

ADVISORY COUNCIL

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 Florida State College at Jacksonville
 Enterprise Florida
 Cornerstone Regional Development
 Partnership
 United States Cold Storage Inc.
 Polk County Works
 Florida Crown Workforce Board, Inc.
 Gainesville Chamber & Council for
 Economic Outreach
 PSC Corporate College
 Workforce Florida, Inc.
 Davis Trucking
 Publix Super Markets
 Central Florida Development
 Council of Polk County
 AST &L
 Terry Dicks Trucking, Inc.
 BDB of Palm Beach County
 First Coast Workforce Development
 University of Florida
 Bilden Safety and Training
 American Red Cross of
 Central Florida
 CEVA Logistics
 Florida Department of Education
 Target
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 FDOT
 CSX/TRANSFLO
 Material Handling Institute of
 America
 Columbia County High School
 Port of Jacksonville
 Pensler SC
 Polk State College
 NAI RealVest
 Tampa Port Authority
 Global Stevedoring
 Landstar Global Logistics
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 Continuing Education
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**Employ Florida Banner Center for Global Logistics
 Advisory Council Meeting – May 26, 2011
 Polk State College, Winter Haven, FL
 Minutes**

Council Members and Guests Present

Bruce Abels (Fairfield Logistics Advisors); Sandra Beck (Florida State College at Jacksonville); Vince Brown (Brown Bag Interactive); Julie Fagan (University of North Florida/Banner Center for Professional and Financial Services); Robin Steele Fall (Florida Gateway College/Banner Center for Global Logistics); Bruce Ferguson (Worksource); Stephanie Glenn (Florida Gateway College/Banner Center for Global Logistics); Joanne Kazmierski (JAXPORT); Wayne Kline (Polk State College); Richard Leuner (Central Florida CSCMP Roundtable); Carla Morgan (Rooms To Go); Elaine Puri (Florida State College at Jacksonville); Darryl Register (Baker County Chamber of Commerce); Eric Roe (Polk State College/Banner Center for Advanced Manufacturing); Anna Rossano-Arnold (Northeast Florida Educational Consortium); Sharon Schoolcraft (Polk State College); Bobby Steele (Wal-Mart); Rich Thompson (Polk State College); Heather Thornton (Florida Virtual School); Don Wood (Consultant); Ree Zeigler (Northeast Florida Educational Consortium)

Council Members and Guests by Conference Call

Carmine Cardillo (Workforce One); Laurie Denham (American Society of Transportation and Logistics); Diana Lewis (Miami Dade College); Debbie McDowell (Global Stevedoring/ICS Logistics); Jeff Messick (Advanced Supply Chain Solutions)

Welcome from Polk State College

Robin Steele Fall, Banner Center director, called the meeting to order at 10:25 am and welcomed the Advisory Council members and guests to Polk State College. Wayne Kline, program manager of the Supply Chain Management Institute at Polk State College, thanked all who came. He then explained where all of Polk State's campuses were located around the county. He also introduced Sharon Schoolcraft who is the SCMI's program assistant and Rich Thompson from Polk State College. He also introduced Bruce Abels, the former CEO of Saddlecreek and their advisory council chair, and Carla Morgan, the director of training at Rooms-To-Go located in Lakeland, who also serves on their advisory council.

Welcome from the Banner Center

Joanne Kazmierski, Banner Center Advisory Council Chair and manager of community outreach and environmental advocacy at JAXPORT, welcomed all who called in on the conference line. She indicated that she is very pleased to serve on this advisory team with such wonderful people. She thanked Vince Brown, webmaster for the Banner Center, for all of the work he does with the website and newsletters. She thanked all that are on the executive council and appreciates the time given so far. And she congratulated Carla Morgan on receiving an award for Girls, Inc. called "She knows where she is going."

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Introductions

Sandra Beck, dean of workforce education at Florida State College at Jacksonville, asked that everyone introduce themselves and indicate what school or business they are with.

