



CareerSource  
CENTRAL FLORIDA

# EDUCATION & INDUSTRY CONSORTIUM

CareerSource Central Florida  
[CareerSourceCentralFlorida.com](http://CareerSourceCentralFlorida.com)







# Legislative Initiative

**What:** Signed into law on May 15, 2023, Senate Bill 240, requires each local workforce development board to create an education and industry consortium.

**Who:** Composed of representatives of educational entities and businesses in Central Florida



UNIVERSITY OF  
CENTRAL FLORIDA



# OVERVIEW

**Mission:** Align educational programming with industry needs at the local level

**Who:** CareerSource Central Florida, University of Central Florida, education organizations, and industry leaders

**Focus:** Unite education with industry needs to respond to the community's economic growth and the demands of the future workforce





# Collaborative Mission

## Central Florida Education-Industry Collaborative

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

**How:** Identify and create strategies to address workforce needs. Collaborative findings will inform strategic plans for Central Florida's educational organizations, businesses and job seekers. Members appointed by CSCF board chair.





# 11/22/2024 EDUCATION AND INDUSTRY CONSORTIUM MEETING DETAILS

Agenda Item #	Topic	Presenter
1.	Welcome	Emily Kruszewski
2.	Consortium Purpose	
3.	Information / Discussion / Action Items  A. Central Florida Talent Landscape  B. Factors Impacting Workforce  1. Generational Perspective to Learning and Work  C. Consortium Roundtable / Discussion  D. Protiviti Survey Opportunity	Nilda Blanco            Tammy Humphrey, OEP
6.	Other Business	
7.	Adjournment	





# Central Florida Talent Landscape



# CENTRAL FLORIDA DEMOGRAPHIC SNAPSHOT (LAKE, ORANGE, OSCEOLA, SEMINOLE, SUMTER)



POPULATION (2024)  
**3,020,941**



GENDER RATIO(FEMALE:MALE)  
**50.8% : 49.2%**



TOTAL REGIONAL NONAGRICULTURAL  
EMPLOYMENT (OCT 24)  
**1,527,000**



ETHNICITY ( HISPANIC OR LATINO :  
NON-HISPANIC OR LATINO)  
**31.1% : 68.9%**



MEDIAN HOUSEHOLD INCOME  
**\$71.7K**



HIGH SCHOOL GRADUATION RATE  
**90.4%**

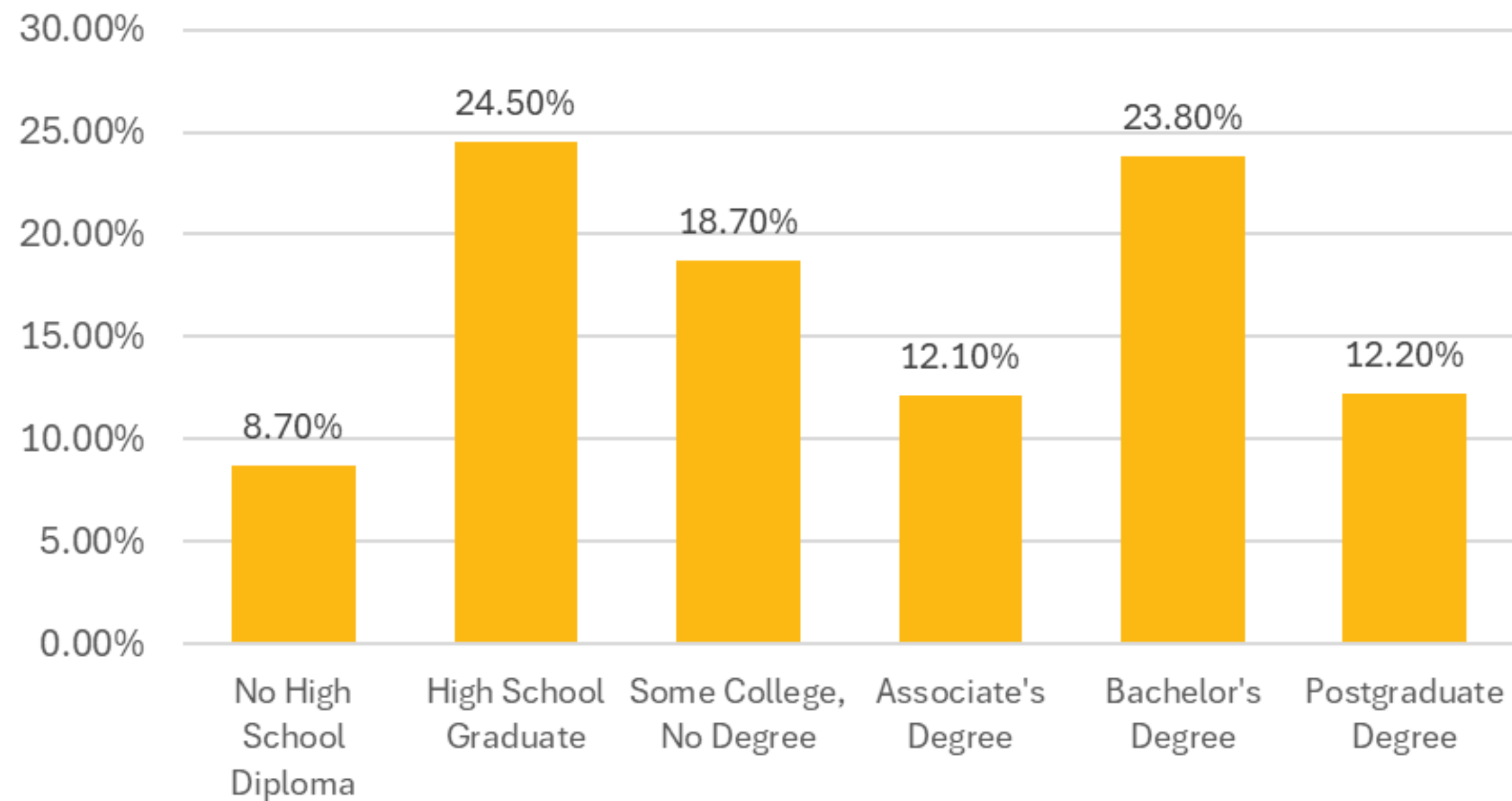
Source: [JobsEQ®](#)



