



# 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



# Certifications – Not Credit Based

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

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





# Certifications - Credit based

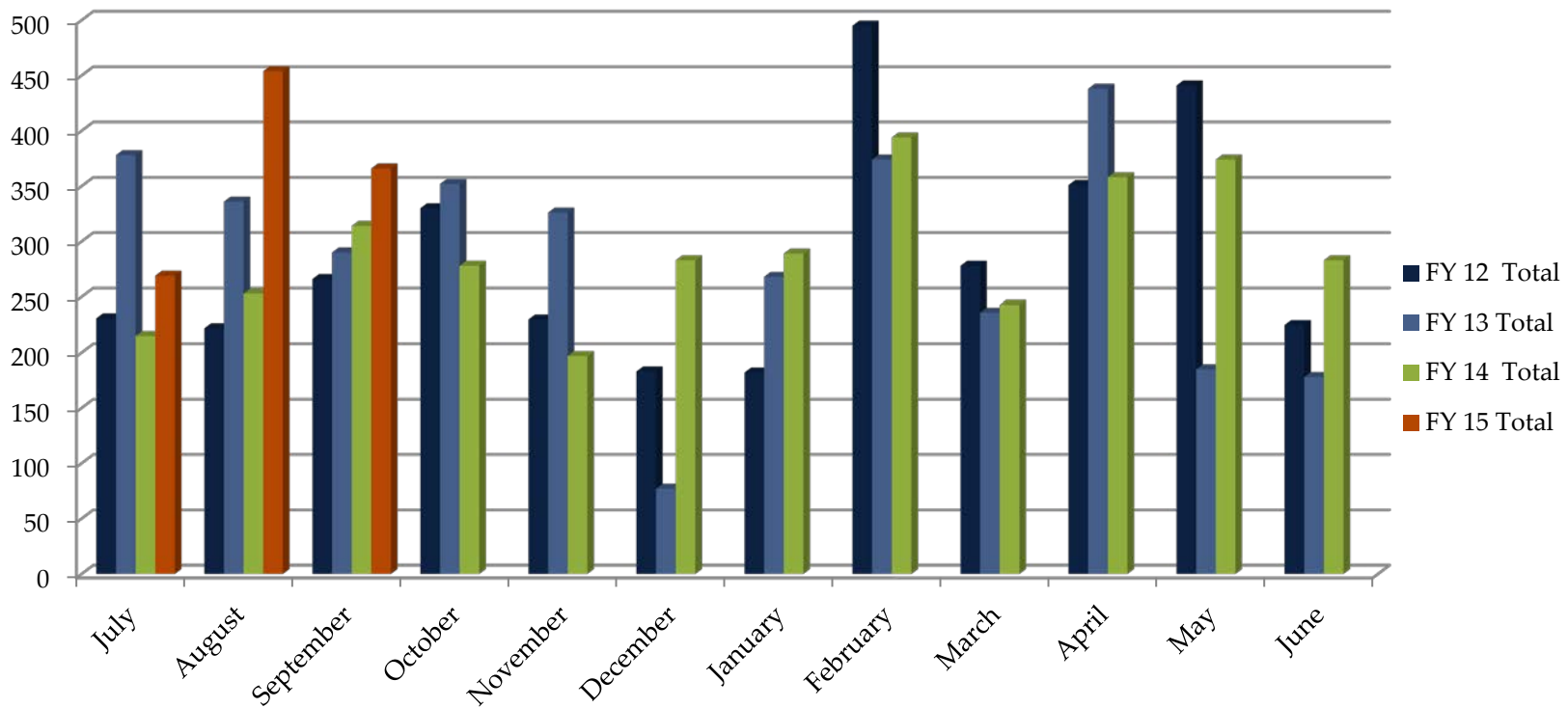
2013-14 Industry Certification, State Licensure, and National Licensure Attainment

