

March 7, 2024 - 11:30 A.M.  
13805 58<sup>th</sup> St. N.  
Room 2-316  
Clearwater, FL 33760

## Education and Industry Consortium Agenda

- I. Welcome and Introductions ..... Steve Meier, CEO
- II. Purpose of the Consortium ..... Page 1
- III. Review of Pinellas Alliance Roundtable Findings ..... Page 5
- IV. Pinellas County Background – Lightcast Report ..... Page 6
- V. Open Discussion
- VI. Adjournment



## Strategic Policy

2023.09.19.A.2

<b>Title:</b>	<b>Education and Industry Consortiums</b>
<b>Adopted:</b>	09/19/2023
<b>Effective:</b>	09/19/2023

### I. PURPOSE AND SCOPE

Section 445.007(15), Florida Statutes, requires each local workforce development board to create an education and industry consortium composed of representatives of educational entities and businesses in the designated workforce service delivery area.

This policy requires local workforce development boards to appoint education and industry consortiums composed of local leaders who provide independent information from stakeholders in their local area. Local workforce development boards shall consider this information in creating strategies and local plans that describe efforts to provide educational and workforce opportunities to businesses and job seekers. The goal is to align educational programming with industry needs at the local level.

This policy applies to local education and industry consortiums and the local workforce development boards that appoint them. Education and industry consortiums act as independent advisory groups. Members do not have any direct or implied authority over local workforce development boards, their membership or employees.

### II. BACKGROUND

Signed into law May 15, 2023, Senate Bill 240, an act relating to education, amended section 445.007(15), Florida Statutes, requiring each local workforce development board to create an education and industry consortium composed of representatives of educational entities and businesses in the designated service delivery area.

CareerSource Florida surveyed local workforce development boards and education institutions to determine what ongoing activities existed and obtain information and recommendations from local education and industry stakeholders about the availability of education, employment and

training opportunities available to businesses and job seekers in local workforce development areas.

A workgroup was convened to develop a collaborative strategic policy that meets statutory requirements of Senate Bill 240 and aligns all relevant federal, state and local laws and policies. The goal for these consortia is for the local workforce development board to obtain local community-based information related to educational programs and industry needs and provide that information to local workforce development boards to inform programs, services and partnerships in the service delivery area. This approach ensures local workforce development boards are informed about the current workforce and talent needs of their targeted industries and existing educational and training offerings. This approach also affords businesses the opportunity to closely collaborate with workforce and education stakeholders to eliminate barriers and identify innovative talent pipeline opportunities like work-based learning experiences, internships, preapprenticeship, registered apprenticeship, on-the-job training, customized training, Incumbent Worker Training and other training opportunities.

The workgroup, which included stakeholders from education, business, state government and local workforce development boards, met six times and made recommendations informing the strategic policy elements listed below.

### **III. POLICY**

#### **Required Membership**

Each local workforce development board shall create an education and industry consortium composed of representatives of educational entities and businesses in the designated service delivery area. The chair of the local workforce development board shall appoint the consortium members. A member of a local workforce development board shall not serve as a member of the consortium. Consortium members shall be appointed for two-year terms beginning on Jan. 1 of the year of the appointment, and any vacancy on the consortium must be filled for the remainder of the unexpired term in the same manner as the original appointment.

The membership of the education and industry consortium must meet the following requirements:

#### **Industry Representative Requirements:**

- Chief Executive Officers or presidents or other executive level staff from the top public and private employers in the local area.
- Industry representatives should reflect the priority industries in the local area.

#### **Education Representative Requirements:**

- Superintendents, presidents, or other leadership staff from education institutions in the local area that represent both public and private education entities in:
  - K-12 education
  - District Technical Colleges
  - State Colleges
  - Universities
  - Other degree or credential granting institutions in the local area

If a member of the education and industry consortium is unable to attend a meeting, a designee from the members' executive team may attend.

## Meetings

Each education and industry consortium composed of representatives of educational entities and businesses in the designated service delivery area must meet at least quarterly. The local workforce development board will ensure that administrative support is provided to the consortium as needed and will be specifically responsible for the following:

- Maintaining a roster of consortium members and posting the current roster on the local workforce development board website.
- Posting scheduled consortium meetings on the local workforce development board website.
- Posting the quarterly reports from each meeting on the local workforce development website.

It is not required that consortium meetings be separately conducted from existing, similar meetings in the local area. Consortium meetings' discussions need only focus on the local labor market needs including:

1. Industry representatives sharing their specific talent development needs or observations on talent in the local area.
2. Education representatives sharing what specific education offerings are available in the local area.

## Reports

Education and industry consortiums in each local area shall provide quarterly reports to the applicable local workforce development board (and locally designated areas) which provide community-based information related to educational programs and industry needs to inform the local workforce development board on programs, services, and partnerships in the service delivery area.

Quarterly reports shall include:

- A record of the consortium members in attendance.
- A summary analysis of the local labor market based on industry representative needs and education offerings.
- Information on priority industry sectors and occupations for the local area.
- Information on the status of existing talent pipelines for in-demand occupations and the need to expand or leverage existing and/or new resources.

Local workforce development boards are encouraged to consider information obtained from the education and industry consortium to determine effective ways to grow, retain and attract talent to the service delivery area.

As noted above, quarterly education and industry consortium reports shall be published on the local workforce development board's website. Links to education and industry consortium reports and rosters shall be included in each local workforce development board's Workforce Innovation and Opportunity Act local plan.

## IV. AUTHORITY

[Public Law 113-128, Workforce Innovation and Opportunity Act \(2014\)](#)

[Chapter 445.004, Florida Statutes](#)

[Chapter 445.007, Florida Statutes](#)

## **V. ATTACHMENTS**

[Consortium Member Appointment Letter Template](#)

[Consortium Roster Matrix Template](#)

[Quarterly Report Template](#)



**One Pinellas Business Alliance  
Roundtable Summary  
January 18, 2024**

Question #1 - CEO share their perspectives on the economic development challenges and opportunities in their respective sectors.

**Key Takeaways:**

- Provision of Workforce housing that is affordable was the overwhelming issue for Alliance members.
- Workforce Development & Talent Recruitment is not far behind in importance to the business leaders.
- Land availability for industrial, Class A office and other job generating opportunities is a concern.
- Provision of infrastructure, particularly viable transportation solutions for employees is important to attract and retain workers.

Question #2 - What can Pinellas County Economic Development and countywide economic development partners bring to the table to assist with challenges and opportunities?

**Key Takeaways:**

- Connect educators and trainers with businesses for an enhanced talent pipeline.
- Provide data (Economic Data Dashboard, Inventory of Available Sites and Buildings, ALICE Report, etc.) to track progress and identify opportunities.
- Use county's site selection services to bring communities together for greater job generation.
- Leverage STAR Center and other county-owned land to establish new employment centers.
- Be an advocate for business growth and a healthy business climate.
- Bring diverse public and private groups together for countywide economic development success.

Question #3 – What economic insights (topics) will support your growth and retention that the Alliance can present updates for future meeting roundtables?

**Key Takeaways:**

- Explore affordable workforce housing solutions.
- Continue dialogue with educators/trainers regarding workforce and talent development.
- Identify transportation solutions that connect workers with jobs.
- Discuss incentives to attract and retain employees including childcare, access/available housing.
- Explore new ways to reduce redundancy and increase coordination and collaboration amongst economic development partners.





# Pinellas County, FL

CareerSource Pinellas



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## Economy Overview

956,656

Population (2023)

Population **decreased by 16,687** over the last 5 years and is projected to **decrease by 35,773** over the next 5 years.

499,109

Total Regional Employment

Jobs **grew by 20,323** over the last 5 years and are projected to **grow by 9,830** over the next 5 years.

\$60.5K

Median Household Income (2021)

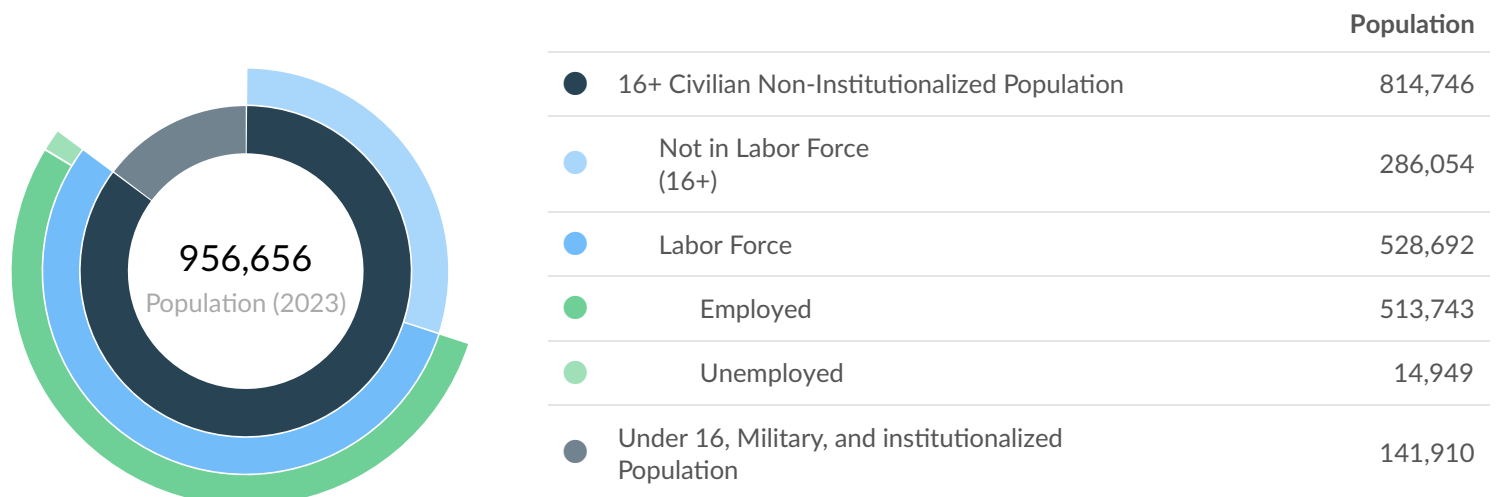
Median household income is **\$8.6K below** the national median household income of \$69.0K.