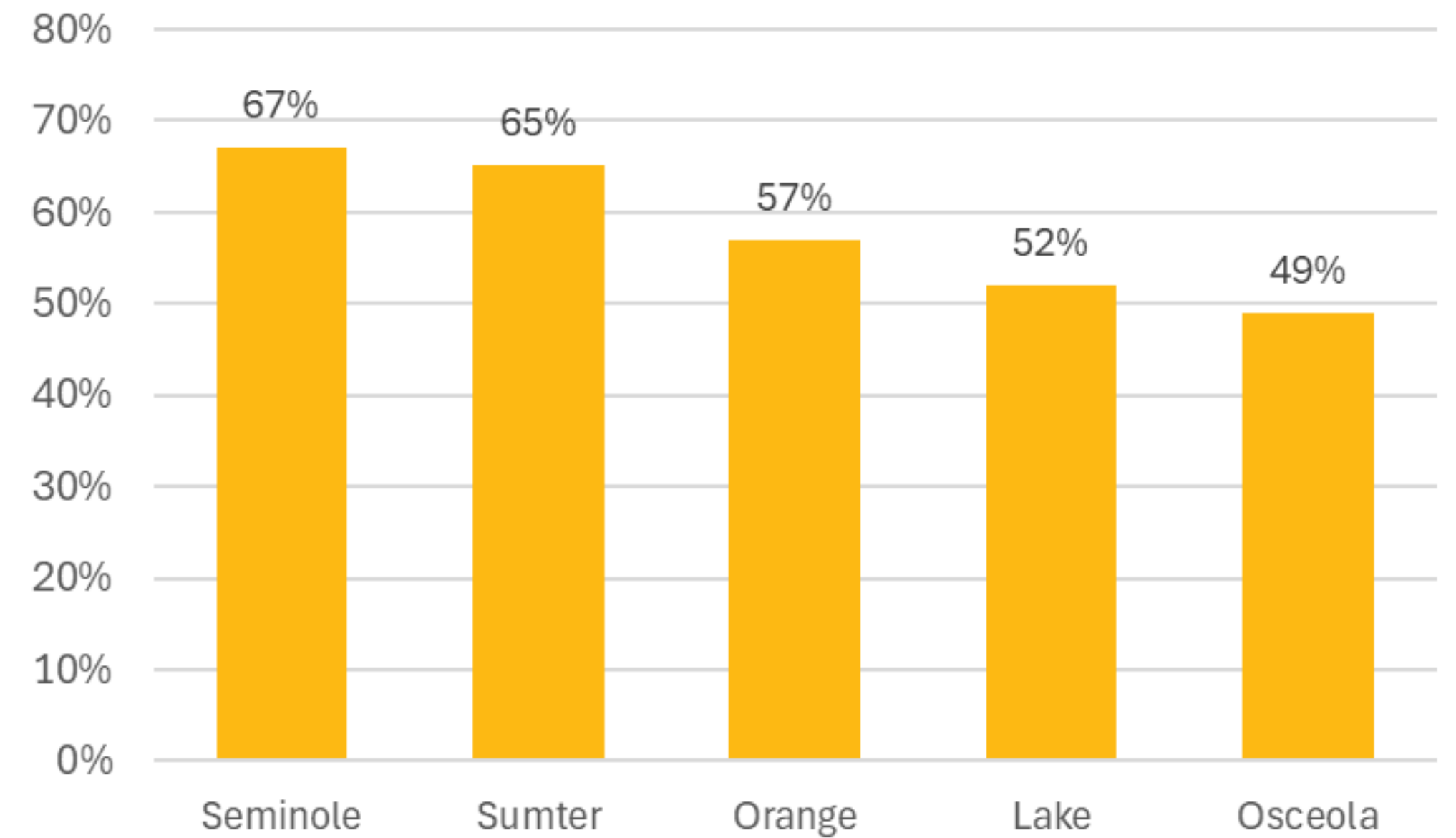
# CENTRAL FLORIDA EDUCATION SNAPSHOT



## CENTRAL FLORIDA EDUCATIONAL ATTAINMENT (2024)



## 3RD GRADE READING SCORES (2024)



Source: [JobsEQ®](#)