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



# Learn to Earn

## Enrollment - Month over Month Comparison



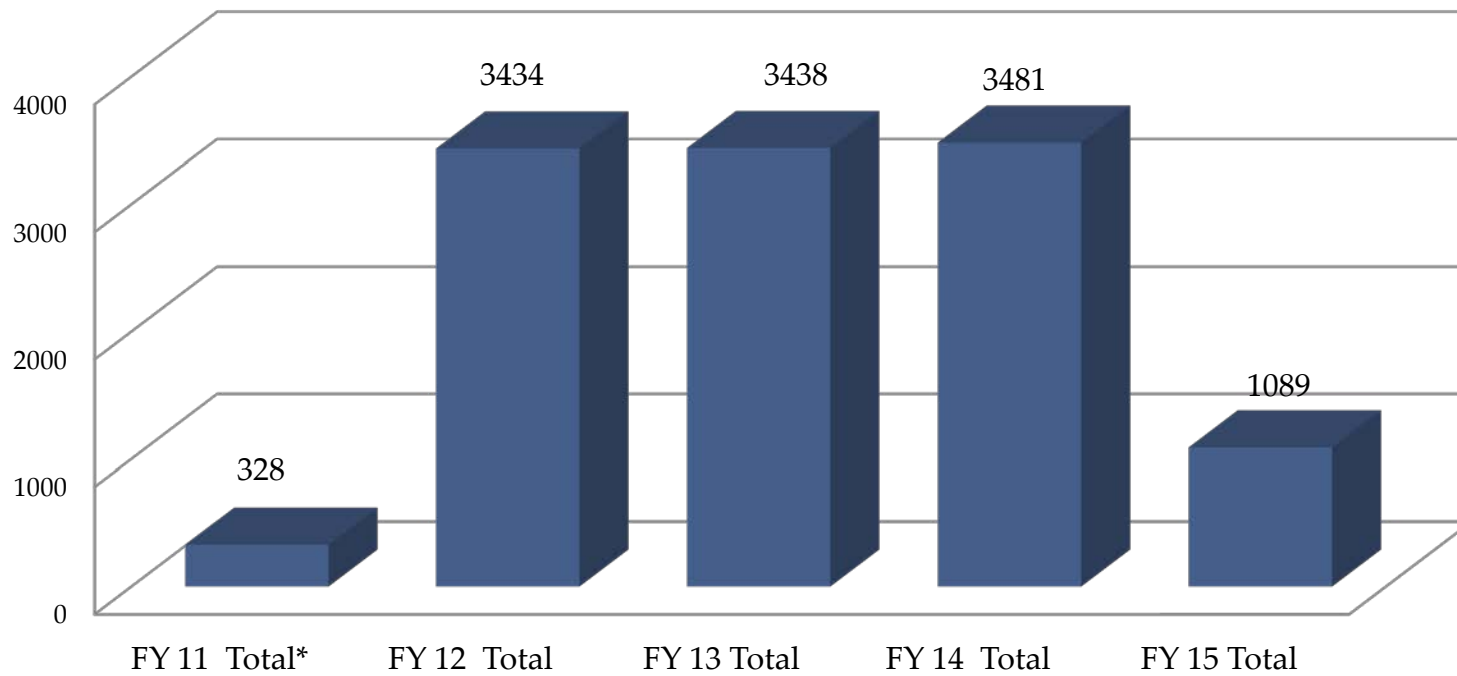
# Learn to Earn

Month	FY 11 Total*	FY 12 Total	FY 13 Total	FY 14 Total	FY 15 Total	
July		231	378	215	269	
August		222	336	253	454	
September		266	290	314	366	
October		330	352	278	353	
November		230	326	197		
December		183	77	283		
January		182	268	289		
February		495	374	394		
March		278	236	243		
April		351	438	358		
May	130	441	185	374		
June	198	225	178	283		
Total Enrollment	328	3434	3438	3481	1442	
Grand Total:						12,123
*Program started on May 2 2011. Numbers not included in the monthly chart below.						



