



VISION

CareerEdge will be known as the region's distinguished workforce development organization that promotes economic prosperity through strong employer-labor and community partnerships.

MISSION

Our mission is to provide an exceptional labor force to a region's growing industries by leveraging community assets and forming high-performing workforce partnerships.

CAREEREDGE GOALS & EVALUATION QUESTIONS



Goal 1: Move low-wage workers into higher-paying jobs

Evaluation Question: Did CareerEdge program participants move into higher-paying jobs?

Goal 2: Provide employers with the skilled employees they need

Evaluation Question: Did the employers' partnership with CareerEdge support in establishing a high-performing workforce?

Goal 3: Demonstrate community/regional impact

Evaluation Question: Have CareerEdge-trained employees and employers contributed to the local/regional community?

EVALUATION PROCESS

To answer the evaluation questions, quantitative and qualitative data were collected:

- + Quantitative data were gathered from employers, educators, and community groups
 - + Participant demographics
 - + Course attendance
 - + Employment outcomes (job placement, wages, and promotions)



EVALUATION PROCESS



Qualitative data were interviews conducted with the following CareerEdge participants/recipients:

+ **Lisa Krouse**, FCCI Executive Vice President & Chief Human Resources Officer



+ **Mary Mercurio**, KHS Human Resources Professional



+ **Jennifer Schmidt**, Atlantic Mold & Machining Owner & President



+ **Veronica Thames**, Blake Hospital VP of Human Resources



+ **Nina Willingham**, Life Care Center Executive Director



+ **Nick**, Bridges to Careers Participant



EXECUTIVE SUMMARY

ACHIEVEMENTS SINCE INCEPTION

\$5.8 million
investment



2,565 people trained

468 people promoted

825 new jobs created

18 area employers actively engaged
in developing their employees

1,505 people
earned raises

\$22 million in new
wages and raises



PRAISE FROM THE REGIONAL COMMUNITY

- + “CareerEdge has been instrumental in creating creative and unique ways to get employers more involved... Everything they put out there has been very well received.” (Atlantic Mold)
- + “Deliberate action” (FCCI)
- + They offer “innovative, creative conversations.” (FCCI)
- + “There is a huge ROI by partnering with CareerEdge.” (FCCI)
- + “They’ve really been leading the way, being the most creative and proactive with new ideas, approaches, and plans.” (Atlantic Mold)





PRAISE FROM THE REGIONAL COMMUNITY

- + “There are people [at CareerEdge] trying their hardest to help you...It’s up to you to make sure things happen for yourself...[CareerEdge is] doing a good job.” (Bridges participant)
- + CareerEdge “served as a catalyst, bringing people together to cooperate on the common goals and to initiate action...CareerEdge plays a unique role. They empower employers and employees and help discover strengths where a company might not have been able to on its own.” (FCCI)

Goal 1: Move low-wage workers into higher-paying jobs

GOAL 1 – Did CareerEdge program participants move into higher-paying jobs? **Yes**



