



**“TAKING THE NEXT STEP”
BUSINESS & EDUCATIONAL SUMMIT
STRATEGIC REPORT CARD**

2009

Table of Contents

Introduction	3
Survey Data	4
Construction.....	13
Financial/ Professional Services	16
Healthcare	20
Hospitality/ Retail	23
Manufacturing/ Aviation	25
Conclusion	29
References	30

Introduction

WorkNet Pinellas has developed a report card to measure data on key indicators which will be used as a baseline to monitor trends in our region. The WorkNet Pinellas “Taking the Next Step” Business & Economic Summit is an annual event that brings together business and educational leaders in one setting to focus on specific industry needs. The summit along with industry specific forums that are held throughout the year allows us the opportunity to survey regional businesses in order to create an unbiased snapshot of employer needs and our response to those needs. WorkNet Pinellas is committed to create a highly skilled and competitive workforce to meet the demands of business and to keep our region competitive.

Florida’s leading industry clusters play a key role in the state’s continued economic success and competitiveness. To align ourselves with the 2007-2012 State Strategic Plan for Economic Development and the Workforce Florida, Inc. Strategic Plan. WorkNet Pinellas chose the following targeted industries sectors to survey and hold individual forums throughout the year.

- Automotive / Transportation
- Construction
- Financial / Professional Services / IT
- Healthcare
- Hospitality/ Retail
- Manufacturing/ Aviation / Aerospace

Data from all of these forums, with the exception of Automotive/Transportation, were presented in breakout sessions during the 2009 Summit. Top business and educational leaders within each industry were given the opportunity to provide input and expand on the information collected throughout the year.

This annual report card is a tool for the WorkNet Pinellas Board of Directors to frame issues related to business and economic development. WorkNet will continue to build upon this report card through our targeted industry forums.

I feel craftsman/trades/technologists need to be a focus countywide – woodworking, electricians, plumbing, ultrasound, etc. Quality Centers of Excellence through our high schools

Increased emphasis on personal accountability and responsibility

More technical skills training

Continue with Corp sponsorship

Enhance co-op/intern programs

More technical schools

People skills – building trust, character for the workforce and collaboration

I am an insurance broker – at the post secondary level I would like to see a program for financial services/licensing training to showcase insurance as a profession – both in sales and administrative assistant/backroom. The 40 or 80 hour (based on type of license) pre-licensing exam could be taught at a post-secondary college level – then that applicant would be qualified to “sit” for their state license.

Healthcare

Prepare them for the workforce by focusing on people skills, workplace professionalism and communication of relevant certification trainings

Accountability of skills sets; increase the importance of customer service & focus on personal development and how it attributes to professional development

Improve people skills; workplace preparation and interpersonal skills

Greater understanding of technical schools

Increased focus on critical thinking skills and all forms of communication

Rehabilitation professionals are limited; USF has PT, UF PT & OT. ST limited experienced professionals. It is difficult to recruit this one area

Hospitality & Retail

More encouraging, real-life, practical teaching methods

Manufacturing & Aviation

More basic soft skills, communication skills

Soft skills – students dealing with direction

Start developing the disciplines and work need philosophies at the lowest grades and increase the focus as students age

Greater emphasis on practical skills for K-12 and undergraduate programs

More education of manufacturer’s needs

Common sense and practical skills applicable to the work environment. Team skills are also important

Other / General

Focus on the current needs in our community and align K-12 curriculum to address those needed skills

Less technology at earlier ages; don’t into PC’s in 1st or 2nd grades

There's a two year wait to get into nursing schools (RN programs) – need more educational institutions

More & better guidance and career counselors

More thinking regarding innovation – business development

The system certainly needs changes. Teach out the real world and on the job training. Hands on training is essential.

Better writing, technical, time management and organizational skills, entrepreneurial training

17. What is your input on the Centers of Excellence and how would you participate?

Construction

Use outside supplemental training to upgrade processes

Approve of new direction and look forward to working more closely with School Board to develop certifications in the construction industry

Not familiar with Centers of Excellence

Board meetings

Financial / Professional Services / IT

Effective facilitation in teambuilding, cross functional teams and super charging teams

Would welcome the opportunity to be involved and participate in any I can support

Need to understand more

Fully support

I believe we need such programs at ever high school. The Clearwater Chamber of Commerce would like to play a role in assisting Countryside and Clearwater schools. We can assist with business recruits, training and other areas.

Do not have enough knowledge to respond. Concept is definitely in the right direction. I lack information on actual performance and opportunity to interact

Don't know enough

Teach financial literacy

Not familiar

Excellent program, already involved.

I need to know more about it, don't know much now

Healthcare

Improve collaboration between high schools and career education schools

Excellent programs, as a post-secondary school we'd like to offer out resources and partnerships to contribute to the Center's goals and objectives.

Increase involvement of Central Florida Institute into Pinellas County Schools

Hospitality & Retail

They are a great resource and program. I'd like to see more schools participate and have parents and business be involved – promoting & communicating the merits

Manufacturing & Aviation

Florida Med would be glad to offer local help

Member of the Frances Stavros Technical Education Center

Interested in ways to participate

Other / General

Good concept, but need to also have programs for college bound/top of the class students – for example, expand IB programs.

The business partner should support the school's Center of Excellence

18. Additional Comments:

Construction

Transportation for workers continues to be a challenge

Apprenticeship jobs should be required on ALL construction projects in the County – especially County construction projects

Great job

Financial / Professional Services / IT

Great program! Would love to have a list of all attendees and their contact information, including a summary of what their company does, etc. There were a LOT of interesting people and companies in my breakout session that I didn't have enough time to talk to all of them. Thanks!

