

Today's Workforce

A special publication by Volusia County's Economic Development Division

CONNECTIONS:
The link between Education
and Business that develops
the Future Workforce.



Today's Workforce

A special publication by Volusia County's Economic Development Division
floridabusiness.org

- 3 Welcome**
Economic Development Acting Director, Brad Harris
- 4 From Classrooms to Careers**
Volusia County Schools' Career and Technical Education Programs
Develop Emerging Workforce
- 6 Daytona State College Launches Bootcamp**
Regional Partnership Meets Boat Industry Need
- 8 2019 Graduates**
Volusia County Education Completion Data
- 10 MicaPlex Helps Launch Companies and Careers**
Embry-Riddle Integrates Internships and Innovation
- 12 'The Right Stuff' for a Changing Workplace**
Stetson University's Prince Entrepreneurship Leaders Program
- 14 Mutual Goals... Uncommon Outcomes**
ALLIANCE⁴ Launches

The Volusia County Division of Economic Development

assists business owners and works collaboratively with local stakeholders. We provide assistance at no cost to businesses with the desire and potential for growth within Volusia County.

The Division can help start-ups, second-stage, or maturing businesses directly or refer owners to other qualified organizations. Our economic development 'ecosystem' is focused on creating higher value, higher wage jobs.

While other community partners focus on recruiting new businesses to our county, the Economic Development Division assists existing Volusia County firms and entrepreneurs who are positioning themselves for new growth.



Welcome to the 2019 "Today's Workforce" graduation issue. For a second year we invite you to join us in celebrating education accomplishments and seeing some of the creative ways local education and business partners are preparing students to live, work and do business in Volusia County.

Why publish a graduation report? Because there's a direct link between learning accomplishment and economic success. With each diploma earned, professional certification awarded or degree conferred, new doors of economic opportunity are opened. Entrepreneurs get new insight that can help launch a venture, workers add skills that provide access to new and higher-paying careers, and employers gain resources and new perspectives that can improve productivity and support growth.

"There is a direct link between learning accomplishment and economic success."

At the center of this issue (literally and figuratively) is education completion data for the 2018/2019 academic year. It is grouped by occupational focus to showcase both the breadth and diversity of education and training programs offered at Volusia County's private and public institutions. During the year, more than 12,000 Volusia County students were recognized for education completions ranging from skill-specific certifications to doctorate degrees. Over 6,000 of those completions were post-secondary degrees and over 1,000 others were for skill-specific certifications, credentials or journeyman awards. Our schools are producing capable workers with relevant skills and doing so in large numbers.

The growth in graduate numbers is noteworthy, but just as significant is the growing level of cooperation between business and education in designing and delivering learning programs. In this issue, you will get a glimpse of how these partnerships have elevated worker skills and incomes, enriched student experiences and, in some cases, helped establish new career paths. By working together, employers and educators are becoming more effective at preparing future workers and supporting economic growth.

You'll discover how our nationally recognized high school career academies are preparing students for jobs and future careers. Volusia County Schools, with the support of industry associations and other partners, has been building Career and Technical Education (CTE) programs for more than 20 years. These programs complement traditional academic learning with practical, career-focused experience in areas such as: information technology and robotics, manufacturing and design, finance, multi-media technologies, healthcare, hospitality and dozens of other focuses. And the programs are relevant. They are linked to occupations included in the workforce system's targeted occupations or emerging occupations lists.



Volusia County's colleges and universities are also delivering graduates whose advanced skills are being aligned with immediate business needs. In this issue, you will see how Embry-Riddle Aeronautical University (ERAU) and Stetson University are using business incubation and entrepreneurship to provide relevant experience with classroom learning. And you will see how Daytona State College (DSC) continues to expand employer partnerships that provide prospective and incumbent workers access to skill-building programs that expand career opportunities.

Whether through an internship at Embry-Riddle's MicaPlex research park, enlistment at DSC's fiberglass "boot camp", or a journey within Stetson's Prince Entrepreneur Leaders Program, students are gaining insight and developing skills that will have immediate and beneficial impact as they enter the workplace.

As you explore this report, we hope you will notice and acknowledge the excellent work being done to promote learning and economic success in Volusia County. As a community, we are blessed to have so many outstanding organizations and volunteers committed to expanding opportunity for students and local businesses.

