


Rapid Credentialing




FLORIDA DEPARTMENT OF
EDUCATION
CAREER AND ADULT EDUCATION

OVERVIEW: RAPID CREDENTIALS

- Funds are directed to **connecting those unemployed, underemployed, or furloughed with training** in an in-demand area of the regional workforce board
 - Awards to 28 Florida College System (FCS) institutions and 48 technical colleges to **increase capacity to enroll and complete students in short-term, high value career and technical education (CTE) credentialing and certificate programs**
 - Funds may be used to purchase equipment, underwrite instructional costs, outreach and recruitment efforts for in-demand, non-credit industry certification preparation courses, clock hour career certificate programs, or FCS credit short-term CTE certificates
- 

OVERVIEW: RAPID CREDENTIALS

- Goal: Enable as many students as possible to **complete** with valuable job ready skills by May 2021 while also **improving FCS institutions' and technical colleges' capacity** for CTE enrollment and completion
 - Grant values ranged from \$157,000 to \$2.4 million
 - Programs: advanced manufacturing, aerospace, healthcare, IT, business, entrepreneurship, supply chain and logistics, and financial technology
- 

OVERVIEW: RAPID CREDENTIALS



\$7,130,453 TO TECHNICAL COLLEGES



\$27,869,547 TO FCS INSTITUTIONS



**TOTAL VALUE OF GRANT PROGRAM
INCLUDING MATCHING FUNDS =
\$43,749,980**

PROJECTED UNDUPLICATED COMPLETERS

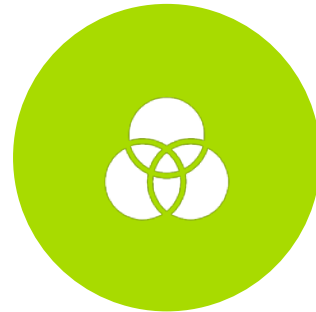
By May 2021, the
projected number of
completers is 13,516

Grant funds per
completer: \$2,590

STATUS AS OF 9/21/20



**59 GRANT APPLICATIONS
RECEIVED**



**59 PROGRAMS
APPROVED (100%)**



**55 GRANT MANAGER
APPROVED (93.2%)**



**54 AWARD LETTERS
ISSUED (91.5%)**

10:45

Tweet

 Florida Department of Education
@EducationFL

Now is the time to upskill & take advantage of a rapid online credential. Energize your career & join @BrowardCollege to learn about their numerous program offerings. Free informational webinars start July 28. Learn more: bit.ly/2B0HZOz #1inWorkforce #GetThere



12:13 PM · 23 Jul 20 · TweetDeck

5 Retweets 2 Quote Tweets 11 Likes

Tweet your reply

10:33

Tweet

 TCC Workforce
@TCCWorkforce

Do you live in Franklin of Wakulla counties? Has your employment been impacted by COVID 19? Be part of the Essential workforce with fast-track training in Commercial Vehicle Driving or Masonry today!

#BeEssential #TCC2WORK
#TriumphGulfCoast #CVD #Masonry
#TruckDriving




Tweet your reply

10:34

CareerSource Capital Region


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Like Message Like

 CareerSource Capital Region
20h ·


Hard to believe that you can change your future and career in just 90 days! Check out what our friends are doing for you at TCC and the grant money/financial aid that's available to you.

#beessential

 YOUTUBE.COM
Be Essential Rapid Credentialing
Have you lost your job due to the pandemic? Looking for a fresh start? Consider a career in healthcare. He...

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 CareerSource Capital Region
1d ·

Today's workforce is changing rapidly, and almost every employer is facing costly talent challenges.


Call Now

10:37

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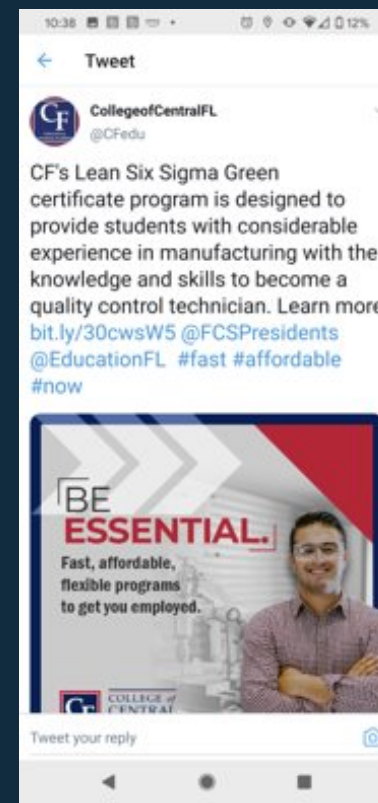
 College of Central Florida
@CFedu

Interested in a degree that can quickly get you into the workforce? CF's Associate in Science degrees are designed to prepare students for entry into the workforce in many fast-growing career fields such as health care, information technology, and more. bit.ly/34elkuh



Tweet your reply

What they are saying



What they are saying

6:31 58%

← Tweet

 Indian River State College
@IRSCTheRiver

By 2021, 3.5 million cyber security jobs will be left unfilled. In just 8 weeks, you can earn an Upskill Certificate in Cyber Security from IRSC—a National Center of Academic Excellence in Cyber Defense Two-Year Education. Classes start Oct. 14. ow.ly/yKNw50BldhX




10:03 AM · 15 Sep 20 · Hootsuite Inc.

1 Like


Tweet your reply 

4:40 34%

← Tweet

 St. Petersburg College
@spcnews

"SPC launched its Rapid Credentialing Scholarship program recently which provides full-tuition scholarships to eligible students. The training is unique: students earn a certification in a matter of weeks, not years."



