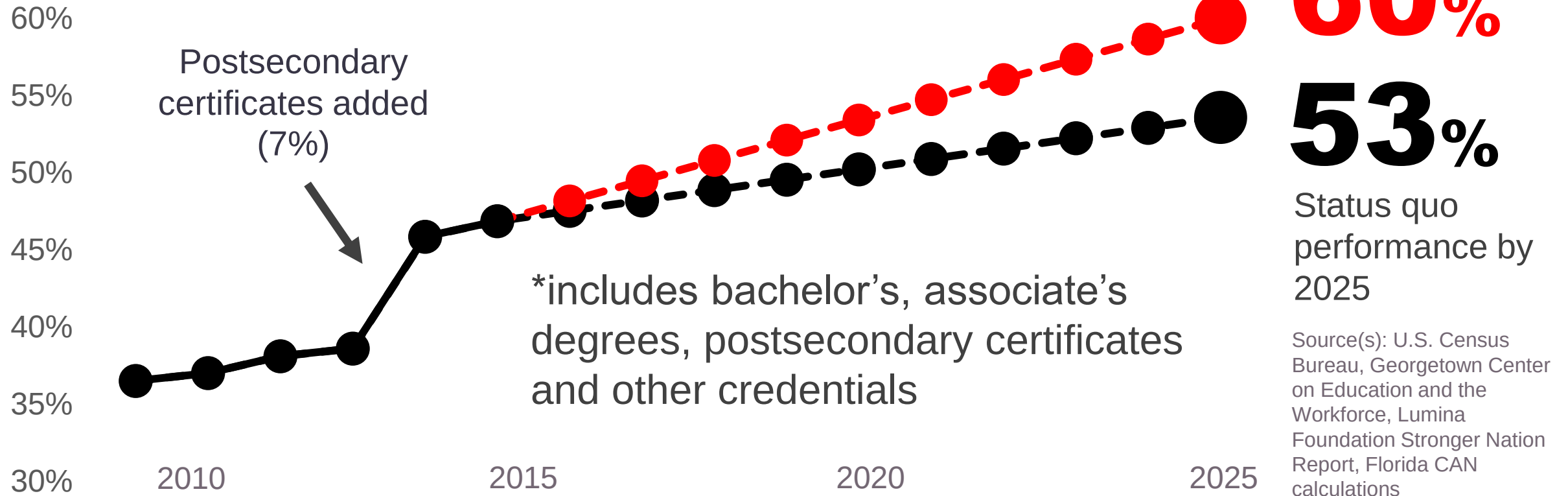


Florida's projected degree attainment rate



719,000 credentials*

needed to meet projected workforce demands



Today's presenter



Jeff Strohl

Director of Research
Georgetown University Center on Education and
the Workforce

GEORGETOWN UNIVERSITY



Center
*on Education
and the Workforce*

McCourt School of Public Policy

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Center
on Education
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McCourt School of Public Policy



Polishing the Crystal Ball

Goal implementation and inclusion of certificates and certifications
in Florida

Jeff Strohl

October 13, 2016

Take aways

- State ownership – the data has to pass the state smell test
- Balance the art of picking winners with medium term planning
- Goal Setting is a whole new ball game when it moves from politics to implementation.

State Ownership

It is essential that the state partners fully understand the data and agree with the results.

State data systems and state intel are critical to fine tuning the understanding of the issues and thereby are essential to evaluating progress and achieving the goal



Balance Picking Winners

Projections are guidance they don't give you the winning numbers to the lottery.

Primary question we get is “which programs are going to provide jobs in 2025?”

We see that there is less unpredictable change than one might imagine while jobs titles do change a lot. This boils down to tasks and activities versus underlying competencies.

Fortran versus algorithmic thinking.



There are critical time-lags in the relationship between labor market requirements and education production.