## Takeaways

- As of 2023 the region's population **declined by 1.7%** since 2018, falling by 16,687. Population is expected to **decrease by 3.7%** between 2023 and 2028, losing 35,773.
- From 2018 to 2023, jobs **increased by 4.2%** in Pinellas County, FL from 478,786 to **499,109**. This change **outpaced the national growth rate of 3.6% by 0.6%**. As the number of jobs increased, the **labor force participation rate increased from 57.6% to 64.9% between 2018 and 2023**.
- Concerning educational attainment, **23.0% of Pinellas County, FL residents possess a Bachelor's Degree** (1.9% above the national average), and **10.5% hold an Associate's Degree** (1.5% above the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, General Medical and Surgical Hospitals, and Local Government, Excluding Education and Hospitals.

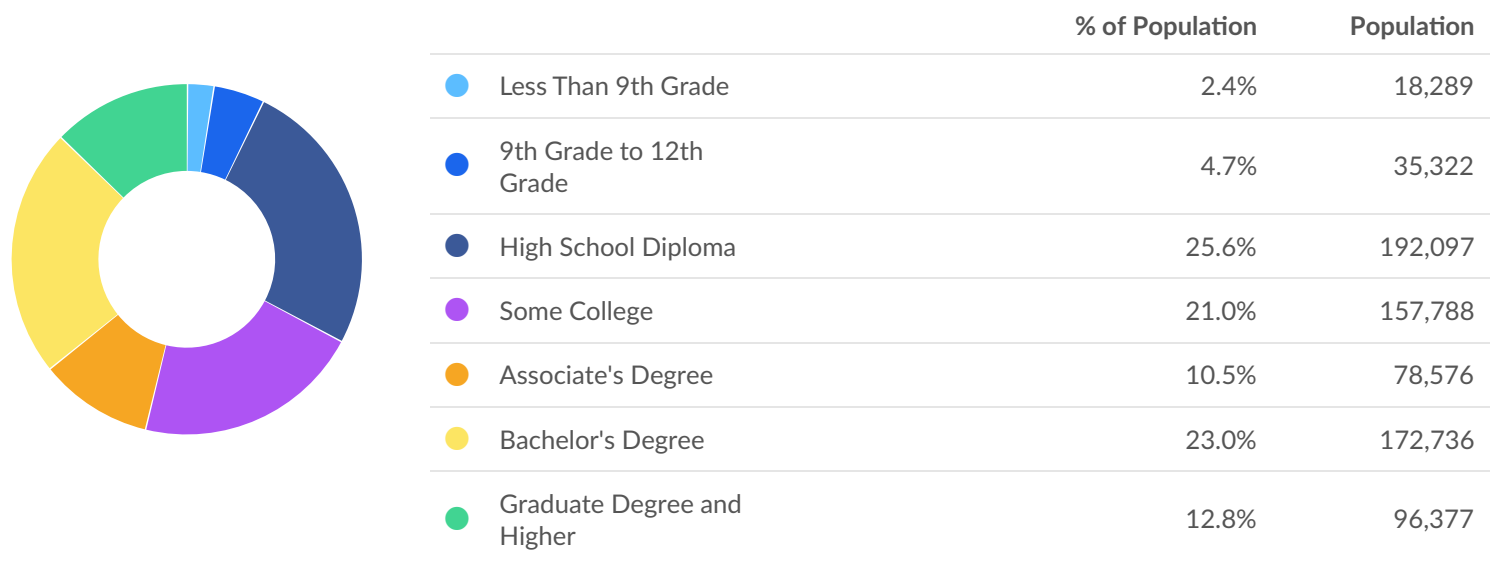
	Population (2023)	Labor Force (Dec 2023)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	956,656	528,692	499,109	112.8	\$68.06B	\$54.03B	\$53.23B
State	22,467,312	11,121,678	10,766,670	101.3	\$1.42T	\$982.26B	\$935.21B

## Dec 2023 Labor Force Breakdown



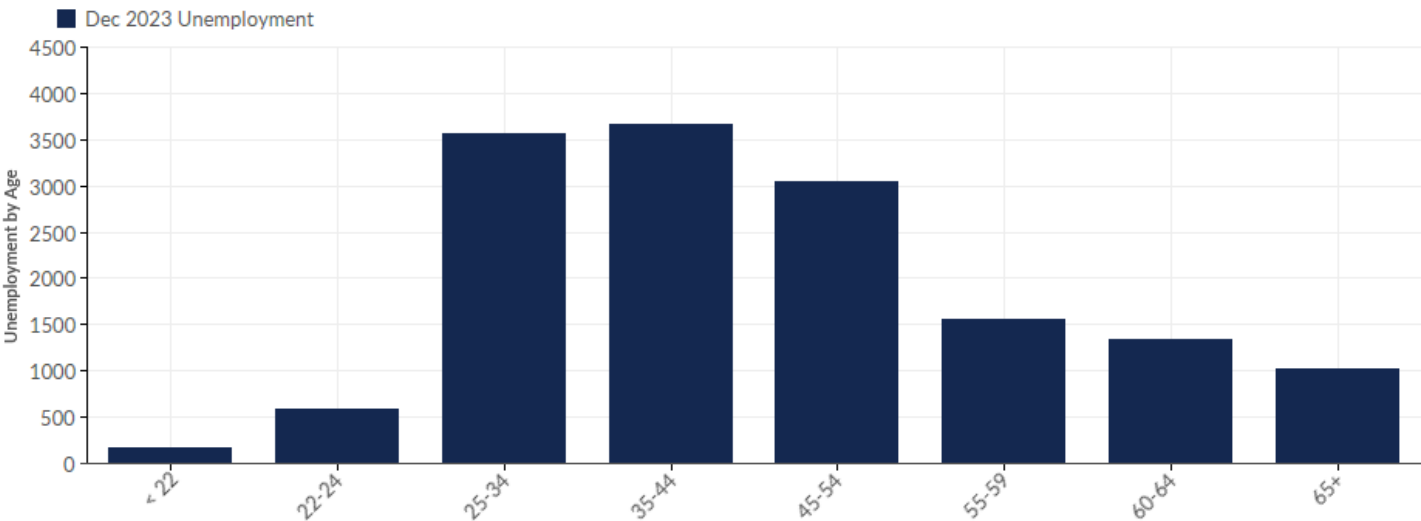
## Educational Attainment

Concerning educational attainment, **23.0% of Pinellas County, FL residents possess a Bachelor's Degree** (1.9% above the national average), and **10.5% hold an Associate's Degree** (1.5% above the national average).