1,505
people have
earned raises

\$ Average
\$2.42/hour
in cumulative
raises



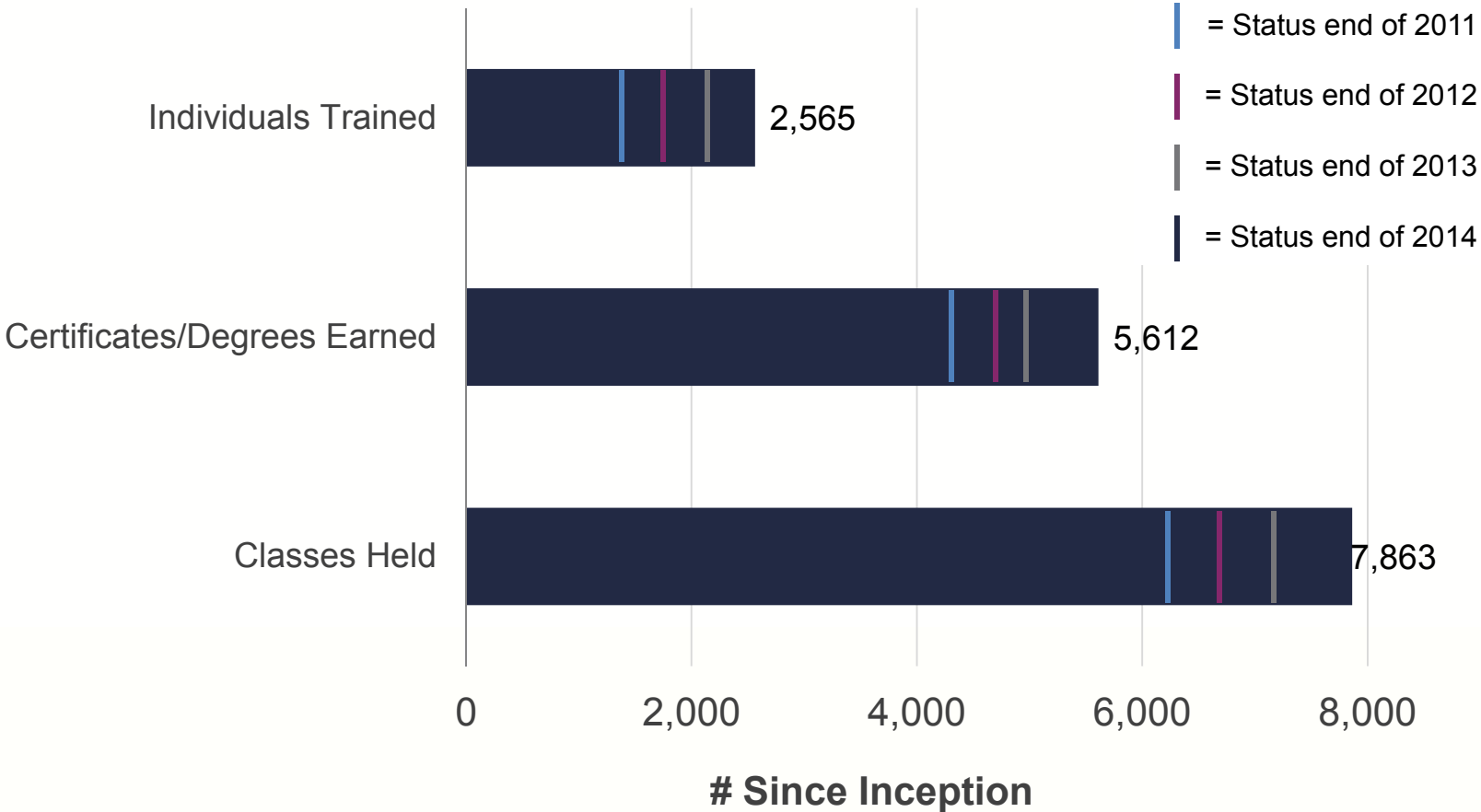
468 people
promoted



\$15,200
in bonuses

GOAL 1 – TRAINING OUTCOMES

From inception (late 2010) through 2014



GOAL 1 – DEGREES & CERTIFICATES EARNED

Credential	Total # Earned	# Earned This Year
GED/High School Equivalency	3	2
AA or AS Degree	2	2
BA or BS Degree	42	18
Occupational skills certificate/credential	3,859	336
Occupational skills licensure	22	3
Workplace readiness credential	645	52
Other recognized educational or occupational skills certificate/credential	524	47
Other (e.g., Digital Literacy, Financial Literacy)	515	168
Total	5,612	628

- + Select certificates/degrees earned in 2014
 - Bachelor’s degree in Nursing (17)
 - LPN (3)
 - Dementia Care Specialist (22)
 - Trauma Care After Resuscitation (31)
 - Trauma Nursing Core Course (45)
 - IPC Solder Certification (19)
 - 120-Hour Welding Basics (13)
 - CNC Precision Machining (16)

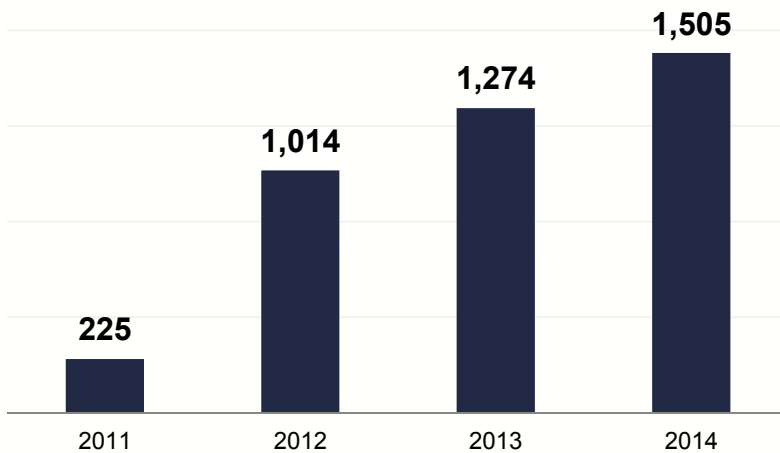
“The nurses love the training – it makes them more marketable and adds to their skill sets.” (Blake Hospital)