- Average BA takes 6 years
- Average AA takes 3 years
- New internet coding languages seem to appear and disappear like teen romance
- Occupational competency models give some insight about how to think about the balance between workplace requirements and formal education.

e:

[Competency Model](#)
[house](#)
[Use Competency Models](#)

Instructions

[Frequently Asked Questions](#)

[Competency Model](#)

[adder/Lattice](#)

Instructions for viewing the graphic

mouse over Occupation
 7, 8, or 9 to search for
 Occupational Competencies

mouse over any of the
 Competency Blocks to see the

any Competency Block to
 key behaviors

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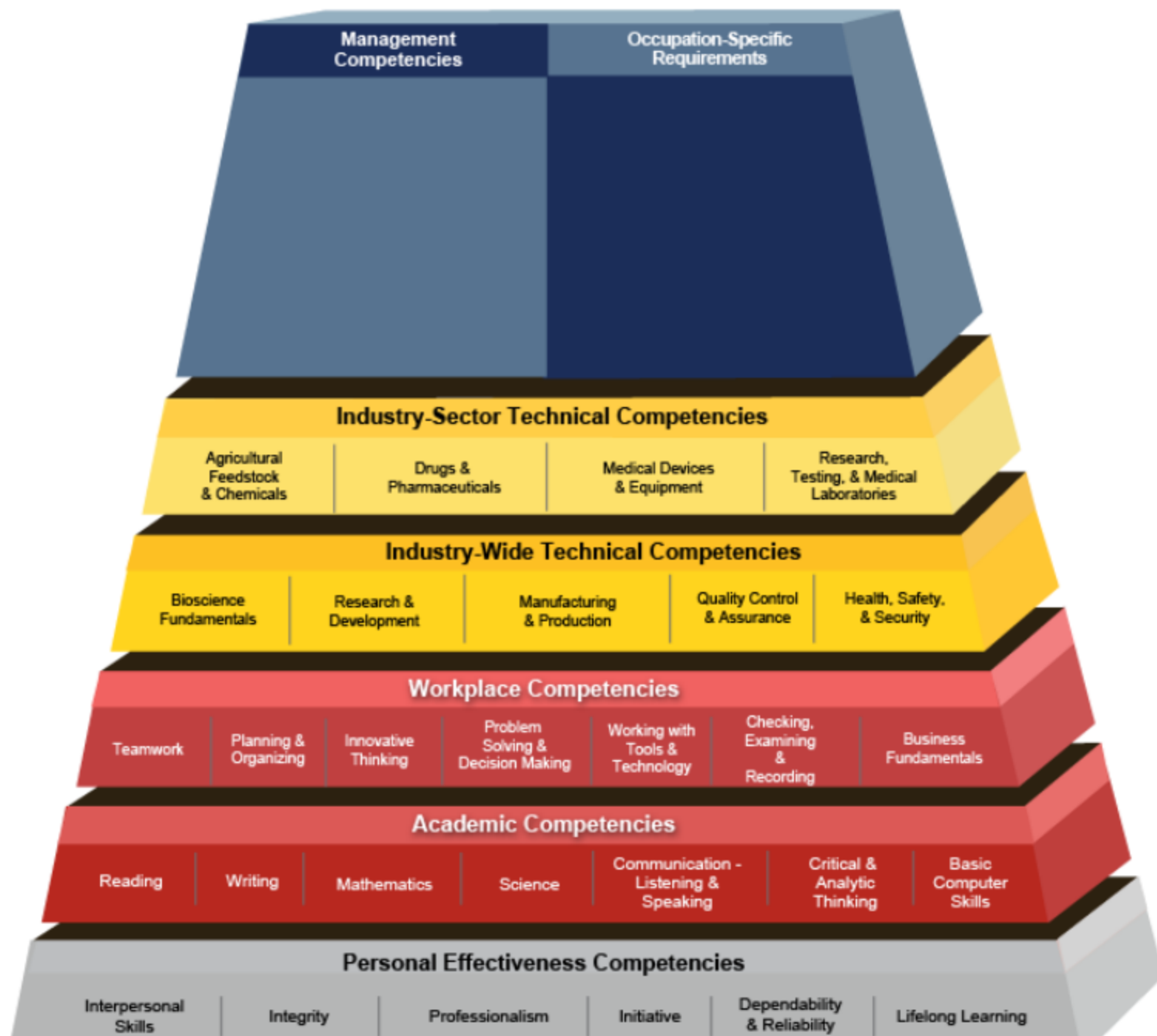
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 needed to read PDF files

Bioscience Competency Model





The constant is increasing education requirements validated by increasing wages.

