

**Secondary
Quarterly Webinar**

GET THERE

Florida's Workforce Education Initiative

September 13, 2021



Program Updates

Kathleen Taylor

Bureau Chief

Division of Career and Adult Education



2021-2022 Curriculum Frameworks

- The CTE Secondary Frameworks and Change Document are now available [here](#).
- Change document includes:
 - Structural changes to frameworks listed by Career Cluster
 - List of “Daggered” programs and the projected deletion date
 - List of new programs available for school districts and colleges
- Contact NiñaFe Awong at ninafe.awong@fldoe.org if you need assistance.

On the Horizon for Work-Based Learning (WBL)



- **Rule Making**
 - HB 1507 gave authority to the FDOE to develop rules to govern WBL
 - We are researching what rules other states have in place
- **Course Data Analysis**
 - We are undergoing a three-pronged data analysis of WBL courses – course inventory, enrollment demographics and outcomes
- **Manual and Support Docs**
 - We are making progress on developing a manual and support docs for WBL
- **Coordination System**
 - We are investigating options for providing state-level tools to facilitate WBL coordination

Office of CTE Staff Update



NiñaFe Awong joined the Bureau of Standards, Benchmarks and Frameworks this summer. She oversees all standards, benchmarks, and frameworks for K12 and postsecondary career and technical education programs (i.e., clock hour certificates, college credit certificates, associate of science/applied science, advance technical diplomas/certificates, etc). NiñaFe succeeds Eric Owens, who recently retired after many years of dedicated service to the state and its students. Thank you and best wishes to State Supervisors Ann Nyman (Education and Training; Finance) and Melissa Tomlin (Law, Public Safety and Security) as they depart the Division this month. In the interim questions about programs in those clusters may be directed to NiñaFe.

FACTE Fall Courses

Registration for FACTE Fall 2021 online courses will open on September 15 and close on October 1, 2021. These courses are designed to enhance CTE teachers' curriculum, classroom management, and technologies. The classes are entirely online, usually last 4-6 weeks, and has a once a week mandatory live session. Each course in-service points vary from 12 to 60 points per course. Not only do the courses provide training for their given topic, they also help instructors become more familiar with online course formats and capabilities. Some courses that will be offered are:

- Introduction to Career and Technical Education Assessment and Evaluation
- Project-Based Learning
- Teaching Students with Disabilities
- Standard-Based Learning: Designing Curriculum Around Standards

For additional information, please email Lesley Boyd at lboyd@facte.org

Spotlight on a Few New Resources



The [FDOE's "Career & Technical Educator Resources"](#) has a few new additions worth mentioning:

- [ACTE's CareerPrepped](#) - employability skill training and badging, portfolio and resume building tools, and job search tools.
- Khan Academy [career exploration videos](#).
- [Free courses by ACTE](#) on working with students with disabilities in CTE.

New CTE Teacher Webinar Series

Date/ time	Topic	Guest Presenters	Meeting Link
22-Sep 4-5 pm	Learning Strategies and Project based-learning and Work-based learning	Jeremy Crumb, School District Palm Beach County	https://global.gotomeeting.com/join/318186877
29-Sep 4-5 pm	New Teacher Self-care: "You can't pour from an empty cup" perspective	Lisa Wright, Lee County Schools	https://global.gotomeeting.com/install/941253373

New CTE Teacher Resources

CTE New Teacher Resources PDFs can be found on the career cluster home pages at: <https://www.fldoe.org/academics/career-adult-edu/career-tech-edu/>



Perkins V Update

Bruce Harrington

Perkins V Director

Division of Career and Adult Education



2021-2022 Perkins RFAs

- The review of Perkins entitlement grant RFAs continues.
- RFAs are reviewed on a first in/first out basis.
- The first review team examines narrative questions 1-13 and the Excel workbooks for labor market alignment; size, scope and quality; fundable programs; and programs of study.
- Reviews then move to the grants manager who examines the budget and the rest of the application.
- Nearly all applications submitted are requiring corrections or additions after review.
- Please respond to requests for updates as soon as possible.