GOAL 1 – RAISES

Median # Months to First Raise



Cumulative # of Employees Earning at Least One Raise

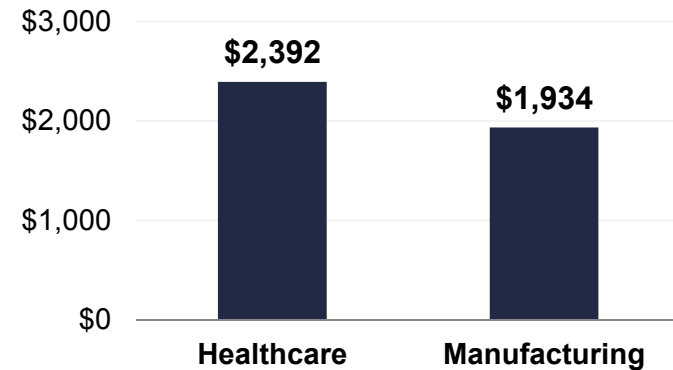


Raises earned by

1,185 Healthcare employees (69%)

320 Manufacturing employees (55%)

Yearly Additional Income through Raises



Average Raises

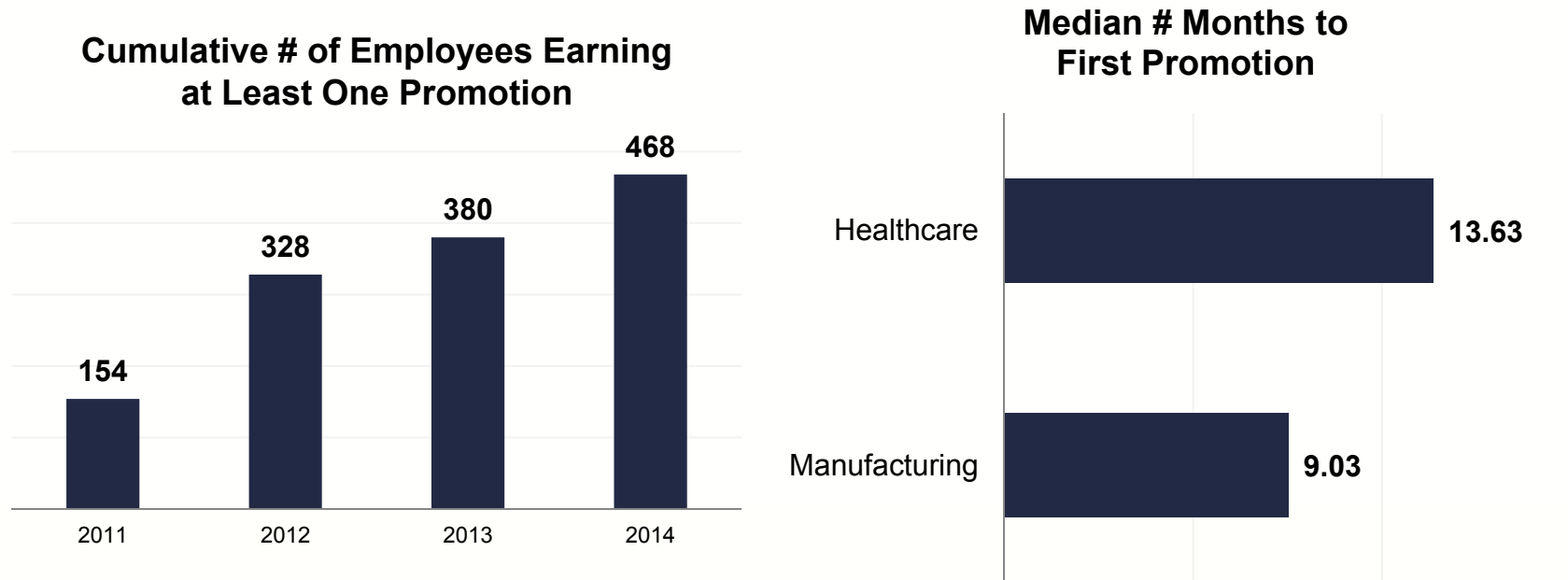
Healthcare: 5% (\$1.15/hour)

Manufacturing: 7% (\$0.93/hour)

