Collaborations, Strategies and Tools

Workforce Development in Education and Certification Training
St. Petersburg College
Strong Commitment to Pinellas County

► 38 Associate in Science programs (1,030 degrees annually)
► 22 Workforce Baccalaureate Degrees (1,128 degrees annually)
► 436 licensure/certifications in credit-based health-related programs (Dental Hygiene, Emergency Medical Technician, Medical Lab Tech, Nursing, Paramedic, Physical Therapist Assistant, Radio, Respiratory Care)
► We have more than 1500 clinical student health-related placements each year,
► and nearly 800 internships in fields other than healthcare.
St. Petersburg College
Strong Commitment to Pinellas County

► Southeast Public Safety Institute (2013-14) supported certification training for:
  ► 515 sworn law enforcement officers (includes 289 in-state/
      226 out-of-state),
  ► 230 firefighters,
  ► 104 corrections officers, and
  ► 24,783 students in in-service training initiatives annually
    (includes 7,181 in courses and 17,602 in grant programs);
St. Petersburg College
Strong Commitment to Pinellas County

► We have a Collaborative Lab facility used by scores of business and community organizations each year for planning and related business development;
► We have a broad-based network of 39 industry advisory committees with more than 500 members representing more than 350 companies and organizations;
► GED preparation (with Pinellas County School District on five SPC campuses)
► SAT test preparation
St. Petersburg College
Strong Commitment to Pinellas County

- A corporate training division that provides
  - Customized training - 2015 Q1 14 companies and 58 titles
  - Certifications testing
    • Not credit based – 308 passed in 2013-14
    • Credit based – 937 passed in 2013-14
  - Skills training seminars - 76 current titles, 11,000 enrollments in three years
Professional Development and Customized Training

► Raymond James
► ValPak
► Conmed Linvatec
► Bic Graphic
► Melitta

“Keep what you have.” – William Fruth
Professional Development and Customized Training

► PSTA
  ▶ Customer Service

► City of Clearwater
  ▶ Leadership and Succession Planning

► Morton Plant
  ▶ CompTIA Network +

► Veteran’s Administration
  ▶ CompTIA Healthcare IT
### 2013-14 Industry Certification, State Licensure, and National Licensure Attainment

<table>
<thead>
<tr>
<th>Programs</th>
<th>Certifications Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Computer &amp; Information Technology</strong></td>
<td></td>
</tr>
<tr>
<td>Cisco Certified Network Associate</td>
<td>5</td>
</tr>
<tr>
<td>CompTIA A+</td>
<td>2</td>
</tr>
<tr>
<td>CompTIA Healthcare IT Technician</td>
<td>1</td>
</tr>
<tr>
<td>CompTIA Network+</td>
<td>1</td>
</tr>
<tr>
<td>Java Programming Associate</td>
<td>1</td>
</tr>
<tr>
<td><strong>Business/Finance</strong></td>
<td></td>
</tr>
<tr>
<td>Accredited Claims Adjuster 6-20 Insurance License</td>
<td>8</td>
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<tr>
<td>Professional Guardianship</td>
<td>16</td>
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<tr>
<td>Registered Customer Service Representative 4-40 Insurance License</td>
<td>55</td>
</tr>
<tr>
<td><strong>Public Safety</strong></td>
<td></td>
</tr>
<tr>
<td>Animal Control Officer Certification</td>
<td>27</td>
</tr>
<tr>
<td>Parking Enforcement Specialist</td>
<td>22</td>
</tr>
<tr>
<td><strong>Healthcare</strong></td>
<td></td>
</tr>
<tr>
<td>IV Therapy Certification</td>
<td>97</td>
</tr>
<tr>
<td>Local Anesthesia for the Dental Hygienist</td>
<td>30</td>
</tr>
<tr>
<td>Mastectomy Fitter</td>
<td>24</td>
</tr>
<tr>
<td><strong>Manufacturing</strong></td>
<td></td>
</tr>
<tr>
<td>MSSC Certified Production Technician (CPT)</td>
<td>19</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>308</td>
</tr>
</tbody>
</table>

