



**CAREERSOURCE CITRUS LEVY MARION  
Education and Industry Consortium**

**MINUTES**

DATE: November 14, 2024  
PLACE: CareerSource CLM  
2703 NE 14<sup>th</sup> Street, Ocala, FL 34470  
TIME: 9:00 a.m.

**MEMBERS PRESENT**

Dr. Ann Hembrook  
Bob RuteMiller  
David Roland  
Dr. Jennifer Fryns  
Joe Corley  
Marci Holder  
Rebecca Johnson  
Tanya Taylor  
Tim Gilbert

**MEMBERS ABSENT**

Ashley Shorb  
Chris Formisano  
Eric Willis  
Rachel Gibbs

**Other Attendees**

Rusty Skinner, CSCLM  
Dale French, CSCLM  
Cory Weaver, CSCLM  
Melissa Saco, CSCLM

Cira Schnettler, CSCLM  
Tony Waterson, One Stop Operator  
Kristen Barry, One Stop Operator  
Dawna Boley, Citrus County Schools

**CALL TO ORDER**

The meeting was called to order by Joe Corley, Chair, at 9:00 a.m.

**ROLL CALL**

Cira Schnettler called roll and a quorum was declared present.

**APPROVAL OF MINUTES**

Dr. Jennifer Fryns made a motion to approve the minutes from the August 29, 2024, meeting. Tim Gilbert seconded the motion. Motion carried.

**PRESENTATION**

Cory Weaver gave an overview of the presentation. She reviewed the committee's purpose and answered questions on how the committee plans to fulfill the purpose.

The committee will meet its objectives through discussion and presentations:

- Talent needs of local industry targeted sectors will be identified.
- Educational partners will present courses and certifications currently available as well as promote upcoming programs and projects in development.
- CareerSource CLM will review training programs offered through business services.

## **Occupation Reports and Expected Demand**

Below are highlights from the discussion throughout the presentation:

- **Healthcare**
  - Surge techs and medical lab technicians consistently are in high demand.
  - Medical facilities are relying on traveling technicians and would like to grow local talent to fill these positions.
  - CF will be offering a medical lab tech apprenticeship program.
  - There was discussion about how often curriculums were updated to meet business needs. The educational partners all serve on advisory committees, such as this committee, which discuss the needs of the business community. Curriculum building is an ongoing process.
- **Construction**
  - The pre-apprenticeship program at Lake Weir High School has been popular with nineteen students enrolled. It is anticipated that the program will continue to grow. This program will allow students to transition to formal apprenticeship programs or function as a bridge directly to a career path.
  - Marion County Schools is partnering with the Florida Connect Academy, which offers construction transportation certifications.
- **Education**
  - The lack of instructors across various fields is a major challenge in offering programs after curriculums are developed. Instructor wages are not competitive with wages in the field, leading to numerous vacancies. These vacancies have negative impacts such as limited class sizes, safety concerns, and inconsistencies on availability of programs.
  - Educational partners utilize bonus and incentive programs to attract instructors.
  - CareerSource CLM is working with Lifeline Institute for additional certification support.
  - Bus Drivers continue to be in high demand.
- **Manufacturing**
  - Quality Control and inspector career paths are in demand.
- **Logistics**
  - The latest reporting shows a slight dip in wages.
  - CDL Drivers and other types of drivers are always in high demand.

- Professional
  - Noted high demand occupations:
    - Veterinary career paths. Wages are increasing in these paths.
    - Data Analysts

### **Talent Supply - Top Skills Gaps – Poll Results**

- Cory Weaver reviewed the talent supply market.
- There is a significant difference between what skills employers are listing in job postings versus what skills applicants were listing on their resumes.
- The poll results from the last meeting were reviewed.

### **Skills Based Hiring**

- Tony Waterson and Kristin Barry from Southern Indiana Works provided insight into skills-based hiring.
- The presentation prompted discussion on the positive impacts current and accurate job postings can be for hiring agencies and potential applicants. Reviewing job descriptions regularly to ensure that they contain current duties, skills, and responsibilities is vital to increased retention. Job postings that are accurate set the employee up for success in expectations and productivity.

### **Career Exploration**

- Committee members were invited to attend upcoming expos and job fairs.
- CareerSource CLM received a grant for a two-year subscription to Transfr VR. Transfr VR utilizes a virtual reality experience to introduce individuals to career paths through job simulations. Committee members were extremely enthusiastic about using the technology to engage with students.