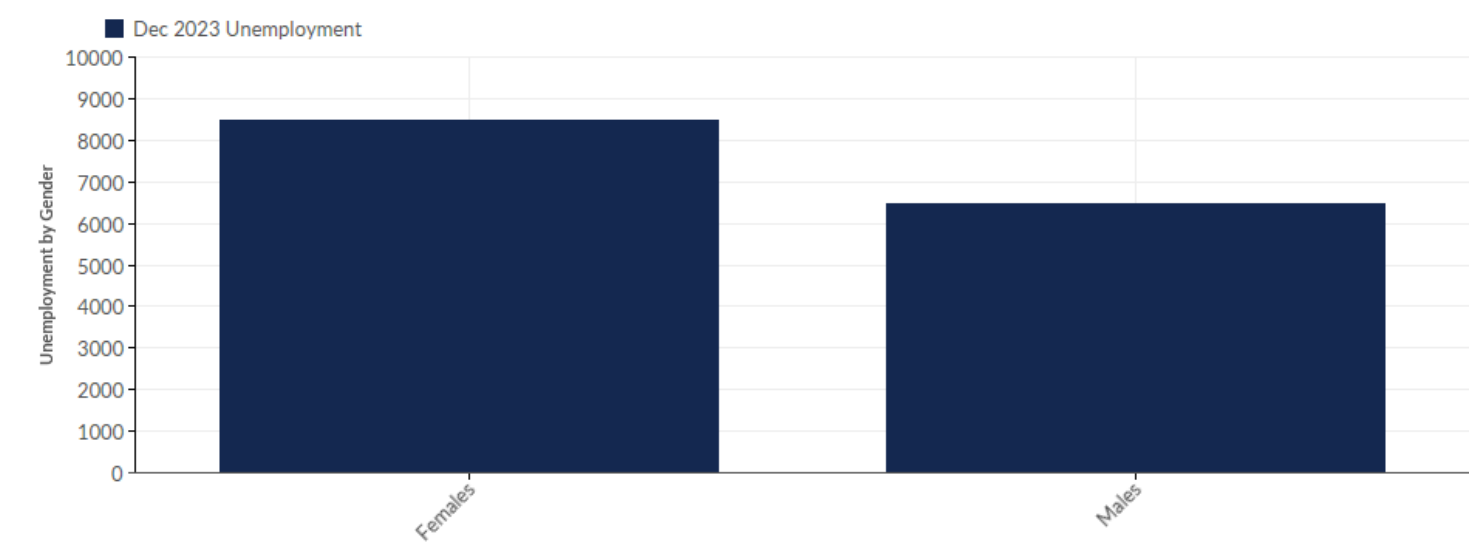
# Unemployment by Demographics

## Unemployment by Age



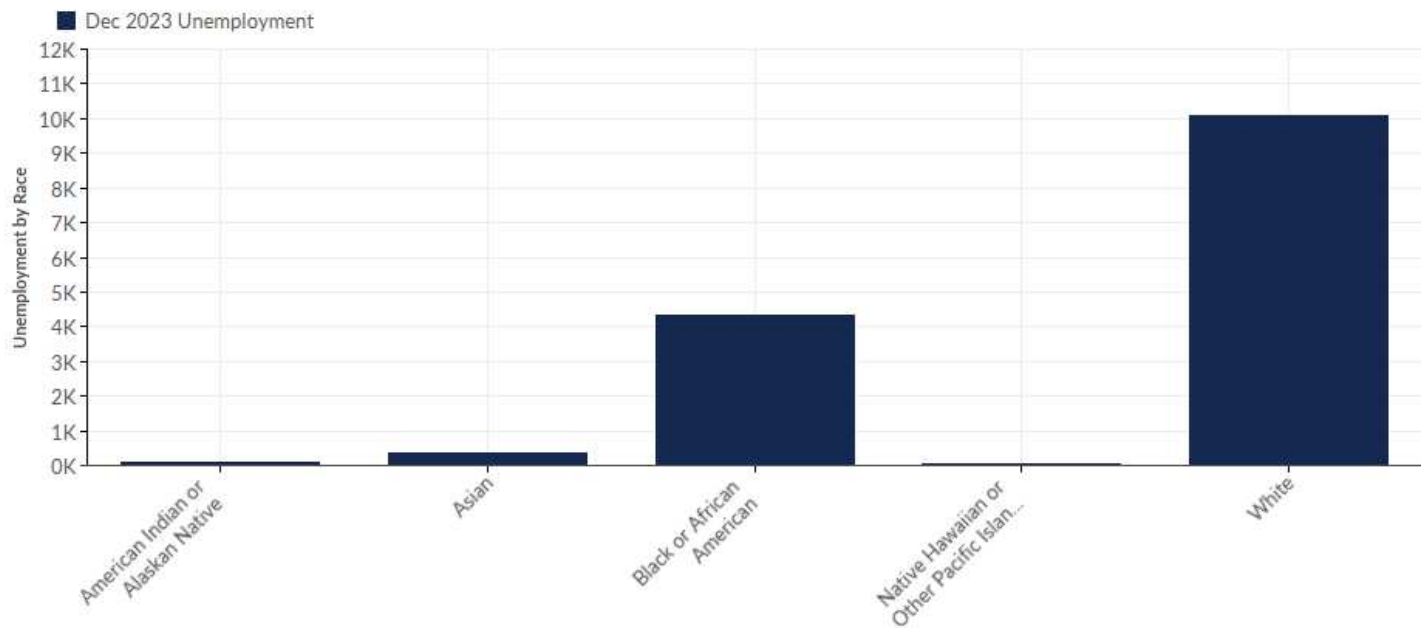
Age	Unemployment (Dec 2023)	% of Unemployed
< 22	171	1.14%
22-24	591	3.95%
25-34	3,568	23.87%
35-44	3,659	24.48%
45-54	3,052	20.42%
55-59	1,548	10.36%
60-64	1,334	8.92%
65+	1,026	6.86%
Total	14,949	100.00%

Unemployment by Gender



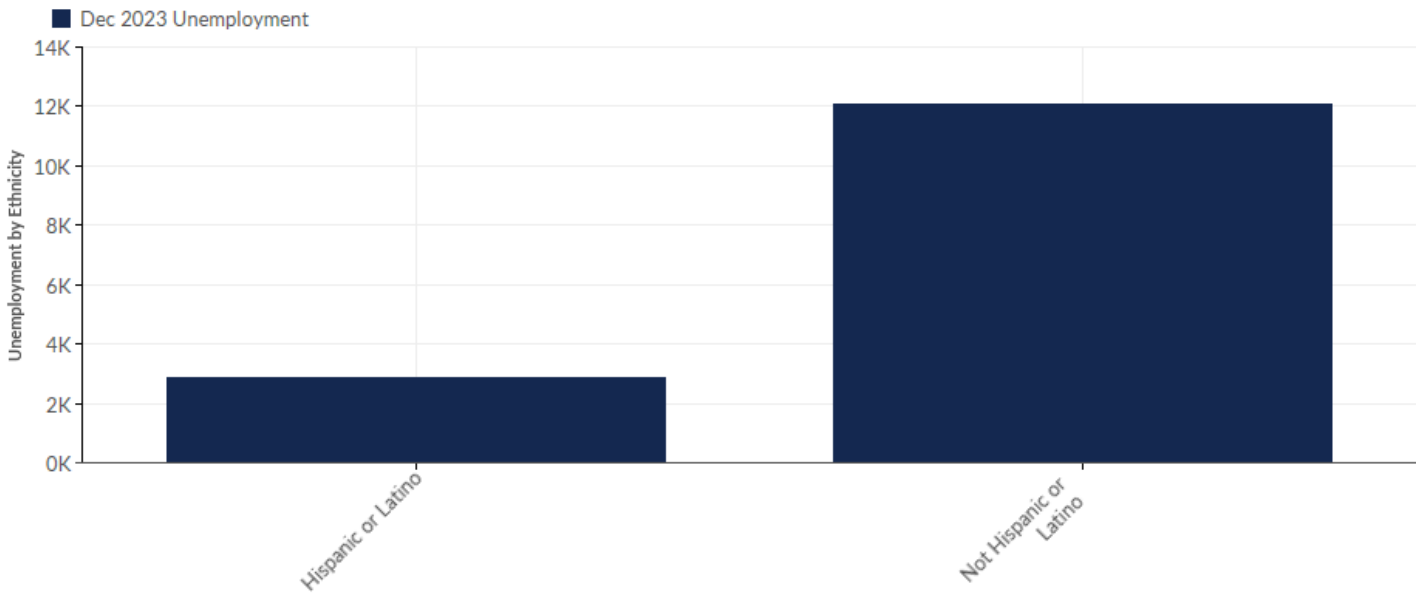
Gender	Unemployment (Dec 2023)	% of Unemployed
Females	8,486	56.77%
Males	6,463	43.23%
Total	14,949	100.00%

## Unemployment by Race



Race	Unemployment (Dec 2023)	% of Unemployed
American Indian or Alaskan Native	111	0.74%
Asian	351	2.35%
Black or African American	4,334	28.99%
Native Hawaiian or Other Pacific Islander	58	0.39%
White	10,095	67.53%
Total	14,949	100.00%