Wages are our proxy for productivity and increasing wages are one way to measure increasing or unmet demand.

Not even traditional 'hands-on' sectors are immune

Percent of Major Occupation Group Obtaining Post Secondary Schooling

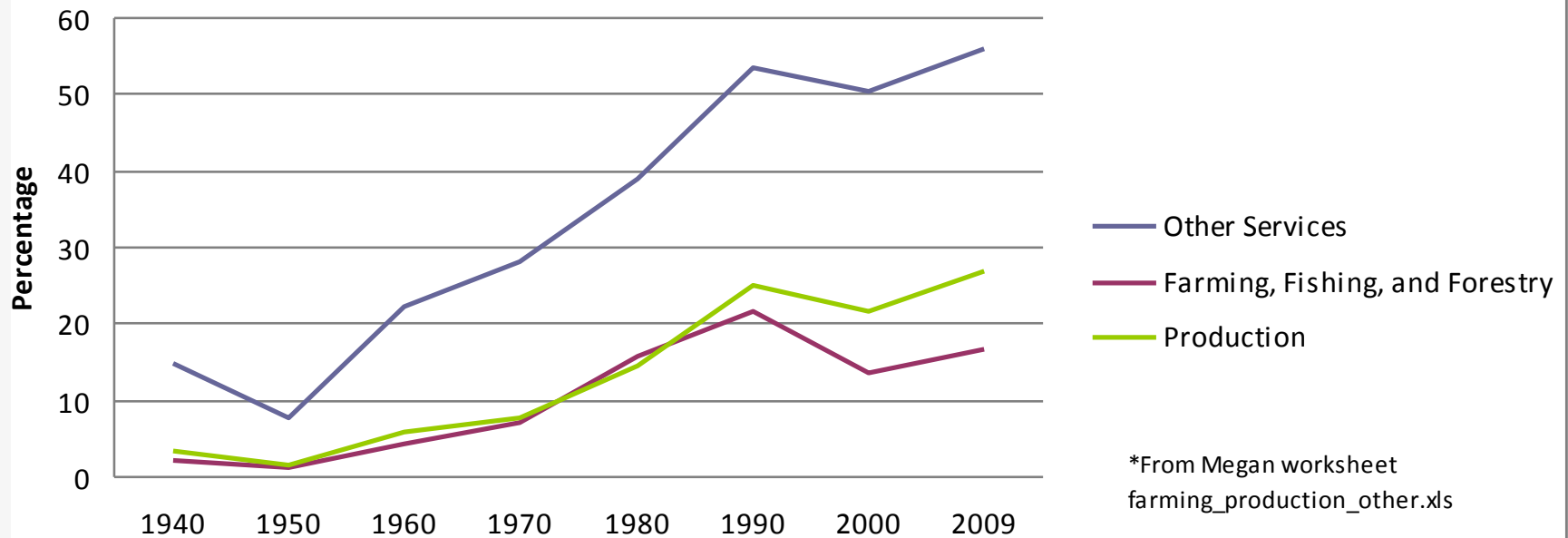


EXHIBIT A Distribution of education among auto mechanics in three eras.²

	1968–1971	1988–1991	2004–2007
High school dropouts	58%	29%	19%
High school graduates	34%	52%	47%
Some college/Associate's degree	6%	16%	30%
Bachelor's degree or better	1%	3%	4%

Author's analysis of March CPS data, various years



Implementation of education goals

The Devil and the Details

Sub BA awards, certificates, certifications, licensing, and apprenticeships

What to do with goals aimed at 25-64 year old populations with education affecting 25-35 year olds??