# CENTRAL FLORIDA DEMOGRAPHIC SNAPSHOT



**RETIRING SOON (ACCOUNTS FOR THE  
WORKING POPULATION OLDER THAN 55)**

**871,319**

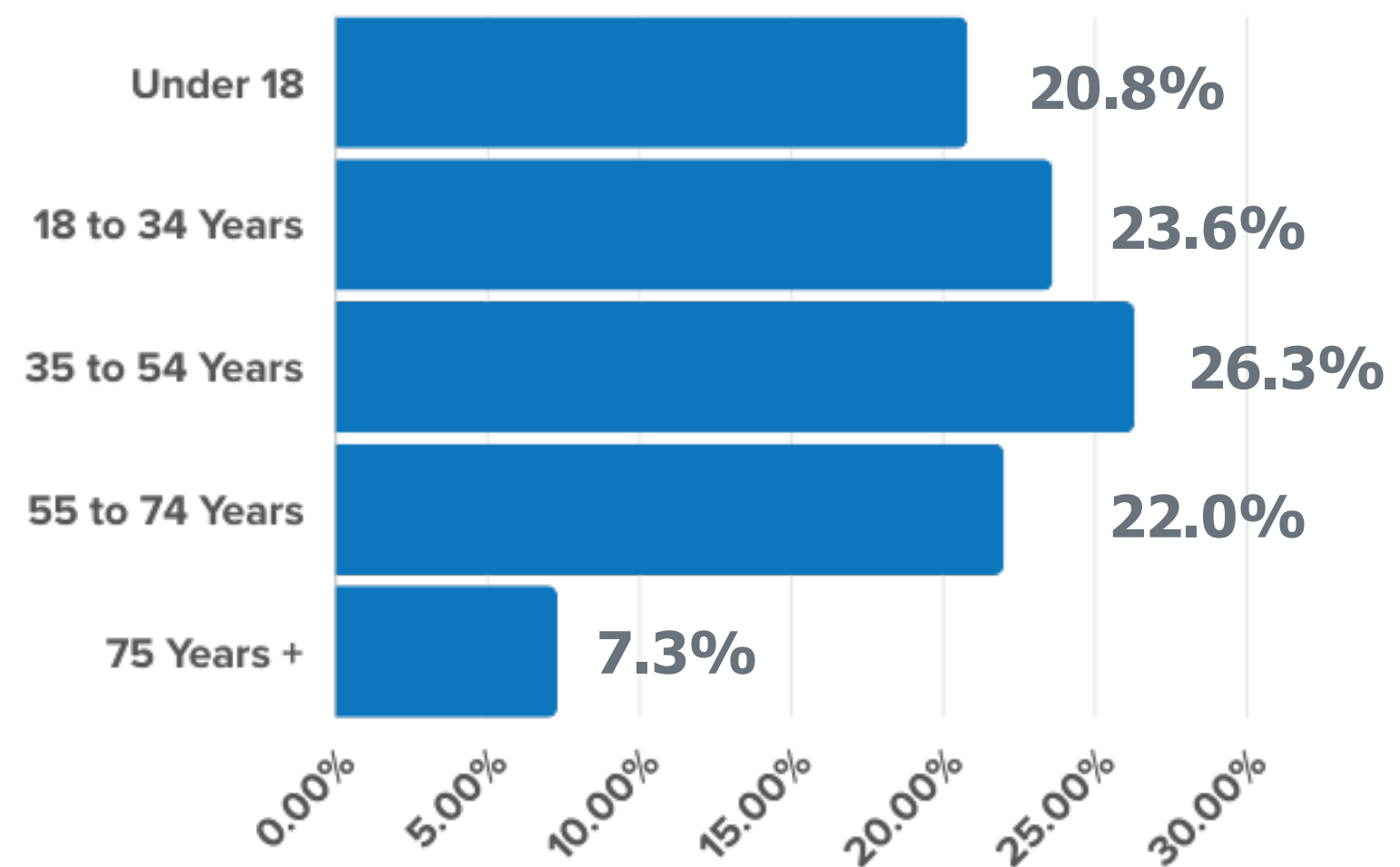


**VETERANS**

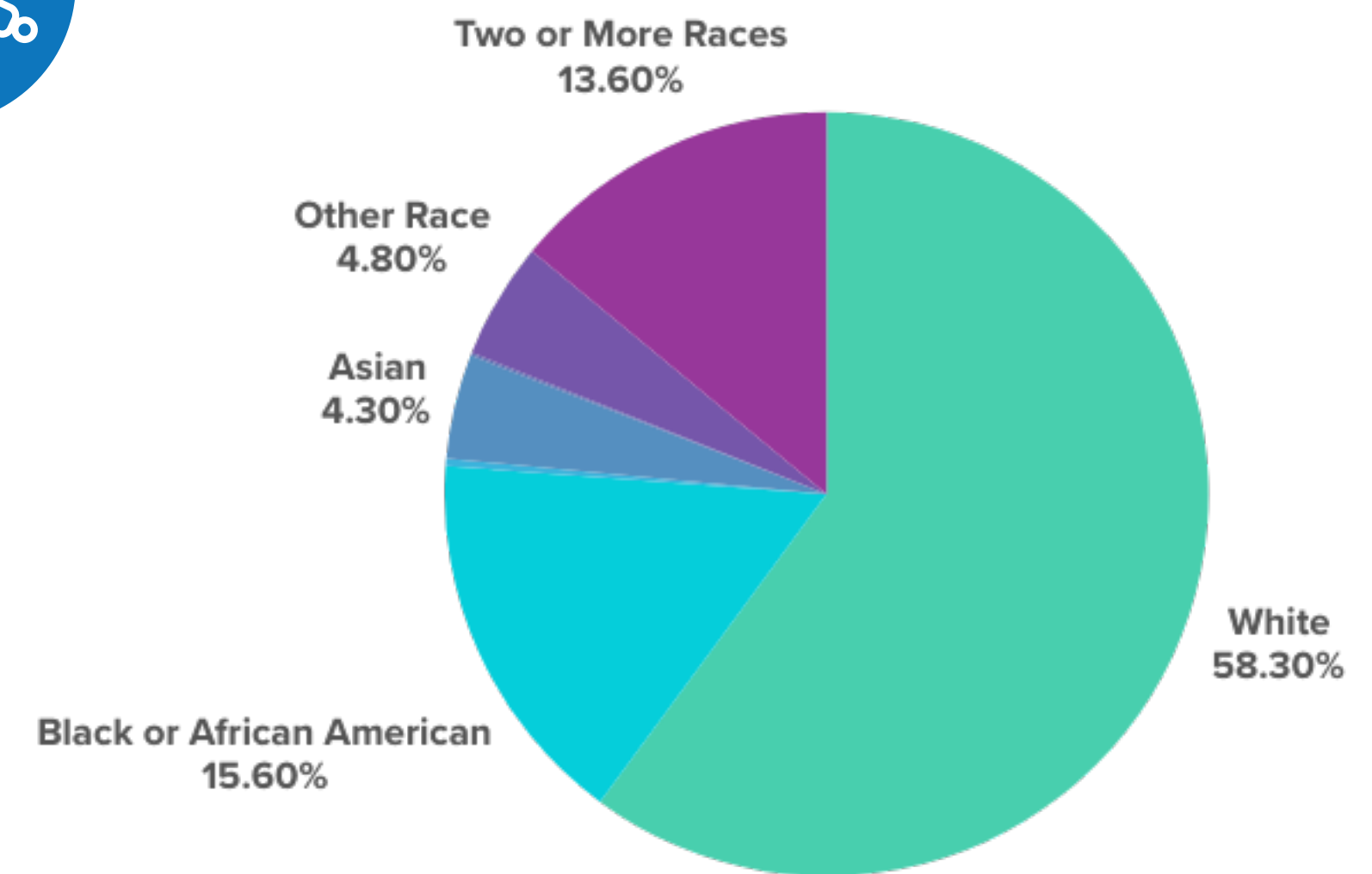
**159,270**



**AGE DISTRIBUTION**



**RACE DISTRIBUTION**

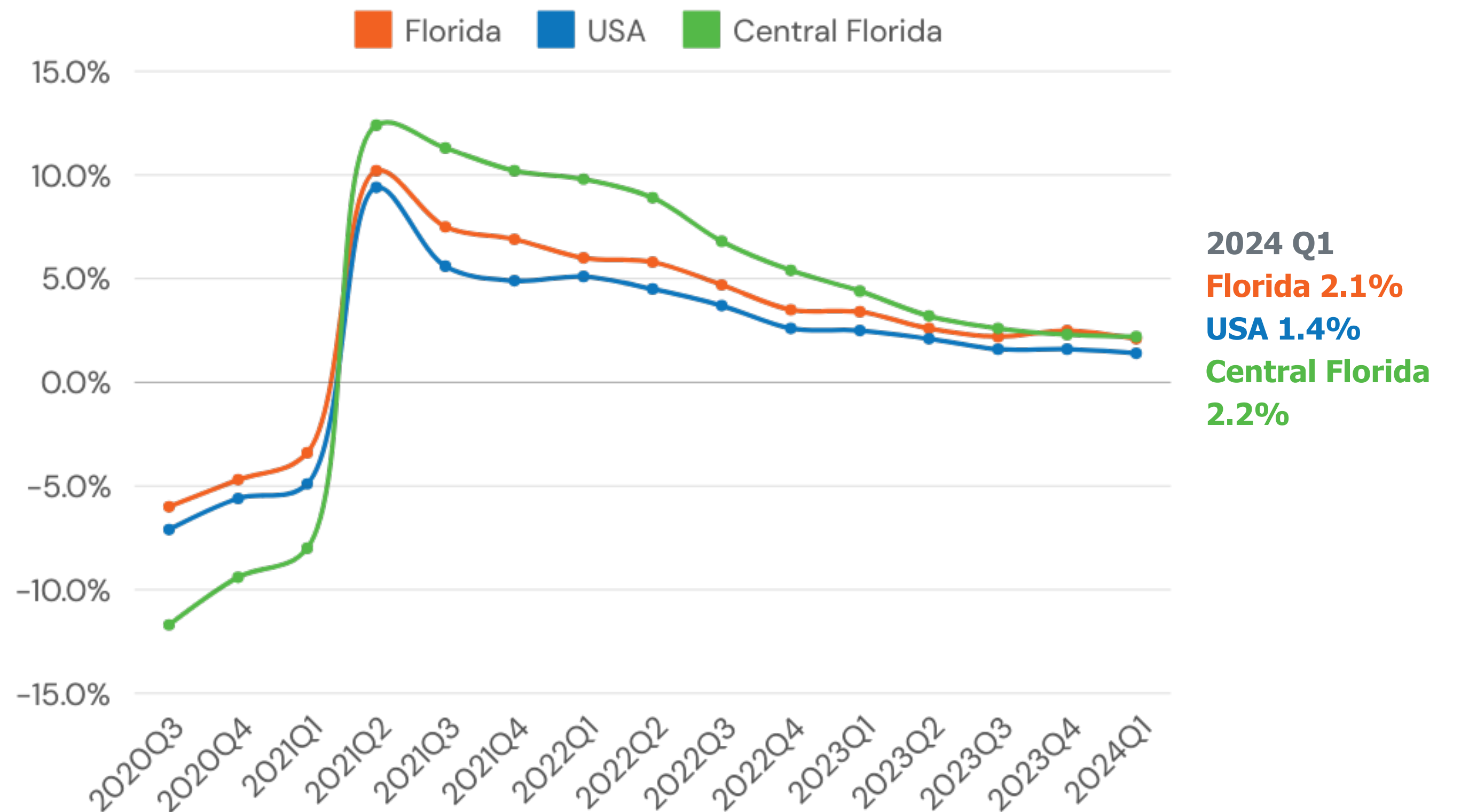




# EMPLOYMENT TRENDS

- In October 2024, nonagricultural employment in Central Florida was **1,527,000**
- The labor force was **1,511,628, down 19,995 (-1.3 percent)** over the year.
- The **labor force participation** in Central Florida, according to the latest data, was **61.8% in June 2024, decreasing 1.0%** since 2023.

## Employment YOY% Change



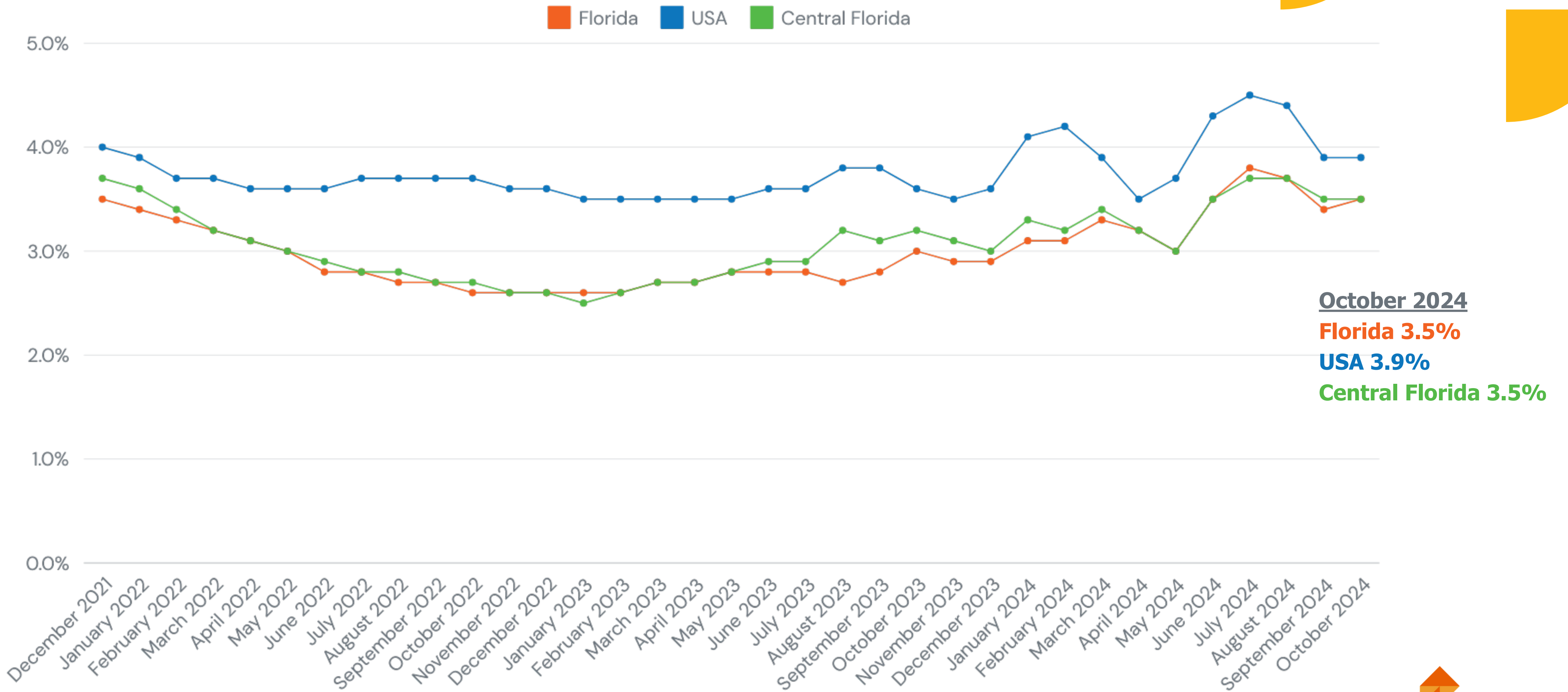
Source: [JobsEQ®](#) ; Lightcast

Florida Department of Commerce, Bureau of Workforce Statistics and Economic Research