Nontraditional Program Support

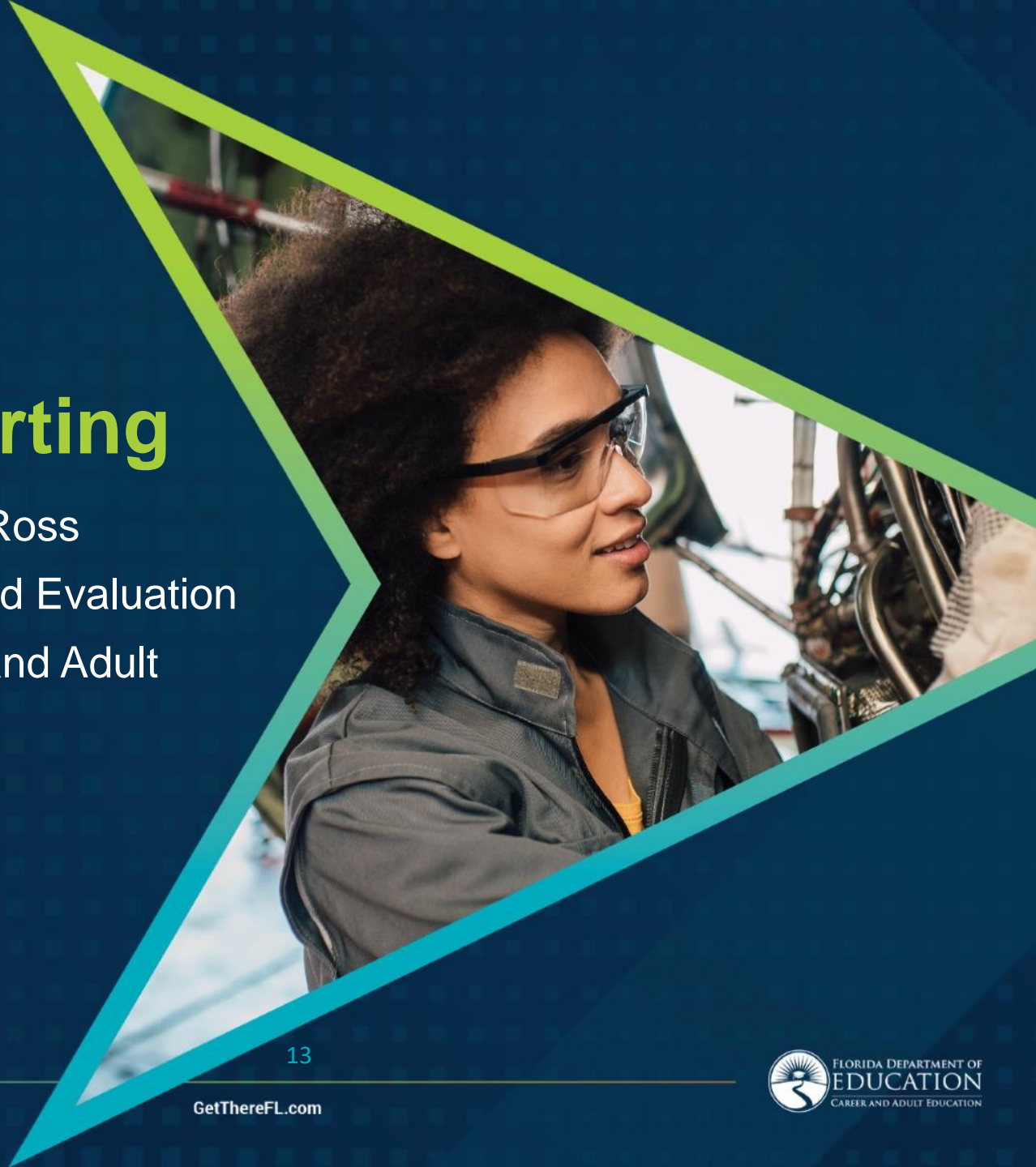
- A statewide summit on support for Perkins nontraditional programs that had been planned for the fall will occur in late winter instead.
- Perkins defines nontraditional programs as programs that lead to careers where one gender is represented by less than 25%.
Example: Women in automotive programs.
- We want to hear from you! A survey is forthcoming.
- In addition to the coming survey, please share your thoughts on what you'd like to gain from the summit, challenges, successes, best practices, etc. with us at Perkins@fldoe.org

