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(Workforce Florida Region 7)
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Polk State College
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Florida Region 3)
University of North Florida –
Continuing Education
Dicks Enterprises
Florida State College at
Jacksonville*

Employ Florida Banner Center for Global Logistics Advisory Council Meeting – September 21, 2011 Nova Southeastern University, Orlando, FL Minutes

Council Members and Guests Present

Cathy Anton (Nova Southeastern University); Toni Ballone (Nova Southeastern University); Sandra Beck (Florida State College at Jacksonville); Kay Dekle (Columbia High School); Robin Steele Fall (Florida Gateway College/Banner Center for Global Logistics); Stephanie Glenn (Florida Gateway College/Banner Center for Global Logistics); Shawn Harrs (Walt Disney Co.); Tracy Hickman (Florida Gateway College); Deborah Hopkins (Broward College); Terry Huddleston (Columbia High School); Robert Joswick (Landstar); Joanne Kazmierski (JAXPORT); Wayne Kline (Polk State College); Richard Leuner (Central Florida CSCMP Roundtable); Greg Lovelace (Tampa Port Authority); Kathy Mignerey (St Johns School District); Eric Owens (Florida Department of Education); Mary Rousseau (Broward College); Kathy Sandusky (Nova Southeastern University); Mike Sellers (BlueLinX); Bobby Steele (Wal-Mart); Mark Thomas (Polk Works); Robert Ulino (South Florida CSCMP Roundtable/Trendset); Don Wood (Consultant/UNF Instructor)

Council Members and Guests by Conference Call

Vince Brown (Brown Bag Interactive); Carmine Cardillo (Workforce One); Laurie Denham (American Society of Transportation and Logistics); Julie Fagan (University of North Florida/Banner Center for Professional and Financial Services); Bruce Ferguson (Worksource); Sondie Frus (International Visitor Corps of Jacksonville); Lynn Hamilton (Florida Crown/Rescare); Matt Herndon (Gulf Coast State College); Ed Lee (Florida Department of Transportation); Jeff Messick (Advanced Supply Chain Solutions); Kurt Morauer (Santa Fe College/Banner Center for Construction); Carla Morgan (Rooms To Go); John Piersol (Florida Gateway College); Elaine Puri (Florida State College at Jacksonville); Jim Simmons (Sysco); Fred Wise (Florida Department of Transportation)

Welcome from Nova Southeastern University (NSU)

Robin Steele Fall, Banner Center director, called the meeting to order at 10:15 am and thanked the Advisory Council members and guests for attending. She thanked the host, Nova Southeastern University, and introduced Kathy Sandusky, regional director for NSU. Kathy welcomed everyone to NSU's Orlando campus and introduced Cathy Anton, the director of NSU's Orlando Student Educational Center.

Welcome from the Banner Center

Joanne Kazmierski, Banner Center Advisory Council chair and manager of community outreach and environmental advocacy at JAXPORT, welcomed all present and all who called in on the conference line. She indicated that the Banner Center's present funding will end on June 30, 2012, and this meeting would address future sustainability. The executive committee plans to request a meeting with Workforce Florida, Inc. (WFI) in Tallahassee to communicate its belief that the Banner Center initiative is an important one that should not end. There is too much energy in the State of Florida with international trade and logistics and great career pathways have been created for the

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Gulf Coast State College
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Miami Dade College
www.mdc.edu

Banner Center Contacts:

Robin Steele Fall, Director
robin.steele.fall@fgc.edu

Stephanie Glenn
stephanie.glenn@fgc.edu

386.754.4492

trade and logistics industry cluster, which is so critical to our state's future success. In the only other Banner Center meeting scheduled this contract year (planned for February 2012 in Northeast Florida), the board would like it to be a day of celebration of the Banner Center's accomplishments involving the students that have been trained in the supply chain and logistics field and have earned degrees and/or certifications.

Introductions

Bobby Steele, Banner Center vice-chair and general manager of Wal-Mart Distribution Center in Macclenny, led introductions of all members and guests present and on the conference call.

Banner Center Update

Robin gave some Banner Center updates since our last meeting at Polk State College in May. The Banner Center's contract was renewed on August 1, 2011 and will end on June 30, 2012. In regards to last year's contract (2010-11), the Banner Center submitted 100% of its deliverables. Of what was submitted, 93% was approved by WFI. WFI did not pay for the Career Fair deliverable, and Robin explained that the Banner Center staff did most of the things for the deliverable but not all. She indicated that she decided to put more effort into and concentrate on the curriculum development deliverable which was approved and paid. In the end, the Banner Center received 92% of its contract funds for the 2010-11 contract year (\$183,500 of \$200,000). The curriculum that was delivered in that contract has since been rolled out to be sold. It is in line with the Global Logistics Associate (GLA) certification for which the American Society of Transportation and Logistics (AST&L) provides examination. The GLA is targeted at the secondary (high school) and workforce entry levels. When a person gets this certification, an employer can be assured that this person has a certain skill set. Once attained, a student can articulate 12 credit hours into the Associates degree program. The GLA is the first step in the career pathway. Next come the Professional Designation in Logistics and Supply Chain Management (PLS) and the Certification in Transportation and Logistics (CTL) certifications. The PLS is the AST&L certification that aligns with the Associates degree program. There are six core courses in the program which can result in the LTSC (Logistics and Transportation Specialist Certificate). Once a student takes these six courses, they are prepared to sit for AST&L's PLS certification exam. The CTL aligns with the Bachelor's degree level and above.