# Learn to Earn

Enrollment - FY Comparison



# 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)

Company Name	Jobs	Dollars
Tech Data	100	\$486,429.00
Jabil	85	\$102,829.00
Power Design	150	\$276,562.00
Instrument Transformers-GE Energy MFG/Digital Energy	143	TBD
<b>Totals</b>	<b>478</b>	<b>\$865,820.00</b>



# 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



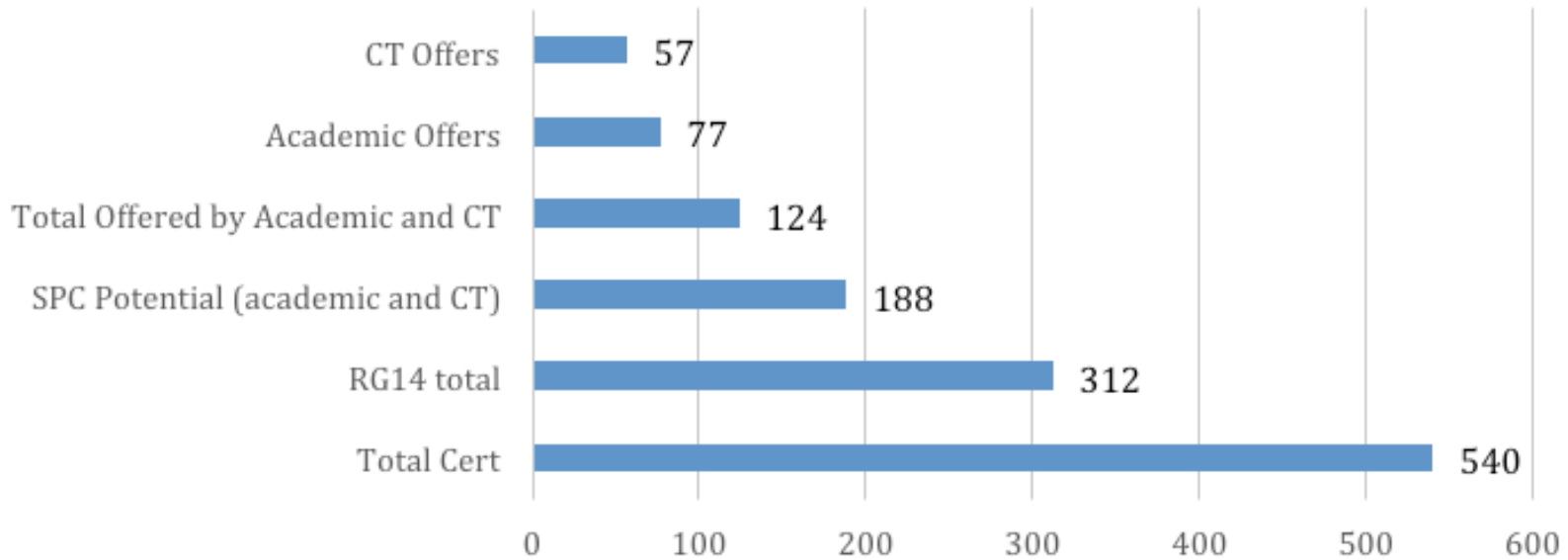
# Strategies

- ▶ 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



24

## 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 per ha kucha style presentations

### Classes available:

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

\$995 per course

### 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



Within Reach  
St. Petersburg College  
**SPC**

St. Petersburg College is an Equal Opportunity Institution. 13-0100-01

Register now

[spcollege.edu/24](http://spcollege.edu/24) | [cts@spcollege.edu](mailto:cts@spcollege.edu) | 727-398-8466