Unemployment by Ethnicity

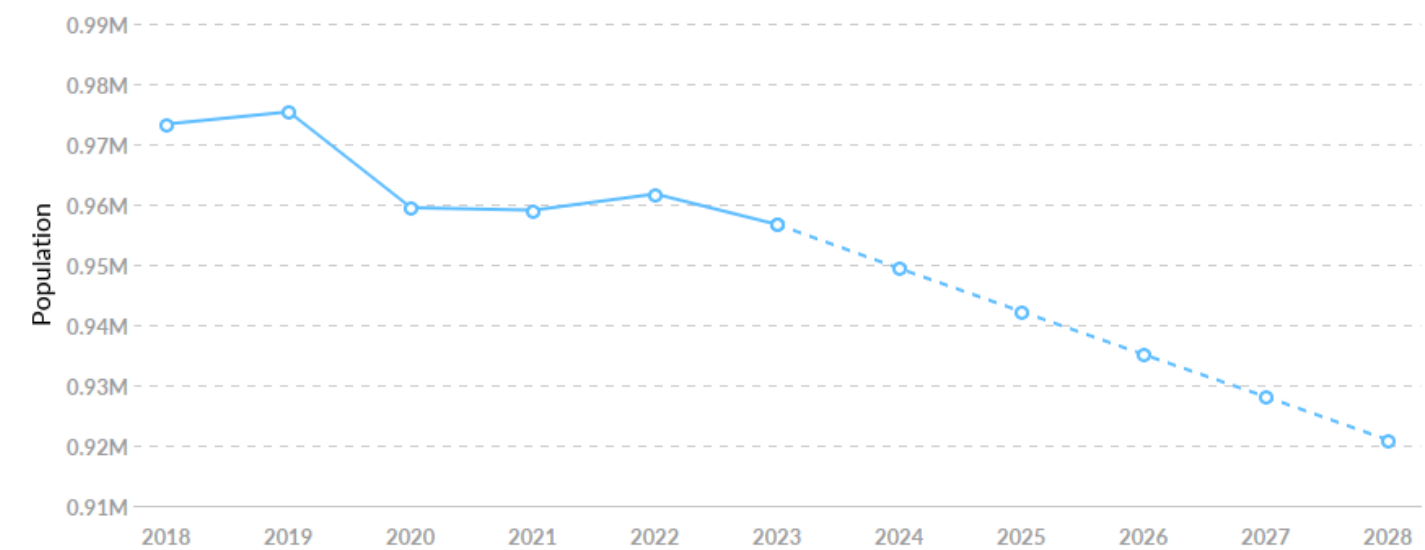


Ethnicity	Unemployment (Dec 2023)	% of Unemployed
Hispanic or Latino	2,875	19.23%
Not Hispanic or Latino	12,074	80.77%
Total	14,949	100.00%

# Historic & Projected Trends

## Population Trends

As of 2023 the region's population **declined by 1.7%** since 2018, falling by 16,687. Population is expected to **decrease by 3.7%** between 2023 and 2028, losing 35,773.

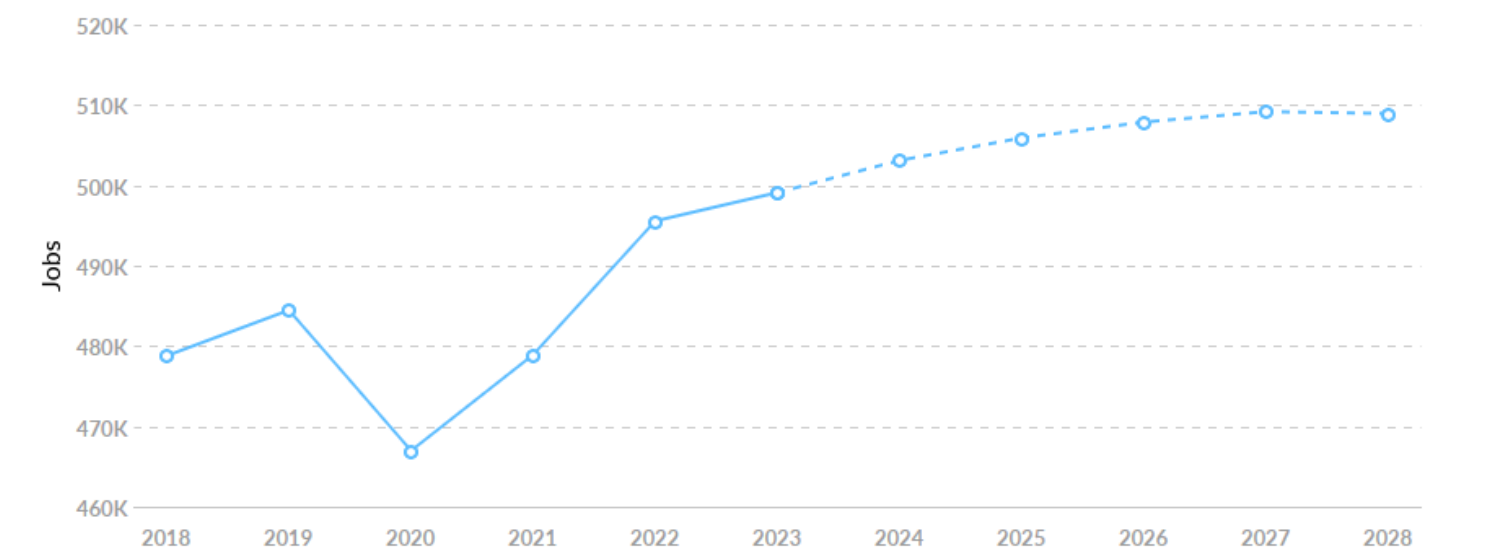


Timeframe	Population
2018	973,343
2019	975,367
2020	959,465
2021	959,046
2022	961,739
2023	956,656
2024	949,348
2025	942,199
2026	935,071
2027	928,064
2028	920,883



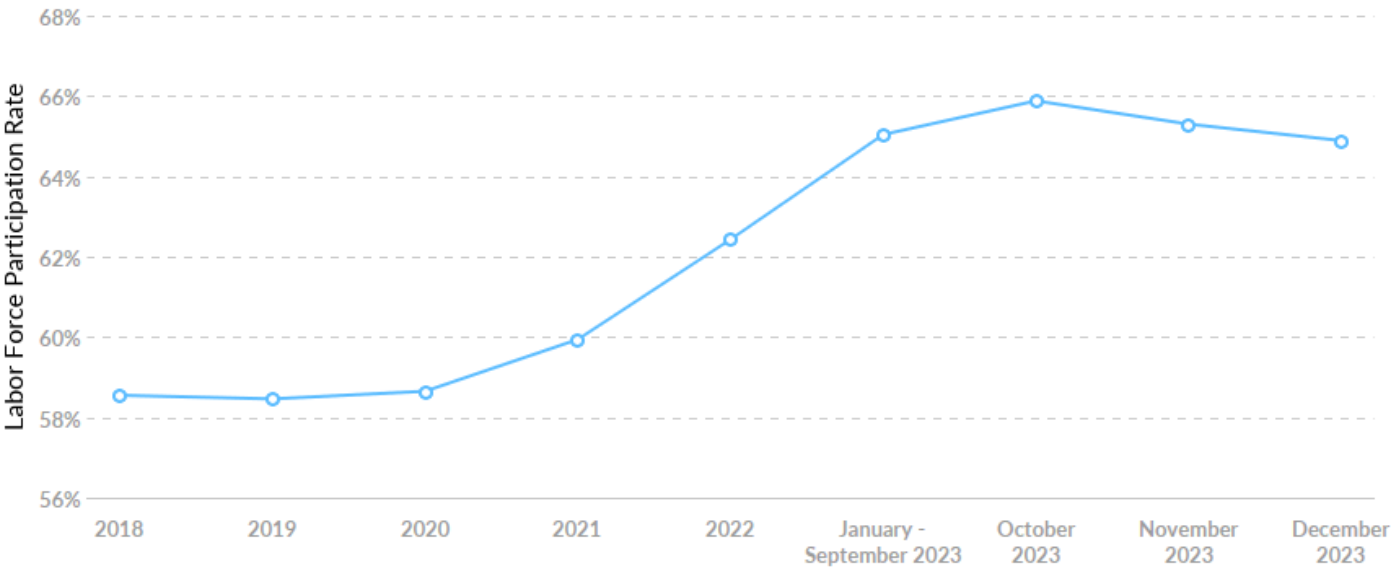
## Job Trends

From 2018 to 2023, jobs increased by 4.2% in Pinellas County, FL from 478,786 to 499,109. This change outpaced the national growth rate of 3.6% by 0.6%.