Certifications – Not Credit Based
## Certifications - Credit based

### 2013-14 Industry Certification, State Licensure, and National Licensure Attainment

<table>
<thead>
<tr>
<th>Programs</th>
<th>Certifications Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer &amp; Information Technology</td>
<td></td>
</tr>
<tr>
<td>CompTIA A+</td>
<td>15</td>
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<tr>
<td>Cisco Certified Network Associate</td>
<td>5</td>
</tr>
<tr>
<td>CompTIA Net+</td>
<td>7</td>
</tr>
<tr>
<td>Corrections</td>
<td></td>
</tr>
<tr>
<td>State Exam</td>
<td>51</td>
</tr>
<tr>
<td>Dental Hygiene</td>
<td></td>
</tr>
<tr>
<td>National Exam</td>
<td>31</td>
</tr>
<tr>
<td>State Exam Written</td>
<td>33</td>
</tr>
<tr>
<td>State Exam Clinical **</td>
<td>29</td>
</tr>
<tr>
<td>Education</td>
<td></td>
</tr>
<tr>
<td>State Exam</td>
<td>171</td>
</tr>
<tr>
<td>Emergency Medical Technician</td>
<td></td>
</tr>
<tr>
<td>National Exam</td>
<td>6</td>
</tr>
<tr>
<td>Engineering Technology</td>
<td></td>
</tr>
<tr>
<td>Solid Works Professional-Mechanical Design</td>
<td>3</td>
</tr>
<tr>
<td>Fire Academy</td>
<td></td>
</tr>
<tr>
<td>State Exam **</td>
<td>66</td>
</tr>
<tr>
<td>Funeral Services</td>
<td>*</td>
</tr>
<tr>
<td>National Exam Arts</td>
<td>*</td>
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<tr>
<td>National Exam Science</td>
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<tr>
<td>Law Enforcement</td>
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<tr>
<td>State Exam</td>
<td>93</td>
</tr>
<tr>
<td>Medical Laboratory Technician (discontinued)</td>
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<tr>
<td>National Exam</td>
<td>11</td>
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<tr>
<td>Nursing</td>
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<tr>
<td>National Exam</td>
<td>273</td>
</tr>
<tr>
<td>Paramedic</td>
<td></td>
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<tr>
<td>State Exam</td>
<td>21</td>
</tr>
<tr>
<td>Physical Therapist Assistant</td>
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</tr>
<tr>
<td>National Exam</td>
<td>25</td>
</tr>
<tr>
<td>Radiography</td>
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</tr>
<tr>
<td>National Exam</td>
<td>14</td>
</tr>
<tr>
<td>Respiratory Care</td>
<td></td>
</tr>
<tr>
<td>National Exam</td>
<td>18</td>
</tr>
<tr>
<td>Veterinary Technology</td>
<td></td>
</tr>
<tr>
<td>National Exam</td>
<td>66</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>937</td>
</tr>
</tbody>
</table>
Learn to Earn

Enrollment - Month over Month Comparison

FY 12 Total
FY 13 Total
FY 14 Total
FY 15 Total
## Learn to Earn

<table>
<thead>
<tr>
<th>Month</th>
<th>FY 11 Total*</th>
<th>FY 12 Total</th>
<th>FY 13 Total</th>
<th>FY 14 Total</th>
<th>FY 15 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>231</td>
<td>378</td>
<td>215</td>
<td>269</td>
<td></td>
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<tr>
<td>August</td>
<td>222</td>
<td>336</td>
<td>253</td>
<td>454</td>
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<tr>
<td>September</td>
<td>266</td>
<td>290</td>
<td>314</td>
<td>366</td>
<td></td>
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<tr>
<td>October</td>
<td>330</td>
<td>352</td>
<td>278</td>
<td>353</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>230</td>
<td>326</td>
<td>197</td>
<td></td>
<td></td>
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<tr>
<td>December</td>
<td>183</td>
<td>77</td>
<td>283</td>
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<td>January</td>
<td>182</td>
<td>268</td>
<td>289</td>
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<tr>
<td>February</td>
<td>495</td>
<td>374</td>
<td>394</td>
<td></td>
<td></td>
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<tr>
<td>March</td>
<td>278</td>
<td>236</td>
<td>243</td>
<td></td>
<td></td>
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<tr>
<td>April</td>
<td>351</td>
<td>438</td>
<td>358</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>130</td>
<td>441</td>
<td>185</td>
<td>374</td>
<td></td>
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<tr>
<td>June</td>
<td>198</td>
<td>225</td>
<td>178</td>
<td>283</td>
<td></td>
</tr>
<tr>
<td>Total Enrollment</td>
<td>328</td>
<td>3434</td>
<td>3438</td>
<td>3481</td>
<td>1442</td>
</tr>
<tr>
<td>Grand Total:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12,123</td>
</tr>
</tbody>
</table>