### **DISCUSSION ITEMS**

None

### **PUBLIC COMMENT**

None

### **MATTERS FROM THE FLOOR**

None

### **ADJOURNMENT**

There being no further business, the meeting adjourned at 10:11 a.m.

### **APPROVED:**

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# EDUCATION & INDUSTRY CONSORTIUM

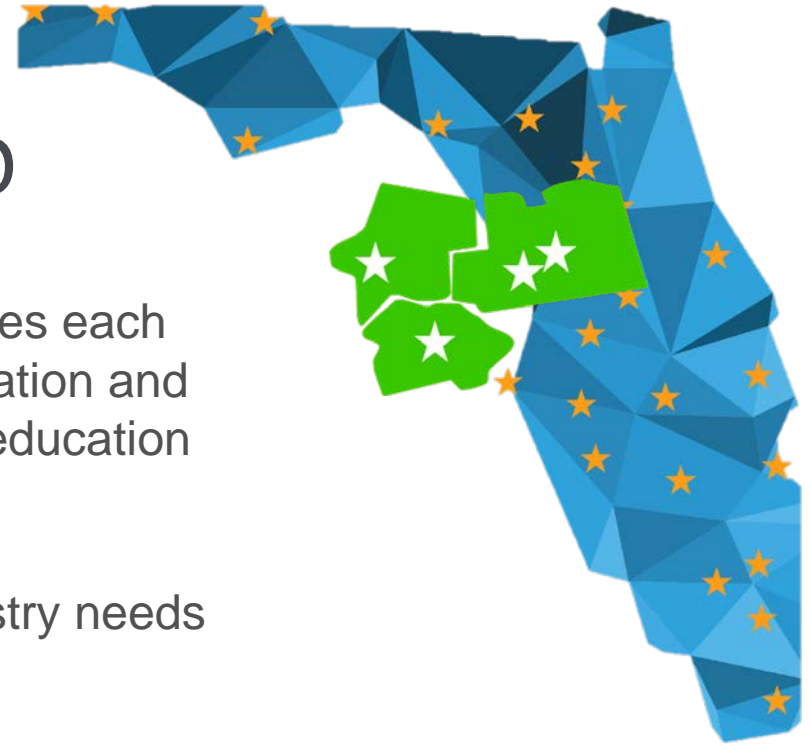


November 14<sup>th</sup>, 2024

# CONSORTIUM BACKGROUND

Signed into law May 15<sup>th</sup>, 2024, Senate Bill 240 requires each local workforce development board to create an Education and Industry Consortium composed of representatives of education and businesses in the local service area.

Purpose: To align educational programming with industry needs at the local level



Talent Needs of Local Industry  
Targeted Sectors



Education Offerings Available



Labor Market Information  
Talent Pipeline

**Grow, Retain, Attract**

# HEALTHCARE

NAICS	Industry	Current			5-Year Forecast				
		Employed	Avg Ann Wages	LQ	Total Demand	Exits	Transfers	Growth	Ann % Growth
62	<b>HEALTHCARE</b>	28,107	\$59,706	1.05	17,776	6,966	7,500	3,309	2.3%

Top Occupations by Industry Demand							
SOC	Occupation	Current		5-Year Demand			Total Demand
		Empl	Avg Ann Wages	Exits	Transfers	Empl Growth	
31-1131	Nursing Assistants	2,099	\$34,800	718	889	190	1,796
31-1122	Personal Care Aides	1,788	\$30,700	762	669	302	1,733
29-1141	Registered Nurses	3,220	\$80,000	584	371	335	1,290
31-9092	Medical Assistants	1,215	\$38,600	325	554	181	1,060
43-6013	Medical Secretaries and Administrative Assistants	1,195	\$37,700	349	336	129	813
43-4171	Receptionists and Information Clerks	753	\$34,400	262	291	81	634
39-9011	Childcare Workers	666	\$41,600	255	330	45	630
31-1121	Home Health Aides	634	\$30,700	197	212	107	516
29-2061	Licensed Practical and Licensed Vocational Nurses	830	\$55,800	185	158	76	419
31-9091	Dental Assistants	413	\$45,300	128	186	48	362
11-9111	Medical and Health Services Managers	562	\$110,800	95	138	122	355
43-9061	Office Clerks, General	453	\$39,400	144	141	26	311
25-2011	Preschool Teachers, Except Special Education	411	\$35,500	105	134	46	285
37-2012	Maids and Housekeeping Cleaners	280	\$27,200	113	102	27	242
29-1171	Nurse Practitioners	375	\$110,300	55	55	129	239