# UNEMPLOYMENT RATE

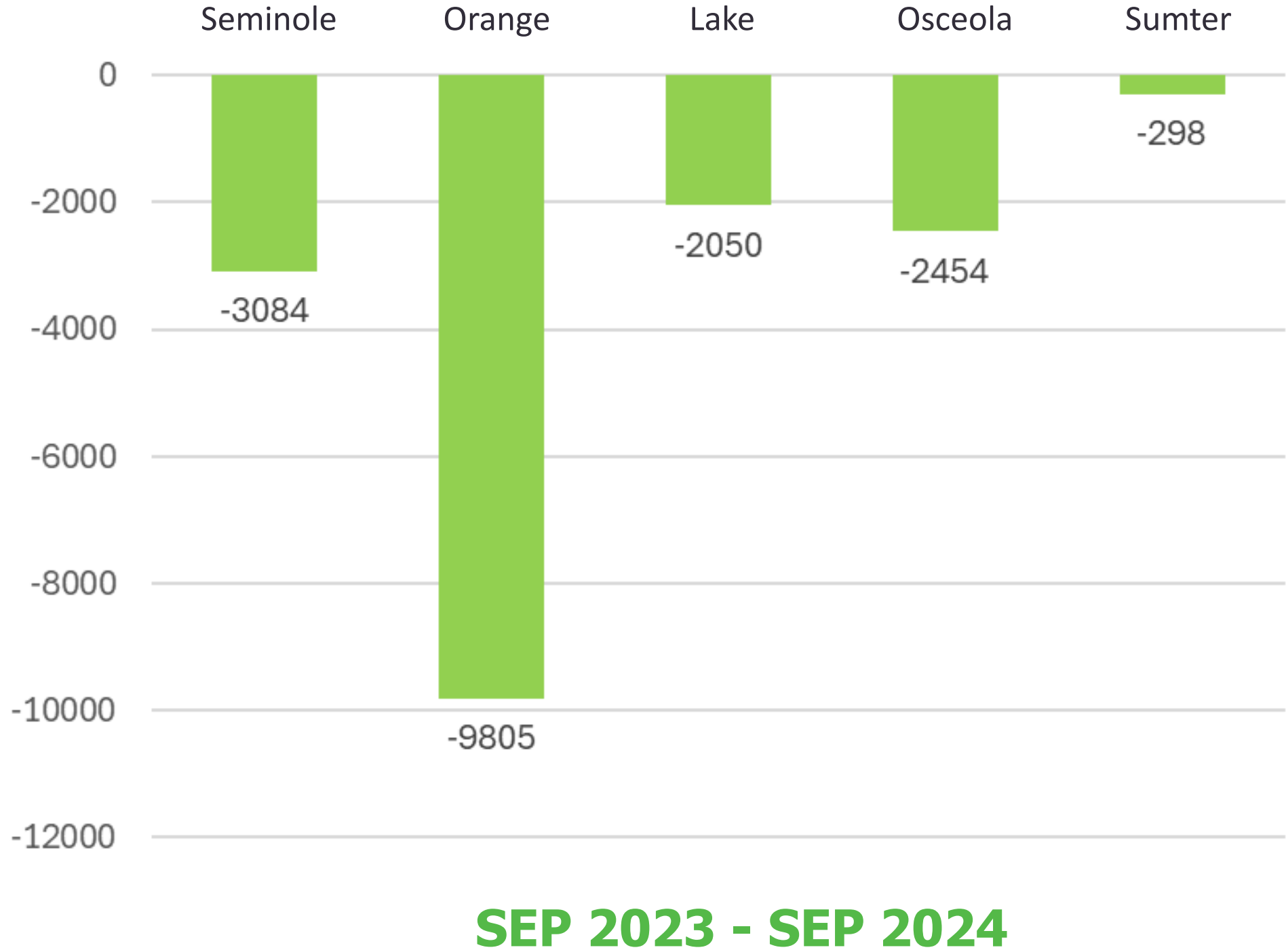
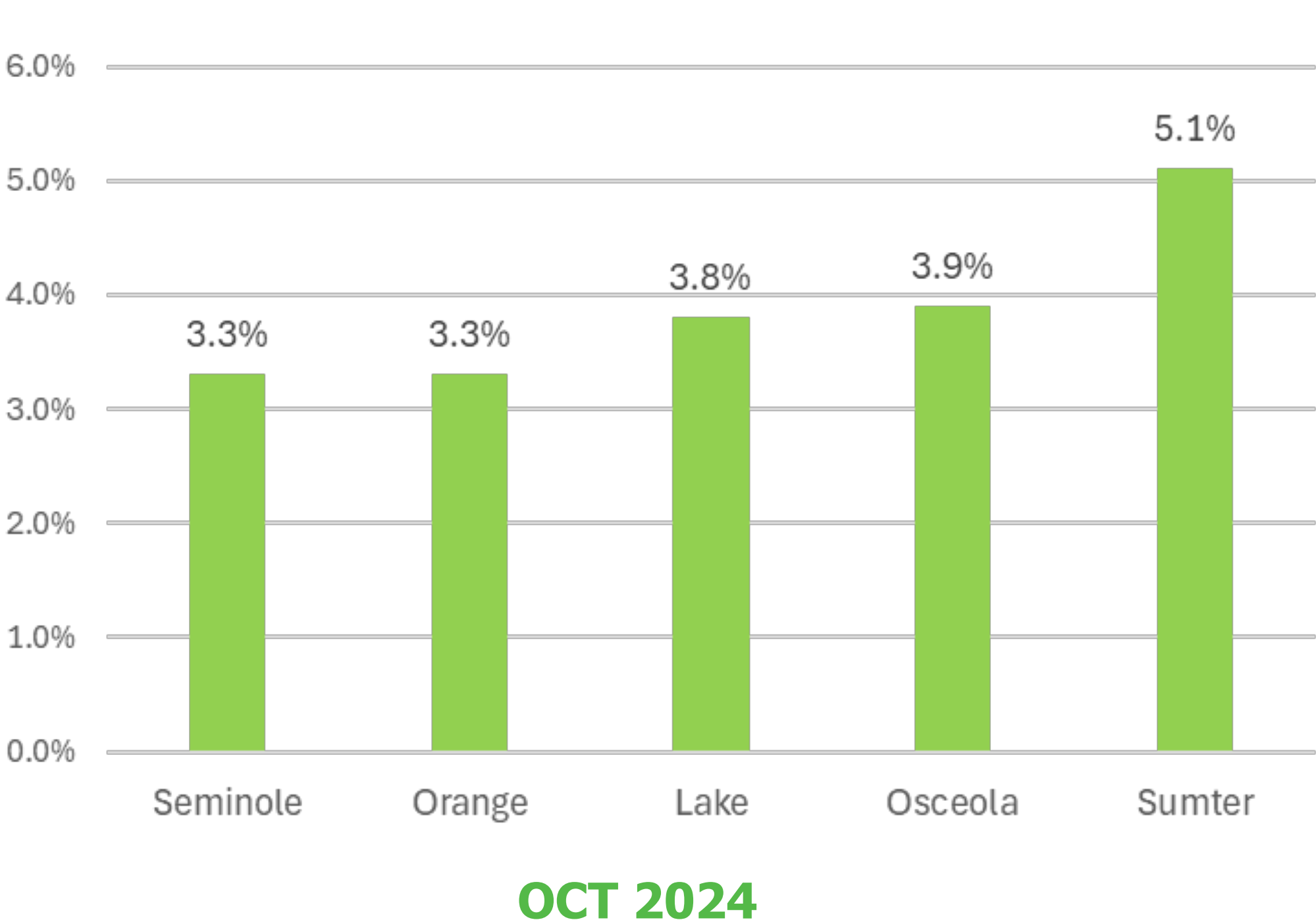
- The unemployment rate for the Central Florida was **3.5%** as of October 2024. This rate **was the same as state level of 3.5%**.
- One year earlier, in October 2023, the unemployment rate in the Central Florida was **3.0%**.