We have a shocking level of candidates who do not possess the "basics", such as a quality resume, proper interpersonal skills, communication skills, etc. As a result of this, my role as a recruiter for our company has actually become MORE difficult, even with the higher unemployment rate!

Great program!

WorkNet Pinellas is a valued of our Coalition. Tremendous admiration for all those at WorkNet.

It is my opinion that many people are not aware of the opportunity that the insurance industry has available to younger people just graduating and looking for a career. Likewise, for career-changing individuals, I wish I had gotten involved in the industry at a much earlier age.

Soft skills (people skills), communicating is critical for future success. Big picture leadership skills, social networking and other IT is changing the world & businesses must be able to address this. Translate "model" ones into ones who see the big picture. Balance technical skills with well rounded. This does not mean "change" an employee, rather develop their personal skills fully in the context of their job(s).

Would like more involvement and information regarding the Job Corps.

Other / General

Excellent breakout!

This is a well run session – Thank you!

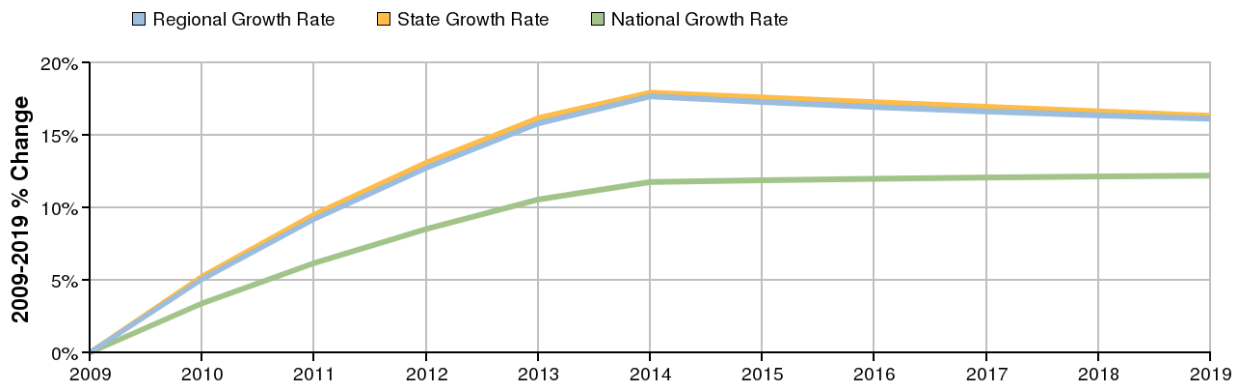
Great job

Construction

Current labor market data indicates that Tampa-St. Petersburg-Clearwater MSA has approximately 85,519 jobs and has an expected growth rate of 16.11% over the next 10 years. Currently, the MSA is in line with the state and higher than that of the nation for job growth within this industry. The data shows a slight declining trend for the region and the state from 2014 forward.

Basic Information	
2009 Industry Jobs	85,519
2019 Industry Jobs	99,295
Total Change	13,776
Total % Change	16.11%
Current Average Earnings per Worker	\$45,084

Source: EMSI Complete Employment – 3rd Quarter 2009



On February 19, 2009, WorkNet Pinellas in collaboration with St. Petersburg College, pTEC, Pinellas County Economic Development and the Pinellas Education Foundation held a Construction Industry Forum. On September 17, 2009 a follow up forum was held at the 3rd Annual “Taking the Next Step” Business and Education Summit.

The groups indicated that the greatest technical skills were needed in the following areas:

- Welding: incorporating codes and multiple certifications
- Certified Riggers – accredited certification
- Pipefitters
- Iron Workers
- Civil Engineers to lay slabs
- Electricians
- Occupations supporting Nuclear Industry – Progress Energy plant specifically
- Safety/OSHA
- Math, reading/comprehension, blueprint reading skills
- Basic skills

In the future, the groups believed the same types of skills would be needed as needed now, with a particular emphasis on basic skills more than the need to technical skills.

The ability to pass drug tests and background checks are also issues. Discussion was held on the idea of contracting with law enforcement agency to work with students in High School pre-apprenticeship programs to present sample background reports and talk to students about how important it is to keep it clean to obtain these types of jobs. There is a misconception that the construction industry is ideal for ex-offenders and drop outs, however, employers are really looking for educated individuals with clean backgrounds and drug free as they will need to work with dangerous equipment and high clearance areas, such as nuclear sites. Employers are often checking candidates on Facebook and Twitter. Some employers convey that they are finding better quality candidates who are home schooled, but there is not large population of this group that is easily accessible for recruitment.

The group indicated that the greatest occupational shortage is for:

- Skilled technicians
- Electricians

The industry is seeing an influx of retirements. The median age for construction workers is 47. The industry struggles with perception issues in the minds of educators and parents. Efforts are being made to educate counselors specifically on the advantages of students pursuing one of the construction trades as a career. The group felt that meetings with counselors should be done annually and local industry representatives should participate in the Florida School Counselor Convention. The group is also very involved in the Centers of Excellence. Facilitator said they have a big involvement.

The biggest retention problem found is that employers are requiring more background checks and drug screenings that current employees cannot pass and lose their job as a result. Another major issue has been the lack of transportation. When an individual doesn't have personal means of transportation, they cannot hire them. Jobs are on multiple sites and public transportation won't work in these situations due to time factor.