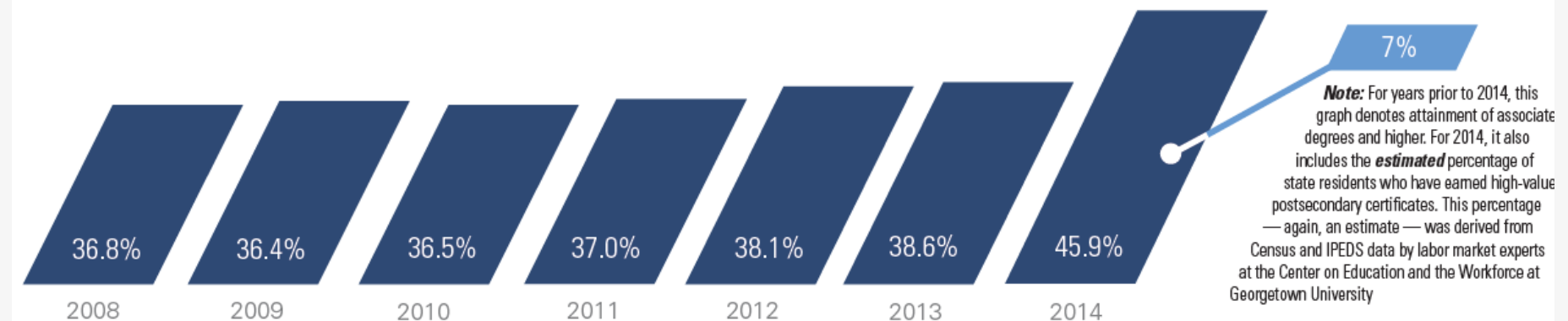
What is 'value'? We use a labor market standard of 20% above gender specific HS median.

Implementation

Is a theoretical 60% goal for the state reasonable?
Here it looks far. (long term growth AA+ has been .7% per year)

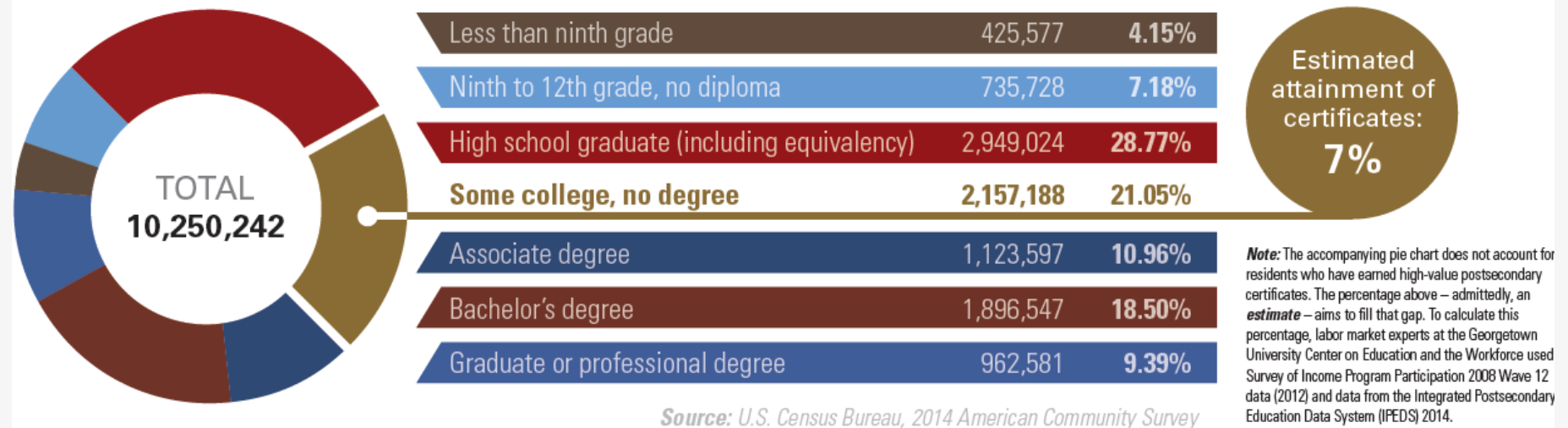
Tracking the trend

Percentage of the state's working-age population (25-64)
with a quality postsecondary credential