Brad Harris

Acting Director

Division of Economic Development

Volusia County, Florida

386-248-8048

rbharris@volusia.org



Photo credit: Volusia Manufacturers Association

Article provided by
Rachel P. Rutledge
CTE Coordinator, Volusia County Schools
Career & Technical Education

From Classrooms to Careers

Volusia County Schools' Career and Technical Education Programs Develop Emerging Workforce

From a very early age, Trey Dyess has had a fascination with how things are made. Now a high school graduate, Trey has turned his interest into a new manufacturing career path. Trey and classmate Christopher Bustamante are two new apprentices at Ameritech Die & Mold South, Inc. in Ormond Beach. Both are 2019 high school graduates of the Advanced Manufacturing Academy (PRAMA) at Pine Ridge High School and both would be quick to recommend the program to others.

Both students were excited to join the academy, and when Trey was asked to share why, he said "I glanced in the classroom and saw all the equipment I could learn to use, like welders, laser engravers, a 3D printer and a CNC machine. That's what really piqued my interest to joining the academy."

PRAMA is one of 41 career academies offered in Volusia County high schools. Through the PRAMA academy, Trey and Christopher were selected for apprenticeships at Ameritech after interpreting prints, demonstrating capability in 3D modeling and earning certifications in Inventor and AutoCAD. According to their teacher, Jim Maynard, they are able to think and interact in three dimensions. "Trey and Christopher are able to recognize problems, create solutions and design processes. These abilities will serve them well in their future careers."

When Trey first met his teacher, Mr. Maynard, he saw someone who could be an inspiration. "He's exceptional. If a kid puts in the effort, Mr. Maynard will go the extra mile to help. I hope more students consider the program", said Trey.



*From L to R:
 Trey Dyess and Christopher Bustamante signing with Ameritech Die & Mold South in Ormond Beach as apprentices.*

Trey's been employed at Ameritech a few months now and is gaining real-world manufacturing experience. He is proud of his accomplishments and thrilled with the opportunity to work at Ameritech. "It's really opened my eyes to a whole new world and I'm definitely looking forward to learning how to use the company's 5-axis CNC machine," said Trey. So what's the future hold for him? He's planning to further his education in machine courses and is considering attending Daytona State College's Advanced Technology Center.

ENGAGEMENT CREATES OPPORTUNITIES

In addition to the career academies, there are seventy-nine Career and Technical Education (CTE) programs offered by Volusia County Schools. CTE provides students with hands-on, rigorous instruction that will reinforce their core academic skills through practical application and community interaction. The CTE learning approach helps students develop employability skills, practice their content-related skills and observe actual workplace environments.



Nathan Rodrigues holding up his seven Adobe certifications with Principal Dr. Melissa Carr and teacher Mr. Lowenstein.

Take for example Nathan Rodrigues, who graduated from the Communications Academy at Deland High School. Before enrolling, Nathan knew he wanted to work in the graphic design industry, whether in video production, digital design or advertising. "The academy provided exactly what I needed to develop the skills for a career in the digital arts field", said Nathan, who is the first student in Volusia County schools to earn all seven Adobe Industry certifications.

His CTE teachers, Mr. Lowenstein and Ms. Perri, said that "he was always willing to go above and beyond basic requirements. He pushed himself to expand his own skills.

He was easy-to-get-along with and functioned well as part of a team. His conscientious and empathetic nature will help him meet client expectations.”

“I’m grateful for the teachers at the Communications Academy. They were great mentors who really cared about helping me develop the skills needed to succeed,” said Nathan.

As part of community involvement, Academy classes take field trips to different businesses throughout the county. “The last trip I was on was to MBI Direct Mail in Deland. The networking opportunity provided there was key to me acquiring a job and becoming the youngest person working at MBI.” said Nathan. His new role focuses on creative services as a graphic designer and what he’s learning is that “it’s not just the creativity that matters, but that it takes a lot of knowledge and technical skills in the programs to produce a finished product. It’s a great learning experience.”

HEALTHCARE CAREER PATHS

Through a district-wide partnership with Volusia County Schools, AdventHealth is providing opportunities to recent graduates interested in pursuing careers in the healthcare industry. Layla Owens, Hayley Melvin and Kiara Carrera, all 2019 graduates of Deltona High School’s Health Services Academy, are now Certified Patient Care Technicians for AdventHealth.

Following in the footsteps of her two older sisters, Kiara Carrera also entered the Health Services academy with interests in becoming a nurse. “Inspiring, amazing, kind-hearted” are just a few sentiments these students have for their teacher Brandy Meadows. “Ms. Meadows’ drive and ambition to help others and her willingness to go the extra mile to ensure students have the knowledge and tools to enter the healthcare field really encouraged me,” says Kiara.