St. Pete College Offering Free Training for In-Demand Industries
baynews9.com

6:34 PM · 10 Sep 20 · Sprout Social

9 Retweets 1 Quote Tweet 14 Likes

Tweet your reply 

4:39 34%

← Tweet

 Seminole State College
@SeminoleState

Let us pay for your Spring Semester at Seminole State! Through a unique partnership with @CareerSourceCF we are able to offer a specific number of Orange County students \$1500 to put towards their educational goals. sem.st/career-cfl #SSC #GoStateGoFar #HelpisHere




2:50 PM · 14 Sep 20 · Hootsuite Inc.

3 Retweets 5 Likes


Tweet your reply 

What they are saying


OVERVIEW: K12 CTE GRANT

- Funds are providing resources to school districts to **increase enrollment and capacity in high-demand CTE programs**
 - **Goal: accelerate students' readiness for work and/or immediate entry** into an in-demand postsecondary CTE program
 - Funds are allocated to 73 agencies, including charter districts and laboratory schools
- 

OVERVIEW: K12 CTE GRANT

- Grant values ranged from \$10,000 to \$1,1012,095
 - Awards were based on minimum allocation for each agency with remaining funds pro-rated based upon enrollment on select high demand CTE programs
 - FDOE identified 111 in-demand CTE programs for the allocation formula, representing **364,482 program enrollments**
- 

GRANT FUNDS ALLOCATED

- \$10.9 million
 - Expenses are limited to cost associated with equipment or learning-infrastructure related needs associated with offering a **multi-course secondary CTE** program to help districts **scale sustainable solutions to high-quality instruction** of CTE programs
- 

STATUS AS OF 9/21/20

73

Grant
Allocations

1

Application
Incomplete

6

Applications in
Consultation with
the FLDOE

66

Applications
Received

66


Programs
Approved (100%)

59

Grant Manager
Approved (89%)

54

Award Letters
Issued (82%)



GET THERE

Florida's Workforce Education Initiative

Goals



Rebrand CTE and Generate
Awareness About Program Offerings
in Florida



Increase State and Technical College
Enrollments

Target Audiences

1 Florida K-12 parents, teachers and guidance counselors

2 Floridians who did not finish high school

3 Floridians who are looking for an alternative route to a traditional 4-year degree

4 Floridians who are exploring a career change

5 Floridians who are seeking opportunities to stack credentials

Brand Story

Your future begins with a choice.

A first step in the right direction.

A move towards success.

And we want to help you get there.

Get There promotes Career and Technical Education as a modern approach to higher education and training for students in every walk of life. What CTE offers is a way for students to gain valuable, in-demand skills and earn certifications in some of Florida's most critical and desirable industries. And unlike traditional higher education, CTE programs can set you on the right path in less time with less cost. That means you can get into your career today without the worry of debt tomorrow.

Success starts now.

Get there with CTE.

Brand Film



GET THERE
Florida's Workforce Education Initiative

48 FLORIDA TECHNICAL COLLEGES
28 FLORIDA STATE COLLEGES
20 WEEKS OR LESS IN MOST PROGRAMS
17 CAREER PATHWAYS TO CHOOSE FROM

GET THERE

4 | GET THERE ACTION TOOLKIT



GO SOCIAL

Social media can be a powerful tool to help spread the word about Get There. By sharing content across your personal or business social media, you're helping us educate Floridians about the opportunities that exist with CTE.



TOP FIVE TIPS

1. SHOW YOUR SUPPORT

Update your social media channels with Get There cover photos.

2. GO SOCIAL

Download our social media assets and use across your personal and business social media pages with our sample social media copy.

3. ENGAGE ON SOCIAL

Engage with the Florida Department of Education across social media at @EducationFL.

4. TAG US

To help the Florida Department of Education share your posts across social media, tag us in the posts so it's easy for us to retweet and repost.

5. MAKE IT PERSONAL

Share your passion and personal experience with CTE.

GETTHEREFL.COM | 5

Ways to Engage

As part of the statewide roll-out of Get There, we will be providing local state and technical colleges, as well key partners, with the materials and assets needed to promote this critical workforce education initiative, including:

- Overview and FAQs
- How to Go Social
- Ready-Made Social Media Copy and Images
- Ready-Made Email and Newsletter Copy
- One-Pager
- Series of Promotional Flyers

The Website



The Get There website, powered by the Florida Department of Education, will serve as multi-page site aimed at:

- Educating prospective students on CTE and workforce training programs
- Helping them align their interests with one of the 17 career pathways
- Connecting them with their local institution in an effort to boost enrollment



CAREER PATHWAYS

Each of the 17 career pathways offer you the opportunity to build a foundation for a successful career and get a head start on all while getting there faster and affordably. Connect with your local college and see what's available in your area.

[VIEW THE CAREER PATHWAYS](#)

[CONTACT WITH YOUR COLLEGE](#)

AGRICULTURE, FOOD & NATURAL RESOURCES

Prepares students for careers in a highly technical and ever-changing sector of the global economy. These programs provide a career pathway to a wide variety of careers in agribiotechnology, animal science, plant science, food products & processing and environmental science.

Example Offerings:

Agribiotechnology, Veterinary Assistant, Horticulture, Water Quality Technician

ARCHITECTURE & CONSTRUCTION

Prepares students for careers in designing, planning, managing, building and maintaining the built environment. Examples of careers include drafters, electricians, construction managers and plumbers. Building trades/construction is a top program for high school students.

Example Offerings:

Building Trades, Building Commercial Systems, Carpentry, Drafting, Construction Management

ARTS, A/V TECHNOLOGY & COMMUNICATION

BUSINESS MANAGEMENT & ADMINISTRATION



GET THERE

Florida's Workforce Education Initiative

LEARN HOW
GetThereFL.com