GOAL 1 – PROMOTIONS

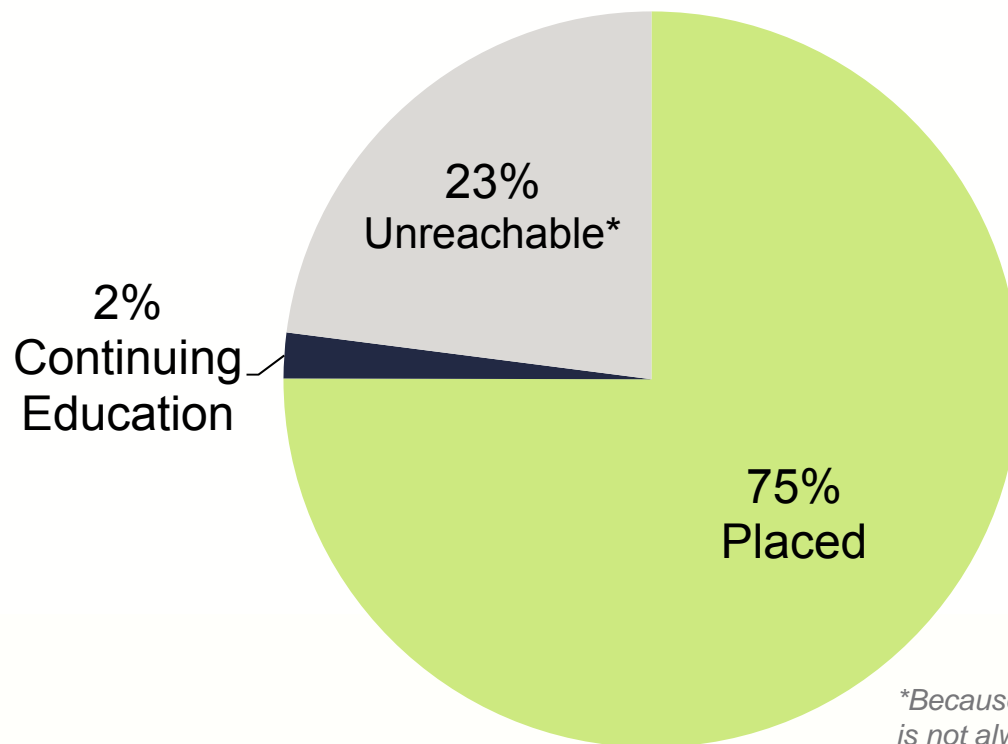
468 individuals have earned at least one **promotion**

+ First promotions occurred more quickly for employees in manufacturing.



GOAL 1 – JOB SEEKER IMPACT

Three quarters (419) of job seekers placed



**Because of an issue with how data are collected, it is not always possible to be sure whether an individual has not gained employment or if s/he could not be reached for follow-up.*

GOAL 1 – EMPLOYEE IMPACT

- + Blake Hospital enrolling newly hired front-line workers into the Bridges to Careers curriculum with the goal of improving soft skills and reducing turnover.
 - Renewed focus on front-line workers.
 - Students report they now have a “go-to team” of coworkers in similar positions across the hospital.



“We can tell you see us as a person beyond an employee.”

“I never expected to get excited about fixing my credit score and having a budget; I was scared of it before [participating in Bridges].”

(Blake front-line workers, as reported by employer)

GOAL 1 – EMPLOYEE IMPACT

Life Care Center Housekeeper

- + She emigrated from Cuba speaking no English and was hired at Life Care Center. With help from CareerEdge grants, she finished her CNA and LPN training and became a rehabilitation tech, then an admissions coordinator. Having her LPN allows her to speak to potential patients and their families as well as hospitals about the types of care patients will need, reports her employer.

Employee's
hourly wage
increased
from
\$9.00 to
\$17.00



“I came to the United States to get my American dream. I am going to get my American dream.”

(Life Care Center worker, as reported by employer)



GOAL 1 – EMPLOYEE IMPACT

Life Care Center Nursing Assistant

- + She is in RN school and runs the Central Supply Department. “She is as empowered as it gets,” says her employer. She is a military veteran and mother of two. She has been getting straight A’s in her RN training.
- + Stated to employer that, as a mom, going to school has helped her show her kids that “yes, you can do it.”
- + For her work life, even though she is a nursing assistant everyone listens to her; she has a lot of authority, says LCC’s Executive Director.