Kiara and her fellow academy graduates are working in medical-surgical-cardiac, medical surgery with telemetry and critical care services. These career opportunities were available to them because of their efforts to earn certifications in 10-hour OSHA Health Care, Patient Care Technician, Electrocardiogram, Certified Medical Administrative Assistant and Cardiopulmonary Resuscitation.

Not only did Kiara graduate with all three certifications from the academy, but she also attended and competed at the HOSA State Conference in Orlando (an international future health professionals’ organization). “I’m extremely proud of completing knowledge placement tests with 50 other teams and placing fourth with my teammate,” said Kiara. Classmate Layla was equally proud of her accomplishment of passing all certification tests, especially the Patient Care Technician. “Ms. Meadows was such an inspiration to me and she really helped us prepare and study for these tests,” said Layla.

Through the academy, Kiara and her classmates gained proficiency in analyzing vital signs such as blood pressure, pulse, temperature

and respirations. The patient care skills they learned ranged from catheterization to hand washing. Students leave their secondary health sciences programs as compassionate, self-confident individuals with strong work ethics.

Not only did the students develop excellent skills in patient care services, but by joining the internship through the academy, had the opportunity to job shadow, as was the case for Layla.

“We got to pick which section of the hospital to be at, so I chose Surgical Services and I was able to spend time with one of the nurses on duty.” In addition, students spent time volunteering with the American Red Cross and local fire department.

The partnership with AdventHealth also provided juniors and seniors and opportunity to attend a recruitment day. Upon passing certification exams, Kiara submitted her resumé and after a series of interviews, was hired. She is now a Patient Care Technician (PCT) at AdventHealth’s Orange City campus. Layla was also hired as a PCT and is working at the Deland campus.



Layla Owens and Hayley Melvin from Deltona High School’s Health Services Academy ready for their new jobs as Certified Patient Care Technicians at AdventHealth.

When asked for her reason for being in the healthcare field, Kiara’s response was simple: “Being able to help serve others and that you can bring a sense of hope to patients when they are trying to recover and heal.” Layla echoed those sentiments. So what’s next for Kiara and Layla? Both plan to enroll in the Nursing Program at Daytona State College with hopes of becoming pediatric nurses.

COLLABORATIVE EFFORT

The growth and development of students is a community effort. Without engaged professionals, students do not have the real-world opportunities needed to solidify their skill sets. Thankfully, this community wants to engage with CTE students to help them learn, and shape the future workforce. Business and industry partners, professional associations, economic development practitioners, post-secondary providers, chambers of commerce and CareerSource Flagler Volusia all play vital roles in the development of students.

Volusia County is primed and ready to provide tomorrow’s workforce. In the upcoming year, Volusia County Schools will be introducing a new cybersecurity program at Pine Ridge High School. The Advanced Manufacturing academy will be designing and prototyping items to send into space through NASA Hunch. CTE is poised to prepare youth pre-apprentices in the 2020-21 school year in the skilled trades. As a community, all entities are working collaboratively to ensure a viable community for future generations through careful analysis of local needs in workforce talent. Volusia County Schools is glad to play a role in this initiative.



Daytona State College Launches Bootcamp

Regional partnership meets boat industry need

Volusia County has a vibrant and diverse manufacturing community that makes products from parachutes to skin lotions, to commercial pumps and medical devices. And with the diversity of products, comes a wide range of production disciplines. One growing discipline involves fiberglass fabrication and installation.

Being a coastal community, Volusia County has a number of boat manufacturers and in early 2018, several of those companies communicated their need for entry-level fiberglass laminator training to Daytona State College (DSC). In response, DSC's Center for Business and Industry (CBI) quickly began working with the manufacturers to design and develop a training program to help address the need.

When Frank Mercer, Director of the CBI, was asked about the quick response, he said, "Anytime we can help our local manufacturers with training assistance, we want to do that, even when the learning process doesn't fit into a traditional classroom."

Leveraging expertise from Boston Whaler, Dougherty Manufacturing, EdgeWater Power Boats, Everglades Boats, industry associations and suppliers, the CBI designed a 40-hour Fiberglass Fabrication Boot Camp that introduces students to the fiberglass manufacturing discipline. The program covers workplace safety,

tools and equipment, lamination techniques, finishing processes and inspection.

With a program designed, identifying an appropriate facility became the challenge. "Fiberglass fabrication presents unique challenges such as dust and polymer resin smell, so you can't do it just anywhere" said Mercer. But the solution quickly surfaced when Porta Products Corporation agreed to lease space to DSC for a fabrication lab at their location in New Smyrna Beach.