Timeframe	Jobs
2018	478,786
2019	484,460
2020	466,966
2021	478,920
2022	495,569
2023	499,109
2024	503,105
2025	505,909
2026	507,878
2027	509,175
2028	508,939

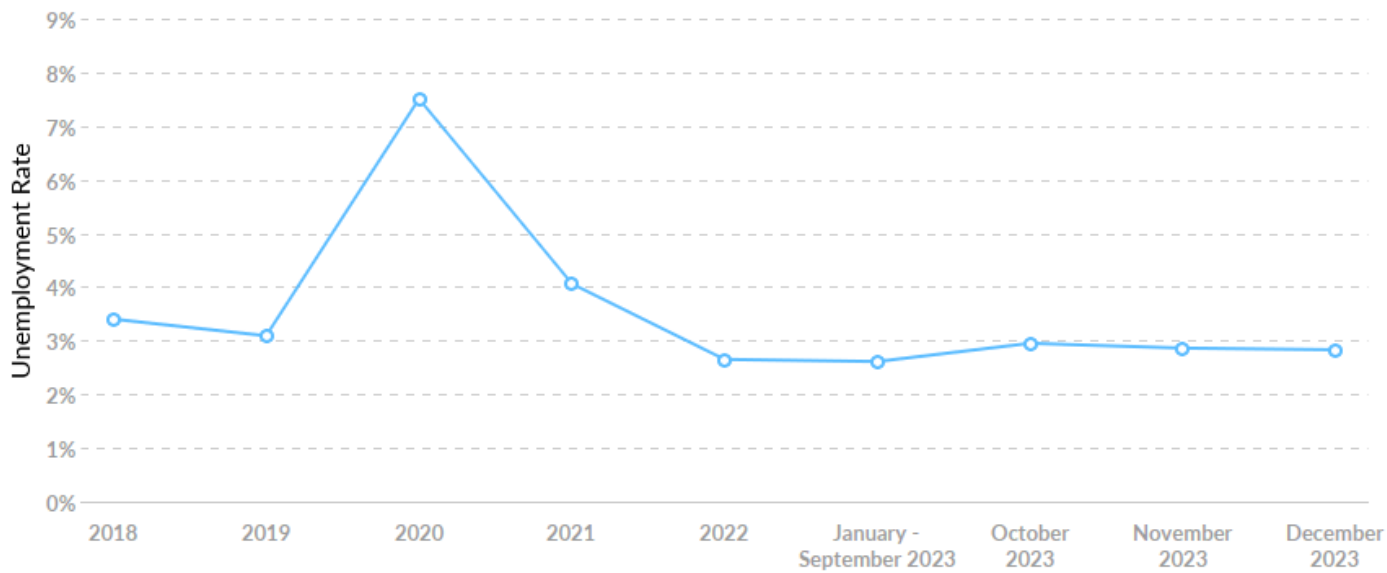
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	58.55%
2019	58.46%
2020	58.65%
2021	59.94%
2022	62.43%
January - September 2023	65.04%
October 2023	65.88%
November 2023	65.30%
December 2023	64.89%

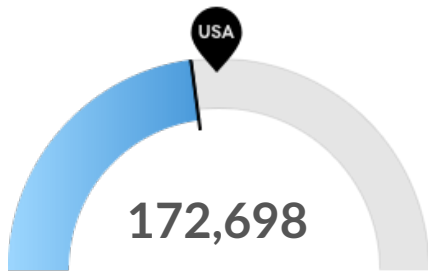
## Unemployment Rate Trends

Pinellas County, FL had a December 2023 unemployment rate of 2.83%, **decreasing from 3.40%** 5 years before.



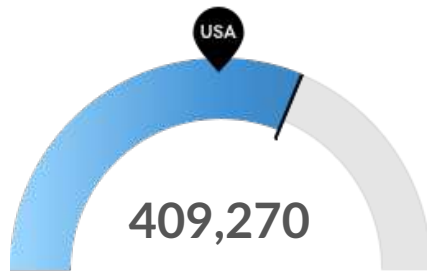
Timeframe	Unemployment Rate
2018	3.40%
2019	3.09%
2020	7.50%
2021	4.06%
2022	2.65%
January - September 2023	2.61%
October 2023	2.95%
November 2023	2.86%
December 2023	2.83%

## Population Characteristics



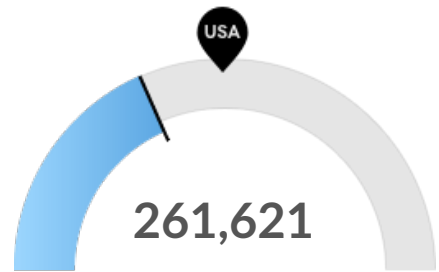
Millennials

Pinellas County, FL has 172,698 millennials (ages 25-39). The national average for an area this size is 195,556.



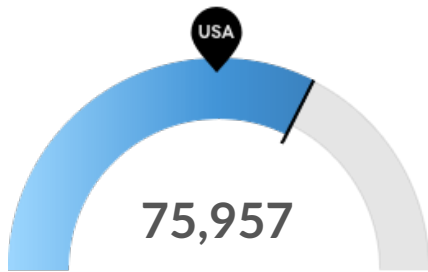
Retiring Soon

Retirement risk is high in Pinellas County, FL. The national average for an area this size is 288,216 people 55 or older, while there are 409,270 here.



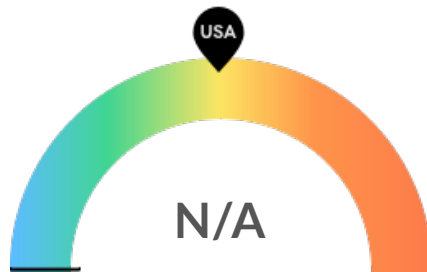
Racial Diversity

Racial diversity is low in Pinellas County, FL. The national average for an area this size is 395,507 racially diverse people, while there are 261,621 here.



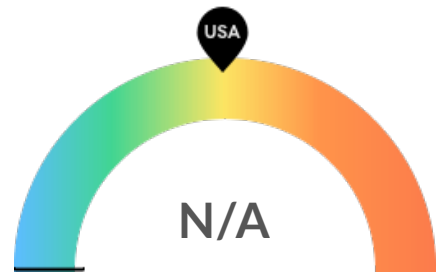
Veterans

Pinellas County, FL has 75,957 veterans. The national average for an area this size is 50,349.



Violent Crime

No crime information is available in Pinellas County, FL.

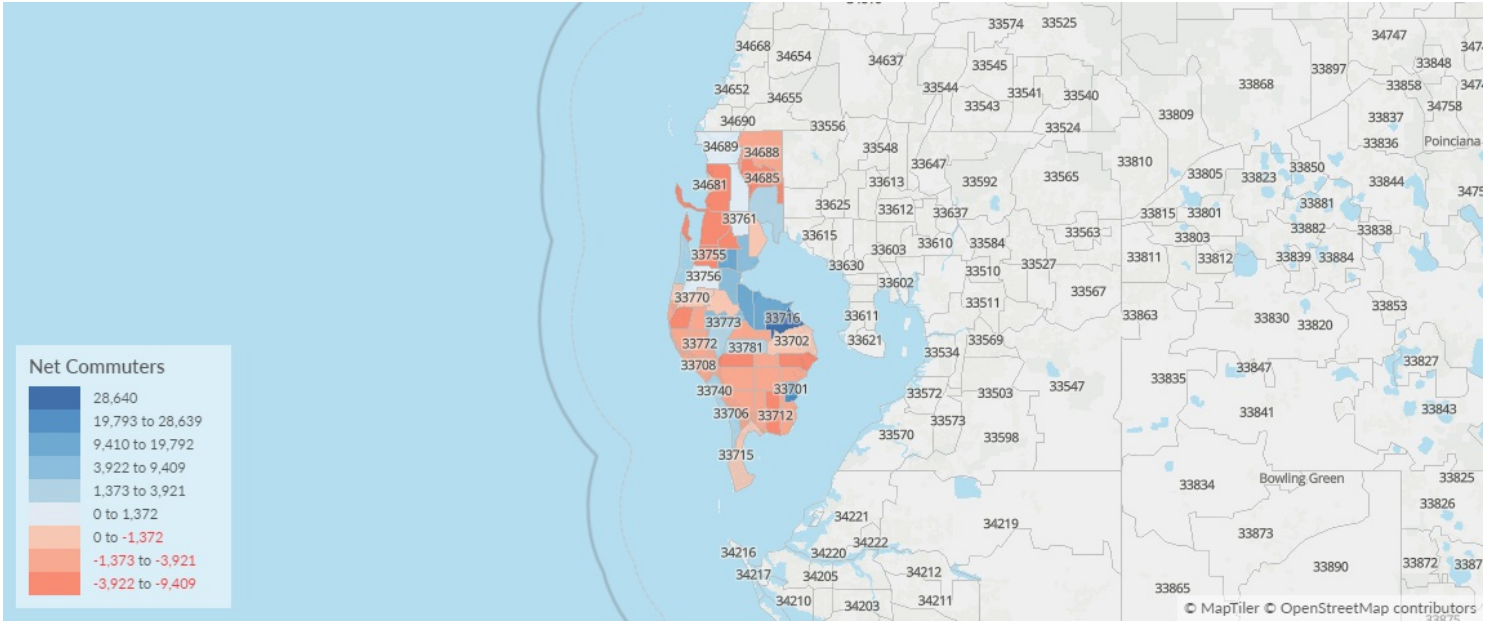


Property Crime

No crime information is available in Pinellas County, FL.

## Place of Work vs Place of Residence

Understanding where talent in Pinellas County, FL currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #23 for resident workers. The top ZIP for resident workers is 34698.