Data Reporting

Dr. Brittany C. Ross

Director of Research and Evaluation

Division of Career and Adult
Education



2020-21 Data Reporting Schedule – EIS

Survey	Survey Week	Required Load Date	System Closes
Survey 1	July 12-16	July 30, 2021	September 30, 2021
Survey 2	October 11-15	October 22, 2021	December 15, 2021
Survey 3	February 7-11	February 18, 2022	April 15, 2022
Survey 5		July 22, 2022	October 31, 2023

Link to 21-22 Survey Dates: <https://www.fldoe.org/core/fileparse.php/7574/urlt/2122-surveydates.pdf>

DE197289, Apprenticeship Sponsor Code

- Data element Apprenticeship Sponsor Code (197289) has been updated to include secondary pre-apprenticeships
- Expanded to include PK-12 reporting of apprenticeship & preapprenticeship activity
- Student Course & CTE Student Course required formats
- Surveys 2, 3 & 5

FLORIDA DEPARTMENT OF EDUCATION
DOE INFORMATION DATABASE REQUIREMENTS VOLUME I:
AUTOMATED STUDENT INFORMATION SYSTEM
AUTOMATED STUDENT DATA ELEMENTS
Year: 2020-21

Data Element Number: 197289

Data Element Name: Apprenticeship Sponsor Code

For all postsecondary students enrolled in a registered apprenticeship program in which the student is actively registered. Record the six-digit numeric sponsor code listed in Appendix O.

Code Definition/Example

Not applicable for this element

Length: 6

Data Type: Numeric

Year Implemented: 1819

State Standard: No

Use Types:

State Reporting: Yes

Local Accountability: Yes

FASTER: Yes

Migrant Tracking: No

Required Grades: [PK-12](#)
Adult

Programs Required:

Workforce Development

Formats Required:

[Student Course Schedule DB9 14x](#)

[Career and Technical Education Student Course Schedule DB9 16X](#)

WDIS Career and Technical Education Student Course Schedule DB9 47x

Surveys Required:

[Survey 2](#) Yes

[Survey 3](#) Yes

[Survey 5](#) Yes

Survey F Yes

Survey G Yes

Survey S Yes

Survey W Yes

Survey X Yes

Appendixes:

Appendix Q: United States Commonwealth and Territories

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Appendix O Continued

2021-22 Student Information System

Automated Student Information System 2021-2022

Appendices

[Appendix A: Attendance Recordkeeping Required Codes for Grades PK-12 Students](#)

[Appendix B: Attendance Recordkeeping Required Codes for Adult Students](#)

[Appendix C: District Name Table](#)

[Appendix E: FEFP Program Numbers](#)

[Appendix F: Florida Public College and State University Reporting Numbers](#)

[Appendix G: Country Codes](#)

[Appendix H: State Codes](#)

[Appendix I: Test Name Table](#)

[Appendix K: Private Postsecondary Institution Reporting Numbers](#)

[Appendix L: Test Subject Content Codes](#)

[Appendix N: Languages Codes](#)

[Appendix P: Definitions for Incident Reporting](#)

[Appendix Q: United States Commonwealth and Territories](#)

[Appendix U: Transportation Membership Category](#)

[Appendix Y: Career and Professional Academies Registered with FLDOE](#)

[Appendix Z: Industry Certification Identifier](#)

[Appendix BB: Canadian, Mexican and South American State Codes](#)