The boat manufacturers also stepped up to support the training program by sending employees, hiring completers, promoting the training program, providing technical assistance and purchasing hand and power tools. In addition, the manufacturers provide funding to help off-set the cost of the facility lease. Industry suppliers, Composites One and Vallen, also contributed, at no cost, consumables such as resin, personal protective equipment, fiberglass mat, mixing cups and much more.

Melissa Edwards, an experienced instructor employed at Boston Whaler, was selected to teach the course and in its first year, 59 students completed the program with 46 still employed in the industry.



“This class not only helps fill a need in the industry, but it also helps students determine if this is the right career fit for them,” said Edwards. “Typically, if you take an employee that has never worked in the industry before, you risk investing resources into someone who potentially leaves for another opportunity. Without the right fit, the employers will have to repeat the entire hiring process again. The Fiberglass Bootcamp program is beneficial for the student and the manufacturer because the student gets to make a more informed decision if the industry is the right fit for them and the employer can be more targeted with recruitment.”

CareerSource Flagler Volusia supports the program by reimbursing boat manufacturers for the training expenses of eligible employees. For eligible students not employed by one of the manufacturers, CareerSource Flagler Volusia is able to provide training vouchers covering the cost of the course.

“It’s a wonderful opportunity, a wonderful partnership,” said Mercer. “Volusia County’s Economic Development division is a huge supporter in helping us promote the program and sell it to our local manufacturers. CareerSource Flagler Volusia is a huge supporter covering the tuition of at least half of the students who have gone through this program in the last year.”



Students doing fiberglass lay up.

The CBI continues to work with the local boat manufacturers to make improvements to the course and identify new offerings. Mercer added that the fiberglass industry is just one application of how the community can partner to address a workforce need.

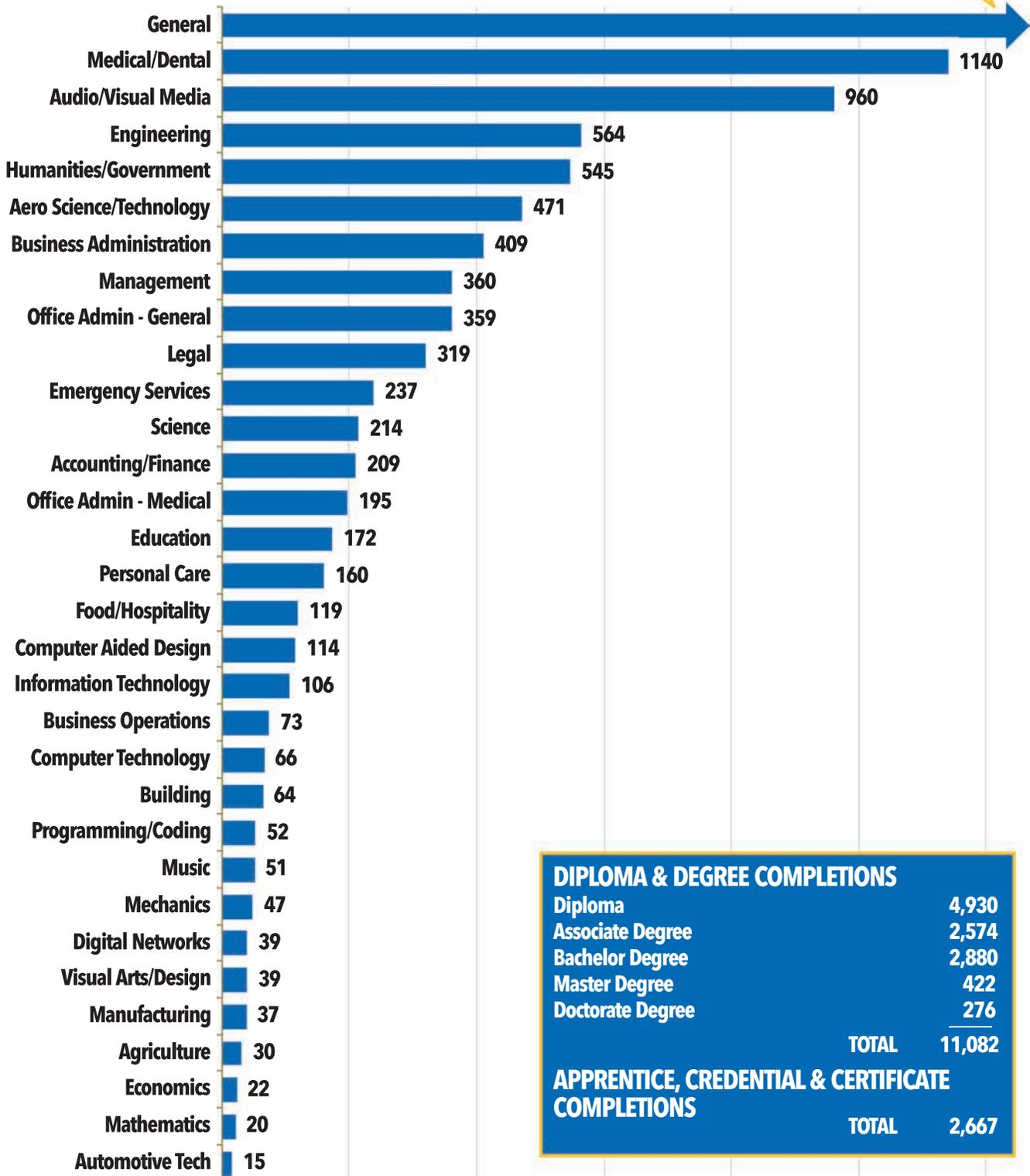
“It could be welders, auto collision, anything where a company or industry sector has a need,” said Mercer. “This program is a great example of how something can be spun up quickly. It’s a great demonstration of government, education and private industry working together.”