Here it looks close. (total PSE including some college no degree is 59.9%)

Levels of education for Florida residents, ages 25-64



JOB OPENINGS BY OCCUPATION AND EDUCATION LEVEL (IN THOUSANDS)

OCCUPATION	Less than high school	High school diploma	Some college/ no degree	Associate's degree	Bachelor's degree	Master's degree or better
Managerial and Professional Office	7	57	85	51	159	89
STEM	1	10	18	13	48	23
Social Sciences	0	0	0	1	5	8
Community Services and Arts	2	14	21	13	57	23
Education	1	10	13	8	68	52
Healthcare Professional and Technical	1	12	25	38	41	43
Healthcare Support	8	31	29	15	5	2
Food and Personal Services	118	228	153	58	63	13
Sales and Office Support	53	290	280	117	193	39
Blue Collar	99	235	101	38	37	7
TOTAL	290	887	726	352	678	300



Policy and changes in economic development strategy change the value of projections and move us to more simulation space.(software example)

This takes us back to the earlier slide: Preparing with flexibility versus picking winners.



Questions that need addressed.

- How to include certifications? Hard to measure but commonly linked to licenses. Little evidence they act as stand alone education and training awards but they add significant value to all levels of education.
- What to do with non-credit education? In many cases it develops productivity but doesn't fall in our common buckets of 'education'



Jeff Strohl

js787@georgetown.edu

Want more data?



research • communication • advocacy • support

Policy Brief

Is Florida Putting \$100M FAFSA?

The quality of after high school students' writing and oral communication skills is a key factor in their success in college. According to a recent study, the quality of students' writing and oral communication skills is a key factor in their success in college. The quality of students' writing and oral communication skills is a key factor in their success in college.

GOAL 2025

To increase the proportion of Americans with high-quality degrees and credentials to 60 percent by the year 2025
www.floridacollegeaccess.org

July, 2014 Vol. VIII, Issue 2

Data Brief

Recent Gains, Future Challenges: A Closer Look at Degree Attainment in Florida

FLORIDA

Key Trends

- 1. Degree Attainment (25-64 yr. olds):
 - 1% to 38% in 2012, 5.7% since 2000
 - Disparities among Racial/Ethnic Groups:
 - Whites (41.6%), Blacks (25.9%), Hispanics (31.2%)
 - Gender Gap (25-34 yr. olds):
 - Men = 32.5%, Women = 43.4%
 - AA, AA, certificate production: 26.5% since 2008
 - Metro degree attainment: Only 1 of 8 largest metros in Florida rank top 50 U.S. in attainment

The path to upward mobility and economic success in Florida and the U.S. as a whole is increasingly dependent on postsecondary degrees or credentials. In the wake of the shift since the 1970s from an industrial to a knowledge economy, the workforce has increasingly shed physical and repetitive jobs in favor of jobs requiring strong communications, problem-solving and technological skills that lead to increased quality, efficiency and innovation.

Although a student's chosen field of study will impact his or her earning potential and economic outcomes can vary greatly, it is nevertheless generally true that the higher the education level a person achieves, the more likely he or she is to be employed, earn a living wage and less likely to be dependent on public assistance. Throughout much of the 20th Century, a high school diploma was sufficient to secure a good job and a decent wage, but that is no longer the case for most workers. Workforce projections not only tell us those days are behind us, but that the demand for the higher-level skills that postsecondary education and training develops will only increase in the years to come. State and national workforce projections predict that over 60% of Florida jobs will require some form of postsecondary education or training by the year 2020, yet currently, only 38% of working-age Floridians holds an associate's degree or higher.

According to a report by the Florida-based LeRoy Collins Institute, demographic changes make forward-looking interventions even more necessary. As Baby Boomers retire and pave the way for new job opportunities, our state's economic prosperity will rest on our ability to develop the talent level of our future generations. Failing to make progress will have an effect on our economy that will be more difficult to correct as time progresses.