[Appendix CC: Virtual Instruction Providers](#)

[Appendix DD: Courses Eligible for ELL Weighted FTE](#)

[Appendix EE: Vaccine Status and Date](#)

[Appendix FF: Career and Professional Education Act Career-Themed Courses and Industry Certifications Registered with FLDOE](#)

[Appendix GG: Online Course Providers](#)

[Appendix HH: English Language Learners – Instructional Models Approach](#)

Appendix O: Apprenticeship Sponsor Codes will be added to the EIS student database manual before Survey 2 (October 11)

Appendix O Continued

FLORIDA DEPARTMENT OF EDUCATION
 WORKFORCE EDUCATION DATA SYSTEMS
 APPRENTICESHIP SPONSOR CODES
 Appendix O - 2020-2021

Unique Code for Sponsor	Registered Program Name	Program Number (USDOL or Florida Pre-apprenticeship)	Region	Program Address	Contact City	Contact Zip Code	County	Program Status	Inactive Date
100011	Miami-Dade County Plumbers Joint Apprentice & Educational Committee (JAEC)	FL007390001	4	14105 NW 58th Court	Miami Lakes	33014	Miami-Dade County	Active	
100021	Miami Joint Electrical Apprenticeship Committee	FL007450001	4	1601 N.W. 17th Avenue	Miami	33125	Miami-Dade County	Active	
100031	Palm Beach County Plumbing, A/C & Pipefitting JATC	FL007450003	5	1800 Longwood Road	West Palm Beach	33409	Palm Beach County	Active	
100041	Jacksonville Electrical JATC	FL008450001	1A	4951 Richard Street	Jacksonville	32207	Duval County	Active	
100051	Florida East Coast Electrical JATC	FL007460005	5	4620 Summit Blvd.	West Palm Beach	33415	Palm Beach County	Active	
100061	Daytona Beach Electrical JATC	FL008460002	2	5901 S. Williamson Boulevard	Port Orange	32128	Volusia County	Active	
100071	Broward County Plumbers & Pipefitters JAC	FL007460006	5	2500 S. Andrews Avenue	Fort Lauderdale	33316	Broward County	Active	
100081	North Florida Sheet Metal Workers JATC	FL008460001	1A	6535 Trade Center Drive	Jacksonville	32254	Duval County	Active	
100091	South FL Carpenters JATC	FL007460011	5	2840 Northwest 27th Avenue	Fort Lauderdale	33311	Broward County	Active	
100101	Orlando Plumbers & Pipefitters JAC	FL008470001	2	2447 Orlando Central Pkwy.	Orlando	32809	Orange County	Active	
100111	Sheet Metal Workers Local 32 JAC	FL007470002	4	20401 NE 15th Court	Miami	33179	Miami-Dade County	Active	
100121	Gainesville Electrical JAC	FL008480002	1A	P. O. Box 5428	Gainesville	32627	Alachua County	Active	
100131	Jacksonville Plumbers & Pipefitters JATT	FL008480001	1A	489 Stevens Street	Jacksonville	32254	Duval County	Active	
100141	ACRA-Local 725 JATC	FL007490002	4	13201 N.W. 45th Avenue	Miami	33054	Miami-Dade County	Active	
100151	Daytona Bch Plum & Pipefitter JAC	FL008500001	2	743 North Beach Street	Daytona Beach	32114	Volusia County	Active	
100161	North Florida Carpenters JACTF	FL008510001	1A	4000 Union Hall Place	Jacksonville	32205	Duval County	Active	
100171	Florida Sprinkler Fitters JATC	FL007530001	5	1975 Sansbury's Way, Suite 115	West Palm Beach	33411	Palm Beach	Active	

CAPE Industry Certifications

Kathryn Wheeler

CAPE Industry Certification Manager
Division of Career and Adult Education



CAPE Industry Certification Funding List 2021-22 Updates

- 22 New Industry Certifications
- 21 from CareerSource Florida's recommended list
- 1 from the Department of Agriculture and Consumer Services
- 27 Certifications Removed
- Version Updates
- FTE Weight Changes due to Articulation Agreement Updates
- 7 New Digital Tool Certificates