Total Volusia County Education Completions

There was a combined total of 13,749 certificates, credentials, diplomas and degrees issued by Volusia County private and public high schools, post-secondary schools, colleges and universities during the 2018-2019 school year.

by Occupational Category

6,541



| DIPLOMA & DEGREE COMPLETIONS | |
|--|---------------|
| Diploma | 4,930 |
| Associate Degree | 2,574 |
| Bachelor Degree | 2,880 |
| Master Degree | 422 |
| Doctorate Degree | 276 |
| TOTAL | 11,082 |
| APPRENTICE, CREDENTIAL & CERTIFICATE COMPLETIONS | |
| TOTAL | 2,667 |

Source: Volusia County public and private education institutions responding to DOED graduation survey for academic year ending June 30, 2019.

Volusia County Education Completions

PRODUCTION & MAINTENANCE



| | |
|-----------------------|----|
| Building Trades | 64 |
| Mechanics | 47 |
| Manufacturing | 37 |
| Agriculture | 30 |
| Automotive Technology | 15 |



COMMUNITY SERVICE & SUPPORT



| | |
|-------------------------|-----|
| Humanities & Government | 545 |
| Legal & Law Enforcement | 319 |
| Emergency Services | 237 |



ENGINEERING, SCIENCE & MATHEMATICS



| | |
|-------------------------|-----|
| Engineering | 564 |
| Aero Science/Technology | 471 |
| Science | 214 |
| Mathematics | 20 |



BUSINESS & ECONOMICS



| | |
|-------------------------|-----|
| Business Administration | 409 |
| Management | 360 |
| Office Admin-General | 359 |
| Accounting/Finance | 209 |
| Office Admin-Medical | 195 |
| Business Operations | 73 |
| Economics | 22 |



DIGITAL TECHNOLOGY



| | |
|------------------------|-----|
| Audio/Visual Media | 960 |
| Computer Aided Design | 114 |
| Information Technology | 106 |
| Computer Technology | 66 |
| Programming/Coding | 52 |
| Digital Networks | 39 |



*Not shown above are education sectors: **Arts & Education** (262), **Hospitality** (119), **Patient Healthcare** (1,140), **Personal Care** (160) and **General Education** (6,541).
Source: Volusia County public and private education institutions responding to DOED graduation survey for academic year ending June 30, 2019.

Article provided by
Jon O'Neill
Marketing & Communications
Embry-Riddle Aeronautical University

MicaPlex Helps Launch Companies and Careers

Embry-Riddle File Photo

When an innovative local company was looking for talent to help it grow, college student Chris Crawford unexpectedly found himself working his dream job before he even graduated.

As he finishes classes at Embry-Riddle Aeronautical University, Crawford's promising new career is cleared for takeoff thanks to his experience as an intern at Modularity Space in Daytona Beach, a company building reusable satellites that can be upgraded, refueled and refurbished in space.

"This is the dream job I never knew I wanted," Crawford said. "Every week is a new challenge and opportunity to grow personally and professionally. I am continuously becoming more marketable, well-rounded, and I am acquiring the skills to be self-sufficient and start my own company one day."

A skilled, educated and dedicated workforce is critical for innovative companies to reach their full potential and thanks to Embry-Riddle – and the other top-level institutions nearby – Volusia County has plenty of that type of talent to offer, with more on the way.