Source: U.S. Department of Labor. Bureau of Labor Statistics



# CENTRAL FLORIDA UNEMPLOYMENT RATE & JOBS YOY CHANGE



Source: Florida Scorecrad





# CONSIDERATIONS TO ENTERING WORKFORCE

**+0.1%**  
September 2024

**+2.1%**  
YOY % Change

  
**CPI**  
South Region

**110,250**  
households living in poverty

**275,827**  
families defined as ALICE

  
**ALICE**  
(Asset Limited, Income Constrained, Employed)

**+\$345**  
ZORI (Zillow Observed Rent Index) Rent 3-Year Increase (2021-2024)

**\$397K**  
Typical home value/cost

**Rent & Housing**  
Orlando MSA

**\$9,238**  
Average Annual cost of childcare for an infant

**\$7,287**  
Average annual cost of childcare for a four-year-old

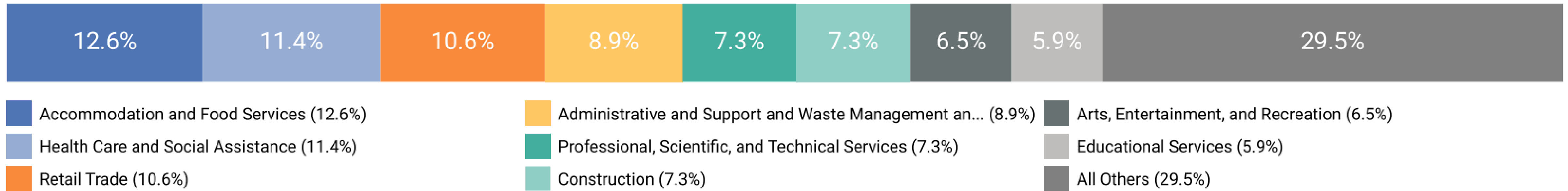
**Child Care in Florida**

Source: U.S. Department of Labor. Bureau of Labor Statistics; Zillow; Tootris.com



# INDUSTRY SNAPSHOT

Total Employment in Central Florida:  
1,527,000



Source: JobsEQ®  
Data as of 2024Q1  
Note: Figures may not sum due to rounding.

Source: [JobsEQ®](#)



# INDUSTRY SNAPSHOT

- The largest sector in the Central Florida is **Accommodation and Food Services**, employing **194,640** workers.
- The next-largest sectors in the region are **Health Care and Social Assistance (176,750 workers)** and **Retail Trade (163,496)**.
- The sectors with the largest LQs in the region are **Arts, Entertainment, and Recreation** (LQ = 3.23), **Real Estate and Rental and Leasing** (1.51), and **Accommodation and Food Services** (1.45).



High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average.

Source: [JobsEQ®](#)

Data as of 2023Q3 with preliminary estimates updated to 2023Q4



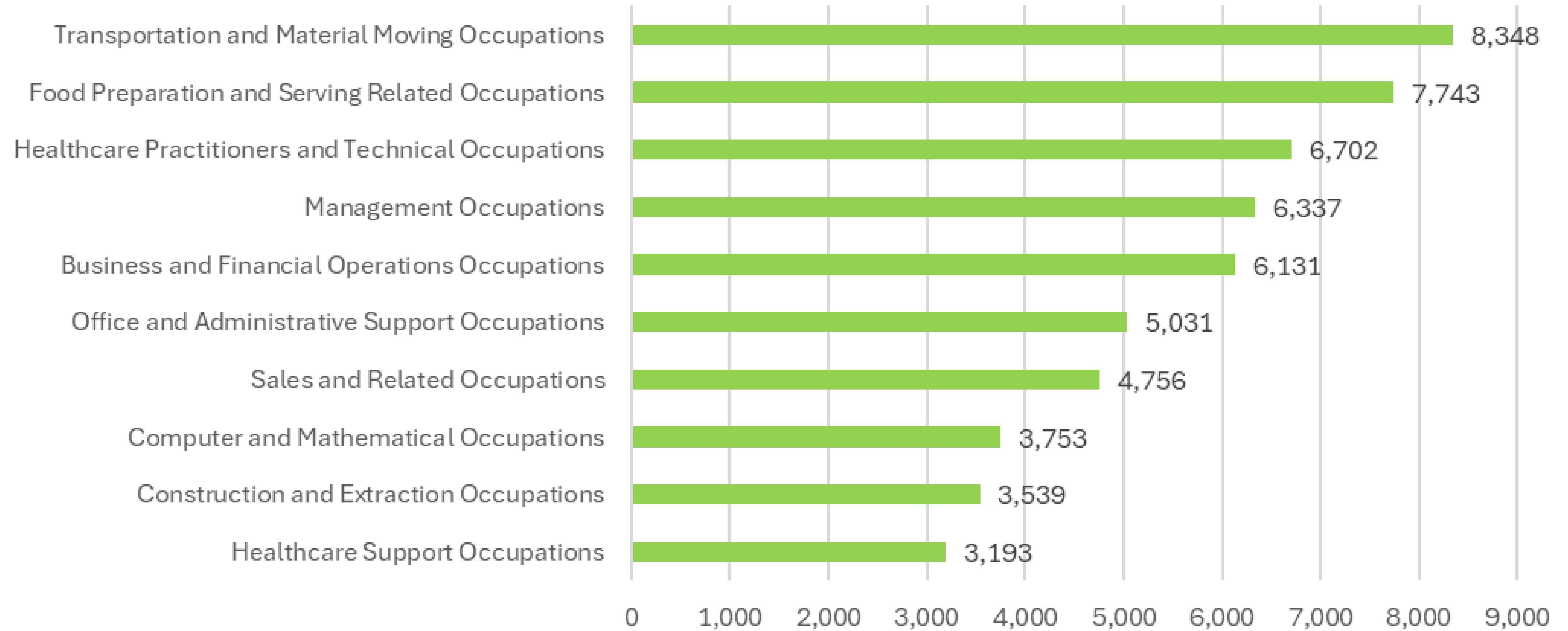
Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are **Health Care and Social Assistance** (+26,681 jobs), **Professional, Scientific, and Technical Services** (+23,054), and **Transportation and Warehousing** (+21,059).



Over the next 3 years, employment in the Central Florida is projected to expand by **75,880 jobs**. The strongest forecast by number of jobs over this period is expected for **Health Care and Social Assistance** (+11,618 jobs), **Accommodation and Food Services** (+9,100), and **Professional, Scientific, and Technical Services** (+6,573).



# PROJECTED JOB GROWTH IN CENTRAL FLORIDA 2024-2027



Source: Lightcast



# OCCUPATION OVERVIEW

- The largest major occupation group in Central Florida is **Office and Administrative Support Occupations**, employing **201,423 workers**.
- The next-largest occupation groups in the region are Sales and Related Occupations (**161,377 workers**) and Food Preparation and Serving Related Occupations (**157,385**).
- The major groups with the largest LQs in the region are **Personal Care and Service Occupations** (LQ = 1.70), **Building and Grounds Cleaning and Maintenance Occupations** (1.37), and **Food Preparation and Serving Related Occupations** (1.25).



Occupation groups in the Central Florida with the highest average wages per worker are **Management Occupations** (\$131,400), **Legal Occupations** (\$116,400), and **Healthcare Practitioners and Technical Occupations** (\$105,600).



Over the next 3 years, the fastest growing occupation group in the Central Florida is expected to be **Healthcare Support Occupations** with a +2.5% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for **Food Preparation and Serving Related Occupations** (+7,922 jobs), **Transportation and Material Moving Occupations** (+7,731), and **Management** (+5,832).

High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average.

