

Core Study Team Meeting March 5, 2009

Mr. Incorvia began the meeting with an overview of the MPO briefing that occurred on March 3, 2009. Mr. Griffin stated that the presentation went well; staff did receive some good comments relative to the study. In particular, some members of the MPO recommended that the team have a distinct strategy and priority for development within the Urban Service Area. Many members were concerned about greenfield development due to cost and potential impacts. Generally, the MPO felt we were moving in the right direction.

Mr. Incorvia reviewed the upcoming presentations to the Temple Terrace City Council (March 17) and the Board of County Commissioners (March 24).

Ms. Lamboy introduced the Education and Workforce Session.

Ms. Miller, Hillsborough County School District (HCSD), began the presentations. She stated that HCSD provides for workforce training. In high schools, there are CAPE Academies. They are associated with green energy, biomedical, health care, homeland security, port industries, technology, and other emerging industries. The HCSD will add more topics as the market demand changes.

In addition, there is a network of HiTEC centers that are run by HCSD. There are 5 within the district. These centers provide workforce training and company training. For many small and medium companies, they are the training department. One is located along I-4, the Aparicio-Leavy Technical Center. The facilities available include computer labs, call center simulation lab, and a technology auditorium. The center offers programs for entry level and continuing education. There is a standard curriculum, but it can be customized for specific companies. Currently Aparicio-Leavy focuses on customer service, manufacturing, CISCO, Home, Mobile and Business Technology Integration, BioMedical Technician, and English as a Second Language (ESOL). The Aparicio-Leavey program is the only one in the southeast that offers the Bio Medical Technician program, which has garnered a lot of excitement from employers. HCSD works closely with community partners and chambers of

commerce in Tampa. They also work with the Tampa Bay workforce alliance. HCSD can provide immediate response to employer needs, and the program is mobile. Job training skills have a small tuition charge, which currently is \$2.01 an hour. The program is mostly funded by tax dollars.

Troy Johnson of MacDill AFB provided an overview of programs for the family readiness center. He stated that the Family Readiness Center has the transition assistance program, TAP. It is a federally mandated program. The program is designed for those who are retiring or separating from the military. It helps military members develop a transition plan as they leave the military and seek private sector or other government jobs. There are 4 partners, the Department of Defense, the Department of Labor, the Department of Veteran Affairs, and the Department of Homeland Security. There is a 3-day workshop that is an employment workshop and fair. In addition, there is a Veterans Assistance briefing and educational assistance briefing. We are trying to help veterans obtain skills to be ready for the civilian workforce. There are several classes that are held at the Airmen and Family Readiness Center. The center also helps the potential employee convert acquired military skills into skills that can be applied in the civilian workforce.

Mr. Horwedel commented stated he was familiar with the technology transfer model in military. Does MacDill AFB have that? Mr. Johnson stated main role to provide referral services, and education for certification. He did not know of such a model at MacDill Air Force Base.

Ms. Curl wondered if there was a skill-set matching program. Mr. Johnson stated they try to expand the network; currently at about 170 employers who participate in the programs at the Airmen and Family Readiness Center. Ms. Curl responded that employers looking for higher paying jobs typically work with the search or headhunter firms. Mr. Johnson stated that they invite employers to MacDill to be part of job fairs and other presentations or workshops. Ms. Curl asked whether a database of employable veterans was set up for potential employers. Mr. Johnson responded no, due to the long time of transition, and no knowledge of where veterans want to locate beyond their retirement or separation from the military.

Mr. Incorvia asked Mr. Johnson whether there has been any cooperation with Hillsborough Community College and University of South Florida. Dr. Casto of the University of South Florida (USF) stated that USF works closely with STAR Tech center in Pinellas County. The Center works with the Department of

Defense to find opportunities to start small high-tech businesses. It is a very active program that has been in existence for 6-8 months. Dr. Nagy of Hillsborough Community College (HCC) added that HCC has an operation on MacDill AFB.

Mr. Horwedel asked if Mr. Johnson is able to direct veterans to the small business association. Mr. Johnson responded yes, that was possible. In addition, Mr. Johnson stated that there is funding available for training for military spouses. Mr. Horwedel asked if Mr. Johnson was aware of incubator space. Mr. Johnson said no. Dr. Casto stated that STAR Tech facility has approximately 200,000 square feet.

Ms. Lamboy introduced Dr. Paul Nagy and Dr. Ginger Clark of Hillsborough Community College.