Modularity Space is just one of the pioneering companies housed at the John Mica Engineering and Aerospace Innovation Complex (MicaPlex) at the Embry-Riddle Research Park, an incubator of innovation helping to anchor Volusia County as the northern point of Florida's growing Space Triangle.

"We're proud of the contribution we've made," said Embry-Riddle's President, Dr. P. Barry Butler. "The future of the space industry here is bright and the businesses in our research park are all in fields that pay high wages. We're committed to ensuring that the workforce is prepared to take advantage of every opportunity."

"The future of the space industry here is bright and the businesses in our research park are all in fields that pay high wages."

The MicaPlex opened in March 2017 and houses 17 startups that have created 33 jobs paying an average of \$60,000 a year, as well as 76 internship positions – like Crawford's.

Getting the chance to do hands-on work supplements what he's learned in the classroom and is making a vital difference for his future skill set.

"The experience I've gained so far is second to none," said Crawford, who recently accepted a full-time position at Modularity Space. "I am getting the tools to not only be successful at Modularity Space, but the tools that will also help me become successful if and when I want to branch out."

"I really enjoy the variety of tasks and the fact that I am able to dive into so many different aspects of business," he added. "This keeps things fresh and gives me the opportunity to understand how all aspects work, which will make me a better leader, and allows me time to figure out what aspects of business I am passionate about most."

Scott Weintraub, an Embry-Riddle Spaceflight Operations graduate who is now CEO of Modularity Space, is Crawford's boss and one more example of the tech-savvy workforce now being built up in Volusia County.

He said it's up to individual entrepreneurs to be "resourceful" and take advantage of all the benefits Volusia County can offer.

"It's a great place to get a foothold," he said. "There are great schools here and this is an area that will support growth for many years to come."

Trevor Perrott, CEO of Censys Technologies, a MicaPlex tenant that develops remote sensing solutions for unmanned aerial systems (UAS) service providers, enterprises and government organizations, agreed.

"The talent pool here is deep and rich," he said. "It's important that we offer reasons to keep that talent here in Volusia County.

"You can get a good deal in this county on a lot of different fronts," Perrott added. "There's a lower cost of living, and there also is a lot of industrial space and a very talented workforce. That's important because no matter how much technology you have, you still need technicians, machinists, welders and others who can produce things."

Weintraub, Perrott and Crawford say their Embry-Riddle education helped prepare them for the future and the school's continuing emergence as the engine of innovation in Volusia County is helping push all of them to new altitudes.



From L to R: Madison Mangano, Systems Engineering Student, Gillian Woodburn, Spaceflight Operations student, Chris Crawford, International Relations student, Scott Weintraub CEO of Modularity Space, Hunter Johnson, Business Administration student, Spaceflight Operations student, Nolan Coulter, Chief Technology Officer and Karina Rivera, Aerospace Engineering student, meet together at the MicaPlex.

Photo credit: Embry-Riddle/David Massey

They believe the future here is bright, and they are already embracing it.

"With entrepreneurship, there is no way to really know what you're getting into, so it's impossible to prepare for all the things you face," Perrott said. "But I went through the engineering program at Embry-Riddle, so I was battle-hardened, and that has helped throughout my career. I feel as if I was well prepared for life when I left Embry-Riddle for industry."

"We're grateful to be able to take advantage of this kind of foundation of knowledge, experience and support," Weintraub said. "It's why we are where we are today."



Scott Weintraub, CEO of Modularity Space, left, and Trevor Perrott, CEO of Censys Technologies, right, in front of the MicaPlex.

Photo credit: Embry-Riddle/David Massey



From L to R: Jake Malone, intern and business development rep, Trevor Perrott, CEO of Censys Technologies, Kyle Miller, business development rep and John Brooks, business development rep, work together during a team meeting.

Photo credit: Embry-Riddle/David Massey

Article provided by
Lou Paris, Assistant Professor, Practice and Management
Assistant Director, Prince Entrepreneurship Program
Stetson University



The “Right Stuff” for a Changing Workplace

“While you may think that choosing the right major is key to getting a good job, your long-term professional success will depend far more on acquiring the right skills for a rapidly changing workplace.”

This statement, from a Peter D. Hart Research Association national poll, challenged students to recognize the importance of developing workplace skills as part of their college experience. A degree is desirable, but employers want graduates who solve problems, communicate effectively, work well in team environments, innovate and possess the capacity to understand and analyze information.

How can education institutions help? By incorporating skills, more workplace-related activities, projects and internships into their curriculum. The Prince Entrepreneurship Leaders Program is one way Stetson University has answered the call to help students develop the professional skills businesses want.