Source: [JobsEQ®](#)

Data as of 2023Q3



# JOB POSTINGS SEP 23-SEP 24



**UNIQUE POSTINGS**  
**344,754**

## TOP HIRING COMPANIES

Company	Total/Unique (Jun 2023 - Jun 2024)
AdventHealth	25,547 / 8,639
Orlando Health	16,337 / 7,636
HCA Healthcare	15,072 / 3,644
Disney	11,765 / 3,298
Hilton	10,645 / 3,154
Lockheed Martin	12,514 / 3,102
Marriott International	12,383 / 2,538
Randstad	3,421 / 1,818
University of Central Florida	5,707 / 1,579
BNY Mellon	5,832 / 1,460



**EMPLOYERS COMPETING**  
**26,842**



**ADVERTISED MEDIAN SALARY**  
**\$22.46/hr**

## TOP POSTED OCCUPATIONS

Registered Nurses	45,283 / 15,669
Retail Salespersons	31,912 / 10,751
Customer Service Representatives	20,938 / 7,117
First-Line Supervisors of Retail Sales Workers	15,101 / 5,813
Heavy and Tractor-Trailer Truck Drivers	13,794 / 5,431
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	10,495 / 5,182
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	11,874 / 4,988
Maintenance and Repair Workers, General	11,322 / 4,884
General and Operations Managers	11,228 / 4,526
Software Developers	10,906 / 4,208

Source:© Copyright 2024 Lightcast



# JOB POSTINGS LAST 30 DAYS



**UNIQUE POSTINGS**  
**52,995**



**EMPLOYERS  
COMPETING**  
**10,523**



**ADVERTISED MEDIAN SALARY**  
**\$23.32/hr.**

## TOP HIRING COMPANIES

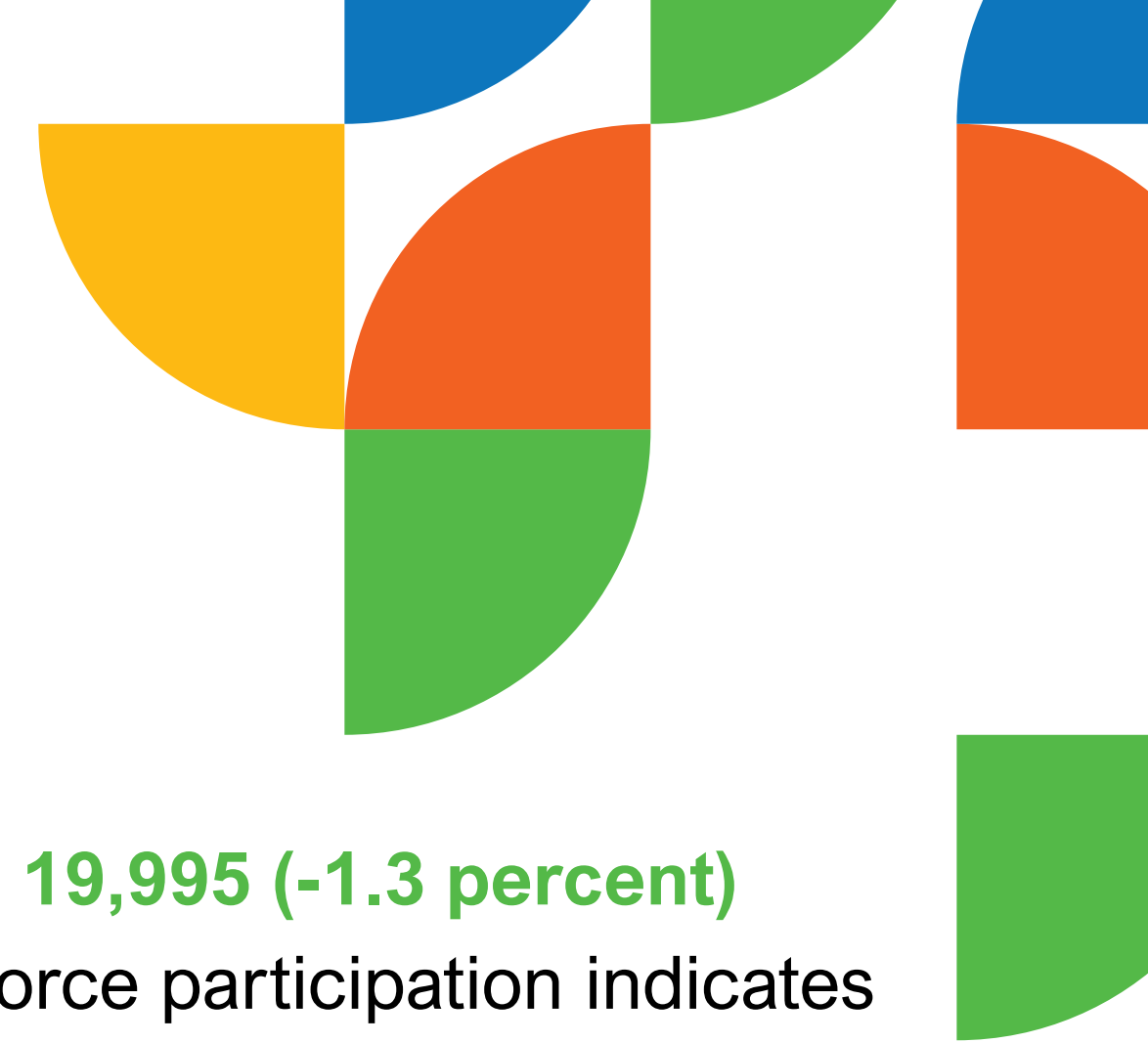
Company	Total/Unique (Aug 2024 - Sep 2024)
AdventHealth	6,247 / 1,449
Orlando Health	2,513 / 1,142
HCA Healthcare	2,352 / 499
Disney	2,074 / 401
GPAC	1,227 / 399
Marriott International	1,780 / 355
Hilton	1,147 / 313
Walmart	760 / 274
Actalent	580 / 242
Disability Solutions	604 / 235

## TOP POSTED OCCUPATIONS

Occupation (SOC)	Total/Unique (Aug 2024 - Sep 2024)
Registered Nurses	7,900 / 2,205
Retail Salespersons	5,229 / 1,693
Customer Service Representatives	2,794 / 1,009
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	2,063 / 840
Heavy and Tractor-Trailer Truck Drivers	1,966 / 800
First-Line Supervisors of Retail Sales Workers	2,216 / 797
Maintenance and Repair Workers, General	1,761 / 787
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,776 / 779
Software Developers	1,708 / 685
General and Operations Managers	1,755 / 671



# KEY TAKEAWAYS



The labor force was **1,511,628, down 19,995 (-1.3 percent)** over the year. This declining in labor force participation indicates a weakness in the job market. This can have a negative impact on the overall economy.



The unemployment rate for the Central Florida was **3.5% as of October 2024**. This rate was the same as the state level of 3.5%.



Higher paying occupations like **management and computer, mathematical jobs** are growing quickly but still make up a relatively small share of total employment.



The importance of **tourism and hospitality** sectors is clear from the large number of jobs in accommodation, food services, retail, and entertainment, recreation. Attracting more talent and enhancing skills training are crucial.





# GENERATIONS IN THE WORKPLACE

[CareerSourceCentralFlorida.com](http://CareerSourceCentralFlorida.com)