### Where Talent Works

ZIP	Name	2023 Employment
33716	Saint Petersburg, FL (in ...	38,769
33701	Saint Petersburg, FL (in ...	30,256
33760	Clearwater, FL (in Pinell...	19,576
33764	Clearwater, FL (in Pinell...	17,758
33781	Pinellas Park, FL (in Pine...	16,509

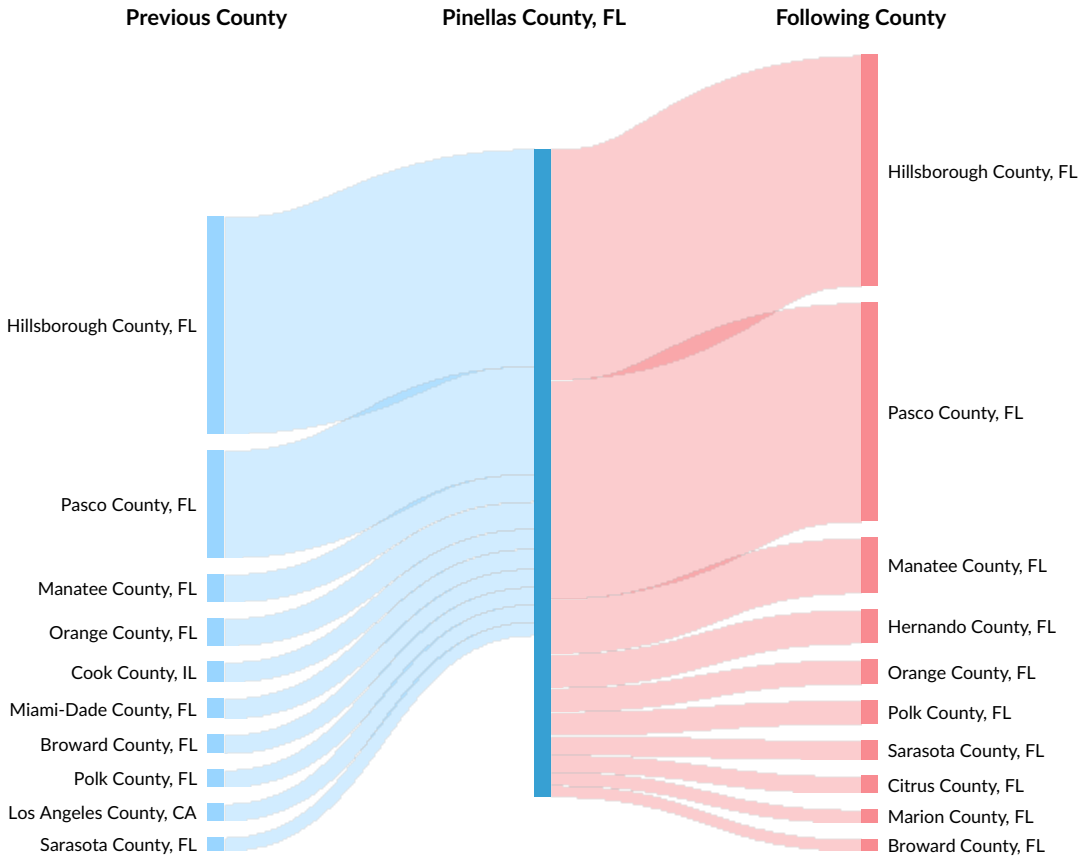
### Where Talent Lives

ZIP	Name	2023 Workers
34698	Dunedin, FL (in Pinellas ...	20,449
33710	Saint Petersburg, FL (in ...	16,699
33713	Saint Petersburg, FL (in ...	16,607
34683	Palm Harbor, FL (in Pine...	15,564
33702	Saint Petersburg, FL (in ...	15,276

# Inbound and Outbound Migration

The table below analyzes past and current residents of Pinellas County, FL. The left column shows residents of other counties migrating to Pinellas County, FL. The right column shows residents migrating from Pinellas County, FL to other counties.

As of 2021, 6,754 people have migrated from Hillsborough County, FL to Pinellas County, FL. In the same year, 7,187 people left Pinellas County, FL migrating to Hillsborough County, FL. The total Net Migration for Pinellas County, FL in 2021 was 4,576.



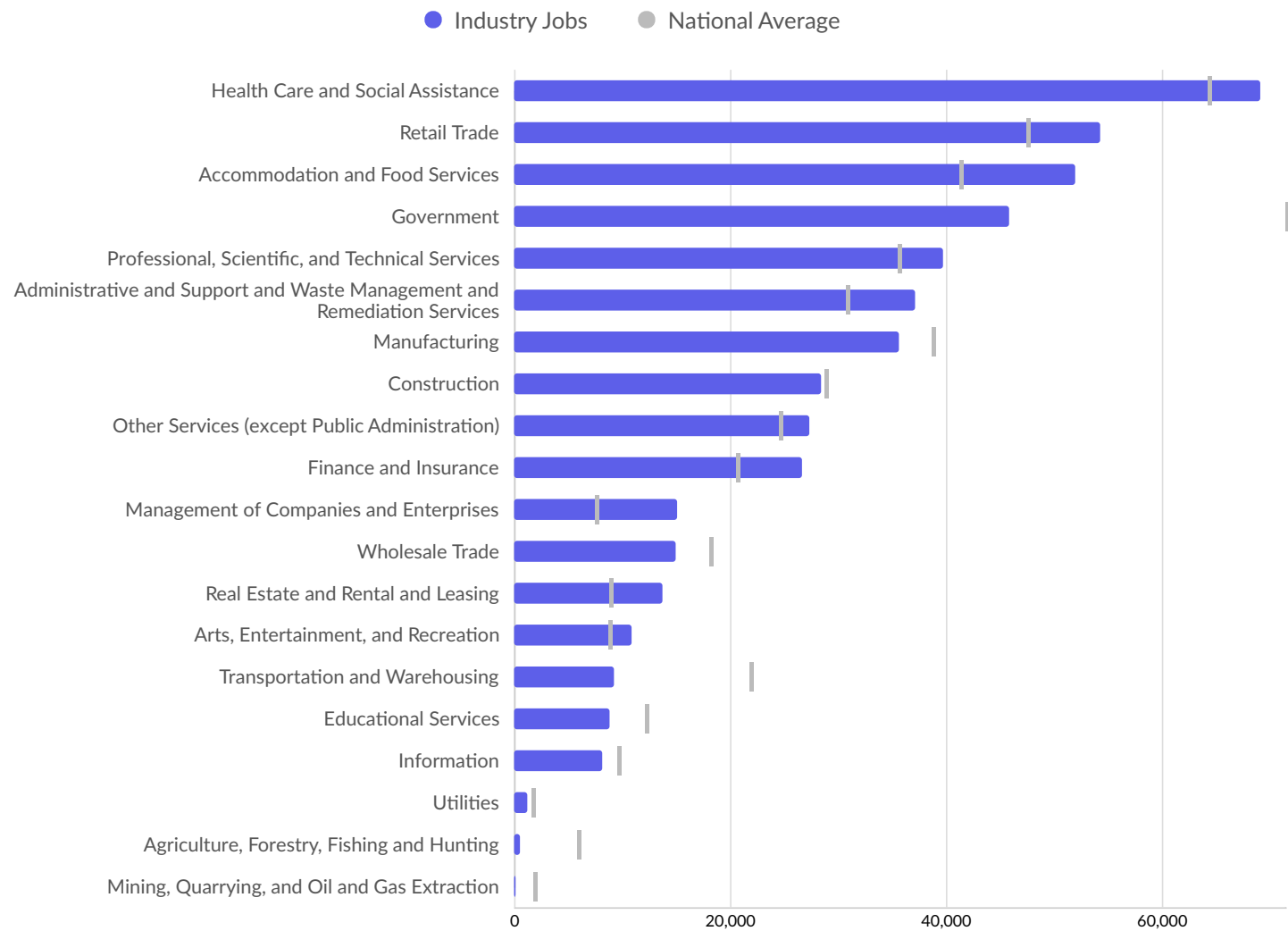
Top Previous Counties	Migrations
Hillsborough County, FL	6,754
Pasco County, FL	3,342
Manatee County, FL	864
Orange County, FL	847
Cook County, IL	622
Miami-Dade County, FL	621

Top Previous Counties	Migrations
Broward County, FL	571
Polk County, FL	540
Los Angeles County, CA	538
Sarasota County, FL	425
Palm Beach County, FL	412
Hernando County, FL	386
Lee County, FL	354
Duval County, FL	321
Suffolk County, NY	309
Top Following Counties	Migrations
Hillsborough County, FL	7,187
Pasco County, FL	6,803
Manatee County, FL	1,715
Hernando County, FL	1,049
Orange County, FL	751
Polk County, FL	736
Sarasota County, FL	604
Citrus County, FL	531
Marion County, FL	412
Broward County, FL	365
Lee County, FL	351
Duval County, FL	336
Palm Beach County, FL	300
Leon County, FL	295
Miami-Dade County, FL	290