# CONSTRUCTION

NAICS	Industry	Current			5-Year Forecast				
		Employed	Avg Ann Wages	LQ	Total Demand	Exits	Transfers	Growth	Ann % Growth
23	<b>CONSTRUCTION</b>	16,352	\$52,070	1.50	8,793	2,979	4,369	1,445	1.7%

Top Occupations by Industry Demand							
SOC	Occupation	Current		5-Year Demand			
		Empl	Avg Ann Wages	Exits	Transfers	Empl Growth	Total Demand
47-2061	Construction Laborers	2,198	\$39,100	423	605	233	1,261
47-2031	Carpenters	1,349	\$48,100	256	344	118	717
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	1,116	\$65,900	201	274	107	582
47-2111	Electricians	741	\$48,900	137	223	92	451
11-9021	Construction Managers	724	\$108,200	99	179	76	354
47-2152	Plumbers, Pipefitters, and Steamfitters	606	\$49,900	106	178	56	340
43-9061	Office Clerks, General	511	\$43,900	159	156	18	333
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	569	\$47,700	98	164	66	328
47-2181	Roofers	622	\$45,400	92	166	58	315
47-2141	Painters, Construction and Maintenance	605	\$42,500	112	141	54	307
47-2073	Operating Engineers and Other Construction Equipment Operators	503	\$44,400	91	138	51	280
11-1021	General and Operations Managers	384	\$120,800	52	112	34	198
43-3031	Bookkeeping, Accounting, and Auditing Clerks	292	\$48,100	99	77	12	188
53-3032	Heavy and Tractor-Trailer Truck Drivers	241	\$51,600	59	78	25	162
43-6014	Secretaries and Administrative Assistants, Except Legal/Medical	266	\$39,700	79	72	4	154

# EDUCATION

NAICS	Industry	Current			5-Year Forecast				
		Employed	Avg Ann Wages	LQ	Total Demand	Exits	Transfers	Growth	Ann % Growth
61	<b>EDUCATION</b>	12,499	\$43,787	0.86	7,425	3,020	3,132	1,273	2.0%

Top Occupations by Industry Demand							
SOC	Occupation	Current		5-Year Demand			
		Empl	Avg Ann Wages	Exits	Transfers	Empl Growth	Total Demand
25-2021	Elementary School Teachers, Except Special Education	1,799	\$65,500	338	328	197	863
25-9045	Teaching Assistants, Except Postsecondary	1,098	\$31,300	345	358	118	821
25-2031	Secondary School Teachers, Except Special and Career/Technical Education	1,294	\$68,300	207	229	143	579
25-2022	Middle School Teachers, Except Special and Career/Technical Education	893	\$58,800	168	163	98	428
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	415	\$32,400	159	159	42	360
53-3051	Bus Drivers, School	286	\$37,600	167	72	30	270
25-3031	Substitute Teachers, Short-Term	333	\$35,600	116	107	44	267
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	352	\$39,100	105	96	8	209
11-9032	Education Administrators, Kindergarten through Secondary	347	\$92,700	52	73	38	163
21-1012	Educational, Guidance, and Career Counselors and Advisors	323	\$59,000	54	71	36	161
35-2012	Cooks, Institution and Cafeteria	170	\$32,100	64	77	18	158
43-9061	Office Clerks, General	232	\$40,500	73	72	12	157
25-2012	Kindergarten Teachers, Except Special Education	224	\$62,000	57	73	24	154
25-3041	Tutors	146	\$45,800	73	63	15	151
35-3023	Fast Food and Counter Workers	107	\$27,300	65	69	11	145



# MANUFACTURING

NAICS	Industry	Current			5-Year Forecast				
		Employed	Avg Ann Wages	LQ	Total Demand	Exits	Transfers	Growth	Ann % Growth
31	<b>MANUFACTURING</b>	11,479	\$58,098	0.79	7,052	2,409	3,611	1,032	1.7%