GOAL 1 – EMPLOYEE IMPACT

Bridges to Careers Participant

From his written testimonial:

“I came to this program during a time in my life when I didn’t know where I was headed. All I knew is that I had six kids and needed to take care of them better... While in this class I decided to just believe that just by me doing this I could do anything, not only did they teach me job seeking skills, they gave me **confidence** to really open up and step up for myself and showed me that **there are people that are out there to help you**. You just got to want something in life for others to invest in you. After finishing the class I started school for Electricity at MTI and finished that too. I have held down two jobs and finally just **got a job doing what I went to school for in Sarasota**, paying a **nice wage with benefits**. Things right now in my life can only get better – all because I crossed a Bridge!”

From follow-up interview:

“**[My mother] brags a lot now on me.**” He doesn’t run the streets, and he’s not selling drugs. “I have a normal life now.” He’s trying to pay bills and get his life on track.

Goal 2: Provide employers with the skilled employees they need

GOAL 2 – Did the employers’ partnership with CareerEdge support in establishing a high-performing workforce? **Yes**

- + Life Care Center reports seeing improved clinical outcomes following training. Named #1 among all Life Care Center locations and #2 in the state of Florida among all long-term care centers.
- + KHS reports employees reacting quickly to changes in technology and customer needs



“It has been an amazing partnership [with CareerEdge]...I’d do it again in a heartbeat.” (Life Care Center Executive Director)



GOAL 2 – EMPLOYER IMPACT

Blake Hospital

- + Blake was verified as a Level II Trauma Center by the American College of Surgeons, one of two trauma centers in Florida to meet the ACS' standards. The ACS called out as strengths the TNCC and TCAR certifications funded with support from CareerEdge, says the VP of HR.
- + Blake reports they have been able to leverage CareerEdge funding to help them get more internal funding for training.



“Our nurses are at the top of their game.”

(Blake's VP of HR)

Goal 3: Demonstrate community/regional impact



GOAL 3 – Have CareerEdge-trained employees and employers contributed to the local/regional community? **Yes**

- + “CareerEdge has been instrumental in **bridging the gap between the public and private sectors** for local workforce needs. This means more of our residents getting trained and employed by local companies as opposed to companies recruiting from other areas. It has played a **key role** in planning and **quick implementation** of industry-based sector plans and trained workforce growth. **Our economy has improved because CareerEdge has been there** to meet the needs of our local businesses.”

(Christine Robinson, Sarasota County Commissioner, written testimonial)



GOAL 3 – COMMUNITY/REGIONAL IMPACT

- + CareerEdge brought together local insurers and educators to discuss an unmet need for a Risk Management degree program in the area.
 - Round-table discussions facilitated by CareerEdge led State College of Florida to create a new Risk Management degree program.
 - The new program
 - opens the door to internships
 - provides entry-level knowledge needed for many careers in insurance.



Educators are “open to considering employers’ needs...Carol [Probsfeldt, SCF President] is a phenomenal leader...She was a true partner.” (FCCI)

JOB CREATION

- + Joint effort with CareerSource Suncoast and the EDCs of Manatee and Sarasota Counties
- + **825 jobs created** in the region



GOAL 3 – COMMUNITY/REGIONAL IMPACT

Manufacturing Community-Wide Plan

- + GOAL: Increase post-secondary training.
 - A precision machining program at Suncoast Technical College has been created, graduating its inaugural class and enrolling its second.
 - Atlantic Mold & Machining had tried for years to get such a program in place. They report that the skills gap survey and follow-up roundtable CareerEdge conducted made this happen, giving educators the data they needed to agree to create the program.
- + GOAL: Improve K-12 awareness of manufacturing careers
 - Awareness is growing via tours and outreach to STEM programs.
 - Dual-enrollment courses in place
 - Larger employers ready to offer summer internships for teachers and students to raise their awareness of manufacturing careers
 - Consultants working pro bono to help students improve their soft skills (interviewing, etc.) when participating in robotics and CAD competitions



*High school students “were inspired and excited and enthusiastic.”
(Atlantic Mold)*



GOAL 3 – COMMUNITY/REGIONAL IMPACT

Healthcare

- + Patients are seeing improvements in their care:
 - Blake Hospital: as a result of the hospital’s certification as a trauma center (partially funded by CareerEdge), “People are surviving who would have died if they’d had to travel farther for care,” says Blake’s VP of HR.
 - Life Care Center: through CareerEdge-funded training of nurses, patients get faster treatment and better assessment leading to better-quality care, reports the Executive Director.
- + The Bi-County Healthcare Collaborative brought emerging leaders from competing hospitals together to attend leadership training funded by CareerEdge. “There are open lines of communication.” (Blake)