Biggest training gaps for the Construction Industry include:

- Training in Green & PHCC
- EWT for plumbers
- Online training options (OSHA and Electricians are good examples of online training)
- Incorporating the requirement of using a percentage of apprentices/pre-apprentices in project bid guidelines for government
- Licensure
- Alternative training options - day and afternoon training specifically

The data on the surveys and information collected in the breakout groups appears to concur with the United States Department of Labor High Growth Industry profile which states:

Construction offers a variety of career opportunities. People with many different talents and educational backgrounds-managers, clerical workers, engineers, truck drivers, trades workers

and construction helpers-find job opportunities in the construction industry. (U.S. Bureau of Labor Statistics)

The image of the industry could be improved in a variety of areas and especially among key audiences including youth, parents, educators and guidance counselors. For example, youth are not familiar with the various job choices and career ladders the industry offers and guidance counselors are not aware of the skills required for many of the occupations in the construction trades.

Lack of awareness of job opportunities and a poor industry image have contributed to the decline in the number of people from traditional labor pools willing to enter and remain in the construction industry. The industry has difficulty recruiting youth and individuals from non-traditional labor pools. Though the industry has made extensive efforts to target youth, it remains a challenge recruiting them. At the same time, women and other representatives of non-traditional labor pools are not as prevalent in the industry as they could be.

Some youth lack math and language academic skills needed for work in the construction industry. Also, the capacity and capability of some education and training providers that serve youth could be improved. For example, some vocational-technical high schools lack key resources, such as books and curriculum and secondary school teachers could benefit from spending time in apprenticeship programs. In addition, partnerships and information sharing among key stakeholders are vital for success.

Developing the skills of entry-level and incumbent workers is another challenge facing the construction industry. For example, some entry-level workers lack the skills to effectively use the increasingly complex technology being utilized in the construction industry, and many incumbent workers need to improve their leadership and management skills. Further, the capacity of some education and training providers that serve entry-level and incumbent workers could also be improved. For example, some community colleges lack the capacity to accommodate additional students.

People can enter the construction industry with a variety of educational backgrounds. Those entering the industry right out of high school often start as laborers, helpers, or apprentices. Technical or vocational school graduates entering the industry may also go through apprenticeship training and, therefore, may progress at a somewhat faster pace because they already have had courses such as mathematics, mechanical drawing and woodworking.

Many people enter the construction trades through apprenticeship programs. These programs offer on-the-job training under the close supervision of an experienced craft worker and formal classroom instruction. Apprenticeships are administered by local employers, trade associations and trade unions.

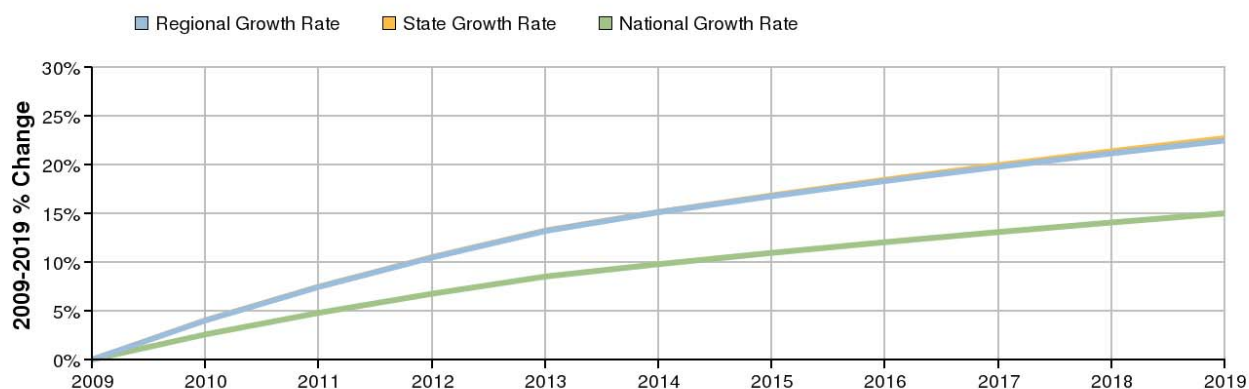
Earnings in construction are higher than the average for all industries. In 2004, production or nonsupervisory workers in construction averaged \$19.23 an hour, or about \$736 a week. Construction offers more opportunities than most other industries for individuals who want to own and run their own business.

Financial/ Professional Services/ IT

Current labor market data indicates that Tampa-St. Petersburg-Clearwater MSA has approximately 246,309 jobs and has an expected growth rate of 22.45% over the next 10 years. The MSA is directly in line with state for job growth, but ahead of the nation within these industries. The number of industry jobs combined with the average earnings per worker indicates a positive reason to continue promoting a pipeline of workers into this industry.

Basic Information	
2009 Industry Jobs	246,309
2019 Industry Jobs	301,617
Total Change	55,308
Total % Change	22.45%
Current Average Earnings per Worker	\$64,062

Source: EMSI Complete Employment – 3rd Quarter 2009



WorkNet Pinellas, in collaboration with St. Petersburg College, pTEC, Pinellas County Economic Development and the Pinellas Education Foundation, held an Information Technology Industry Forum on March 19, 2009, followed by a Financial and Professional Services Industry Forum on April 16, 2009. On September 17, 2009, a follow up forum was held at the 3rd Annual “Taking the Next Step” Business and Education Summit.