## Top Occupations by Industry Demand

SOC	Occupation	Current		5-Year Demand			
		Empl	Avg Ann Wages	Exits	Transfers	Empl Growth	Total Demand
51-2092	Team Assemblers	1,293	\$37,800	283	524	82	889
51-4121	Welders, Cutters, Solderers, and Brazers	406	\$45,900	67	147	42	256
51-1011	First-Line Supervisors of Production and Operating Workers	416	\$60,800	82	127	38	246
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	259	\$36,200	68	115	27	211
53-3032	Heavy and Tractor-Trailer Truck Drivers	283	\$51,900	69	91	25	185
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	236	\$45,600	53	91	18	163
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	258	\$71,700	47	78	26	151
51-9111	Packaging and Filling Machine Operators and Tenders	162	\$39,500	44	54	21	119
11-1021	General and Operations Managers	220	\$131,400	30	65	22	117
51-2099	Assemblers and Fabricators, All Other	167	\$39,600	36	68	11	115
51-4041	Machinists	178	\$47,400	39	55	17	111
43-9061	Office Clerks, General	166	\$41,700	52	51	8	111
51-2028	Electrical, Electronic, and Electromechanical Equipment Assemblers, Except Coil Winders, Tapers, and Finishers	162	\$39,600	44	50	16	110
49-9041	Industrial Machinery Mechanics	160	\$52,800	34	39	33	106
43-4051	Customer Service Representatives	143	\$44,800	42	58	6	106

# LOGISTICS

NAICS	Industry	Current			5-Year Forecast				
		Employed	Avg Ann Wages	LQ	Total Demand	Exits	Transfers	Growth	Ann % Growth
48	<b>TRANSPORTATION/WAREHOUSING</b>	7,929	\$46,830	0.88	5,578	2,002	2,582	995	2.4%

Top Occupations by Industry Demand							
SOC	Occupation	Current		5-Year Demand			
		Empl	Avg Ann Wages	Exits	Transfers	Empl Growth	Total Demand
53-3032	Heavy and Tractor-Trailer Truck Drivers	1,738	\$53,000	433	568	196	1,196
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	1,032	\$37,000	284	479	156	918
53-3033	Light Truck Drivers	971	\$55,700	258	339	186	783
53-7065	Stockers and Order Fillers	583	\$39,700	201	318	69	587
53-7051	Industrial Truck and Tractor Operators	305	\$41,300	54	108	36	198
43-5052	Postal Service Mail Carriers	419	\$60,800	91	75	22	188
53-1047	First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	219	\$62,200	43	81	32	156
43-5021	Couriers and Messengers	165	\$37,000	43	52	14	109
43-5071	Shipping, Receiving, and Inventory Clerks	158	\$42,100	35	52	14	101
53-3054	Taxi Drivers	124	\$36,100	37	34	23	95
53-7064	Packers and Packagers, Hand	102	\$31,600	34	47	10	90
43-4051	Customer Service Representatives	101	\$42,700	31	43	10	84
43-5053	Postal Service Mail Sorters, Processors, and Processing Machine Operators	150	\$52,700	41	27	4	72
43-9061	Office Clerks, General	102	\$41,700	33	32	7	72
11-1021	General and Operations Managers	94	\$110,700	13	29	12	54

# PROFESSIONAL, SCI, TECH

NAICS	Industry	Current			5-Year Forecast				
		Employed	Avg Ann Wages	LQ	Total Demand	Exits	Transfers	Growth	Ann % Growth
54	<b>PRO, SCI, TECH</b>	6,830	\$67,824	0.52	3,713	1,184	1,739	791	2.2%