*Program started on May 2 2011.
Numbers not included in the monthly chart below.
Learn to Earn

Enrollment - FY Comparison

<table>
<thead>
<tr>
<th></th>
<th>FY 11 Total*</th>
<th>FY 12 Total</th>
<th>FY 13 Total</th>
<th>FY 14 Total</th>
<th>FY 15 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 11 Total*</td>
<td>328</td>
<td>3434</td>
<td>3438</td>
<td>3481</td>
<td>1089</td>
</tr>
</tbody>
</table>
Collaboration and Workforce Development

► Pinellas County Economic Development (PCED)

► CareerSource Pinellas

► St. Petersburg Grow Smarter
  ► Cradle-to-Career
  ► 2020 Initiative
Pinellas County Economic Development

- Site Tours/Prospect Visits
  - Bristol Myers Squibb
- Quick Response Training Grants (QRT)

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Jobs</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tech Data</td>
<td>100</td>
<td>$486,429.00</td>
</tr>
<tr>
<td>Jabil</td>
<td>85</td>
<td>$102,829.00</td>
</tr>
<tr>
<td>Power Design</td>
<td>150</td>
<td>$276,562.00</td>
</tr>
<tr>
<td>Instrument Transformers-GE Energy MFG/Digital Energy</td>
<td>143</td>
<td>TBD</td>
</tr>
</tbody>
</table>

| Totals                                      | 478  | $865,820.00      |
CareerSource Pinellas
Hi-Tech Training (HITT) Grant/USDOL

Unemployed Participants:
► Attending – 200
► Completing – 128
► Gaining Employment – 88

Participant Demographics:
► 48% have some college
► 30% have Bachelor Degrees
► 13% are Veterans
► 9% Disabled
New Challenge and Collaborative Opportunities

► Shifted hiring market as a result of the Recession
  ► A Paradigm Shift has greatly increased demand for industry certified training and competence while weakening the demand for degrees and credit hours

► Global competition

► Changed demand for preparedness

► Documented employee competence - healthcare, manufacturing, trade/logistics, etc.

► Commitment to continuous training and productivity

► Cost of college - multiyear time investment
New Opportunities and Support for the Community

► Goodwill
► West Care
► F.A.S.T.
► Urban League
► Deuces Live
Strategies

► Industry Certification Training
► Flexible and Speed
► Incumbent Worker Training (IWT)
► Employed Worker Training (EWT)
► Workforce Investment Act (WIA) now the Workforce Innovation and Opportunity Act (WIOA)
► Grants
  ► HITT
  ► TRADE
A World of Opportunity

Certifications 2014

- CT Offers: 57
- Academic Offers: 77
- Total Offered by Academic and CT: 124
- SPC Potential (academic and CT): 188
- RG14 total: 312
- Total Cert: 540

Economic Innovation & Leadership Symposium
A Program for IT Professionals

24 includes today’s most widely used technology tools and will prepare participants for industry certifications that are based on workforce market demands.