The groups indicated that the greatest technical skills were needed in the following areas:

- Java skills
- Project management
- Knowing the business sector they serve – knowing the customer, ie. telecommunications, engineering, electronics, government and construction

The group indicated that the greatest occupational shortage is for:

- .Net programmers
- SQL programmers
- Financial Advisors

- Tellers
- Analysts (mid-level insurance consultants)
- Customer Service Representatives (Financial degrees & Series 6 License)
- Project managers with government healthcare experience
- Business enterprise architects

Technical skills needed in the future include:

- Leadership skills
- Project management
- IT security
- Application development skills
- Voiceover IP skills
- CCNA
- Right combination of skills and business sense
- Artistic talent
- Public speaking abilities with math expertise = "versatilists"
- Business or compass intelligence.

When asked what the biggest retention problems are facing the industries, employers agreed that it is the costs involved with retention. For some employers, there are little retention issues right now. Others are reporting that they are seeing some people take jobs that they are overqualified for and are soon leaving when something better comes along. Their turn over is high and they are incorporating additional non-financial incentives to try and motivate employees to stay.

Some employers commented that they noticed that schools are pushing the A+ and the MCSE certifications in order to help meet the demands of the IT industry. It was mentioned that few of the IT programs that are being monitored by the state and enrollment numbers are asked to be reported from the schools for these programs. Employers would like to see quicker updates by academic institutions to keep up with changes in industry. Experience matched with the proper certifications is needed. IT professionals share some responsibility in keeping their skills up to date.

Biggest training gaps for the Financial/Professional Services/IT Industries include:

- Lack of basic communication skills
- Need to improve people skills due to generation gaps – relationship building

The data on the surveys and information collected in the breakout groups appears to concur with the United States Department of Labor High Growth Industry profile which states:

Financial Services Industry

The financial services industry is comprised of three primary sectors: banking, securities and commodities, and insurance. Overall employment of financial analysts and personal financial advisors is expected to increase faster than average for all occupations through 2014, resulting

from increased investment by businesses and individuals. The number of jobs within management, business and financial occupations is projected to grow by 2.2 million from 2004 to 2014.

Among the challenges facing the financial services industry is a lack of a worker pipeline. Currently, industry employers often recruit workers from competing employers, failing to bring new workers into the industry. Additionally, the industry is faced with a lack of diversity among available workers. A diverse group of workers is especially important in service-oriented professions including retail, banking and insurance, where consumers often prefer employees with which they can relate.

Stemming from intense competition and high turnover rates, the financial services industry also faces low retention rates among workers. A lack of an industry-wide competency model makes it difficult for new workers to enter and navigate the career ladder in the industry.

Technical Talent Development

The financial services industry is heavily dependent on continuous skill development because workers must keep up with the rapidly changing array of products and services offered to customers. This reality requires employers to think more creatively about how to deliver on-demand training that can be accessed 24/7 and refreshed with new information as needed.

Office and administrative occupations in insurance typically require a high school education, but many institutions make educational opportunities available to encourage in-house advancement. Managerial, sales and professional occupations typically require at least a bachelor's degree. Bank tellers and other clerks usually need only a high school education. Most banks seek people who have good basic math and customer service skills. Financial services sales agents usually need a college degree; a major or courses in finance, accounting, economics, marketing, or related fields serve as excellent preparation. Sales agents selling securities need to be licensed by the National Association of Securities Dealers, and agents selling insurance also must obtain licensure by state.

Information Technology Industry

The computer systems design and related services industry is among the economy's largest and fastest sources of employment growth. Employment increased by 616,000 over the 1994-2004 period, posting a staggering 8.0-percent annual growth rate. The projected 2004-14 employment increase of 453,000 translates into 1.6 million jobs, and represents a relatively slower annual growth rate of 3.4 percent as productivity increases and offshore outsourcing take their toll.

However, the main growth catalyst for this industry is expected to be the persistent evolution of technology and business' constant effort to absorb and integrate these resources to enhance their productivity and expand their market opportunities. Employment of computer and information systems managers is expected to grow between 18 to 26 percent for all occupations through the year 2014.

There is concern about federal, state and local government policy proposals that may restrict overseas outsourcing where labor costs are lower. Some companies move jobs overseas to

remain competitive by managing labor costs. Others are opening new markets overseas for their products and hiring local employees as an incentive and an accommodation.

Some stakeholders believe that the government can offer tax relief to small businesses for training their incumbent workers toward IT certification. Stakeholders also believe that government could serve as an honest broker for specific issues such as promotion and image, forecasting the future of the workforce and training needs. This could be a task for the public education system, where children could be introduced to the new, dynamic global workplace and learn more about the current business culture.

Over 90 percent of IT workers are employed outside the IT industry, which makes it necessary for them to have complementary training in their respective business sectors such as health care, manufacturing or financial services. Employers are also looking for well developed soft skills, transferable IT skills and adaptability in their workforce. Incumbent training programs may help in this respect, as could community colleges.

For all IT-related occupations, technical and professional certifications are growing more popular and increasingly important. IT workers must continually update and acquire new skills to remain qualified in this dynamic field. Completion of vocational training also is an asset. According to a May 2000 report by the Urban Institute, community colleges play a critical role in training new workers and in retraining both veteran workers and workers from other fields.

