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Statewide Email

DATE SENT: June 9, 2020

FROM: Henry Mack, Chancellor of Career and Adult Education

TO: District Career and Technical Education Directors
District Adult Education Directors
District Technical Center Directors
Florida College System Workforce Administrators

Via: Chancellor2@fldoe.org

SUBJECT: Personnel Updates

Greetings Friends and Colleagues,

It is with much excitement that I would like to announce the following personnel changes/hires within the Division.
– Henry

Vice Chancellor, Career and Adult Education

Effective earlier this year, we decided to restore the vice chancellor position for the Division of Career and Adult Education. This position is an essential one if we are to build capacity, improve efficiency, help the state lead in its efforts to expand workforce education, and, ultimately, *serve* you better. The position functions as a senior leader within the Division; providing vision, leadership, and administration to the Division's three bureaus. The position is also responsible for helping to implement key strategic initiatives for the future of workforce education, and will serve as the principal academic lead/liaison for career and technical education for the state, working closely with the vice chancellors for the Divisions of Florida Colleges and Public Schools. The aim is to optimally align agency divisions, districts, colleges, and even universities in delivering a world-class workforce education for Florida's residents. Please join me in congratulating **Tara Goodman** on her appointment!

As many of you know, Vice Chancellor Goodman served as the Bureau Chief of Budget, Accountability, and Assessment – leading the implementation of the Career and Professional Education (CAPE) Act and overseeing all matters related to budgeting, research, and assessment for secondary and postsecondary workforce education. Tara has been with the Department of Education since 2005, and holds a Masters of Political Science from Florida State University and a Bachelor of Arts from Truman State University. She brings with her years of experience conducting policy reviews on workforce education, student progression, enrollment management, and other

Henry Mack
Chancellor of Career and Adult Education

innovative higher education issues for the Council for Education Policy, Research and Improvement, the Postsecondary Education Planning Commission, and the Florida Board of Regents. She can be reached at Tara.Goodman@fldoe.org.

Statewide Director, Career & Technical Education Outreach & Recruitment

After speaking with many of you, and reflecting on the feedback provided through our Perkins V statewide listening sessions, we realized how essential a dedicated office to integrated marketing, communication, and recruitment is. If we are to expand access and opportunity to meaningful career and technical education programs, we must change the perception of workforce education; to change the perception, we need to do a better job at “telling the story” (among other things) of the successes associated with career, technical and adult education statewide *and* system-wide. To this end, we are excited to announce that **Travis Jordan** has accepted the position as Statewide Director. In the coming weeks and months, Travis will be developing a comprehensive, *complementary* strategic marketing and integrated communications campaign for all our K12 and postsecondary partners. The aim is to help *resource you* and your chief marketing officer/PIO, in view of improved access to your career and technical education programs and in view of restoring confidence in just *what* it provides for student professional and personal well-being.

Travis joins the Florida Department of Education from Tallahassee Community College (TCC) where he served as Director of Integrated Marketing and led a team of marketers that ranged from design and website management to video production and digital marketing. In his first year at TCC, he launched the 52-week TCC2WORK campaign focused solely on boosting awareness of TCC’s 70+ workforce programs. Additionally, he overhauled the project intake and project management system, introduced a new digital asset management system, developed cohesive branding guidelines across all departments and divisions and spearheaded numerous efforts that saw a five-year decline in enrollment come to an end with their first increase.

Prior to TCC, Travis gained extensive experience in serving as Assistant Director of Marketing and Communication with University of South Florida and Florida State University. Travis also served as the Marketing Coordinator and Digital Media Manager for Broward College for six years. Over the past nine years, Travis has developed new campaigns, re-branded institutions, over-hauled digital marketing strategies, used analytics and reporting to strengthen campaigns and experienced tremendous growth across the board in social and digital marketing. With a focus that spans from boosting new student enrollment and brand awareness to increasing donor funding, he brings a wealth of experience from both the Florida College and University Systems. Please congratulate Travis! He can be reached at: Travis.Jordan@fldoe.org.

Statewide Director, Career & Technical Education Program Quality

If there are any salient education-related lessons learned from the abrupt economic shut down caused by the COVID-19 emergency, it’s that a high-quality, well aligned workforce education system matters. By building pathways between education agencies, degree programs and regional industry, understanding exactly which skills distinguish one opportunity from the next, and knowing how well those skills are cultivated within our workforce programs, we can serve our residents in ways not heretofore realized. Our workforce system must be nimble, innovative, focused on all kinds of in-demand skill and certificate/credential attainment. This starts with the state providing you the necessary resources, guidance, and support. Toward these ends, we are excited to announce the hiring of **Dr. Keith Richard** as the new Statewide Director for Career & Technical Education Program Quality. Dr. Richard will be focused on helping to innovate our career and technical programs, better align them to industry, and ensure for the kind of talent the state needs to meet the demands of the future of work. Dr. Richard’s work will include directing Florida’s annual career and technical education audit in view of supporting the aims of

Perkins V and the Governor's goal of becoming #1 in the country in workforce education by 2030.

In his previous role, Keith served as the Director of Research and Analytics for the Division of Florida Colleges. Keith earned his Ph.D. and M.S. in Sociology from Florida State University. Keith has published articles in peer-reviewed journals such as Innovative Higher Education, Teachers College Record and Current Psychology. He has presented research at academic conferences such as the annual meetings of the American Educational Research Association (AERA), the Association for the Study of Higher Education (ASHE), Association for Institutional Research (AIR), the Southern Sociological Society (SSS), and the Southern Demographic Association (SDA). Please join me in congratulating Dr. Richard! He can be reached at: Keith.Richard@fldoe.org

Because we have restored the position of the Vice Chancellor, there are a few additional organizational changes and updates to make note of:

- All Bureau Chief positions will now report to the Vice Chancellor. We will be posting the Bureau Chief for Budget, Accountability, & Assessment position (Tara's replacement) as soon as possible.
- The Office of the Career and Professional Education (CAPE) Act will now be a direct report of the Vice Chancellor.
- The Statewide Director of Career & Technical Education Program Quality will be a direct report of the Chancellor.
- The Statewide Director of Career & Technical Education Outreach & Recruitment will be a direct report of the Chancellor.

I would be remiss if I did not thank Kathleen Taylor, Bureau Chief for Workforce Education, and Gloria Spradley, Bureau Chief for Grants and Compliance for their unwavering support, humility, and continued dedication to the Division, the Department, and the cause of career and technical education. *Thank you.* This is an exciting time for workforce education! Let's continue to be energized, excited, and hopeful about the future of the state and its students!