ECONOMIC IMPACT

TOTAL VALUE-ADDED ECONOMIC IMPACT

\$5.8 million investment →

New Wages & Raises \$13,000,000

Multiplier (70%) \$9,000,000

TOTAL \$22,000,000

**Each \$1 invested leads to \$3-4 impact
on the regional economy.**

APPENDIX

ALL PARTICIPANTS

Partnership / Employment Status	Participant Details							
	Training Details			Hiring / Employment Details				
	# Trained	# Success. Completed	# Still Attending 1 st Class	# Hired	# Emps Earning Raises	# of Raises Earned*	Avg. Amount of Raise	# Promotions*
Healthcare								
Incumbents	1,720	1,557	54	NA	1,185	2,572	\$1.15	287
Job Seekers	15	13	-	2	1	1	\$1.00	-
Manufacturing								
Incumbents	227	223	1	NA	132	247	\$1.00	93
Job Seekers	435	416	18	351	188	499	\$0.89	288
Bridges Community**								
Goodwill North Port***	13	12	-	7				
Suncoast CC	155	109	21	59				
Total	2,565	2,330	94	419	1,506	3,319	\$1.12	668

* Note that individuals can receive more than one raise and/or promotion.

**Longer-term advancement details for the Bridges Community partnership are not included here, as the focus of that partnership is on initial placement of job seekers.

*** 2014 Goodwill North Port trainees included here. (2012 trainees included in Manufacturing Job Seekers.)

BRIDGES FUNDING RECIPIENTS

1,201 participants received Bridges funding

Participant Details

Partnership / Employment Status	Training Details			Hiring / Employment Details				
	# Trained	# Success. Completed	# Still Attending 1 st Class	# Hired	# Emps Earning Raises	# of Raises Earned*	Avg. Amount of Raise	# Promotions*
Healthcare								
Incumbents	433	363	10	NA	302	601	\$1.08	108
Job Seekers	15	13	-	2	1	1	\$1.00	-
Manufacturing								
Incumbents	167	164	1	NA	80	194	\$0.84	86
Job Seekers	418	385	18	334	188	499	\$0.89	287
Bridges Community**								
Goodwill North Port***	13	12	-	7				
Suncoast CC	155	109	21	59				
Total	1,201	1,046	50	402	571	1,295	\$0.96	481

*Note that individuals can receive more than one raise and/or promotion.

**Longer-term advancement details for the Bridges Community partnership are not included here, as the focus of that partnership is on initial placement of job seekers.

*** 2014 Goodwill North Port trainees included here. (2012 trainees included in Manufacturing (former Bridges) Job Seekers.)

SARASOTA COUNTY PARTICIPANTS

1,445 participants lived or worked in Sarasota County*

Participant Details

Partnership / Employment Status	Training Details			Hiring / Employment Details				
	# Trained	# Success. Completed	# Still Attending 1 st Class	# Hired	# Emps Earning Raises	# of Raises Earned**	Avg. Amount of Raise	# Promotions**
Healthcare								
Incumbents	909	797	45	NA	517	986	\$1.17	172
Job Seekers	-	-	-	-	-	-	-	-
Manufacturing								
Incumbents	178	176	-	NA	115	230	\$0.98	92
Job Seekers	333	311	18	295	161	464	\$0.92	280
Bridges Community***								
Goodwill North Port****	13	12	-	7				
Suncoast CC	12	12	-	10				
Total	1,445	1,308	63	312	793	1,680	\$1.07	544

*This includes individuals reporting residency in a Sarasota County zip code, those working for employers based in Sarasota County, participants in Suncoast Technical College's Precision Machining program, and participants from Goodwill North Port.

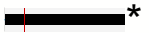


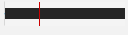
**Note that individuals can receive more than one raise and/or promotion.

***Longer-term advancement details for the Bridges Community partnership are not included here, as the focus of that partnership is on initial placement of job seekers.

**** 2014 Goodwill North Port trainees included here. (2012 trainees included in Manufacturing Job Seekers.)

2014 SARASOTA COUNTY PARTICIPANTS

381 participants attending training in 2014 lived or worked in Sarasota County

	Goal	Achieved	
# trained	50	381	 *
# receiving raises	30 (60% of participants)	119 (38% of working participants)**	
% of raises >= 1%	60%	95% (median raise = 3.6%)	
# placed in new jobs or moved from part-time to full-time	10	34 (22 new jobs, 12 PT to FT)	

* The bullet graphs indicate progress toward a goal. The red line vertical line indicates the target (the "Goal" column), while the width of the bar shows the degree achieved.