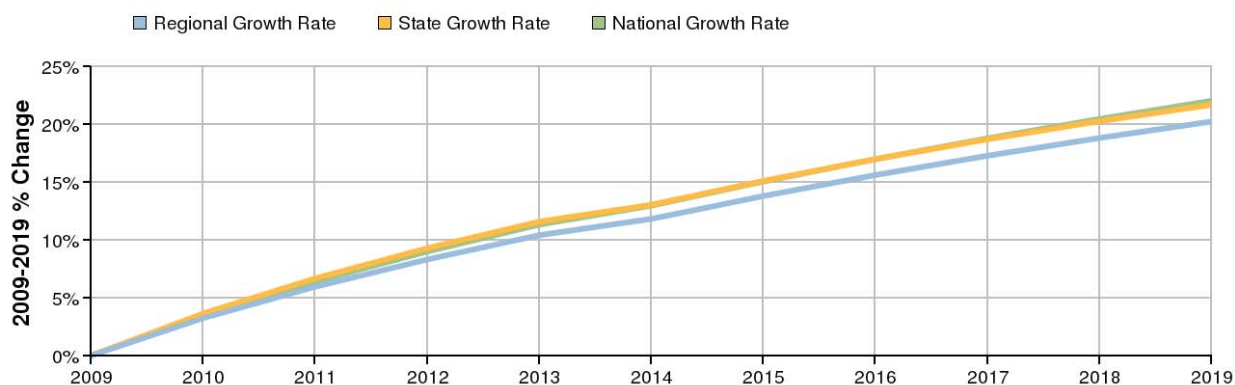
People interested in becoming computer support specialists generally need only an Associate degree in a computer-related field, as well as significant hands-on experience with computers. They also must possess strong problem-solving and analytical skills as well as excellent communication skills because troubleshooting and helping others are such vital aspects of the job. And because there is constant interaction on the job with other computer personnel, customers, and employees, computer support specialists must be able to communicate effectively on paper, using e-mail, and in person. They also must possess strong writing skills when preparing manuals for employees and customers.

Healthcare

Current labor market data indicates that Tampa-St. Petersburg-Clearwater MSA has approximately 176,513 jobs and has an expected growth rate of 20.21% over the next 10 years. The MSA is behind the state and nation for job growth within this industry. The industry shows a continuous increase over the next ten years with no downturn expected. The number of industry jobs combined with the average earnings per worker indicates a positive reason to continue promoting a pipeline of workers into this industry.

Basic Information	
2009 Industry Jobs	176,513
2019 Industry Jobs	212,194
Total Change	35,681
Total % Change	20.21%
Current Average Earnings per Worker	\$49,384

Source: EMSI Complete Employment – 3rd Quarter 2009



On November 6, 2008 WorkNet Pinellas in collaboration with St. Petersburg College, pTEC, Pinellas County Economic Development and the Pinellas Education Foundation held a Healthcare Forum. On September 17, 2009 a follow up forum was held at the 3rd Annual “Taking the Next Step” Business and Education Summit.

The groups indicated that the greatest technical skills are currently needed in the following areas and will be in the foreseeable future:

- Electronic Medical Records- Needed across all levels from CNAs to RNs, PTs, etc. There is a desire to standardize medical records software, thus allowing for the same training to be applied in all areas
- Employed Worker Training- Need skills upgrades for current employees
- Pharmacy and 4 yr Lab Tech Degree

- Hospice & HHA (Home Health Aid) - It seems some schools have been dropping the HHA certification courses. HHAs still needed especially by hospitals and agencies offering end of life care.

The group indicated that the greatest occupational shortage is for:

- Lab Techs (4yr degree)
- Rehab positions- PT (Physical Therapy), OT (Occupational Therapy) and Speech Therapy
- COTA (Certified Occupational Therapy Assistants)
- Sleep Techs and Surgical Neural Diagnostic Techs.

All employers agreed that there is currently not a retention problem in Healthcare, likely due to current economic conditions. There are concerns, however, of a mass exodus of the current workforce as economic conditions improve.

In order to meet the demands of the healthcare industry, post secondary institutions need to offer Electronic Medical Records training, which should be included as part of the requirement of graduation in all medical/ healthcare training programs. Concentrated training in critical thinking and soft skills is missing. Healthcare employers are getting enough applicants with the required hard skills, i.e., certified, licensed, etc. Candidates and new hires seem to be lacking certain soft skills such as compassion and empathy, critical in the Healthcare Industry. Quality of Care is measured by the patient's perspective. As a result, employers have become more selective in determining the "behaviors" and "potential aptitude" of their candidates. Employers would like to see training in the following areas:

- Critical thinking
- Leadership skills
- Soft skills
- Healthcare Quality Improvement
- Data Analysis Training (similar to Six Sigma)
- Medical Records Training.

The current training system for employed/incumbent workers includes Success Planning and Career Path training. One employer is implementing a "Leadership Institute". One newly found challenge is the lack of ability for Gen Y's in dealing with change. Teamwork, independence, critical thinking, decision making and leadership abilities are essential.

All parties agree that one gap in training is the need for "Generational Training". Employers are facing communication and differences in workplace behavior challenges as incumbent workforce ages and Gen Y's are added.

The data on the surveys and information collected in the breakout groups appears to concur with the United States Department of Labor High Growth Industry profile which states:

The industry is currently seeking to increase the available labor pool of health care employees. To attract new employees to the health care industry, industry employers are focusing

recruitment from non-traditional labor pools. Increasing the diversity of workers and reducing turnover rates is also of concern. Employment growth is expected to account for about 3.6 million new wage and salary jobs-19 percent of all wage and salary jobs added to the economy over the 2004-14 period. Wage and salary employment in the health care industry is projected to increase 27 percent through 2014, compared with 14 percent for all industries combined.

Many of the occupations projected to grow the fastest in the economy are concentrated in the health care industry. For example, from 2004-14, total employment of home health aides-including the self-employed-is projected to increase by 56 percent, medical assistants by 52 percent, physician assistants by 50 percent, and physical therapist assistants by 44 percent.