- List, Detailed List and CAPE Change Document are posted here: <http://www.fldoe.org/academics/career-adult-edu/cape-secondary/cape-industry-cert-funding-list-current.stml>.
- CAPE Resources, including Calendar and Technical Assistance Paper, are posted here: <https://www.fldoe.org/academics/career-adult-edu/cape-secondary/resources.stml>

Rule Updates for 2021-22

6A-6.0573, Industry Certification Process

- This rule adopts the 2021-22 CAPE Industry Certification Funding List.
- Updates include:
 - Addition of teacher conduct provisions for maintaining the validity of Digital Tool Certificates;
 - Clarifications on teacher and proctor conduct provisions for industry certifications; and
 - Clarifications on local test administration procedures and training for industry certification exam administration.
 - This rule, which adopts the CAPE ICFL, was approved by the State Board of Education at the August meeting. The effective date is September 21st.
 - Full text of the rule may be accessed at <https://www.flrules.org/>.

CAPE Academy Registration

- High School: August 16 – September 15
- Middle School: September 16 – October 15
- Not required for bonus FTE purposes, but information is used for conducting various reports.
- CAPE Academies are published in Appendix Y.

Career-Themed Course Registration

- Three registration windows:
- October 16 through November 30
- February through March 1
- July 15 through August 10
- CTCs are published in Appendix FF
- **Registration of CTC is required for funding of Industry Certifications earned!**

Career-Themed Course Registration On-demand Training Webinar



<https://www.gotostage.com/channel/2f8885c0cdf149cebc0fb984561a72ed/recording/d6a9de7b49c64ab5939b15d4f814017a/watch?source=CHANNEL>

Career-Themed Courses

- A course, or series of courses, that leads to an industry certification on the CAPE ICFL.
- All CTE courses are eligible.
- Non-CTE courses may be requested.
- **All** certifications to be earned in the course must be registered. (max. 15)
- Course must have enrollment to be a Career-Themed Course!
- The teacher must hold **all** certifications (or a higher level) to teach the course(s).

Grants & Compliance Update

Gloria Spradley-Brown

Bureau Chief

Division of Career and Adult Education



Grants Administration and Compliance

2020-2021 End of Year Grant Close Out Review FDOE Project Award Notification

- **Project Period (Box 6)**
 - Budget Period: 07/01/2020 - 08/31/2021
 - Program Period: 07/01/2020 - 08/31/2021

Timelines (Box 9)

- Incurring expenditures and issuing purchase order by 08/31/2021
- All obligations are to be liquidated and final disbursement reports submitted to FDOE Comptroller's Office by 10/20/2021
- Email a signed scanned copy of the final DOE 399 to: Kristin Joyner at Kristin.Joyner@fldoe.org

Grants Administration and Compliance

Fall 2021 Compliance Monitoring

- Virtual and On-Site Monitoring Reviews
- Compliance document submitted through ShareFile
- Director has already contacted selected agencies
- Compliance Training Workshop was held on Thursday, August 12, 2021.
 - Agencies may request the audio recording
- Questions contact the Compliance Director Kara Kearce at 850-245-9033 or Kara.Kearce@fldoe.org

Grants Administration and Compliance

2021-2022 Secondary – Perkins V Grant Awards

- Grant Applications are reviewed by FDOE staff
- All agencies missing documents have been contacted
 - Two files required – Narrative and Excel workbook
 - Agency MUST submit the requested documents
- FDOE staff will contact each agency, if modifications are needed
- FDOE staff finalized grant application

Next Steps:

- DOE 200 Award Notification Issued
 - Agency contact will receive an email to access ShareFile to download approved document.
- Amendment submissions, as needed