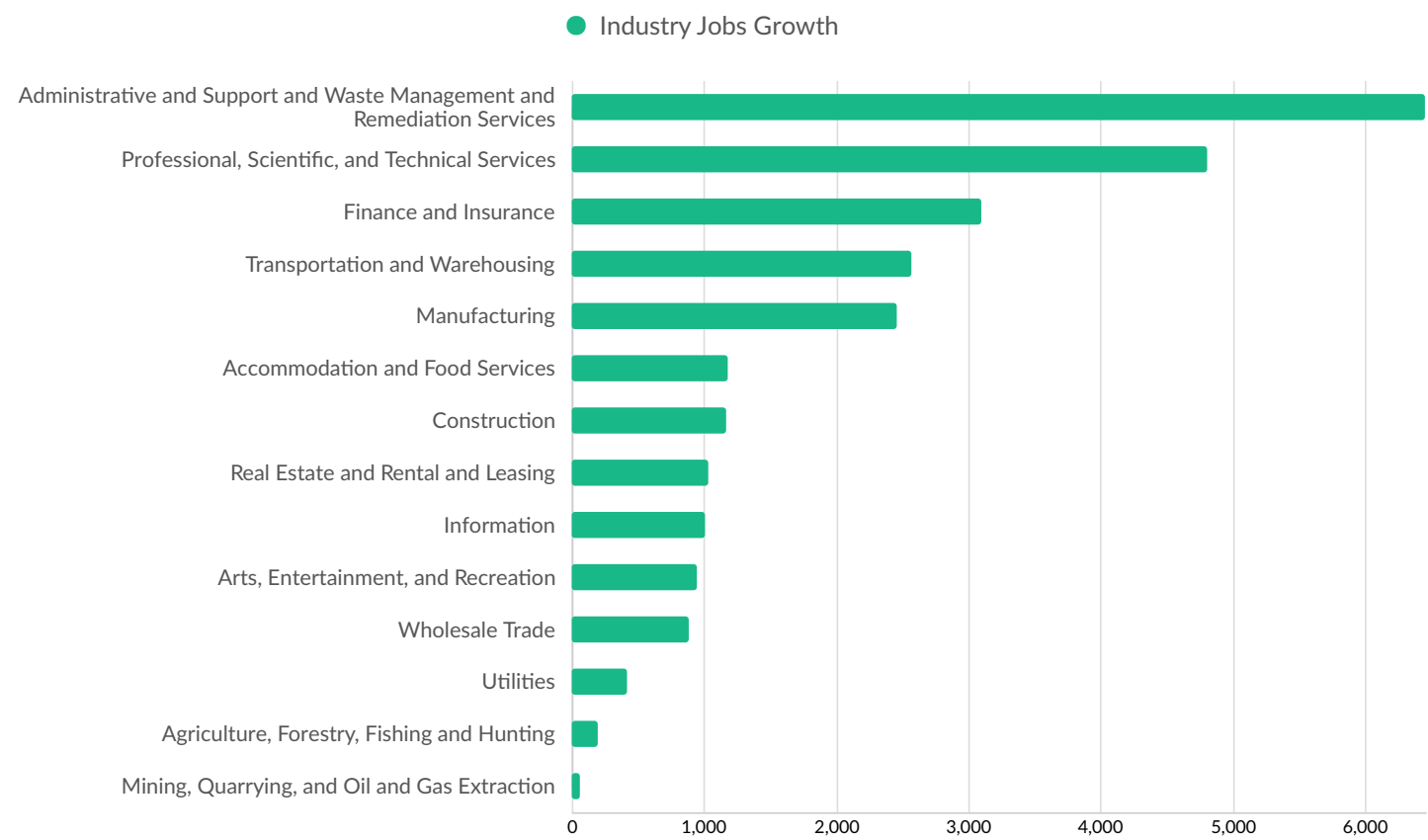


# Industry Characteristics

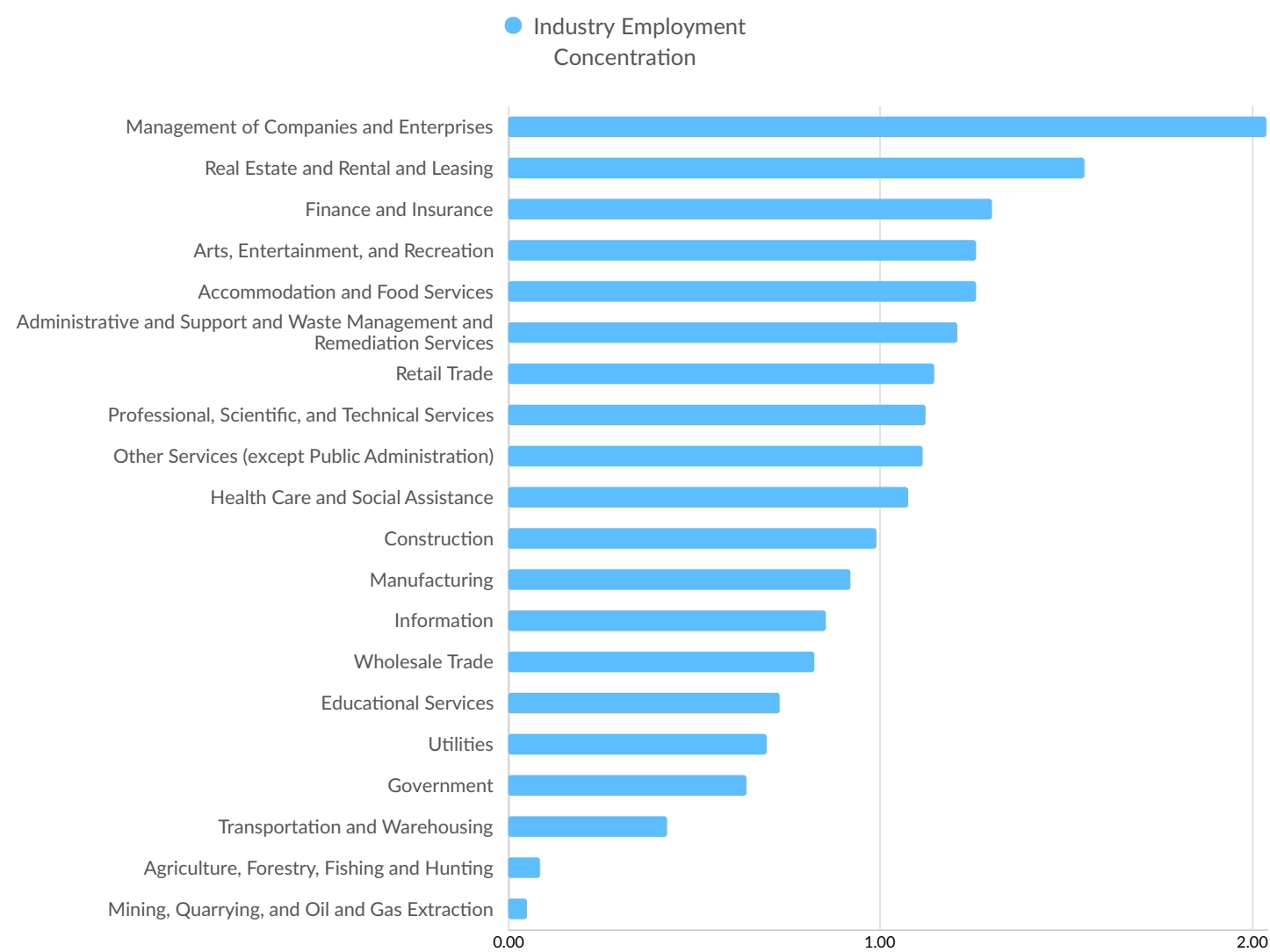
## Largest Industries



## Top Growing Industries



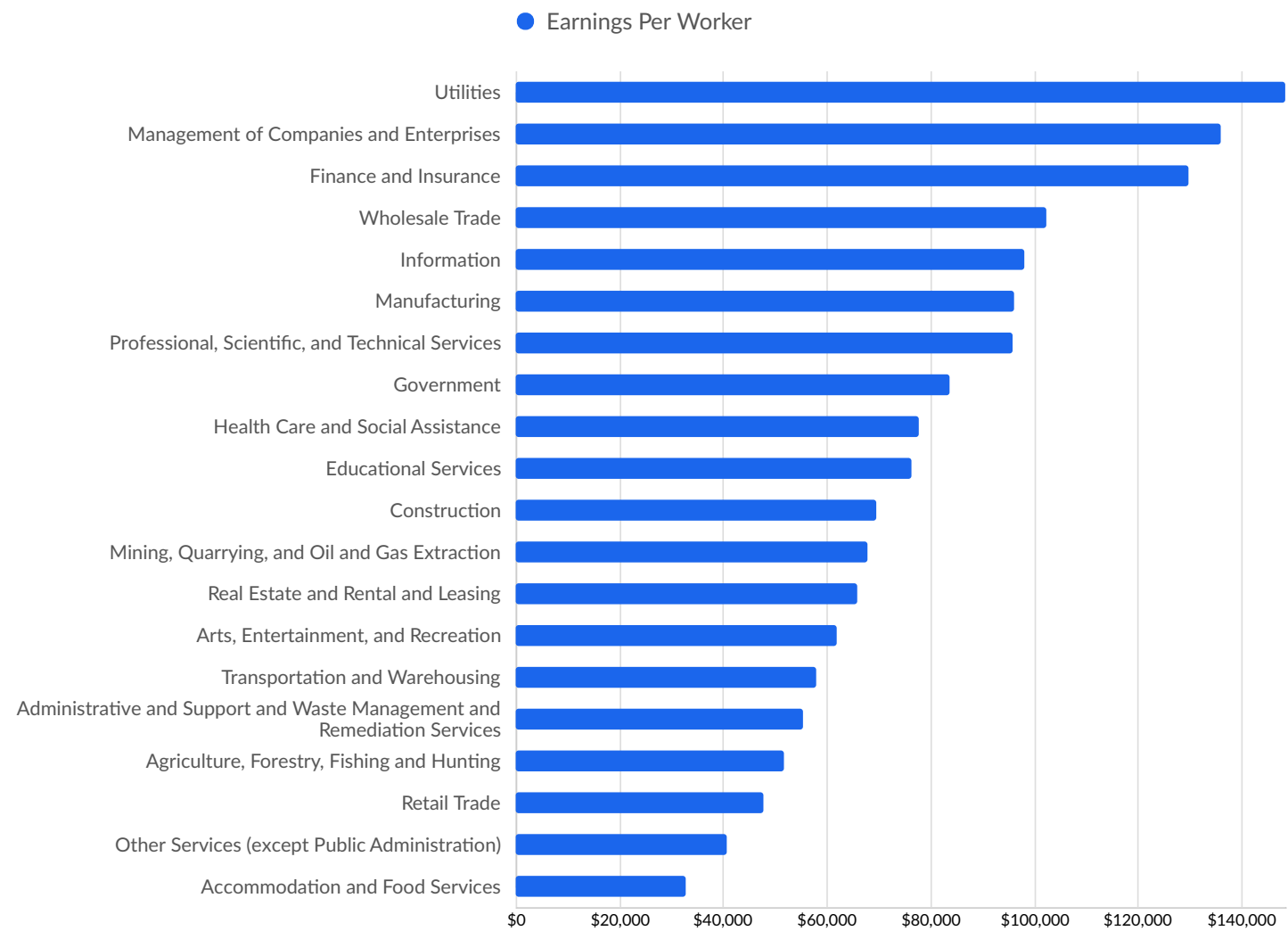
## Top Industry Employment Concentration



## Top Industry GRP



## Top Industry Earnings



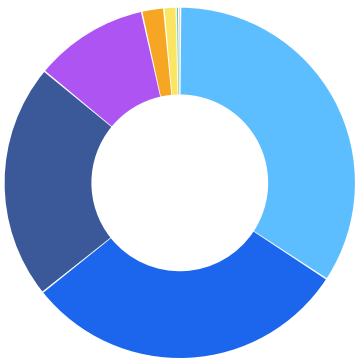
# Business Characteristics

## 113,747 Companies Employ Your Workers

Online profiles for your workers mention 113,747 companies as employers, with the top 10 appearing below. In the last 12 months, 9,798 companies in Pinellas County, FL posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Pinellas County Schools	6,391 <div></div>	HCA Healthcare	2,449 <div></div>
Baycare Health System	3,575 <div></div>	Raymond James	1,298 <div></div>
Raymond James	2,683 <div></div>	Marriott International	1,083 <div></div>
St. Petersburg College	1,795 <div></div>	BayCare	1,078 <div></div>
HCA Healthcare	1,783 <div></div>	Randstad	1,005 <div></div>
United States Department of Ve...	1,654 <div></div>	University of South Florida	826 <div></div>
Publix	1,603 <div></div>	State of Florida	683 <div></div>
All Children's Hospital	1,479 <div></div>	Baycare Health System	631 <div></div>
Pinellas County Government	1,247 <div></div>	Healthcare Employment Network	631 <div></div>
Honeywell International	1,204 <div></div>	Jabil	629 <div></div>

## Business Size













	Percentage	Business Count
1 to 4 employees	34.2%	13,852
5 to 9 employees	30.1%	12,189
10 to 19 employees	21.7%	8,798
20 to 49 employees	10.5%	4,270
50 to 99 employees	2.0%	826
100 to 249 employees	1.1%	458
250 to 499 employees	0.2%	93
500+ employees	0.2%	67

*\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*



# Educational Pipeline

In 2022, there were 16,848 graduates in Pinellas County, FL. This pipeline has shrunk by 9% over the last 5 years. The highest share of these graduates come from "Liberal Arts and Sciences/Liberal Studies" (Associate's), "Medical Insurance Specialist/Medical Biller" (Associate's), and "Medical Administrative/Executive Assistant and Medical Secretary" (Associate's).

School	Total Graduates (2022)	Graduate Trend (2018 - 2022)
Ultimate Medical Academy	7,575 <div><div></div><div></div></div>	
St Petersburg College	6,422 <div><div></div><div></div><div></div></div>	
Galen College of Nursing-Tampa Bay	561 <div><div></div><div></div></div>	
Eckerd College	540 <div><div></div></div>	
Pinellas Technical College-St. Petersburg	524 <div><div></div></div>	
Pinellas Technical College-Clearwater	472 <div><div></div></div>	
National Aviation Academy of Tampa Bay	360 <div><div></div></div>	
American Institute of Beauty	243 <div><div></div></div>	
Cortiva Institute	89 <div><div></div></div>	