Consider Bryson, whose entrepreneurial learning began early in the year with peer-level discussions about each person’s “real world” innovation. These beneficial interactions soon led to direct engagement with potential customers, independent research

activities and exploration of established sales channels. In a few short months, and with intensive entrepreneurial training, Bryson was able to research, design and build a business model around a syringe concept that may one day solve a very real and recurring problem within the healthcare industry.

Like Bryson, students enrolled in the Prince Entrepreneurship Leaders program receive training and preparation to advance their business ideas. It all starts with a creative problem-solving course where students learn how to use their physical environment and day-to-day lives as inspiration to solve real problems. Here, the students learn methodologies to identify and assess problems and then to determine viable solutions. In the case of Bryson, he observed a problem in an intensive care unit where he worked part-time. He repeatedly observed half-utilized syringes littering the floor of the unit he worked in. He documented this costly practice in an “idea journal” and then began to brainstorm and explore possible solutions to reduce or eliminate the waste.

With a potential waste reduction solution in hand, Bryson was then introduced to other key business development processes, like how



Members of the Prince Entrepreneurship Leaders Program

"While the program does focus on helping students develop their own ideas, it invariably leads them to what brings value to any business... teamwork, a customer focus, critical thinking, effective communication and more."

to conduct market validation tests. The Leaders Program teaches students critical steps and lean startup methodologies to develop commercialization plans for their business solutions. During this phase, students are asked to engage their target audiences in discussion. Bryson received personalized training to help him interview professionals in the healthcare industry, giving him confidence to meet face-to-face with doctors and registered nurses. Thanks to these interactions, Bryson was armed with knowledge that would guide development of an innovative dual-chambered syringe.

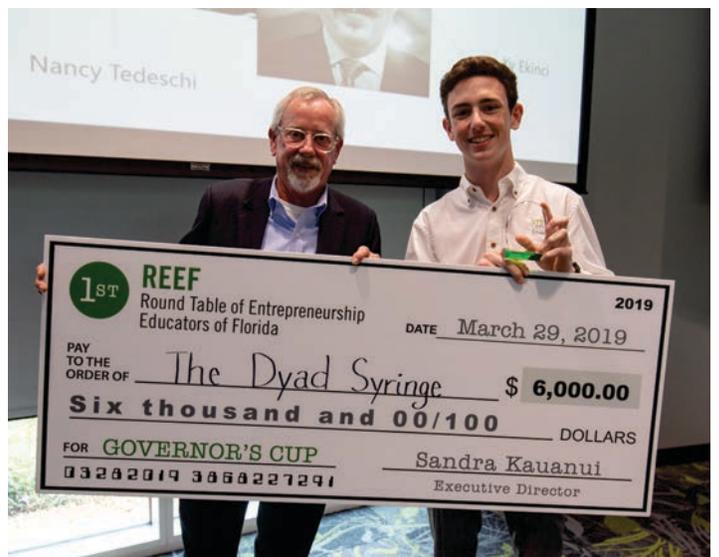
While the program does focus on helping students develop their own ideas, it invariably leads them to what brings value to any business... teamwork, a customer focus, critical thinking, effective communication and more. The entrepreneurial experience each student gains in the Leaders Program easily transitions into "intrapreneurial" skills in the workplace. And employers notice.

In growing numbers, regional employers are approaching Stetson's administration and career development services to inquire about the pipeline of students completing the entrepreneur program.

What draws them? Problem-solving, self-starters who understand how the different facets of a business fit together to bring value to customers and reward to owners and investors.



Bryson holding the 2019 REEF Expo Winners Cup



Bryson receiving his check for the syringe project at the 2019 REEF Expo



Mutual Goals... Uncommon Outcomes. ALLIANCE⁴ Launches

"How refreshing to be able to talk with all of you in the same room." "I didn't know that the schools had that!" and "Yes, I want to be more involved." These were some of the statements heard from business CEOs and Presidents attending the ALLIANCE⁴® Interchange held in February at the Hard Rock Hotel.

ALLIANCE⁴ was the product of more than two years of data gathering and analysis by the CareerSource Flagler Volusia (CareerSourceFV) staff, and the committees and members of its board of directors. The reason for the work done... to gain a better understanding of the skill development needs and training capabilities within the region's major industry sectors and to use that knowledge to build more effective skill-building solutions. Solutions that will allow employers to be more effective at talent recruitment, talent development and talent retention.