Industry employers are focused on preparing entry-level workers for positions in health care. Efforts also include the expansion of access to training for incumbent workers and fulfilling workforce needs in targeted and specialized skill areas.

To meet the training and recruitment needs of health care employees, the industry is seeking to expand the numbers of academic and clinical instructors and facilities and resources to facilitate training. The industry is working to align employer requirements and curriculum to fulfill more adequately the needs of health care employers.

Many health care jobs require less than four years of college education, although most technical jobs require at least a two-year technical degree.

A variety of post-high school programs provide specialized training for jobs in health services. Students preparing for health care careers can enter programs leading to a certificate or a degree at the associate, baccalaureate, professional, or graduate level. Two-year programs resulting in certificates or associate degrees are the minimum standard credential for occupations such as a dental hygienist or radiological technologist.

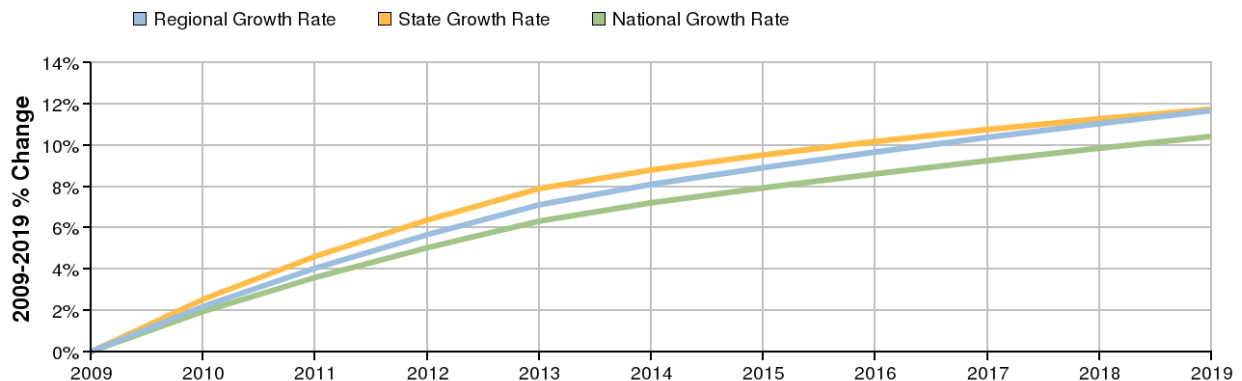
Managers in health care need to have the management, coaching, and cultural competency skills to enable them to communicate effectively in an increasingly diverse work environment.

Hospitality/ Retail

Current labor market data indicates that Tampa-St. Petersburg-Clearwater MSA has approximately 269,423 jobs and has an expected growth rate of 11.66% over the next 10 years. The MSA is in between the state and nation for job growth within this industry. The industry shows a continuous increase over the next ten years with no downturn expected. The number of industry jobs combined with the average earnings per worker indicates a positive reason to continue promoting a pipeline of workers into this industry.

Basic Information	
2009 Industry Jobs	269,423
2019 Industry Jobs	300,831
Total Change	31,408
Total % Change	11.66%
Current Average Earnings per Worker	\$26,708

Source: EMSI Complete Employment – 3rd Quarter 2009



On October 23, 2008, WorkNet Pinellas in collaboration with St. Petersburg College, pTEC, Pinellas County Economic Development and the Pinellas Education Foundation held a Hospitality/Retain Forum. On September 17, 2009 a follow up forum was held at the 3rd Annual “Taking the Next Step” Business and Education Summit.

The group responded that due to the current economic conditions they have no current hiring needs and that there is softness in the market. Employers are currently facing a shortage of middle management personnel. As business continues to decline in the industry, it is important to increase the retention of line level employees, as well as increase the responsibility and productivity of upper level management.

The United States Department of Labor High Growth Industry profile on hospitality and retail states:

Hospitality

Like other service sectors, hospitality careers are often stereotyped as low-wage and entry-level with little opportunity for advancement. Consequently, qualified workers, especially youth, are unaware of the range of hospitality careers available.

With the hospitality industry's growth rate increasing, the importance of finding good employees, especially youth workers, is a high priority. Historically, the hospitality industry has drawn heavily from the youth labor pool to meet their workforce needs, but in recent years the industry has been left with an insufficient pipeline of new workers to satisfy demand. Faced with a shrinking pipeline of workers, the hospitality industry is increasing its recruitment efforts towards youth and developing targeted strategies for previously untapped labor pools.

High turnover is a key challenge in the hospitality industry. The restaurant, hotel and lodging sectors have difficulty retaining skilled workers because of the negative image that the industry faces.

Employers have difficulty finding workers who possess basic "soft skills," which are often a prerequisite for success in a customer service-oriented field. English proficiency is a key challenge because a large percentage of the hospitality workforce does not speak English as their primary language. Employers seek language training programs that allow workers to effectively perform their job, which includes providing quality customer service and understanding safety requirements.

The hospitality industry as a whole lacks consistency and portability in training models and skill certifications. Many employers provide internal training programs for entry-level workers, which makes it difficult to monitor the content of training and the skills acquired.

The diverse range of activities offered by this industry provides excellent job opportunities for people with varied skills and educational backgrounds. Jobs will be plentiful for first-time job seekers, senior citizens and those seeking part-time or alternative work schedules.

Training for food service managers is available through industry-sponsored seminars; short-term, subject-specific certificate programs; or associate and bachelor's degree programs in management. A certification in hospitality management can be obtained through an 18-month training course or a four-year specialized bachelor's degree.