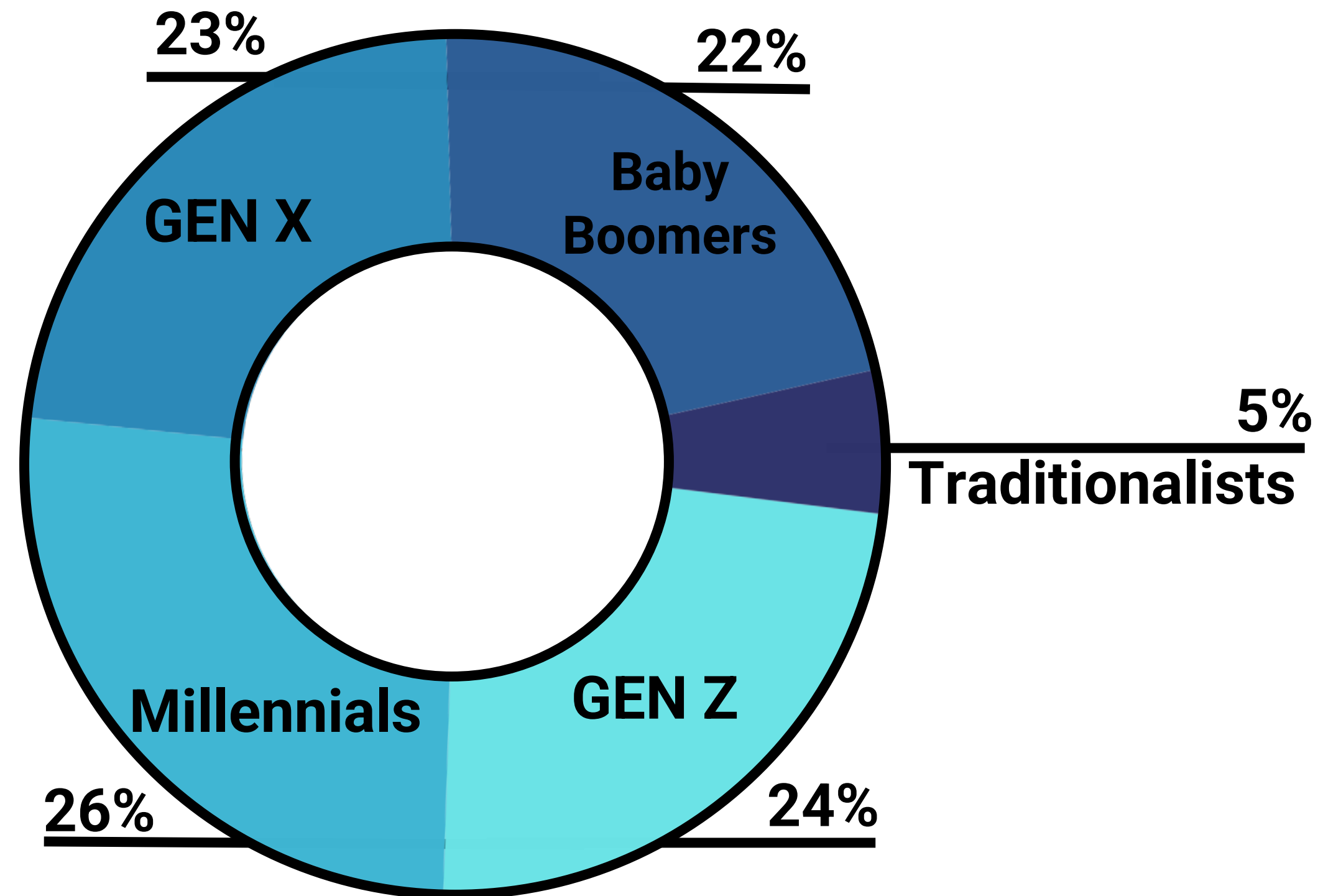




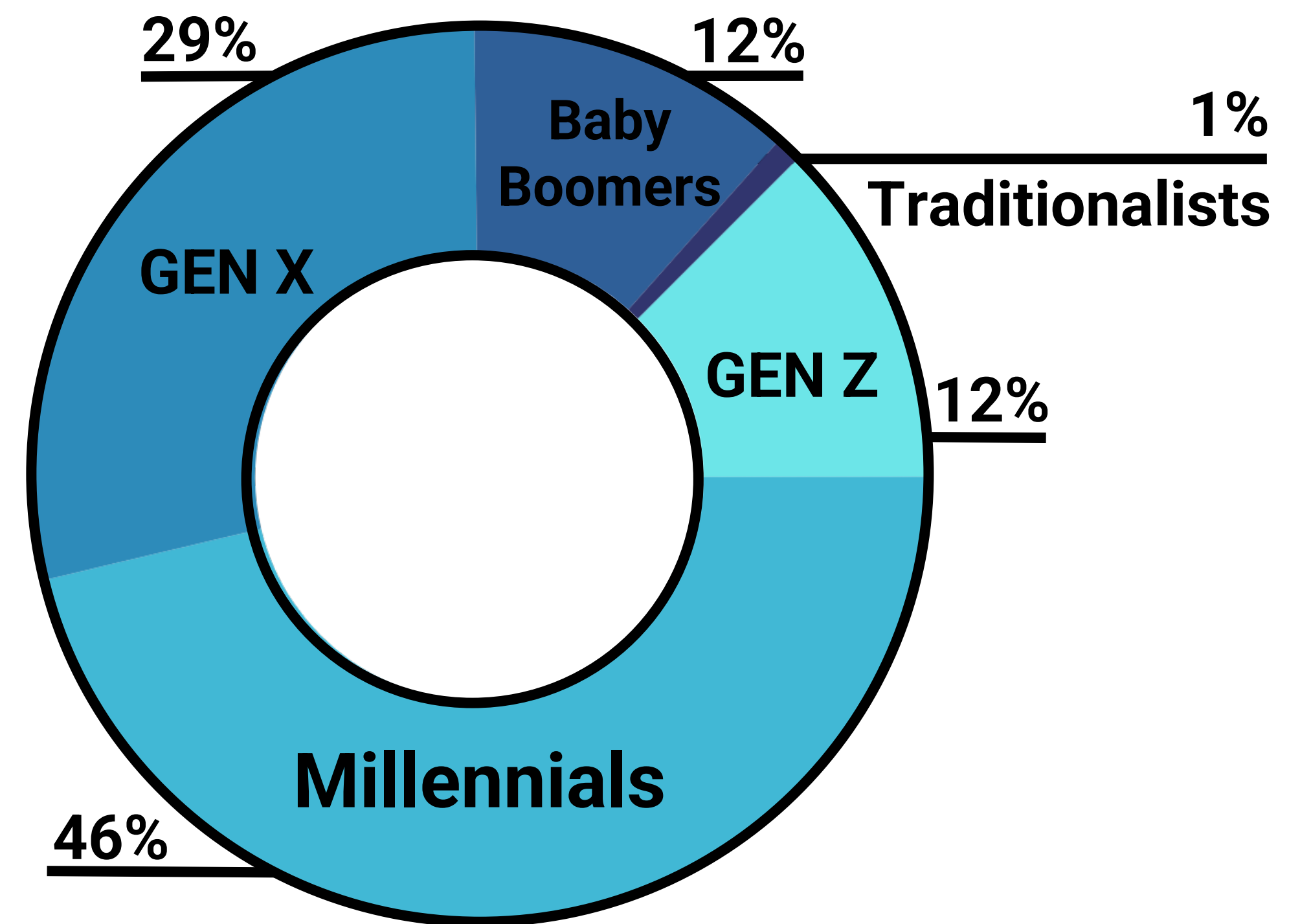
# \*AGE DEMOGRAPHICS

\*\*CENTRAL FLORIDA

## POPULATION



## PARTICIPATION IN THE WORKFORCE





# GENERATION OVERVIEW

## SHAPING EACH GEN: KEY EVENTS

**Traditionalists**  
(1928–1945)

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**GREAT  
DEPRESSION**

**WORLD WAR II**

**ROSIE THE  
RIVETOR**

**Baby Boomers**  
(1946–1964)

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**CIVIL RIGHTS  
MOVEMENT**

**ECONOMIC BOOM**

**VIETNAM WAR**

**Generation X**  
(1965–1980)

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**AFTER-SCHOOL  
JOBS**

**TECH  
INTRODUCTION**

**“LATCHKEY”  
GENERATION**

**Millennials**  
(1981–1996)

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**9/11**

**GREAT RECESSION**

**RISE OF SOCIAL  
MEDIA**

**Gen Z**  
(1997–2012)

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**CLIMATE CHANGE  
AWARENESS**