CTE Quality

Dr. Keith Richard
Statewide Director of CTE Quality
Division of Career and Adult
Education



Office of CTE Program Quality

- Annual CTE Audit
- Local and State Level Data Pull

CTE Audit Data Report Measures

Market Demand

Career Prep only

- Indicator of whether the program trains for an occupation on the Statewide Demand Occupation List (DOL)
- Indicator of whether the program trains for an occupation on ANY Regional DOL
- Indicator of whether the final program SOC in the framework is linked to an occupation that is expected to grow over the next eight years
- Indicator of whether the program trains for an occupation with middle to high wages

Institutional Performance

- Number of industry certifications earned
- Percent of students with a program concentration
- Graduation rate of students with a program concentration
- Percent of CTE concentrator graduates who transitioned into postsecondary education or employment after high school

Local Level Data Pull Distribution

Secondary CTE Programs

- 2 Excel Workbooks
- Summarized local level and state level data version
- Detailed local level and state level data version
- Data Dictionary

Secondary Workbook Data Dictionary

Data Definitions for Data Included in the Secondary CTE Audit Tables of the Local Level and State Level Analyses

CTE Audit Data Field	Local Level Definitions	State Level Definitions (Note. When applicable, the definitions are based on the state level aggregated data, not the local level aggregated data.)
Unique ID	<p>The unique ID (identification number) was created by the Office of CTE Quality to assist in the process of merging, appending and combining various excel files to create the CTE audit analyses.</p> <p>This ID was created by combining the 7-digit Secondary Program Number, the sector offering the program (SD - School District), and the identification number associated with the school district.</p> <p>Note, every row will have a unique value in this column.</p>	<i>Not applicable.</i>
District Name	The name of the school district.	<i>Not applicable.</i>
District ID #	The Florida Department of Education (FDOE) identifies each school district with a two-digit identification number.	<i>Not applicable.</i>
10-Digit CIP Code (NCES 2010)	The CIP (Classification of Instructional Programs) number 2010 is derived from the National Center for Education Statistics (NCES) 6-digit CIP code. The FDOE, Division of Career and Adult Education (DCAE), employs a 10-digit CIP code. The 10-digit CIP code is an alternative identifier to the 7-digit Secondary Program Number. The 7-digit Secondary Program Number is typically used by the FDOE to identify secondary CTE programs.	<i>Same as local level definition.</i>
7-Digit Secondary Program Number	The 7-digit Secondary Program Number that identifies secondary CTE programs.	<i>Same as local level definition.</i>