Economic Innovation & Leadership Symposium



# 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](http://www.spcollege.edu/intern)





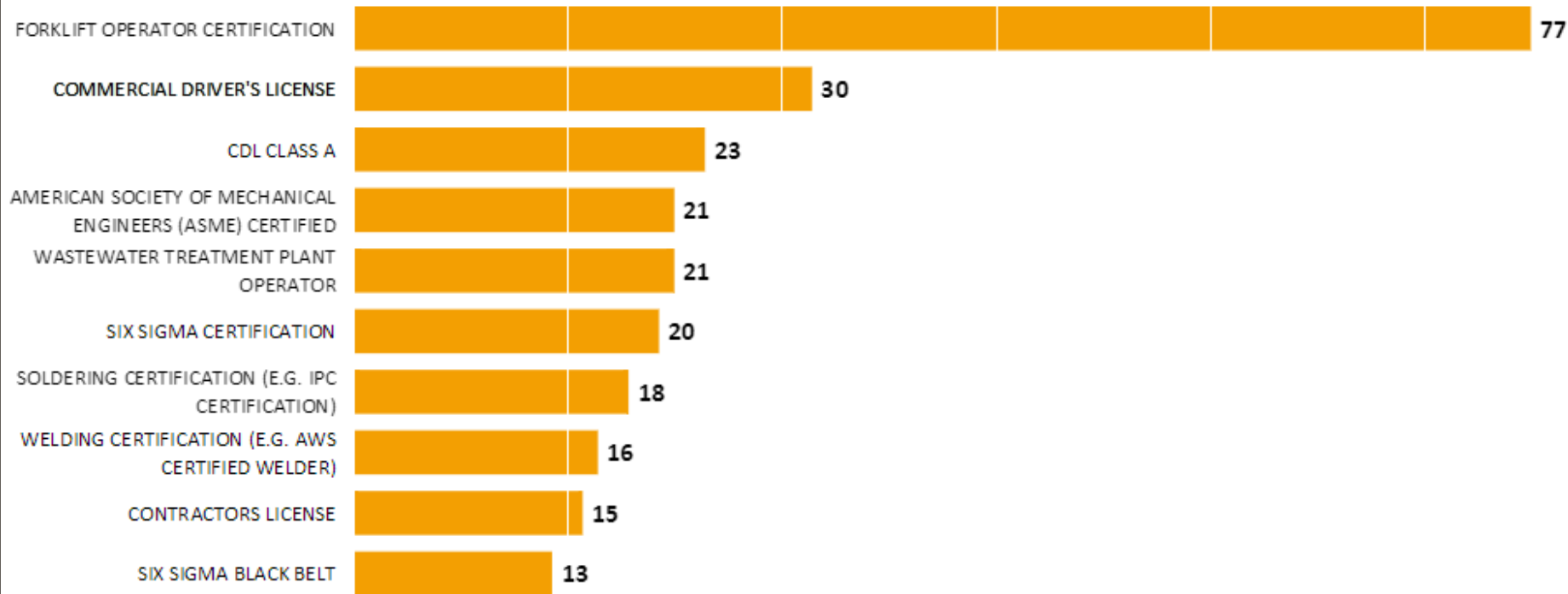