Dr. Nagy commented about his experience in Raleigh, North Carolina. The Research Triangle Park in Raleigh is a success because of the educational infrastructure. The Community College system is part of the technology transfer, and is very significant in stimulating economic development. Two goals of HCC include to foster partnerships with local communities for workforce and economic development, and to enhance access, flexibility, and responsiveness to meet the changing needs of the community. To reach the goals, HCC has an initiative to reexamine an array of the programs to ensure responsiveness to workforce demands. HCC is looking to expand opportunities for electronic access to instructors. Dr. Nagy presented some facts regarding education and the workforce. Forty-five percent of bachelor's degrees are transfers from the community college system. Education is an important issue related to migration within the state of Florida and across the nation. Dr. Nagy provided a graph that illustrated the Florida community college enrollment versus employment. When the employment rate goes down, community college enrollment goes up. People return to school to retrain to create additional job opportunities for themselves. Many of the students are part-time due to familial and job obligations. In addition, the community college system offers an opportunity for ethnic minorities to obtain an education. Dr. Nagy stated that the HCC is well-positioned to support the I-4 effort. There are three campuses along I-4, with facilities in Ybor, Brandon and Plant City. The largest HCC campus is located on Dale Mabry Boulevard, and there are other facilities at MacDill AFB and Davis Island. The newest campus is in the Southshore area. With Southshore's strategic placement on I-75, HCC could serve as a gateway to the I-4 Corridor. Dr. Ginger Clark then presented the workforce component of

the Hillsborough Community College. HCC is trying to strike a balance of meeting the current needs of the community but also be ahead and at the forefront of educational programming. HCC offers 43 different associate of science or applied science programs. There are also certificate offerings. Adult vocational education is also offered for mid-wage jobs.

The HCC Corporate Training Center can do customized training. FLATE is located on the Brandon campus. Workforce development is a large encompassing area. The most popular programs are health sciences, but business is also growing, especially international business: 2 cohorts of international students have come to HCC to go through the certificate program. HCC is starting an entrepreneurship certificate and will begin it as part of the business program. It will move out to all areas eventually so that across disciplines students will gain the skills so they have the ability to start a small business. Crime scene technology has become popular, in part because of the television program, and HCC has responded to market demand through offering courses in crime scene technology.

Dr. Clark reviewed FLATE and its programs. FLATE was founded in 2004, and originally funded by the National Science Foundation (NSF). HCC is partnering with University of Florida and University of Central Florida for the Alternative Energy Programs. HCC is also partnering with USF for biotechnology training, and currently has Associate of Science (AS) and Bachelor of Science (BS) degrees offered. The training in the program focuses on medical and computer training, and provides the entry-level technician with training. FLATE has become a banner center for manufacturing, and it provides a lot of incumbent training for the manufacturing sector. Short term training is provided through the Continuing education program.

Ms. Bacca asked whether there was more the community could be doing to get specialized grants. Dr. Clark responded that partnerships were the most important. The industry sector needs to be part of the picture. FLATE is an ideal model because it put the pieces together very early. Dr. Nagy stated that specifics are needed. Dr. Haynes also stated that there are direct donations to HCC. In Plant City, the campus was blessed with fundraising of \$1.6 million, which was matched by a grant, and all that money stays in the community. HCC was planning on a county-wide fundraising program which has been delayed because of the economy.

Mr. Aluotto stated that most incoming freshmen were undeclared majors when he went to school. Dr. Clark stated that the statistic is about 75% are undecided when they start school. The campus guidance counselors emphasize rigor and relevance, and get the student into the field they want to pursue.

Mr. Griffin asked about the Ybor City campus focus. Dr. Clark said that there were three major foci: the fine arts/performing arts, and the police and fire academies, and paralegal studies. There is a new workforce development center on Columbus Drive. Yolanda Levell talked about client needs and developing programs to customize their needs. Hillsborough County is one of the biggest clients. In example, HCC is working with Smithville (large company in Plant City that is shutting down) to help with employee placement as Smithville closes. Tampa Bay Workforce Alliance is a client as well. HCC uses its resources to get companies more competitive and individuals more productive. Many companies are looking for leadership training. There has been Spanish language training for the farmers. People from the Lakeland area are starting to migrate to the HCC campuses for training purposes.

Mr. Griffin asked where the BioTech workforce would be in the next 5 years. Dr. Clark responded that it would just expand, and grow as the whole research area grows. The technician level training is important. Mr. Griffin then asked what the ratio is of technician to research leader. Dr. Casto of USF stated that he could speak to that.

Ms. Lamboy introduced Dr. Casto of the University of South Florida.