Retail

The retail trade sector is the nation's largest employer, with 15.3 million jobs in 2006. The sector is expected to add 1.6 million new jobs, reaching 16.7 million by 2014, and will continue to be the dominant source of employment and the largest source of employment growth. Real output for retail trade is expected to grow at a rate of 4.6 percent annually, rising from \$1.1 trillion in 2004 to \$1.8 trillion in 2014.

The retail industry offers substantial employment opportunities. Part-time and temporary work is plentiful ranging from small, independent retailers to national and multinational retail chains. Solid store experience can lead to an array of retail management and store support career ladders. A college degree can afford direct entry into management training programs and regional/corporate level career paths.

The retail trade industry is a dynamic field with diverse career ladders, a wide range of employee benefits and on-the-job training that is increasingly driven by high-end technology that requires advanced skills. Employers recruit job candidates from community colleges and universities and train incumbent workers to upgrade their skills for career advancement.

Retail trade employers struggle to attract and retain the best and brightest employees because of the misperception that jobs are low-wage and lack growth potential. In reality, today's retail trade careers are more than just cashier and sales associate positions; they encompass information technology, marketing, communications, loss prevention, finance and merchandise sourcing.

In an increasingly diverse society, multilingual employees are desirable. Retailers are customer service-driven and need workers to speak the languages of their customer base. Limited English Proficiency (LEP) is a problem as workers may speak the language of customers but lack basic English language and literacy skills to perform all job functions.

Though the retail industry has started work on initial training models and skills certifications, they are not yet used consistently across the industry to build skills competency requirements for positions at all levels and to encourage career growth. Retailers are struggling to attract qualified individuals, train them and assist in advancing their careers. Education leading to a high school diploma or equivalent is important for employment entry in retail. College graduates will fill most new management positions. Employers increasingly seek graduates from junior and community colleges, technical colleges, and universities.

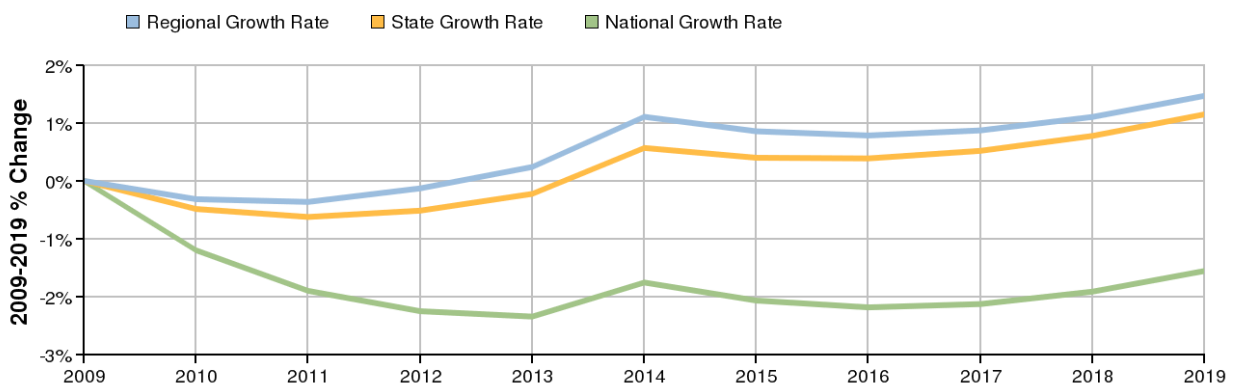
While structured training at smaller stores is generally brief, on-the-job training is continuous for committed employees who demonstrate initiative and often takes a mentoring form. At larger companies, initial training tends to be very structured, often lasting several days, and may be instructor-led and computer/video-based. Supplemental training in the form of on-the-job, instructor led, computer/video-based, self-paced and coaching is offered at various stages of employee tenure, supporting career advancement.

Manufacturing/ Aviation

Current labor market data indicates that Tampa- St. Petersburg- Clearwater MSA has approximately 67,929 jobs and has an expected growth rate of 1.47% over the next 10 years. The MSA is behind the state national growth rate and is projected to remain behind both through 2019.

Basic Information	
2009 Industry Jobs	67,929
2019 Industry Jobs	68,927
Total Change	998
Total % Change	1.47%
Current Average Earnings per Worker	\$62,130

Source: EMSI Complete Employment – 3rd Quarter 2009



On January 29, 2009 WorkNet Pinellas in collaboration with St. Petersburg College, pTEC, Pinellas County Economic Development and the Pinellas Education Foundation held a Manufacturing/Aviation Forum. On September 17, 2009 a follow up forum was held at the 3rd Annual “Taking the Next Step” Business and Education Summit.

The groups indicated that the greatest technical skills are currently needed in the following areas and will be in the foreseeable future:

- Electrical skills
- Mechanical skills
- Specialized skills for Power/Utility industries
- General manufacturing skills
- Basic computer skills
- Troubleshooting/testing/soldering skills

The group indicated that the greatest occupational shortage is for:

- Mechanics (trucks & machinery)
- Electronic/mechanic technicians
- Testers & troubleshooters – both electronics and aviation
- Engineers – both in mechanical and electrical

There is currently no major issue with retention due to the high unemployment rate and current economy. Solutions for maintaining retention rates are to keep benefits and upgrade employee's skills.

Employers would like to see outreach and awareness created for the industry as earlier ages, middle school was mentioned specifically. There is a lack of training programs for technical troubleshooting and for trainers.