Secondary Workbook Data Dictionary

Market Demand Indicator #1: "Is The Primary SOC On The 2019 Statewide DOL?" Market Demand Indicator #1 assesses if the primary occupation (SOC code) aligned to the program of study is found on DEO's 2019 Statewide Demand Occupation list.	
Is the Primary SOC on the 2019-20 Statewide DOL?	If the primary SOC code aligned to the program of study (linkage identified by DCAE curriculum frameworks) was reported on DEO's 2019 Statewide Demand Occupation List (DOL), the program is flagged as "Yes," otherwise the program is flagged as "No." The 2019 DOL was used as Market Demand Indicator #1 because the CTE audit data are lagged. The 2019 Statewide DOL is generated by DEO. This is Market Demand Indicator #1.
Market Demand Indicator #2: "Is The Primary SOC On The 2019 Regional DOL?" Market Demand Indicator #2 assesses if the primary occupation (SOC code) aligned to the program of study is found on DEO's 2019 Regional Demand Occupation list in the Local Workforce Development Area corresponding to the college/district.	
Is the Primary SOC ANY 2019-20 Regional DOL (associated with LWDA)?	If the primary SOC code aligned to the program of study (linkage identified by DCAE curriculum frameworks) was reported on DEO's 2019 Regional Demand Occupation List (DOL) for the corresponding Local Workforce Development Area (LWDA), the program is flagged as "Yes," otherwise the program is flagged as "No." The 2019 DOL was used as Market Demand Indicator #2 because the CTE audit data are lagged. The 2021 Regional DOL's are generated by DEO. This is Market Demand Indicator #2.
DEO's 2020 Employment	Using survey data, DEO estimates the total number of those employed in 2020 by occupation (SOC code) in the corresponding Local Workforce Development Area (LWDA). The data are based on the primary SOC code aligned to the program of study.
DEO's 2028 Employment	Using survey data, DEO projects the total number of those employed in 2028 by occupation (SOC code) in the corresponding Local Workforce Development Area (LWDA). The data are based on the primary SOC code aligned to the program of study.
DEO's 8-year Growth (Local)	8-year Growth is calculated by DEO and identifies the number of new jobs that are created for each occupation (SOC code) in the corresponding Local Workforce Development Area (LWDA) between 2020 and 2028. The data are based on the primary SOC code aligned to the program of study.
DEO's 8-year Growth Rate (Local)	8-year Growth Rate is calculated by DEO and identifies the percent change in the number of jobs that are created or eliminated for each occupation (SOC code) in the corresponding Local Workforce Development Area (LWDA) between 2020 and 2028. The data are based on the primary SOC code aligned to the program of study.
DEO's 8-year Total Job Openings (by LWDA)	8-year Total Job Openings is calculated by DEO and identifies the total number of in- and out-job movement as well as job growth between 2020 and 2028. The data are based on the primary SOC code aligned to the program of study.
Market Demand Indicator #3: "Does The Primary SOC Meet The High Growth Criteria?" Market Demand Indicator #3 – was an indicator of whether the final program SOC in the framework is linked to an occupation expected to grow over the next eight years. This assessment was made using the FLDOE frameworks in combination with DEO provided data.	
Does the Primary SOC meet the High Growth criteria (by LWDA)	This column assesses ("Yes" or "No") if the primary occupation (SOC) aligned to the program meets both of the following criteria: (1) A positive annual average local Growth Rate; and (2) At least 30 local annual Job Openings (small LWDA's) or at least 80 local annual Job Openings (mid/large LWDA's) This is Market Demand Indicator #3

Secondary Local Level Data

			Program Performance Indicator #1					
Three-Year Student Cohort Count Of Students Becoming Concentrators In The Program-(Numerator)	2017-18 Concentrator Rate (%)	2018-19 Concentrator Rate (%)	2019-20 Concentrator Rate (%)	Three-Year Cohort Concentrator Rate(%)	2017-18 Number of concentrators in the Completers cohort-(Denominator)	2018-19 Number of concentrators in the Completers cohort-(Denominator)	2019-20 Number of concentrators in the Completers cohort-(Denominator)	Three Year Number of concentrators in the Completers cohort
44	45.9%	66.7%	65.0%	64.7%	*	*	13	16
0	0.0%			0.0%				
0	0.0%	0.0%	0.0%	0.0%				
0	0.0%	*	*	0.0%				
*	*			*				
*	*	*	*	*				
150	15.6%	11.2%	7.4%	14.8%	56	45	30	131
*	*	*	*	*				
240	17.2%	18.3%	12.6%	20.4%	67	81	62	210
315	20.7%	21.3%	21.7%	33.1%	95	98	91	284
35	4.8%	5.8%	14.5%	13.5%	*	*	15	24
10	14.7%			14.7%	*			*
10	52.9%	80.0%		58.8%	*	*		11
81	27.3%	17.7%	17.9%	26.5%	25	21	12	58
19	6.5%	10.8%	19.0%	19.0%	*	*	*	16
*			*	*				
114	14.0%	17.2%	17.0%	21.0%	19	33	42	94
0	0.0%	0.0%	0.0%	0.0%				
0	0.0%	0.0%	0.0%	0.0%				
2		0.0%	1.4%	1.4%			*	*
50	12.4%	5.8%	0.7%	9.5%	36	13	*	51