# Tools

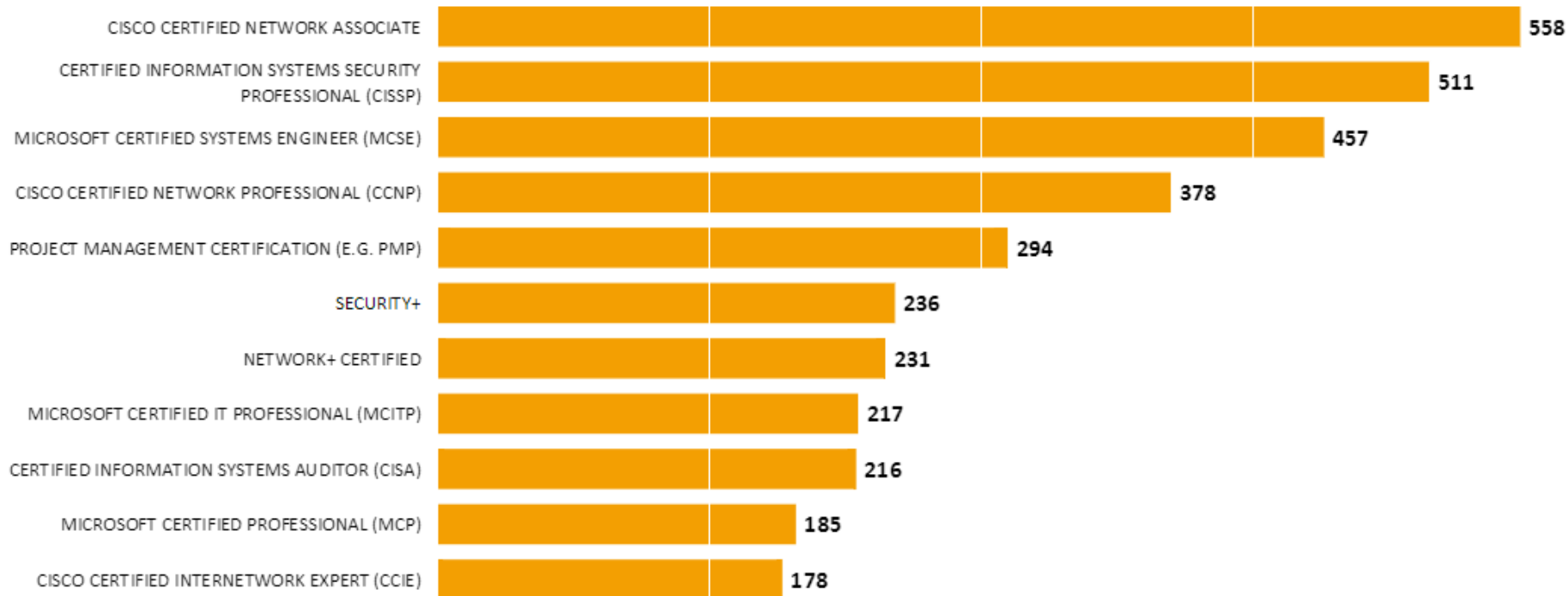
- ▶ IT Gap Analysis
- ▶ Manufacturing Gap Analysis
- ▶ Business Intelligence daily tracking
- ▶ Test Center
- ▶ Burning Glass/Labor Insight