Program includes:
- 1 day of intensive study
- 22 days of online work to create a project portfolio
- 1 day of intensive study and 24 pecha kucha style presentations

Program benefits include:
- One year license to training software
- Flip classroom learning style
- Focused market demands
- Tampa Bay Technology Forum (TBTF) Membership
- Potential to earn college credit
- Understanding of business processes
- Use of LinkedIn
- Exam voucher included in price

Classes available:
- A+
- Agile Development
- Healthcare IT
- HTML5 and CSS
- Java Programming
- Java Script
- Mobile Programming
- Network+
- Security+
- SharePoint Administrator
- SQL Server
- Visual Basic.NET
- Wireless Networking

$995 per course

Register now
spcollege.edu/24 | cts@spcollege.edu | 727-398-8466
Manufacturing

- Transforming Resources for Accelerated Degrees and Employment (TRADE)
- Collaborative Center for Emerging Technologies
- LumaStream
- Oldsmar Training Center
- Industry Certification Training Centers (ICTC) German Manufacturing
Internships

“In today’s competitive job market, internships give our students an extra edge by providing valuable community contacts and focused work experience that can lead to full-time jobs. By partnering with St. Petersburg College, local employers help build our community’s local workforce while developing well-prepared, new talent for their organization.”
—Dr. Bill Law, President of St. Petersburg College

www.spcollege.edu/intern
Tools

► IT Gap Analysis
► Manufacturing Gap Analysis
► Business Intelligence daily tracking
► Test Center
► Burning Glass/Labor Insight
Manufacturing – Top Certifications

- Forklift Operator Certification: 77
- Commercial Driver’s License: 30
- CDL Class A: 23
- American Society of Mechanical Engineers (ASME) Certified: 21
- Wastewater Treatment Plant Operator: 21
- Six Sigma Certification: 20
- Soldering Certification (e.g., IPC Certification): 18
- Welding Certification (e.g., AWS Certified Welder): 16
- Contractors License: 15
- Six Sigma Black Belt: 13
Technology – Top Certifications

- Cisco Certified Network Associate: 558
- Certified Information Systems Security Professional (CISSP): 511
- Microsoft Certified Systems Engineer (MCSE): 457
- Cisco Certified Network Professional (CCNP): 378
- Project Management Certification (e.g., PMP): 294
- Security+: 236
- Network+ Certified: 231
- Microsoft Certified IT Professional (MCITP): 217
- Certified Information Systems Auditor (CISA): 216
- Microsoft Certified Professional (MCP): 185
- Cisco Certified Internetwork Expert (CCIE): 178
Healthcare – Top Certifications

- Registered Nurse: 2,156
- Certified Public Accountant: 441
- First Aid CPR AED: 400
- Certified Nursing Assistant: 352
- Project Management Certification (E.g. PMP): 320
- American Heart Association Certificate: 270
- Basic Cardiac Life Support Certification: 208
- Commercial Driver’s License: 176
- CDL Class A: 165
- Certified Information Systems Security Professional (CISSP): 159
- Advanced Cardiac Life Support (ACLS) Certification: 153
- Series 7: 146
Healthcare – Job Titles

- Registered Nurse: 1,150
- Customer Service Representative: 360
- Sales Associate: 359
- Business Analyst: 279
- Babysitter: 260
- Certified Nursing Assistant: 229
- Cdl A Driver: 221
- Teller: 216
- Cashier: 200
Healthcare – Education and Experience

- **High school**: 25% (4,058)
- **Certificate or Associate's degree**: 31% (1,819)
- **Bachelor's degree**: 7% (44%) or 7,881
  - 8+ years of experience (7% or 797)
  - 5 to 8 years of experience (12% or 1,112)
  - 2 to 5 years of experience (44% or 4,426)
  - Less than 2 years of experience (47% or 4,755)
- **Graduate or professional degree**: 9% (3,113)
  - 8+ years of experience (9% or 282)
  - 5 to 8 years of experience (36% or 1,163)
  - 2 to 5 years of experience (47% or 1,456)
  - Less than 2 years of experience (36% or 1,163)
Healthcare – Top Skills

- Sales: 1,915
- Accounting: 1,795
- Patient Care: 1,572
- Scheduling: 1,502
- SQL: 1,323
- Repair: 1,322
- Mathematics: 1,205
- Cleaning: 964
- Oracle: 858
- Inspection: 845
- Decision Making: 833
Thank you

James Connolly, Ph.D.
Corporate Training:
Workforce and Professional Development

connolly.james@spcollege.edu