It is for these reasons that the Florida College Access Network has set a goal to increase our state's level of degree attainment for working-age Floridians to 60% by the year 2025. In this brief, we take a closer look at our state's progress toward reaching the goal by examining key trends that we hope will be used to inform discussions on policies and strategies for boosting educational attainment at the state and local levels.

Accompanying this brief is an interactive data dashboard that allows users to investigate more closely a variety of indicators related to degree attainment, including historical trends on attainment levels by racial/ethnic group and age range at the county, state and national levels. The data featured on the dashboard and located in this brief is offered to inform the thoughtful discussions taking place throughout the state as communities and policy makers grapple with the challenges inherent in boosting educational attainment. Raising postsecondary attainment levels is a complex task not just in Florida but throughout the country, as factors like migration, demographic changes, K-12 education, degree production and policy changes at the local, state and national levels add layer upon layer to our ability to directly impact and measure the inputs and outcomes of our state's postsecondary education system.

Florida College Access Network's mission is to create and strengthen a statewide network that catalyzes and supports communities to improve college & career preparation, access, and completion for all students.

research • communication • advocacy • support

STATE FINANCIAL ASSISTANCE

by the numbers...

State aid provides economic opportunity through education

Trend: Fewer students receiving state aid despite need for more talented workforce

Students funded and program costs of **Bright Futures** and all Florida financial aid programs since 1997-98

Key Trends

- 1. Bright Futures was created to boost the state's level of degree attainment by encouraging better preparation for college while making it more affordable
- 2. With fewer students expected to receive less money for Bright Futures
- 3. We need research-informed, evidence-based approaches to the state's financial aid programs to ensure economic opportunities are in reach for Florida families

DATA NOTE: Florida's financial aid programs have been a key factor in the state's success in increasing college completion rates.

Visit floridacollegeaccess.org/research-and-data for data dashboards, interactive maps and tables with state and local college access and success data.

GOAL 2025

FLORIDA CAN!

Florida FAFSA Finish Line: Completion Rates for 12th Graders at Florida Public Schools (see tabs in top-left corner for additional resources)

View FAFSA completion data for over 500 public schools in Florida by navigating the search tools to the right, the map below or the tables at the bottom of the page to see how schools have performed during the 2011-12, 2012-13 and 2013-14 school years. Schools must be selected on the map for data to appear in the tables to the right. Click the reset ("Reset All") button at the bottom of the page to reset the map. View county-level FAFSA completion data by selecting the "By County" tab above.

FAFSA Completion Rates: 2013-14

School County	School City	School Name	100% GFA	95% GFA	90% GFA	85% GFA	80% GFA
Alachua	Alachua	Alachua High School	100	100	100	100	100
Alachua	Alachua	Alachua High School	100	100	100	100	100
Alachua	Alachua	Alachua High School	100	100	100	100	100

FAFSA Completion Rates: 2012-13

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Alachua	Alachua	Alachua High School	100	100	100	100	100

The BIG GOAL: Degree Attainment in Florida

The connection between a postsecondary education and economic opportunity has increasingly grown stronger over time as an increasing share of job openings require postsecondary education and training beyond high school. At our state's current pace, Florida stands at 38% to fall short the number of workers with a postsecondary education, which is why the Florida College Access Network has set a goal to increase the percentage of working-aged adults who earn a high-quality postsecondary degree or credential to 60% by the year 2025. How close is your community to the BIG GOAL? Use the dashboard below to view trends, make comparisons and inform work that can lead to progress in your region.

Follow this link for accompanying data brief: <http://www.floridacollegeaccess.org/research-and-data>

Sortable Data Table

County	2009	2010	2011	2012
UNITED STATES	33.77%	36.11%	36.37%	36.72%
FLORIDA	32.40%	36.40%	36.50%	36.96%
Alachua	31.42%	32.40%	34.14%	34.16%
Baker	35.32%	35.64%	35.75%	36.12%
Bay	27.14%	32.22%	31.95%	32.81%
Broward	35.25%	35.82%	36.58%	36.12%
Brevard	36.41%	40.79%	40.81%	40.29%
Brevard	36.35%	41.48%	41.78%	42.02%

