

CareerSource Northeast Florida Talent Advisory Network QUARTERLY REPORT

A. GENERAL INFORMATION

Report quarter: Quarter 1 2024

Date of meeting: February 14, 2024

Report prepared by: Julie Hindall

Local workforce development board contact: Rebecca Livingston

B. ATTENDANCE

Name	Organization	Industry or Education
David Emanuel	JEA	Industry
Zoe Astra	Guidewell	Industry
Rebecca Callahan	Citi	Industry
Scott Curry	University of North Florida	Education
Virginie Mascia	SNI Companies	Industry
Brian Porter	Boeing	Industry
Dr. Barbara Ritter	Jacksonville University	Education
Mary Smith	JTA	Industry
Dr. Nate Southerland	Saint Johns River College	Education
Dr. John Wall	Florida State College at Jacksonville	Education

B. SUMMARY REPORT

Welcome:

David Emanuel, TAN Chair, CHRO; JEA, welcomed the group at 9:33 AM. Anna Lebesch facilitated introductions amongst attendees.

Anna Lebesch, SVP of Talent, Strategy and Marketing

- As we shared at the last meeting, the Development Counsellors International (DCI) has partnered with JAXUSA Partnership for a Perception Study—College Students in Florida and Georgia.
 - Place to Live Word Cloud Reactions:
 - The word “Average” stood out – provided context around timing of survey and further clarified students were from Florida and Georgia.
 - Georgia students had a more favorable opinion, although the reasons why were unclear.
 - Contradictory words were emphasized, although some words very appropriate.
 - Place to Work Word Cloud Reactions:
 - Illustrates that individuals still lack an understanding of the breadth and depth of the industry base in NEFL.
 - Need to continue our career and talent campaign work.
 - Introduced that these surveys lead into a conversation about the expectations of the graduating class of 2024—who are they and what are they seeking from employment?

Panel Facilitation:

JU: Rachel Cohen, Associate Director of Events & Employer Relations

UNF: Scott Curry, Senior Director, Industry Engagement

FSCJ: Heather Engelking, Director, Career Services

SJR State: Michelle Fox, Career Services Coordinator

Keiser University: Brondrick Linnear, Associate Dean

Flagler College: Tara Stevenson, Associate Vice President of Student Affairs

- What can we expect from the Class of 2024? Their expectations of the workplace?
 - Students admitted in Fall 2019 and are the first generation that went through COVID and its ramifications. Students needed to be more self-guided, self-motivated, extremely resilient and adaptable, and willing to take on challenges in real time. Students are more literate with technology.

- Students want to gain real skills from internships. Mentorship is extremely important to them, in college and beyond.
 - With the high cost of living, students are starting to negotiate more strongly and may push back on first offers. Many students expect a promotion within 3 months. They expect that these skills and time will result in recognition of their value. Many students are interested in returning to live with family to increase ROI on their salary.
 - Students want to ensure a good work/life balance. They are looking for flexible work arrangements since they realize a lot of work can be done remotely. But they also look for in-person as a way to network towards career growth and be part of an organization.
 - Students want security and wish to work for a company that can withstand hardship, after seeing parents lose employment during the pandemic.
 - Students want to work for a company or organization that believes in them and is willing to invest and train them, with a distinct path to leadership. They don't want a dead-end job; they want to see a pathway and are unafraid to leave if this isn't clear.
 - Younger students want to work for a company that aligns with their beliefs and evaluate mission statements.
 - They want to continue upskilling to ultimately work their way up in the workplace.
- *Who are career centers currently serving (majors, interests)?*
 - With the diversity in our programming, we see prospective students through career assessments to figure out what they want to explore more, or a student is experiencing a major change. There are students who want a particular major but may not meet requirements. We talk to students about where they are in their career pathway and where they want to go.
 - Students want help on narrowing down what they want; they may just know they want to go into "business." We see many returning students who want to upskill and use relevant transferrable skills in today's job market.
 - We have a large veteran population who are looking for transferrable skills from the military to align with the community. We're seeing a lot of Cyber and IT, particularly cyber forensics, Biomed and Biotech, Allied health programs – radiotechnology and therapy and medical assisting, as well as Transportation and Logistics.
 - Many majors are liberal arts, so it is helpful to show students the various pathways to different careers.
 - Fintech is a new major. The STEAM institute is bringing together engineering and the arts. Students want to be innovative in their careers. Students are pairing majors and minors in different ways to stay competitive and innovative.