** 13% of participants are still attending class. Of those who completed their coursework, 36% finished in the second half of the year. It is common for employers to grant raises on an annual cycle; therefore, more time may be needed to see the raises materialize.

MANATEE COUNTY PARTICIPANTS

1,120 participants lived or worked in Manatee County

Participant Details

Partnership / Employment Status	Training Details			Hiring / Employment Details				
	# Trained	# Success. Completed	# Still Attending 1 st Class	# Hired	# Emps Earning Raises	# of Raises Earned*	Avg. Amount of Raise	# Promotions*
Healthcare								
Incumbents	811	772	9	NA	667	1,586	\$1.14	115
Job Seekers	15	13	-	2	1	1	\$1.00	-
Manufacturing								
Incumbents	49	46	1	NA	17	17	\$1.26	1
Job Seekers	102	91	-	56	27	35	\$0.58	8
Bridges Community**								
Suncoast CC	143	97	21	49				
Total	1,120	1,019	31	107	712	1,639	\$1.13	124
















*Note that individuals can receive more than one raise and/or promotion.

**Longer-term advancement details for the Bridges Community partnership are not included here, as the focus of that partnership is on initial placement of job seekers.

TRAINING SUMMARY: HEALTHCARE

Course Details

(individual students may take multiple courses)

Grantee	# of Partic	# Unique Course Titles	Total # Courses Started	# Success. Compl.	# In Prog.*	# Not Success. Compl.	# Courses Dropped	# Certs Earned	% Courses in "Good Standing"***
MANATEE COUNTY									
Blake Hospital	779	327	3,265	3,234	2	9	20	1,532	
Life Care Center	109	23	172	154	5	3	10	57	
Manatee Memorial	47	11	51	28	10	-	13	28	
<i>Manatee Subtotal</i>	<i>935</i>	<i>361</i>	<i>3,488</i>	<i>3,416</i>	<i>17</i>	<i>12</i>	<i>43</i>	<i>1,617</i>	
SARASOTA COUNTY									
BioLucid	12	2	20	17	-	-	3	17	
Comm'y Health Sys.	87	3	101	100	-	-	1	72	
Kobernick House	231	85	2,102	2,091	2	5	4	2,086	
Pines of Sarasota	90***	3	154	123	1	1	7	22	
Planned Parenthood	62	6	119	119	-	-	-	7	
Sarasota Memorial	138	16	140	65	37	-	38	64	
Tidewell Hospice	86	6	86	77	2	7	-	68	
Venice Regional	49	16	49	45	2	-	2	30	
<i>Sarasota Subtotal</i>	<i>755</i>	<i>137</i>	<i>2,771</i>	<i>2,637</i>	<i>44</i>	<i>13</i>	<i>55</i>	<i>2,366</i>	
CROSS-COUNTY									
Bi-County HC Consortium	31	1	31	31	-	-	-	-	
Total	1,721	499	6,290	6,084	61	25	98	3,983	

* Includes two Manatee Memorial and one Tidewell Hospice participants taking time off from their classes.

** In Good Standing, represented in green, includes courses successfully completed plus those still In Progress. The gray includes those courses dropped or not successfully completed.

***Pines only reported detailed data for 68 participants. For the other 22, it is only known that they took training.

TRAINING SUMMARY: MANUFACTURING

Course Details

(individual students may take multiple courses)





Grantee	# of Partic	# Unique Course Titles	Total # Courses Started	# Success. Compl.	# In Prog.	# Not Success. Compl.	# Courses Dropped	# Certs Earned	% Courses in "Good Standing"*
MANATEE COUNTY									
Air Products	37	3	37	37	-	-	-	37	
Berry Soft Skills	10	1	10	9	-	-	1	36	
CCRA/ MSSC	12	2	26	24	-	2	-	17	
Mustang Vacuum	8	2	10	7	-	-	3	-	
Radiant Power	51	9	60	56	4	-	-	56	
14 th St. CRA	8	1	8	8	-	-	-	38	
<i>Manatee Subtotal</i>	<i>126</i>	<i>18</i>	<i>151</i>	<i>141</i>	<i>4</i>	<i>2</i>	<i>4</i>	<i>184</i>	
SARASOTA COUNTY									
Advanced Masonry	14	2	28	28	-	-	-	28	
Goodwill North Port	14	1	14	14	-	-	-	47	
KHS	50	16	186	183	-	3	-	5	
PGT	243	2	486	475	-	11	-	435	
Suncoast Tech. Precis. Machining	34	1	34	16	18	-	-	16	
Tervis	181	3	477	475	-	2	-	428	
<i>Sarasota Subtotal</i>	<i>536</i>	<i>25</i>	<i>1225</i>	<i>1191</i>	<i>18</i>	<i>16</i>	<i>0</i>	<i>959</i>	
Total	662	43	1,376	1,332	22	18	4	1,143	