Earnings

County	Less than high school graduate	High school graduate or equivalent	Associate's degree or better	Bachelor's degree or higher	Graduate professional
UNITED STATES	\$18,404	\$27,824	\$32,401	\$48,157	\$65,111
FLORIDA	\$17,446	\$24,832	\$30,044	\$44,474	\$57,330
Alachua	\$17,488	\$25,542	\$30,960	\$42,721	\$59,111
Baker	\$27,333	\$30,655	\$35,919	\$45,729	\$59,819
Bay	\$18,446	\$26,898	\$30,992	\$42,198	\$62,311
Brevard	\$18,951	\$30,233	\$35,944	\$46,786	\$64,511

Unemployment Rates

County	Less than high school graduate	High school graduate or equivalent	Associate's degree or better	Bachelor's degree or higher	Av
UNITED STATES	14.7	10.1	8.0	4.2	
FLORIDA	17.8	12.5	9.5	5.6	
Alachua	28.4	7.7	6.8	5.0	
Baker	22.2	9.8	5.7	2.2	
Bay	18.4	7.9	8.4	4.1	
Brevard	35.2	14.4	7.8	12.6	

By Race/Ethnicity

Race/Ethnicity	Less than high school graduate	High school graduate or equivalent	Associate's degree or better	Bachelor's degree or higher	Graduate professional
ALL	17.8	12.5	9.5	5.6	
Asian	10.1	7.7	6.8	5.0	
Black or African American	28.4	7.7	6.8	5.0	
Hispanic or Latino	22.2	9.8	5.7	2.2	
Native American	18.4	7.9	8.4	4.1	
White	35.2	14.4	7.8	12.6	

Educational Attainment Rates by County (Ctrl + click for multiple selections)

UNITED STATES FLORIDA

Visit floridacollegeaccess.org/research-and-data for data dashboards, interactive maps and tables with state and local college access and success data.

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GOAL 2025

FLORIDA CAN!

<http://www.floridacollegeaccess.org/research-and-data/>

HISPANIC HERITAGE MONTH

Join us for our Twitter Chat on equity in higher
education 10/12 at 2PM ET! #CEWedchat

@GeorgetownCEW

Twitter Chat from Georgetown CEW Up Next!

Introducing... FloridaShines: A New Website to Help Students Plan for College

FLORIDA COLLEGE ACCESS NETWORK



Go to College

Compare schools. Get admissions info. Browse degree programs.

Succeed in College

Review transcripts. Search libraries. Find an online course.

Find a Career

Find career resources.

www.FloridaShines.org

Supporting Florida's Undocumented Students

FLORIDA COLLEGE ACCESS NETWORK



and others on how to support Florida's undocumented students

BeyondEducation.org:

EARNINGS AND OTHER OUTCOMES OF FLORIDA'S POSTSECONDARY GRADUATES AND COMPLETERS

- with special guest speakers -

Mark Schneider

VP and Institute Fellow, AIR
President, College Measures

Kelle Parsons

Researcher
American Institutes for Research

presented by:



In comparison:

High school graduates who directly enter workforce:

Work FT - \$23,000

Work PT - \$11,600

How can we help students make better college decisions?

FLORIDA COLLEGE ACCESS NETWORK



48%

recently-enrolled students in this income bracket are **unfamiliar with Pell**.

A quarter said they had never heard of Pell before this survey.

Find archived webinar slides and recordings at:

<http://www.floridacollegeaccess.org/events/> or

<http://www.floridacollegeaccess.org/research-and-data/>



Call for presentations now open!

2017 FLORIDA COLLEGE ACCESS AND SUCCESS SUMMIT

May 10-11, 2017 | B Resort & Spa | Orlando, FL

Deadline for submissions: November 1, 2016
Click here for more information



Deadline ends November 1st
Submit a proposal at:
<http://www.floridacollegeaccess.org/>



Helios Education Foundation

The Swift Family Foundation

Swift Family Foundation

Our work is possible thanks to the generous contributions of our funding partners



Join the Goal 2025 Movement!

floridacollegeaccess.org

Twitter: @GOAL2025FLORIDA