Loraines Academy & Spa	58 <div><div></div></div>	

Certificate

Associate's

Bachelor's

Master's or Higher

Tampa/St. Pete/Clearwater							
Jobs by Sectors - Top 7 Sectors							
NAICS	Description	2021 Jobs	2025 Jobs	2021 - 2025 Change	2021 - 2025 % Change	Avg. Earnings Per Job	COL Adjusted Total Current Earnings
62	Health Care and Social Assistance	186,758	206,973	20,215	11%	\$79,151	\$76,623
54	Professional, Scientific, and Technical Services	111,821	129,302	17,481	16%	\$112,101	\$108,520
52	Finance and Insurance	88,423	98,450	10,026	11%	\$125,608	\$121,595
23	Construction	84,182	92,085	7,903	9%	\$78,314	\$75,812
31	Manufacturing	67,406	74,465	7,060	10%	\$92,138	\$89,194
55	Management of Companies and Enterprises	26,864	28,284	1,421	5%	\$142,099	\$137,560
51	Information	23,812	24,961	1,149	5%	\$121,310	\$117,435
		<b>589,266</b>	<b>654,521</b>	<b>65,255</b>	<b>11%</b>	<b>\$98,287</b>	<b>\$95,147</b>

Tampa/St. Pete/Clearwater							
Jobs by Sectors - All Sectors							
NAICS	Description	2020 Jobs	2024 Jobs	2020 - 2024 Change	2020 - 2024 % Change	Avg. Earnings Per Job	COL Adjusted Total Current Earnings
11	Agriculture, Forestry, Fishing and Hunting	11,133	9,430	(1,703)	-15%	\$ 40,943	\$ 39,635
21	Mining, Quarrying, and Oil and Gas Extraction	275	271	(4)	-2%	\$ 88,111	\$ 85,297
22	Utilities	5,094	5,679	585	11%	\$ 132,722	\$ 128,482
23	Construction	97,640	107,168	9,528	10%	\$ 73,973	\$ 71,610
31	Manufacturing	67,322	75,489	8,166	12%	\$ 91,280	\$ 88,364
42	Wholesale Trade	49,839	55,179	5,340	11%	\$ 105,924	\$ 102,540
44	Retail Trade	156,673	168,069	11,396	7%	\$ 48,420	\$ 46,874
48	Transportation and Warehousing	41,896	54,439	12,543	30%	\$ 62,973	\$ 60,961
51	Information	23,499	26,295	2,796	12%	\$ 116,601	\$ 112,877
52	Finance and Insurance	97,902	107,331	9,429	10%	\$ 123,788	\$ 119,834
53	Real Estate and Rental and Leasing	33,692	39,117	5,424	16%	\$ 73,159	\$ 70,822
54	Professional, Scientific, and Technical Services	117,259	138,325	21,066	18%	\$ 109,986	\$ 106,472
55	Management of Companies and Enterprises	27,442	27,922	480	2%	\$ 142,099	\$ 137,560
56	Administrative and Support and Waste Management and Remediation Services	99,981	117,620	17,639	18%	\$ 57,481	\$ 55,645
61	Educational Services	27,223	30,800	3,578	13%	\$ 60,616	\$ 58,679
62	Health Care and Social Assistance	190,885	211,196	20,310	11%	\$ 79,547	\$ 77,006
71	Arts, Entertainment, and Recreation	24,305	31,287	6,982	29%	\$ 61,778	\$ 59,805
72	Accommodation and Food Services	115,105	144,433	29,327	25%	\$ 31,867	\$ 30,849
81	Other Services (except Public Administration)	71,736	75,149	3,413	5%	\$ 40,538	\$ 39,243
90	Government	159,821	158,995	(826)	-1%	\$ 84,068	\$ 81,382
99	Unclassified Industry	904	2,244	1,340	148%	\$ 69,221	\$ 67,009