Banner Center Overview

Bobby Steele, Banner Center vice-chair and general manager of Wal-Mart Distribution Center in Macclenny, thanked Wayne and Polk State College for hosting our meeting. He went over the Banner Center's initiative, value for Florida's business, and Florida's unified education pathway. Workforce Florida has worked with different industries in the state along with education to try to build a roadmap that will put all of our people to work and actually keep folks in the state of Florida. He spoke of the result of the strategic roadmap for Florida's future and integral part of Florida's economic development blueprint. We take the data and all the statistics we can get and look at what is going on in the industry and what the needs are going to be. When this all started four or five years ago, we saw that there was a huge need in the transportation and logistics fields, and the big thing at that time was that we were going to need more trucking and drivers. From then on it has grown into what is going to happen with the ports, what is going to happen across the state, which is going to affect what is going on across the country, to see what we need to do to build a structure and make sure we have good workforce talent coming out for our industry. Knowledge and skills upgrade is critical to Florida's future. We saw a lot of folks in the industry that get out of school and then leave the state. We want to try to get them to stay with us in Florida. Tampa and JAXPORT both have a lot of things going on. The growth should be a win for us. In regards to Workforce investment system partners addressing emerging training needs, we are looking at what we need to do and what skill sets we need to put together. The Banner Center's Advisory Council has been a good group of talent, a good mixture from educators and industry. We have seen the first meetings going from a certificate program to now getting master's degrees in logistics. Industry feels like they have had some input and a lot of push behind that. We work directly with industry to create high-tech, flexible, portable training curricula. Education asked industry which is a key thing that has been very important. In regards to the unified education pathway and secondary career academies and Perkins IV that require alignment with national certifications/credentials: those areas have been established and created over the past couple of years. As we grow our network, we can continue to see a lot of potential growth in the state of Florida. Secondary and post-secondary adult vocational are another way of educating our future students and adults that want to get involved in our business. With formal apprenticeship programs and workforce training curricula, we are looking at ways that we can put together training curriculum for all different industry jobs. The AS/AAS degree programs are available along with our UNF partner having the 4-year degree program in logistics and supply chain, and a master's program is coming. The Banner Center has statewide industry certification-based articulation agreements across the college network. With the schools, educators, and businesses all working together, we are going to see the Banner Center continue to thrive and grow.

Business of the Day

Robin indicated that this is the last meeting of this contract year. Next year the Banner Center will go into its last year of its contract with Workforce Florida, Inc. One of the goals has been to be sustainable, and we are trying to determine ways that that can happen. Thanks Elaine Puri (former Banner Center director) we've got a great foundation. We also have some assets we can work with to generate revenue. Industry

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would be the best to help us move forward. And that is the purpose of this particular meeting. Robin welcomed Dr. Eric Roe, director for the Banner Center for Advanced Manufacturing at Polk State College, as the guest speaker. He was invited to share some of his center's successes that could possibly be passed on to us. She asked that everyone consider his ideas and afterward be ready to discuss options for our center.

Banner Center for Advanced Manufacturing Sustainability – Best Practices

Eric opened with some history on Banner Centers indicating that our centers were started about the same time five years ago and were known as cluster centers. BANNER was initially an acronym for Business Assistance Now for New Economy Results, but now they are just known as Banner Centers. The Banner Center for Advanced Manufacturing is moving towards sustainability as well, but like our banner center, is not there yet either. He gave some information on his background as a chemical engineer by training crossing over into education about seven years ago. The purpose of our centers is to be a state-wide resource for talent development, and that links to economic development. The present governor is all about jobs and economic development, so he believes there will be a strong push for the integration of banner centers. All 12 of the industry-based banner centers focus on talent development for their sector and he believes that the pathways between the nonacademic training side and the academic side cross over. The funding for the Banner Centers is a mix of funding from Workforce Florida, Inc. and then revenue generated by the centers. Initially Banner Centers were funded by general revenue funds from the state, so that was directly from the budget. Now they are funded from WIA (Workforce Investment Act) funds and there are a bit more restrictions with that type funding than there were with general revenue. Something to remember is that there is no guarantee that all of the funding will be around as it is all discretionary. Eric gave some background on the manufacturing sector in the United States and in Florida. The United States is the largest manufacturing economy in the world, and Florida is the 15th largest manufacturing state.

Eric believes that all 12 industry-based Banner Centers need to focus on the talent development piece in order to retain and attract our enterprises for the state of Florida. Sometimes, he said, that gets missed in the economic development equation of looking at who we can bring to our state rather than how we can keep and retrain and grow the existing companies that are here. The entities that need to be at the table to fix the talent development problem are 1) Florida's Department of Education because they control the program frameworks, 2) Workforce Florida because they control the training funding, and 3) community colleges because they have the spot for talent development with short-term training on the academic side. This is a pathway for building that workforce and retraining people that are either incumbents or displaced workers through the workforce system or a longer term talent development pathway for the academic programs. Reaching both of those is essential for our solutions and sustainability though there's a lot less sustainability out there on the credit side. The school districts are a long-term pathway. Considering that talent development is wide at the bottom starting at elementary and middle school levels, and it gets a little tighter in high school and eventually at the college level it is a much smaller amount that can be touched. Eric indicated that it is our alignment with national industry certifications that brings relevance to our programs. They have centered their attention on the industry certification called the MSSC (Manufacturing Skills Standards Council) CPT (Certified Production Technician). They have crafted training curriculum that can be used with entry level that need to step out into the workforce or incumbent workers that

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want to establish those baseline skills they need for the sector that align with that certification. They have also embedded it into the academic AS degree program Engineering Technology so that those competencies covered by that certification are the core of that degree. They wrote a high school framework so that the high schools can use this program as well and align with this certification. Their state-wide articulation enables them to award college credit for the attainment of an industry certification. Theirs was the first statewide articulation agreement; now there are 102 in Florida. In addition, they have added formal apprenticeship programs back into their programs. And the last thing that they do to tie the system together is instructor training, training the trainer at the high school, college, and workforce training levels.