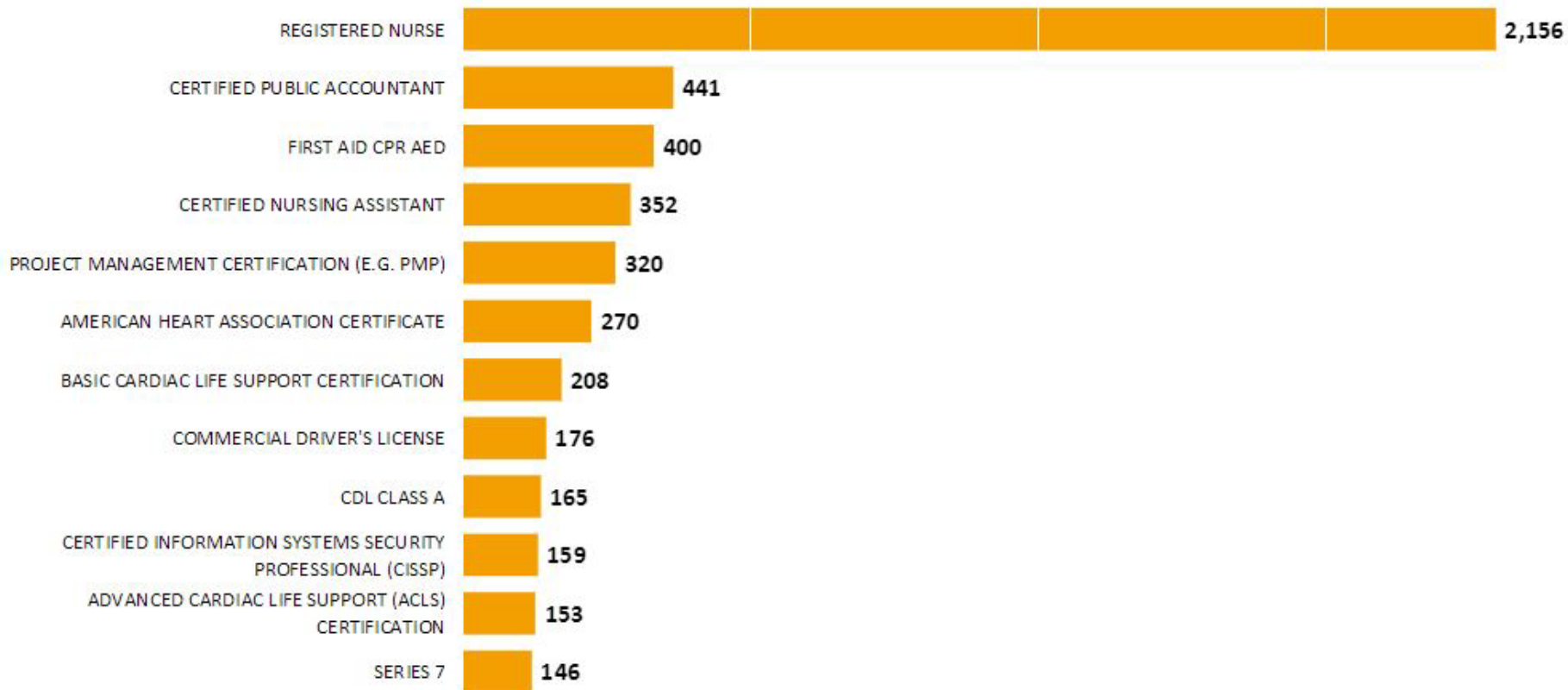
# Manufacturing – Top Certifications



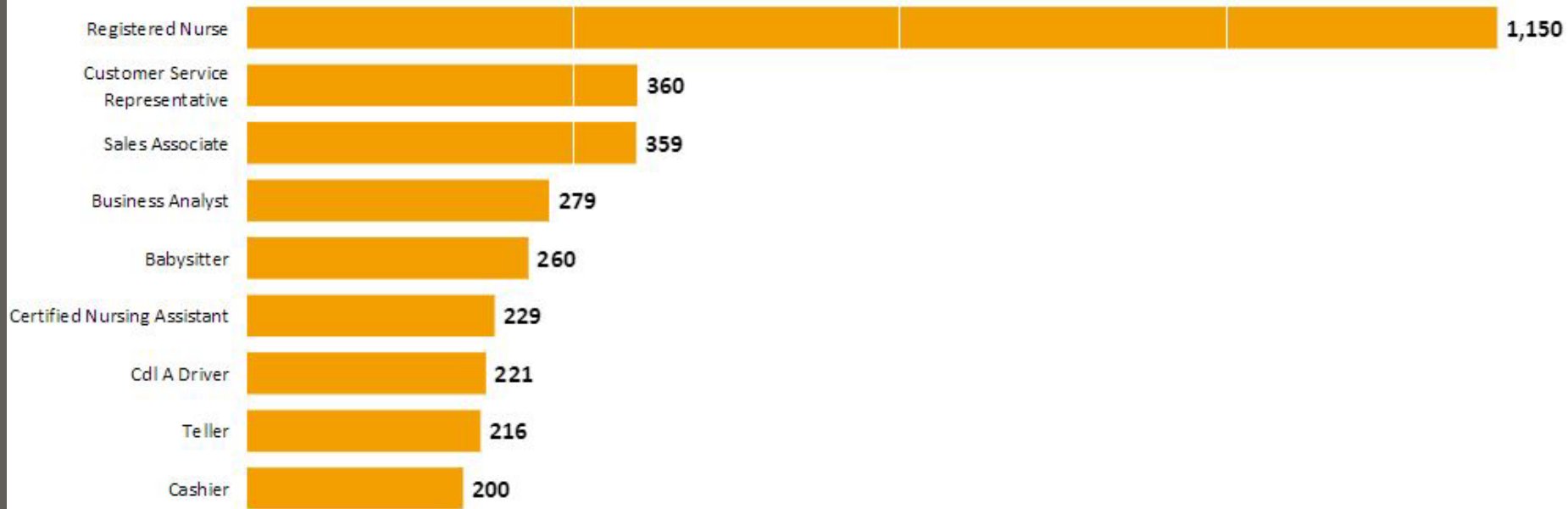
# Technology – Top Certifications



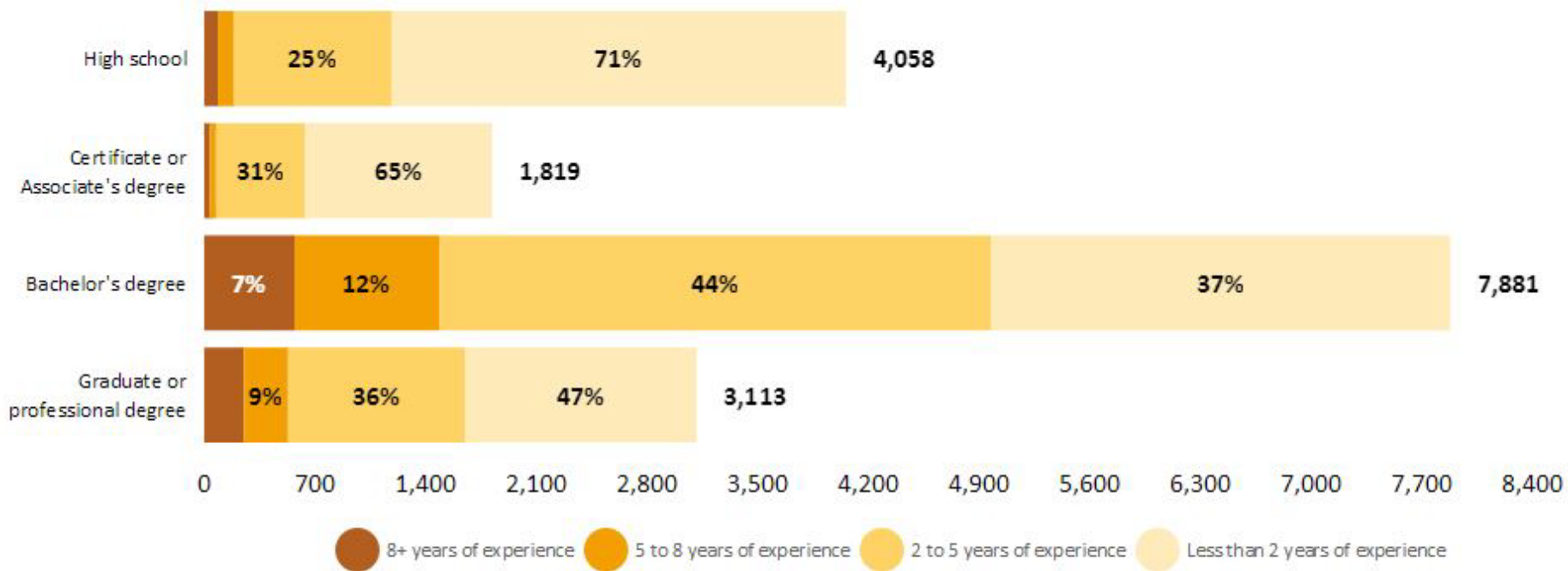