* In Good Standing, represented in green, includes courses successfully completed plus those still In Progress. The gray includes those courses dropped or not successfully completed.

TRAINING SUMMARY: BRIDGES COMMUNITY

Course Details

(individual students may take multiple courses)

Partner	# of Partic	# Unique Course Titles	Total # Courses Started	# Success. Compl.	# In Prog.	# Not Success. Compl.	# Courses Dropped	# Certs Earned	% Courses in "Good Standing"
<i>Bridges Community Partnership</i>									
Suncoast CC	95	18	108	95	8	-	5	351	
Goodwill North Port (2014)	13	1	13	12	-	-	1	48	
JFCS HF/HF	60	3	60	20	20	-	20	20	
Total	168	22	181	127	28	-	26	419	

* In Good Standing, represented in green, includes courses successfully completed plus those still In Progress. The gray includes those courses dropped or not successfully completed.

INVESTMENTS TO DATE

Grantee/ Program	Total CareerEdge Grants		Employer Contribution	CareerSource Suncoast & SCGOV	Total Investment Since Inception
	Amount Awarded	Total Paid			
<i>Healthcare Partnership</i>					
Blake Hospital	\$214,664	\$214,664	\$1,846,809	-	\$2,061,473
BioLucid	\$11,250	\$11,250	\$25,872	\$56,207	\$93,329
Kobernick House	\$50,000	\$50,000	\$75,867	-	\$125,867
Life Care Center of Sarasota	\$148,568	\$148,568	\$228,107	-	\$376,675
Manatee Memorial Hospital	\$103,620	\$77,620	\$350,629	-	\$428,249
Pines of Sarasota	\$45,315	\$45,315	\$164,154	\$55,792	\$265,261
Planned Parenthood	\$50,494	\$25,247	\$283,747	-	\$308,994
Sarasota Memorial Hospital	\$111,654	\$111,654	\$235,661	-	\$347,315
Tidewell Hospice	\$57,835	\$57,835	\$121,898	\$9,675	\$189,408
Venice Regional	\$50,960	\$50,960	\$39,503	-	\$90,463
Community Health Systems	\$35,433	\$35,433	\$233,199	\$276,900	\$545,532
<i>Healthcare Total</i>	<i>\$879,793</i>	<i>\$828,546</i>	<i>\$3,605,446</i>	<i>\$398,574</i>	<i>\$4,832,566</i>
<i>Manufacturing Partnership</i>					
Air Products	\$68,600	\$34,265	\$161,135	-	\$195,400
SCTI	\$25,000	\$25,000	-	\$345,000	\$370,000
KHS	\$27,260	\$27,260	\$60,410	\$5,950	\$71,230
Mustang Vacuum	\$17,214	\$8,607	\$77,725	-	\$86,332
Radiant Power	\$20,843	\$10,422	\$13,771	\$1,100	\$25,293
PGT Industries	\$7,650	\$7,650	\$1,440	-	\$9,090
Tervis Tumblers	\$20,150	\$20,150	\$6,628	-	\$26,778
CCRA/MSSC	\$6,890	\$6,890	-	-	\$6,890
Advanced Masonry Systems	\$3,858	\$3,858	\$827	\$47,882	\$52,567
Berry Plastics	\$7,200	\$7,200	-	-	\$7,200
Goodwill North Port	\$5,163	\$5,163	-	-	\$5,163
14th St. CRA	\$9,257	\$9,257	-	-	\$9,257
<i>Manufacturing Total</i>	<i>\$219,085</i>	<i>\$165,722</i>	<i>\$321,936</i>	<i>\$399,932</i>	<i>\$887,590</i>
<i>Bridges Community Partnership</i>					
Suncoast Community Capital	\$80,000	\$55,000	-	-	\$55,000
Total	\$1,178,878	\$1,049,268	\$3,927,382	\$798,506	\$5,775,156