

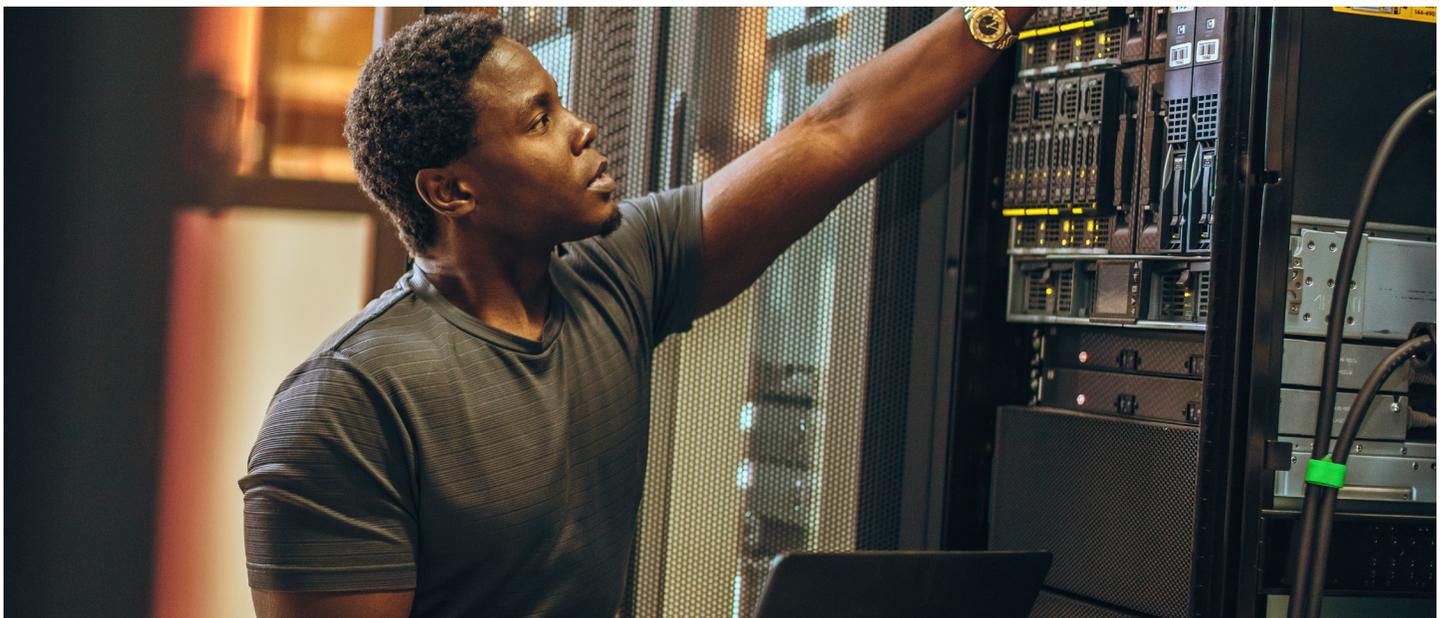
GET THERE

Florida's Workforce Education Initiative



The Governor and Commissioner of Education have identified an opportunity to raise awareness and increase enrollment in Florida's high-quality Career and Technical Education (CTE) programs available through Florida College System (FCS) institutions and Florida Technical Colleges. This comes on the heels of awarding \$35 million to Florida's higher education system to rapidly enroll and complete students impacted by the COVID-19 pandemic in a short-term but high-quality workforce credentialing program.

The *Get There* campaign serves to educate Floridians about the state's Career and Technical Education offerings available at the 76 state and technical colleges. It also seeks to increase enrollment in valuable workforce training programs – in turn, accelerating Florida's economic recovery. Lastly, it highlights the forward-thinking of the Governor and Commissioner in their understanding that many Floridians will need to upskill, or reskill, to become more marketable in an economy impacted by COVID-19.



ACTION TOOLKIT

The Action Toolkit was developed to drive conversations and educate Floridians of all different backgrounds and circumstances about the opportunities that exist with Career and Technical Education. All materials included in the toolkit seek to increase awareness about program offerings and encourage enrollment.



VALUE OF WORKFORCE EDUCATION

Gain New Skills. Get into a New Job.

- CTE is faster and more affordable than the 4-year or more traditional university track. It's a path to livelihood right out of school.
- Students enroll in in demand, high-quality workforce programs and gain critical skills that Florida employees are looking for.
- Despite a challenging economy, students don't have to wait to start or progress in their careers, and start earning sooner.

An Exciting Option For College Education

- Programs offer the latest industry-recognized, and in some cases nationally-recognized credentialing, at a rapid pace.
- CTE programs attract students to career pathways, providing specialized talent for businesses and Florida's workforce.
- Curriculum can be flexible. Industry professionals pass on their unique skills and expertise through training.



WEBSITE

The *Get There* website, powered by the Florida Department of Education, serves as multi-page site aimed at educating prospective students on CTE and workforce training programs across our 28 state colleges and 48 technical colleges, helping them align their interests with a career cluster and connecting them with their local institution in an effort to boost enrollment.

The website, GetThereFL.com, is mobile friendly and includes the following functions:

- Overview and Brand Film
- Testimonials and Submit Your Story Form
- Comprehensive Overview of 17 Career Pathways
- Interactive Map with Institution Location and Contact Information
- Resources
- Contact Form