**COVID-19  
PANDEMIC**

**DIGITAL  
REVOLUTION**



# MUSIC OF A GENERATION

Traditionalists



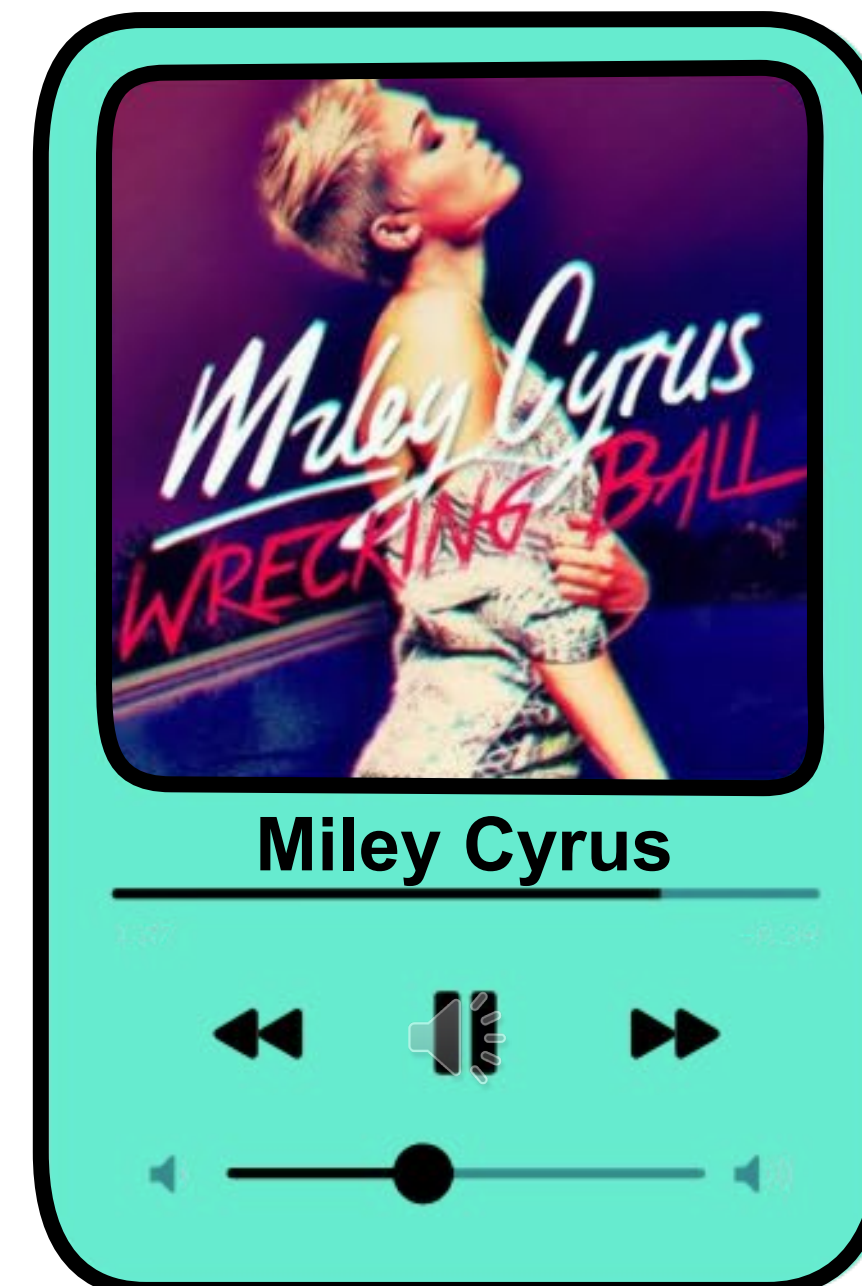
Baby Boomers



Generation X



Millennials



Gen Z





# GENERATION OVERVIEW

## TRAITS

**Traditionalists**  
(1928–1945)

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**STRAIGHT  
FORWARD**

**HEIRARCHY**

**LOYAL**

**Baby Boomers**  
(1946–1964)

---

**COMPETITIVE**

**WORKAHOLIC**

**COMPANY  
ORIENTED**

**Generation X**  
(1965–1980)

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**INDEPENDENCE**

**WORK-LIFE  
BALANCE**

**ADAPTABILITY**

**Millennials**  
(1981–1996)

---

**COMPETITIVE**

**ACHIEVEMENT  
ORIENTED**

**TECHNOLOGICAL**

**Gen Z**  
(1997–2012)

---

**INDIVIDUALITY**

**DIGITAL NATIVES**

**PROGRESSIVE**



# GENERATIONS EMPLOYEE EXPECTATIONS

**Generation X  
& Baby Boomers**  
(1965–1979)

The organization's leadership is ethical.

The organization cares about employee's wellbeing

The organization's financial stability.

**Millennials**  
(1980-1988)

The organization cares about employee's wellbeing

The organization's leadership is ethical.

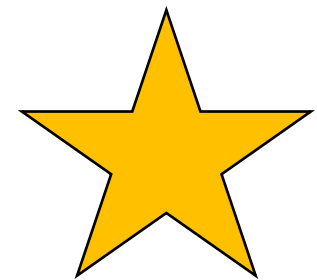
The organization's leadership is open and transparent.

**Young Millennials  
& Gen Z**  
(1989–2012)

The organization cares about employee's wellbeing

The organization's leadership is ethical.

The organization is diverse and inclusive of all people.





# GENERATIONAL BIAS & STEREOTYPING

**Traditionalists**  
(1928–1945)

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“Technologically  
Challenged”

**Baby Boomers**  
(1946–1964)

---

“Technology  
Resistant”

**Generation X**  
(1965–1980)

---

“Skeptical of  
Authority”

**Millennials**  
(1981–1996)

---

“Career  
Nomads”

**Gen Z**  
(1997–2012)

---

“Easily  
Distracted”



# GENERATIONAL CONTRIBUTIONS TO THE WORKPLACE

<b>Traditionalists</b> (1928–1945)	<b>Experience   Loyalty   Work Ethic</b>
<b>Baby Boomers</b> (1946–1964)	<b>Commitment   Results Focused   Networking</b>
<b>Generation X</b> (1965–1980)	<b>Self-reliance   Pragmatism   Adaptability</b>
<b>Millennials</b> (1981–1996)	<b>Tech Savvy   Collaboration   Social Consciousness</b>
<b>Gen Z</b> (1997–2012)	<b>Creativity   Innovation   Diversity-focused</b>

# EMOTIONAL INTELLIGENCE (EQ) IN MANAGING GENERATIONAL DIVERSITY

## DEFINING EQ

The ability to perceive, understand and manage their own feelings and emotions

## ROLE OF EQ: BRIDGING GENERATIONAL GAPS

Enables managers to understand generational motivations

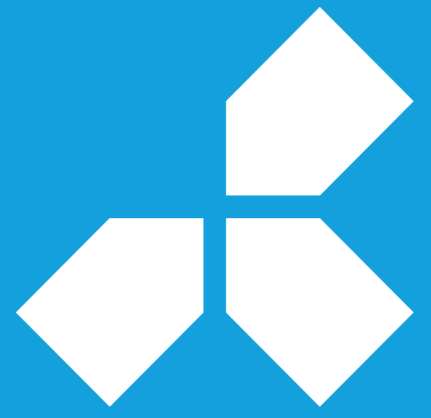
Reduces workplace misunderstandings and fosters inclusion

## AVOID STEREOTYPING

Each generation has a range of traits; avoid assuming negative traits based on age

Embrace individuality and flexibility in management





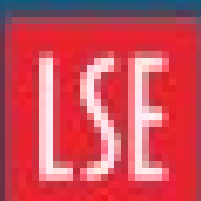
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# ACTIVITY

# GENERATIONS:

Unlocking the Productivity Potential  
of a Multigenerational Workforce

Dr. Daniel Jolles and Dr. Grace Lordan  
The Inclusion Initiative, London School of Economics



The Inclusion  
Initiative

protiviti<sup>®</sup>  
Global Business Consulting



- Intergenerationally inclusive work practices reduce self-reported low productivity to 13% overall and significantly improve productivity across all generations.
- Employees at firms with these practices are twice as likely to be satisfied with their job and 1.5 times less likely to seek new roles.
- Effective intergenerational inclusion involves making it easy for all age groups to fit in, advancing employees based on merit, and managing a generationally diverse workforce.
- Managers skilled at leading people from different generations have the greatest influence on improving employee productivity and satisfaction.

- An aging population has led to a significant age gap between leaders and their teams, with one-third of the US workforce aged over 50.
- The average age gap between employees and their managers is around 12 years, and larger age gaps correlate with lower productivity.
- 25% of employees surveyed self-reported low productivity, with higher rates among younger generations: 37% of Gen Z, 30% of Millennials, 22% of Gen X, and 14% of Baby Boomers.
- Firms failing to implement intergenerationally inclusive work practices see higher rates of low productivity, especially among younger workers.

# Report Summary

# GENERATIONS:

Unlocking the Productivity Potential  
of a Multigenerational Workforce

Dr. Daniel Jolles and Dr. Grace Lordan  
The Inclusion Initiative, London School of Economics



Survey  
Opportunity

[When GENERATIONS meet: The productivity potential of multigenerational meetings | Protiviti US](#)





# THANK YOU

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