The United States Department of Labor High Growth Industry profile on manufacturing and aviation/ aerospace states:

Manufacturing

The manufacturing sector continues to account for 14 percent of U.S. GDP and 11 percent of total U.S. employment. Moreover, manufacturing firms fund 60 percent of the \$193 billion that the U.S. private sector invests annually in R&D.

Manufacturing salaries and benefits average \$65,000, higher than the average for the total private sector. Two factors in particular attract workers to manufacturing: higher pay and benefits and opportunities for advanced education and training. A 2005 survey of U.S. manufacturing employers found that 80 percent of respondents said that they had a serious problem finding qualified candidates for the highly technical world of modern manufacturing.

The capacity for innovation is the primary competitive advantage for U.S. manufacturers in the global marketplace. Therefore, manufacturers need workers who are continually focused on innovating products and services, as well as production and business processes. Workers need the basic academic, workplace and technical skills that will enable them to support the innovation requirements of an advanced manufacturing environment.

Pipeline

Too few young people consider the possibility of manufacturing careers and do not know what skills they need to succeed. Similarly, students do not always graduate from high school equipped with the necessary skills or knowledgeable about manufacturing career opportunities.

Capacity Building

Education providers need the curriculum, equipment, qualified instructors and other tools necessary to train the highly skilled workforce that advanced manufacturers need. Educators need to define the specific competencies and implement the career ladder and lattice models that will enable workers to continually enhance their skills.

Aviation/ Aerospace

The aerospace industry comprises of companies producing aircraft, guided missiles, space vehicles, aircraft engines, propulsion units and related parts. Aircraft overhaul, rebuilding and parts are also included. Other sectors of the economy depend on aerospace businesses and related disciplines for technical skills and technologies that are critical elements of our security infrastructure and to improve America's position in the global marketplace.

Among the issues facing the Aerospace workforce is the impending retirement of many mature workers, who possess experience and intellectual capital. Employers in the industry must protect the skills base, including improving the basic employability skills of entry level workers.

Additionally, to compensate for a loss of technical talent, Aerospace employers must rely on youthful and diverse workers, found in non-traditional labor pools. Efforts must also be increased in improving public perceptions of the industry in order to retain talent and generate interest in aerospace careers. Also, reducing turnover, improving retention and improving high-tech skills in existing workers are key objectives in bolstering Aerospace's workforce system.

Employers need well-informed, knowledgeable employees who can keep up with the rapid technological advancements in aerospace manufacturing. The industry provides substantial support for the education and training of its workers. Firms provide on-site, job-related training to upgrade the skills of technicians, production workers and engineers. Classes teaching computer skills and blueprint reading are common. Some firms reimburse employees for educational expenses at colleges and universities, emphasizing four-year degrees and postgraduate studies.

To enter some of the more highly skilled production occupations, workers must go through a formal apprenticeship. Machinists and electricians complete apprenticeships that can last up to four years. Apprenticeships usually include classroom instruction and shop training.

Although it may be possible to qualify for certain engineering technician jobs without formal training, most employers prefer to applicants with a minimum two-year associate degree in engineering technology. Training is available at technical institutes, community colleges, extension divisions of colleges and universities and public and private vocational-technical schools and in the Armed Forces.

Many engineering technicians assist in design work, therefore creativity is desirable. Because these workers often are part of a team of engineers and other technicians, good communication skills and the ability to work well with others also are important.

The National Institute for Certification in Engineering Technologies (NICET) has established a voluntary certification program for engineering technicians. Certification is available at various levels, each level combining a written examination in one of about 30 specialties with a certain amount of job-related experience, a supervisory evaluation and a recommendation.

Conclusion

The economic quality and size of Pinellas County ranks it among the top 20 percent of metropolitan area economies. The economic growth in Pinellas County can be attributed to the increase of new jobs rather than population growth. The county differs from other counties in that it has maintained a lower unemployment rate than other counties in the state. The county also has a larger per capita income than the state average. This economic diversity renders Pinellas County one of the most competitive regions in the state. In order to remain viable the region must be able to attract and retain both the world's best employers and best workers.

One of the principal goals of WorkNet Pinellas is to build long-term economic vitality for Pinellas County through the attraction and retention of jobs that pay above-average wages in targeted primary industries.

Attracting and retaining jobs that pay an above-average salary in targeted primary industries is a necessary component of economic development. High-wage jobs fuel research projects, foster high-tech industry growth, support a high quality of life, and contribute to the county's overall economy. Strategic partnerships are essential in meeting the challenges of the 21st century economy. A comprehensive workforce development program must engage a broad array of human capital and economic development stakeholders in order to support continued state and regional economic growth.

A population of highly educated workers is a prerequisite for many employers to consider relocating or expanding into a given area. Florida continues to lead the nation in job growth and an emphasis on better educated and higher-skilled workers will intensify as the labor market continues to become more knowledge-based versus production-based. Many of the most advanced and lucrative industries, such as computer manufacturing and biotechnology rely on the research capabilities of universities to assist in the development of new technologies. In order to successfully compete with other regions to attract and retain high-wage primary employers, WorkNet has established long-term working relationships with local public and private education providers to identify educational opportunities that meet the needs of the business community. WorkNet has held targeted industry forums and accessed comprehensive labor market information to identify current and future labor market.

WorkNet Pinellas in partnership with industry and education must work together to accomplish these tasks. The **“Taking the Next Step” Business & Education Summit** is a yearly event that brings the key partners to the table to get this work done. Targeted industry forums throughout the year will continue the work done at the summit. The **“Taking the Next Step” Business & Education Summit Report Card** will provide data that will assist all partners with the information needed to provide a skilled workforce and a viable economy. Our future is riding on it.

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