With the insight gained, and with the support of area education and economic development partners, CareerSourceFV launched ALLIANCE⁴, a new integrated approach to developing industry-specific talent solutions with businesses.

In case you missed it, let me repeat one key phrase from the previous statement - "developing industry-specific talent solutions with businesses," not for businesses. Our respective shelves are filled with dust-covered, skill-building plans created for businesses, not with them. Creating any solution in a vacuum is a bad investment and admittedly, many skill-building solutions in the past were, in fact, designed without business involvement. ALLIANCE⁴ is different.

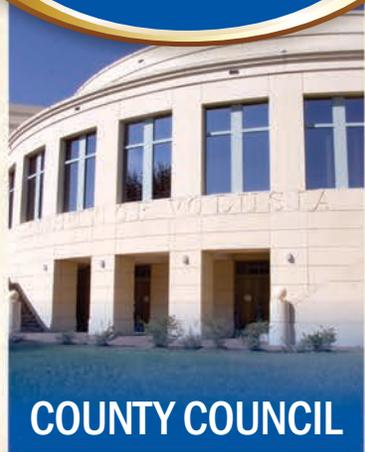
At the February ALLIANCE⁴ Interchange, representatives from major industry sector groups met to share needs and perspectives related to workforce skill. Facilitating each group was a business leader from one of six major industry sectors: manufacturing, construction, retail, healthcare, hospitality, and professional and business services.

Also participating were CareerSourceFV representatives, economic development partners from both county and local levels, Flagler and Volusia County School Districts and several post-secondary educational partners. In all, 90 members of the business, education and business services community joined in conversations that opened dialogue, solidified direction and helped form new talent-building partnerships.

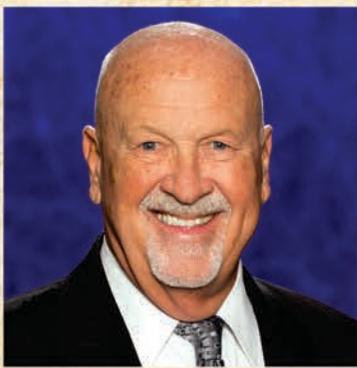
Some of the conversations revolved around initiatives specific to the industry:

- The manufacturing group solidified a commitment to move towards establishment of a local chapter of the Kentucky FAME (Federation for Advanced Manufacturing Education) model. FAME is an employer-driven training model that links post-secondary education and manufacturing in the development of certified Advanced Maintenance Technicians.
- Retailers discussed STARs (Succeeding Through Achieving Retail Skills), a customizable program to upskill individuals with disabilities.
- Healthcare practitioners reviewed the entire continuum of certifications from high school through post-secondary education to identify gaps and learn of new opportunities.

The February Interchange has already begun to shape skill-building solutions within the community, but ALLIANCE⁴ is more than a single event, it is a process. CareerSourceFV has been working with education and economic development partners to implement ideas and extend the reach of ALLIANCE⁴ and it is yielding results. The Sept. 6, interchange drew more than 100 business and community partners who offered creative talent recruitment, growth and retention ideas that will be further developed in the months ahead. For more information, visit the ALLIANCE⁴ website at careersourcefv.com/alliance4.



COUNTY COUNCIL



ED KELLEY
COUNTY CHAIR
ekelley@volusia.org



BEN JOHNSON
AT-LARGE
bjohnson@volusia.org



DR. FRED LOWRY
VICE CHAIR, DISTRICT 5
flowry@volusia.org



BARBARA GIRTMAN
DISTRICT 1
bgirtman@volusia.org



BILLIE WHEELER
DISTRICT 2
bwheeler@volusia.org



DEBORAH DENYS
DISTRICT 3
ddenys@volusia.org



HEATHER POST
DISTRICT 4
hpost@volusia.org



GEORGE RECKTENWALD
COUNTY MANAGER
grecktenwald@volusia.org



Volusia County Economic Development Partners

Volusia County Division of Economic Development

DOED provides support to and oversight of economic development activity within the community on behalf of Volusia County's residents, businesses, leaders and municipal partners.

Team Volusia Economic Development Corporation

Team Volusia EDC is a public/private not-for-profit corporation whose primary mission is to market and recruit business from outside the area to Volusia County.

CEO Business Alliance

The CEO Business Alliance is a 501(c)(6) not-for-profit organization that works to recruit new business to the area, helps existing businesses expand, seeks land inventory and green sites for commercial development and assists in the formation of public policies that incentivize local business development.

Municipal Economic Development Offices

Municipal economic development offices partner with countywide resources to both stimulate and facilitate business and job growth within their communities.