The USF Research Foundation has been existence for 2 years, and is an \$81 million operation. The Foundation's role has become increasingly important as state budgets have been cut. Dr. Casto stated that he was happy to be wrapping up the educational session because his group interacts with all the levels that have previously presented. The University looks for output in form of intellectual capital or intellectual property. Pfizer, Smith-Cline and other companies have patents that started at USF. USF has also started small companies. To date, the Foundation has created over 200 jobs at double the median wage. The Foundation is also a representative for the Florida High Tech Corridor Council. The Florida High Tech Corridor Council is a State-funded organization to retain, grow, and operate business along the I-4 corridor. Up to \$3.2 million dollars per year comes from the High Tech Corridor Council, which provides great workforce opportunities. The Research Foundation monitors private industry in order to build partnerships and feed programming back into

the University. In example, FLATE helps to ground the university in business. Currently, one of the FLATE programs is working with NASA on placement of engineers when shuttle programs wind down. There is an IT program in Polk County and other programs in Pinellas County. This is critical to USF success but also the community's success. Due to education visa issues in the post 9/11 world, and a drop of State funding, enrollment has been affected. State funding and tuition cover 22% of education of students. With fewer funds, fewer places to expand programming.

There are opportunities in alternate energy and clean biotechnology. USF aims to try to develop prototypes for solar panels and biotech fuels. There is a desire to bring a facility to campus that will do that, to generate more jobs and more startups. Someone commented that silicone research requires a ton of water. Dr. Casto responded that was correct, and stated that they were working on manufacturing efficiencies for solar technology: an exciting technology is thin film amorphous system. Ultimately, a homeowner will be able to buy a roll and lay it out anywhere. Researchers are working with combining the amorphous system with Astroturf to generate electricity.

Ms. Duffy-Suarez stated she followed the news about the Lakeland campus. She asked, "Have they beaten us?" Dr. Casto responded that it is a remote campus of the USF system. The name is appropriate because designed to be focused on high tech, same as this group. The development of the Lakeland campus reflects not a challenge, but good market for technology development.

Known that education is flexible, the issue of workforce development has never been a threatening component to what we are trying to accomplish. USF is capable of providing the workforce. However, we need to make sure we are competing with nearby locales. Part of that is providing the space, the physical location for business development.

Is geography important? Yes, for hands on training. But online training can get over that. Ms. Miller commented that Aparicio-Leavy has been there for 3 years, but it took 2 years to get the bus to go there. Dr. Clark commented that the concept of college has become more flexible; HCC has faculty members go out and teach on site during lunch hours and late afternoon. This type of scheduling allows for retraining and can roll into an Associate's degree.

Mr. Incorvia stated that he was excited with the comments made today. Mr. Horwedel commented that he was impressed with the level of information. He

added that he has heard that a lot of education is market-driven. A lot of it is reactive – larger task is do we know where to go? What resources to you need to achieve that goal? Dr. Clark responded that if more information given as to where the County wants to go with economic development effort, HCC can respond to it.

Dr. Clark stated that at the community college level, do not get funding for program development. It is important to have the support and interest of community to develop new educational programs. Dr. Casto stated that educational institutions focus on industries, so all elements within the community can be aligned.

Mr. Jess Johnson concluded that the educational infrastructure that is necessary to catalyze the development is here. He asked whether it just needed direction, and what are is missing. He referred to the three Ls of business: Labor, Capital, Land. There is no disconnect between targeted industries and educational programming.

Mr. Cullen questioned how the group was positioned nationally. What sets our local educational institutions apart? The demand is necessary, and we are dealing with a maturation process for the universities and our economy. It is an emerging process where there is give and take. What will distinguish us from UT or the Research Triangle?

Ms. Curl stated the local high school students are not ranked high. She stated that Hillsborough County School District needs to provide students that are ready to go at the basic level. It is imperative that students are more prepared. Companies do look at those hard numbers. Dr. Haynes stated that HCSD does an excellent job with the A/B students, but fails the dropouts. Ms. Miller stated that the academies may help this effort, including STEM (Science, Technology, Education, and Mathematics). It is relevant learning for the students, which may help with academic achievement. The AVID program also helps – it creates focus to help to take the average student and get them ready for college. The amount of money per student is very low in Florida, especially per student funding on higher education.

Dr. Casto stated that he wanted to comment from a business perspective. Biggest challenge is trailing spouse challenge. Some companies are hesitant to relocate because it may lose a lot of current employees due to the potential of the spouse

not finding job. Why are we thinking bioscience? USF has a world renowned diabetes institute.

Add venture capital and investment capital, created an entire industry. Incubator relationship is important, can grow a lot of your own as well.

Mr. Incorvia concluded the meeting with a reminder of the next Core Study Team meeting on March 19, 2009 and the topics being discussed.