Secondary State Level Data

Three Year total # of Concentrator graduates continuing education or employed in 2019-20 (Numerator)	2017-18 Average Placement Rate (%)	2018-19 Average Placement Rate (%)	2019-20 Average Placement Rate (%)	2017-18 through 2020 Average Placement Rate (%)	Is the Primary SOC On The 2019 Statewide DOL?	Is the Primary SOC On ANY 2019 Regional DOL (associated with LWDA)?	DEO's 8-year Total Job Openings (state-level)	DEO's 8-year Growth Rate (state-level)	Does the Primary SOC meet the High Growth criteria (state-level)
64	73.9%	67.6%	77.4%	72.7%	No	No	9,345	2.0%	Yes
191	58.3%	67.0%	58.5%	61.2%	No	No	2,809	1.7%	No
634	74.7%	67.2%	73.4%	71.6%	Yes	Yes	105,700	0.5%	Yes
1,583	68.8%	70.4%	67.9%	69.2%	No	No	24,003	-1.5%	No
*			*	*	Yes	Yes	23,002	0.8%	Yes
281	67.2%	62.3%	64.3%	64.7%					
116	68.2%	59.5%	71.2%	65.5%	No	No	2,277	1.5%	No
33	76.0%	50.0%	72.7%	68.8%	Yes	Yes	18,518	1.2%	Yes
309	65.5%	69.6%	68.6%	68.2%	No	No	331	1.2%	No
*	66.6%	66.3%	62.6%	65.2%	No	No	955	0.0%	No
115	71.7%	92.9%	65.5%	75.2%	Yes	Yes	31,771	1.1%	Yes
45	69.6%	64.3%	50.0%	61.6%	Yes	Yes	11,790	1.6%	Yes
					Yes	Yes	11,790	1.6%	Yes
6,951	74.3%	75.3%	75.2%	74.9%	No	No	4,964	1.4%	Yes
*	68.8%	68.1%	64.0%	66.9%	No	No	2,657	-0.3%	No
305	68.6%	69.9%	70.4%	69.8%	Yes	Yes	4,519	1.7%	Yes
982	77.6%	72.0%	73.5%	73.9%					
232	69.8%	80.4%	60.0%	69.7%	Yes	Yes	37,981	1.7%	Yes
255	70.7%	73.3%	67.8%	70.4%					
134	66.1%	66.7%	66.7%	66.3%	Yes	Yes	15,356	1.2%	Yes
120	61.8%	73.3%	62.5%	65.9%	No	No	37,845	-0.3%	No
*	70.9%	74.7%	67.6%	71.3%	No	No	6,299	0.7%	No
114	62.7%	71.4%	74.0%	69.1%					
259	65.9%	77.8%	65.3%	70.6%	No	No	8,831	1.2%	No
9		75.0%	*	69.2%	No	No	8,831	1.2%	No
					No	No	39,553	1.4%	Yes
1,061	71.8%	68.2%	67.6%	68.8%	No	Yes	45,348	0.6%	Yes
229	67.8%	61.2%	81.3%	66.8%	No	Yes	45,348	0.6%	Yes
*			*	*	No	No	851	-1.1%	No
*			*	*	Yes	Yes	11,790	1.6%	Yes

Outreach and Recruitment

Sierra Anderson
Director of Outreach and
Recruitment
Division of Career and
Adult Education



Outreach and Recruitment

- The Get There initiative successfully promoted CTE programs throughout the state. A few highlights include:
 - Outreach to 21 million impressions through digital presence;
 - Development of resources like [Get There Action Toolkit](#), customizable [flyers](#) and [more](#); and
 - A website available in English and Spanish.

Outreach and Recruitment

- We hope to continue the momentum into this next year by:
 - Expanding our audience with a increased engagement with secondary education;
 - Increased frequency in communication with partners; and
 - Additional asset development and website enhancements.
- Ways to get involved:
 - Share success stories, events, program highlights and ideas by contacting us at Sierra.Anderson@fldoe.org .

QUESTIONS?