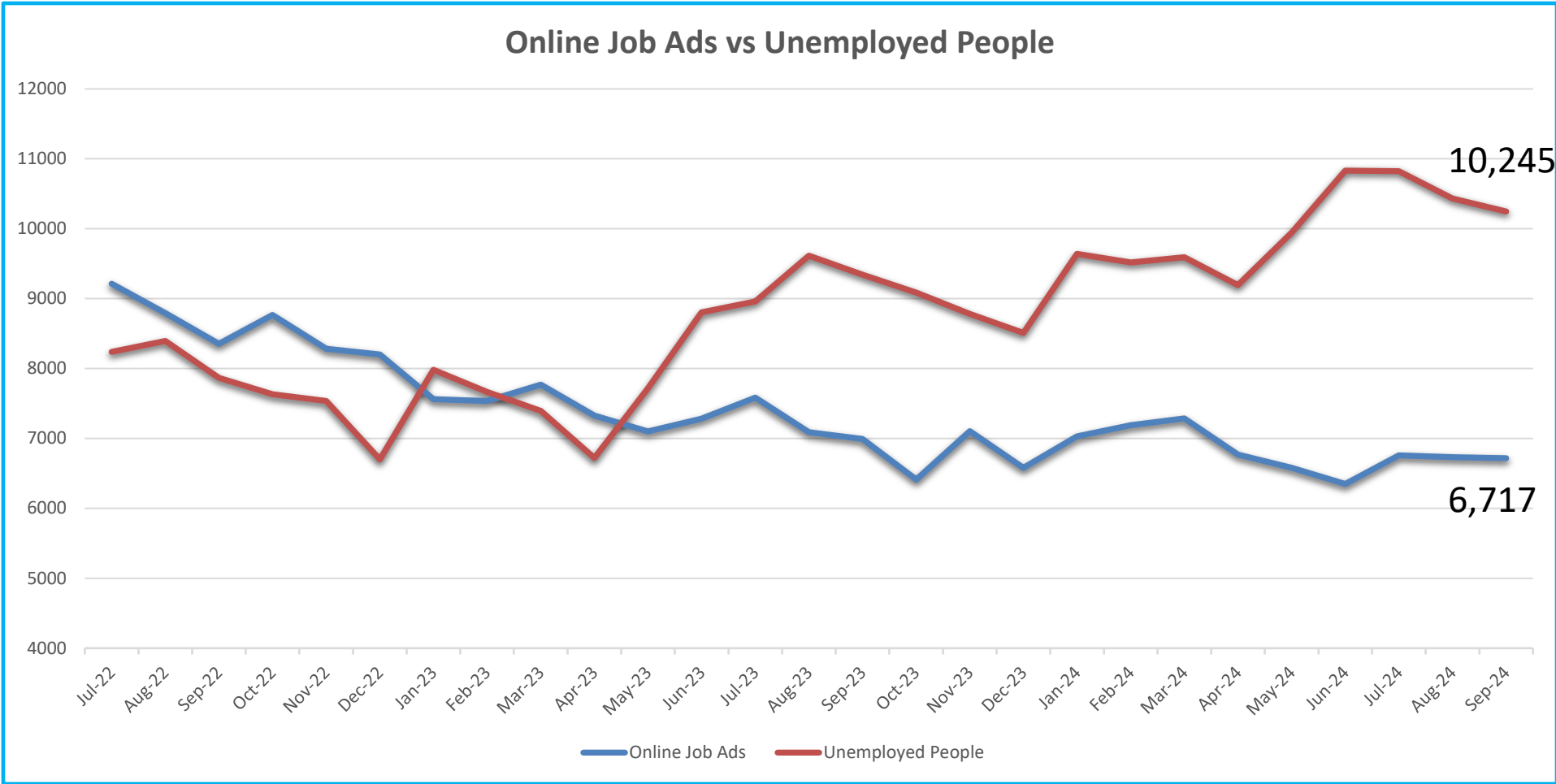
Top Occupations by Industry Demand							
SOC	Occupation	Current		5-Year Demand			
		Empl	Avg Ann Wages	Exits	Transfers	Empl Growth	Total Demand
31-9096	Veterinary Assistants and Laboratory Animal Caretakers	242	\$35,200	88	186	45	319
29-2056	Veterinary Technologists and Technicians	290	\$39,400	58	95	53	206
13-2011	Accountants and Auditors	396	\$87,100	67	97	38	202
11-9199	Managers, All Other	345	\$91,400	58	79	32	169
13-1111	Management Analysts	299	\$84,700	56	76	35	167
43-4171	Receptionists and Information Clerks	191	\$33,300	66	74	20	160
23-2011	Paralegals and Legal Assistants	228	\$53,600	48	79	24	150
23-1011	Lawyers	413	\$129,400	53	35	51	139
43-3031	Bookkeeping, Accounting, and Auditing Clerks	155	\$47,400	53	42	9	104
43-9061	Office Clerks, General	143	\$41,200	46	45	10	101
43-4051	Customer Service Representatives	121	\$40,500	37	51	11	99
15-1252	Software Developers	171	\$113,900	17	37	34	88
39-2021	Animal Caretakers	71	\$33,200	27	48	13	88
13-1161	Market Research Analysts and Marketing Specialists	138	\$69,800	24	45	19	88
11-1021	General and Operations Managers	149	\$155,200	21	45	19	86