# Healthcare – Top Certifications



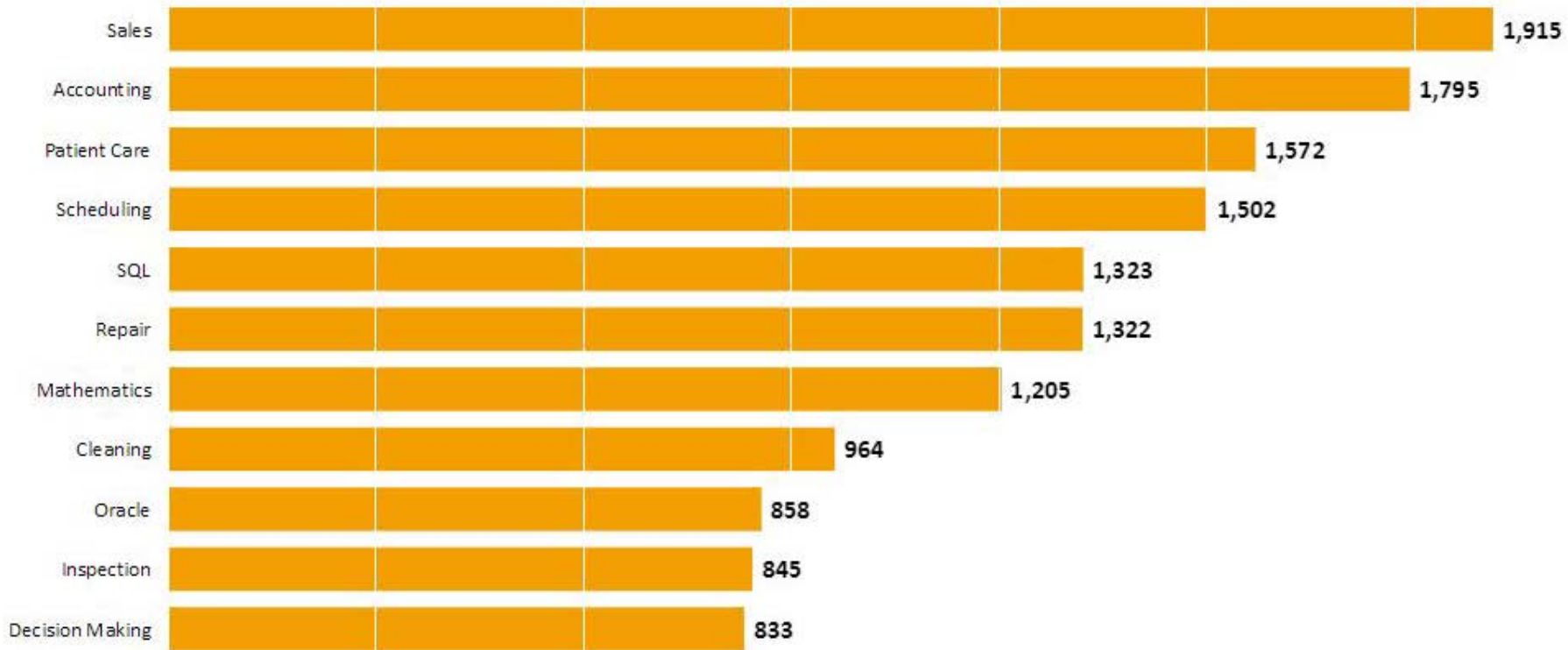
# Healthcare – Job Titles



# Healthcare – Education and Experience



# Healthcare – Top Skills





# Thank you

James Connolly, Ph.D.

Corporate Training:

Workforce and Professional Development

[connolly.james@spcollege.edu](mailto:connolly.james@spcollege.edu)