Eric then gave a little history on the timeline of funding over the past five years. The first year Workforce Florida committed to \$500,000 of funding with a five-year schedule of diminishing funding so that at the end of that fifth year the center would become sustainable. The second year was a \$200,000 contract instead of a \$400,000 followed by a 9-month gap of non-funding. The third year Workforce Florida relaunched with \$300,000 in funding, and this past year brought a \$200,000 contract. Next year we anticipate \$100,000 in funding. The difficult part for all Banner Centers is in order for sustainability to work and in order for the centers to really serve the entire state of Florida and do economic and workforce development and connect with all 67 school districts and all 28 community colleges and all 24 regional workforce boards is there is a huge amount of unpaid activity that the centers have to undertake so they are tasked but in order to be paid by WFI they have to meet the set deliverables. So center resources are being spent at the same time as them doing a lot of activity in the state to make sure products get implemented and the talent stream gets built for their sector that is bringing in no revenue.

Eric sees three routes for growth opportunities for our program: 1) grants, 2) revenue, external funding and revenue from the sale of your products, and 3) direct industry support which can be both in-kind and financial. Their most recent initiative is looking for partners that already have curriculum, something that the Banner Center for Construction has done. The National Association for Manufacturers has a product they are rolling out nationwide and they are looking for a partner in all 50 states to help drive it. The Banner Center will get 20% of the tuition for promoting the course for people who register in the state of Florida. It is an opportunity to bring in revenue without a big investment in curriculum development, and there are no instructors to pay.

Eric then spoke about the curriculum the two banner centers have co-developed and some of the opportunities there for sustainability. The supply chain management curriculum is the newest product that we have collaborated on. The partnership has created curriculum that aligns with the AST&L GLA (Global Logistics Associate) certification for the logistics side. On the manufacturing side at the national level, MSSC has created two certifications called the CLA (Certified Logistics Associate) and CLT (Certified Logistics Technician). The two banner centers developed curriculum that aligns with these industry certifications. The GLA is the new entry level certification that targets the high school student or entry level worker. The curriculum is seven printed books/units with instructional guides, PowerPoint presentations, quizzes, answer keys, and student workbooks. It can be used by workforce training people, high schools, whoever would like to earn the GLA. He spoke of some of the problems with the distribution model in that often times the

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student workbooks are not being bought as the instructor may be reproducing copies of his materials. All of the material is copyrighted, so this is an area that needs to be reviewed and that the Banner Center for Global Logistics should address when creating its model for distribution.

Banner Center Updates

Robin thanked Eric for his presentation and indicated that the group would go into further discussion after lunch about ideas for our Banner Center's sustainability. She indicated that we would create subgroups in our LinkedIn account to further discussions even more. It was discussed that other platforms, such as Elluminate, be explored for further discussions as well.

Joanne announced that Laurie Denham, executive director of AST&L, was on the conference call line and asked a few questions about the curriculum that the two Banner Centers had collaborated on. Laurie said that they are heavily marketing the curriculum now, domestically and internationally. Joanne asked about some of the revenue stream projections. The revenue split will be among AST&L, the Banner Center for Manufacturing, and the Banner Center for Global Logistics, with percentages depending on who initiates the sale. Wayne also spoke about the Tucker program that Polk State College is just starting to implement into their program that will tie in with the GLA certification as well.

Robin asked that during lunch everyone visit the Mobile Training Unit and get hands-on experience with the driving simulator in order to be able to know more about the product when speaking with contacts and colleagues.

Roundtable Discussion

The group reconvened after lunch to discuss the following questions:

1. *What do you think of the Mobile Training Unit?*
2. *Do you see it as a tool that you or others in the industry would use for training the workforce? If so, how could you use it?*
3. *Do you think it has potential to generate revenue? If yes, how?*
4. *What would you change about the Mobile Training Unit?*

Robin told the group that the simulator can not only be used with tractor-trailers, but also ambulances, police cars, construction equipment, and many other vehicles in thousands of scenarios. The group said that the Banner Center for Global Logistics could partner up with the Banner Center for Homeland Security. DART leases their simulator to companies; this may be an option as well with perhaps a per day charge of \$1,000 per day. It was suggested that the Banner Center speak with the Florida Trucking Association about marketing. There are cost benefits to companies who do more training, for example insurance breaks, etc. It was suggested that a subcommittee be formed to further investigate the possibilities. Rick Leuner suggested that the Banner Center needs to be sure that the governor keeps it and logistics in mind when setting the State's priorities. The sustainable initiatives summary included the GLA and truck simulator and the marketing of both.

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Adjournment

The meeting adjourned at 2:00 pm.

Next Meeting: Fall 2011

Minutes prepared by: Stephanie Glenn

Minutes approved by: Advisory Council