# TALENT SUPPLY

**620,574**  
Regional Population  
(2023)

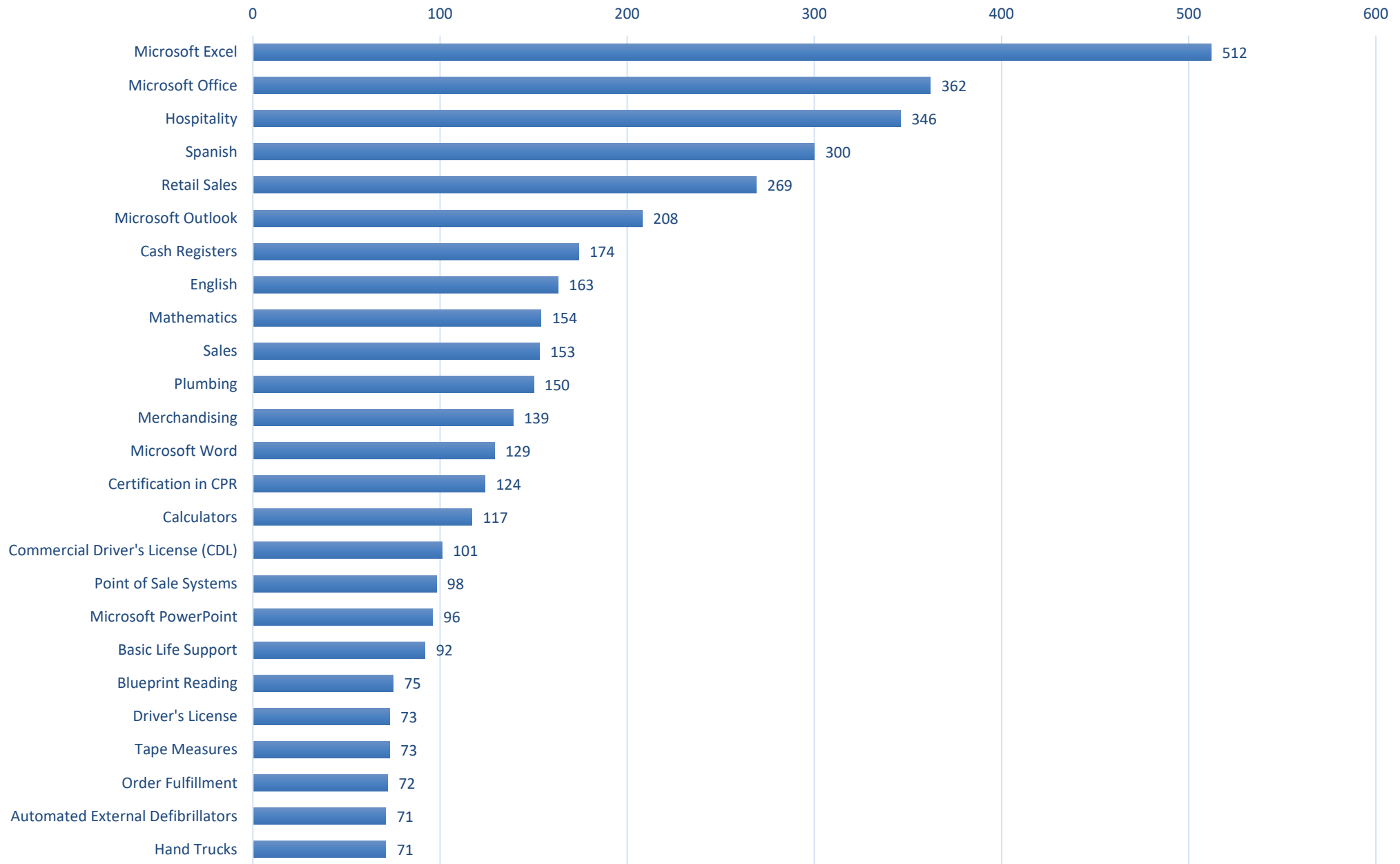
**219,792**  
Labor Force  
(September 2024)