Banner Center 2011-2012 Deliverables

Robin and Joanne discussed two of the 2011-12 contract deliverables: curricula development/update and training agreements. The executive committee has proposed that two task forces form to perform some of the deliverables. One task force will look at all of the current trainings that are available and help the Banner Center find other industry and/or educational organizations with which the Banner Center can create agreements to provide trainings and/or materials. Robin provided some background on examples of last year's agreements, one being with a company in Lake City whose employees will receive simulator training in exchange for a fee. A second agreement provided Miami Dade College with the curriculum, frameworks, and other materials needed to help start and run their postsecondary supply chain and logistics program in exchange for their student count (one of the contract deliverables). A third agreement involves partnering with AST&L to market, deliver, and sell the Banner Center's GLA certification curriculum. During contract year 2011-2012, the Banner Center must create two in-state and two out-of-state agreements to expand the delivery area of its

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training products. Many members voiced concerns that the Banner Center's offerings need to be marketed better, and these task forces will hopefully be able to address that issue.

A second task force will focus on the AAS/AS and LTSC postsecondary level logistics curriculum and its frameworks. Robin indicated that Elaine Puri, former Banner Center director, did a lot of initial work as there were no curricula or frameworks for Supply Chain and Logistics Management courses in the state of Florida before the Banner Center was created. Now that the foundation is laid, however, Florida needs to compete on a global level. There needs to be a core logistics component, and then each college should have its own special component based on serving their specific community needs. Some questions being asked are, *Is the curricula still relevant? What needs to change? What needs to be the core component? Is the integrity of statewide consistency of the curriculum being maintained?* The Banner Center needs to continually validate that the certifications and courses currently being offered are still useful to industry and if so, that the coursework remains aligned to the certifications. Additionally, the curriculum must remain aligned to the FL DOE approved frameworks.

The Banner Center is targeting January 2012 as the delivery timeframe for these projects. Advisory Council members were asked to consider participation and were informed they will be contacted in the near future.

Roundtable Discussions

Following lunch, the group divided into Industry/Workforce and Education to discuss the following questions:

Industry Questions and Discussion:

1. Please provide the names of three companies who are not on the Advisory Council that you think should be. Can you provide the name of a person you think would be the best contact at those companies?
2. Where and how do you spend your training dollars?
3. Does the Banner Center have training that you need?
4. What training do you want to implement today and are willing to pay for?
5. What value does the Banner Center provide to your institution?
6. How can the Banner Center be better positioned to meet your training needs?
7. How would you raise \$300,000 to cover Banner Center operating costs?

The Industry group discussed the following points:

- Communicate the career pathways for businesses
- Market the programs, curricula, degrees, and certifications to businesses
- Have the Banner Center become the Resource Leader
- Create more e-Communications/one-page newsletters weekly or monthly that have brief, concise information and target CEOs, HR, etc. with: What is being offered? Who's new?
- What's in it for me? What is the ROI?

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- Banner Center links should be on other websites
- We need more industry engagement; engage businesses
- Ports and food sectors are key to our industry
- Hold University Information Days at key companies
- Talk about the degrees but sell them the short-term learning opportunities
- Package the products so that businesses understand and package them to reach key, targeted business audiences
- Businesses state clearly that a solid marketing package needs to be done
- Have products be validated by agencies such as DOT
- Businesses are concerned that the MOUs and focus were not in the best interest of the Banner Center revenue streams and sustainability
- Industry skill set standards for Florida are critical and needed
- Business feels that the penetration is not there yet in the state and at various colleges and universities
- Royalties or licensing fees on the high school and AS degrees
- Look at a per student or per company fee
- Include mid-size and small companies
- “Logistics businesses won’t grow or start up in Florida if we don’t have an educated and qualified and skilled workforce.”

Education Questions and Discussion:

1. What value does the Banner Center provide to your institution?
2. Does the Banner Center have training that you need?
3. What training do you want to implement today and are willing to pay for?
4. Do you see value in keeping logistics programs consistent all across the state and would you be willing to participate on a committee that undertook that task?
5. How can the Banner Center be better positioned to meet your training needs?

The Education group discussed the following points:

- Value the Banner Center provides:
 - Gain industry content knowledge throughout the state
 - Learn how important this industry is to the state of Florida and how to prepare people for jobs
 - Awareness of educational programs available and where they are throughout the state
 - Networking to know who and where your resources are
 - A lead “spokesperson” to represent this industry
 - Market the industry throughout the state and the institutions who provide the training and programs
 - Create awareness and growth in training throughout the state in order to create an educated workforce

Adjournment

The meeting adjourned at 2:00 pm.

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Next Meeting: February 2012
Minutes prepared by: Stephanie Glenn
Minutes approved by: Advisory Council