- Are there programs you're having trouble getting students to enroll?
 - Construction Management, Manufacturing, Engineering.

- Share successful, consistent partnerships you've had with employers to engage students?
 - Our focus for the next 5 years is Core to Career: no matter what discipline a student is in, the student can articulate what they're learning in each course and how it's applicable in the workforce. As an example, it may have been a very long time for a veteran to suddenly write a resume and understand what they are learning as it applies to the workforce. Mayo, Baptist, St. Vincent's, Tote, Crowley, etc. are some affiliations that ensure success of students and carry word of mouth.
 - Career development took a hit during COVID. Employer presence took a backseat because we needed to build up the resiliency with students to get through the day to day and learn how to be back in the room together and then moving to how do I talk about myself. We want employers back on campus. I encourage employers to take a more conversational approach when first meeting students, so they get comfortable before moving into that career-focused perspective.
 - One key is exposure to different companies and resources, like Earn Up. We have traditional recruiting events, but now we've got a Career Carnival as a more fun, relaxed, and smaller career fair. Students don't have to wear business attire but play games and have more casual conversations with employers. We've started smaller panels as another opportunity for students to learn more about companies. Networking and mentorship are a meaningful tool for them.
 - Networking nights have been successful and helpful for students as a way to boost soft, social skills.
 - One of the best partnerships we did was partner with faculty for a Nursing Professionals Day that brings 10-20 employers who are looking for ASN students. The faculty prepare the students prior to the networking/career fair. Placement is a decision between employer and job seeker and our role is to prepare the job seeker to meet with that employer.

- Increased negotiation is a change for leadership. Are students comfortable with varying salaries being offered for the same position?
 - Students talk and are comfortable with bringing up inequities and what they think they deserve. It's important to teach negotiation but understand the answer may not always be "yes."

- Are you seeing a big discrepancy between expectations of graduates and what they're actually getting?

- Yes, but it is always a reality check. Students need to learn how to consider the whole package to include benefits.
- Data shows there is a big gap between what students perceive as their career competencies compared to employers' perceptions.
- Do schools teach students total compensation?
 - Negotiation workshops are offered and are shared in classes.
 - Mandating career development can be counter-productive if it becomes box-checking for students. Removing mandates resulted in an increase in use of services for one school. Weaving in the competencies to classes is extremely helpful and employers are key to getting students to understand particular concepts (e.g., dress code).
- As a final note, the Florida ACE (State chapter of NACE) will be in downtown Jax in June, which could be a fantastic opportunity for TAN members in the room. Florida Association of Colleges and Employers information can be found here: <https://www.florida-ace.org/annual-conference> .

JAXUSA Regional Update provided the JAXUSA Talent Team:

- The team has generated 11,800 direct jobs since 2019. For each job there are 2—3 indirect jobs in areas such as construction. In the last several years, manufacturing and transportation & logistics have dominated project announcements.
- JAXUSA continues to see international interest from prospective companies and has announced several projects from Spanish and Italian companies that reinforce this interest.
- Career Exploration activities, as part of the JAXUSA Strategic Plan, have resulted in 110 activities/events impacting 1,791 employers. With Partner Engagement, the team has conducted 137 activities/events resulting in 6,284 touchpoints.
- Paid Social Media campaigns have been conducted for the following target audiences and topics: Career Pathways (8th graders and parents); Career Pathways (Adult Learners); FAFSA Completion (HS Seniors/Young Adults); Job Search (Young Adults); Work-based Learning (HS Seniors/Young Adults), Adult Learners (Ages 18-65); Veterans (spouses and veterans); Career Options in the region (Ages 18-65); Manufacturing Month (high school/early college).
- Find Your JAX accomplishments include 1.82 million impressions, a retargeting campaign that resulted in 371,000 impressions and 370 conversions, and a media relations campaign that featured Jacksonville region in 12 stories in outlets such as Bloomberg and MarketWatch.

The meeting adjourned at 12:18 PM. The next TAN meeting is scheduled for May 15, 2024, at 9:30 AM at the JAX Chamber.