**10,245**  
Regional Unemployed  
(September 2024)



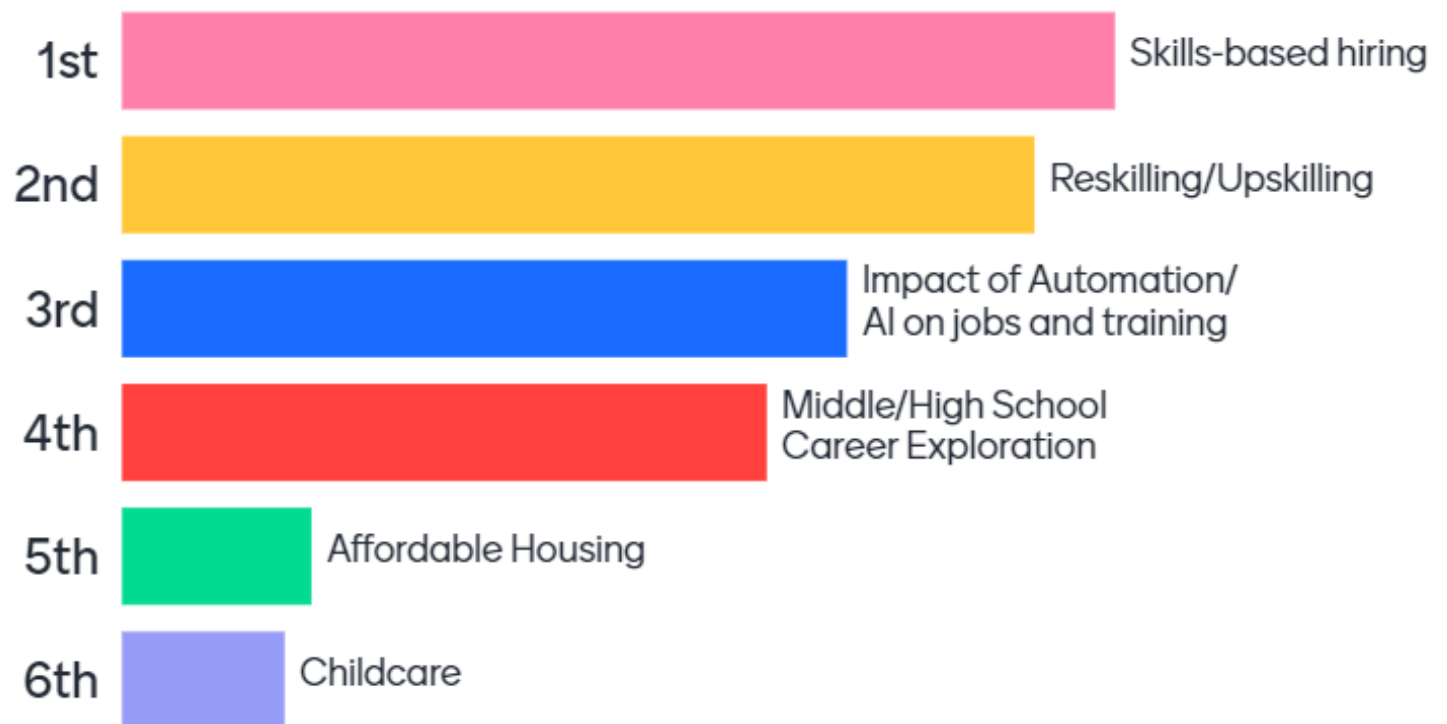
Source: LAUS/BLS

# TOP SKILLS GAPS – TOP 25



# 8/29 POLL RESULTS

What topics are you most interested in diving deeper on?



# SKILLS-BASED HIRING

- ❖ Remove credential requirements when possible
- ❖ Use competencies specific to on the job
- ❖ Reduce bias





# SKILLS-BASED HIRING

## A Pedigree-Based Job Posting



### Uses Credentials

such as work experience to compare candidates' potential performance.



### List of Qualifications

on the job posting that lack specificity and prioritization



### Unintentional Bias

in the job posting that discourages qualified applicants from applying.

## A Skills-Based Job Posting



### Uses Competencies

to attract and hire candidates that can do the job.



### Distinguishes Qualifications

between required and preferred competencies.



### Reduces Bias

by using inclusive language on the job posting and description.





# SKILLS-BASED HIRING

14%

## more applications per view



Jobs posts that highlight “responsibilities” instead of “requirements” get **14% more applications per view**

5x

## better hiring



Hiring for skills is **5x more predictive of job performance** than hiring for education and **2.5x more predictive than hiring for work experience**

42%

## more responses



Job descriptions that **use more inclusive language** led to **42% more responses** and a **two week faster hiring time** than those with less inclusive language

34%

## better retention



Employees **without a 4-year degree** tend to **stay 34% longer** than employees with a degree

80%

## outperformance of peers



Fair screening can **reduce bias**, which may lead to more diverse teams. **Diverse teams outperform their peers by 80%**

70%

## increase in productivity



Effective **onboarding programs** increase **productivity by over 70%** and **retention by up to 82%**

**Source:** The Markle Foundation-Skills-based Sourcing and Hiring Playbook, LinkedIn-LinkedIn Trends & Research-Why Skills-Based Hiring Starts with Your Job Descriptions, BCG-How Diverse Leadership Teams Boost Innovation, Rework America Alliance–Employer Resources

# CAREER EXPLORATION

## Events:

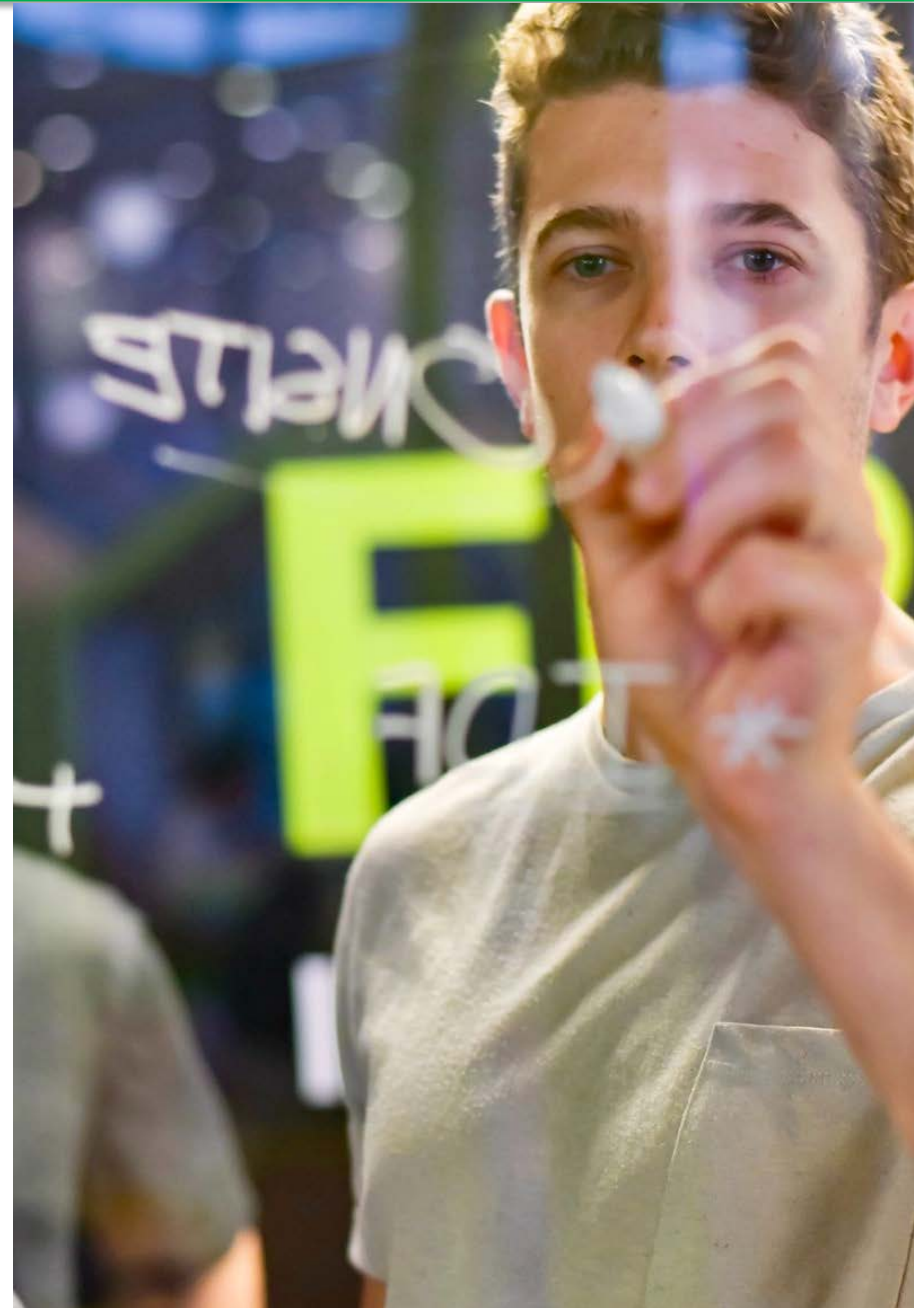
- High School Career Fairs
- Career and Colleges Expos
- County Youth Expos
- NEXTworking
- Advisory Councils
- Youth Job Fairs

## Opportunities:

OJT/Shadowing/Internship Opportunities  
CTE Guest Speakers  
Company Tours

## New Resource:

Transfr VR – Virtual Reality Job Simulations



# Questions

Next Meeting Date:  
February 6<sup>th</sup>, 2025



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