



Future/Makers Coalition



Southwest Florida Educational and Workforce Outcomes Report

2020-2021



Prepared by



This page is intentionally blank.

Southwest Florida Educational and Workforce Outcomes Study 2020-2021

Regional Economic Research Institute

Department of Economics and Finance
Lutgert College of Business
Florida Gulf Coast University

Dr. Amir B. Ferreira Neto, *Director*

Regional Economic Research Institute
Lutgert College of Business

Dr. Aysegul Timur, *Economist*

Regional Economic Research Institute
Lutgert College of Business

Dr. John Meyer, *President*

Johnson School of Business
Hodges University

Dr. Thomas Norman, *Vice Provost Workforce Programs*

School of Business and Technology
Florida SouthWestern State College

Managing Editor

John Shannon



This page is intentionally blank.

Table of Contents

About the Authors	1
Notes about the 2020-2021 Report	2
Data Sources, Interpretation, and COVID-19	2
FutureMakers in Action	2
Focus on Equity	3
Executive Summary	4
Introduction	6
Section 1: Demographics	7
Population	8
Working Age Population	9
Skilled Workforce	10
Educational Attainment by Race	13
Section 2: Educational Outcomes	16
Aspiration and Preparation	17
Overview	18
Kindergarten Readiness	20
Third Grade Reading Proficiency	22
Third Grade Reading Proficiency by Race/Ethnicity	24
Third Grade Reading Proficiency by Gender	26
High School Graduation Rate	28
High School Graduation Rate by Race/Ethnicity	30
High School Graduation Rate by Gender	32
Access and Entry	34
Overview	35
Post-Secondary Fall Enrollment	36
Post-Secondary Fall Enrollment by Race/Ethnicity	38
Post-Secondary Fall Enrollment by Gender	40
Post-Secondary Fall Enrollment vs. Working Age Population by Race/Ethnicity	41
Technical College Fall Enrollment	42
Technical College Fall Enrollment by Race/Ethnicity	43
Technical College Fall Enrollment by Gender	45
FAFSA Completion Rate	46
Persistence and Completion	48
Overview	49
First-Year Retention Rate	52
On-Time Completion Rates	54
On-Time Completion Rates by Race/Ethnicity	56
On-Time Completion Rates by Gender	58
Technical College Completion Rates	59
Business-Education Partnership Activities	60
Educational Support	61
Living Wage	62
Graduation Retention Rates	64
Section 3: Workforce Now Overview	66
Employment by Industry	67
Average Annual Wages by Industry	69

Total Wages by Industry.....	71
Southwest Florida vs. State of Florida Employment	73
Fastest and Slowest Growth Industries.....	75
Projected Industry Employment Growth	77
Employment Seasonality	79
Short-term Job Openings by Occupation	84
Job Openings by Minimum Education Requirement.....	85
Long-term Employment Growth by Occupation	90
Top Growth by Minimum Educational Requirement	92
Workforce Impact under COVID-19	97
Workforce Now Summary	102
Appendix A: Top 50 Long-Term Average Annual Employment Growth by Occupation	103
Appendix B: Demographic Data	105
Working Age Population by Race	106
Working Age Population by Gender	109

About the Authors

Florida SouthWestern State College

Dr. Thomas Norman is the Vice Provost of Workforce Programs at Florida Southwestern State College.

Hodges University

Dr. John Meyers is President at Hodges University.

Florida Gulf Coast University

Dr. Amir B. Ferreira Neto is Director of the Regional Economic Research Institute at Florida Gulf Coast University.

Dr. Aysegul Timur is an economist for the Regional Economic Research Institute, as well as Vice President and Vice Provost for Strategy and Program Innovation at Florida Gulf Coast University.

John Shannon is an economic analyst for the Regional Economic Research Institute at Florida Gulf Coast University.

FutureMakers Coalition

FutureMakers Coalition Regional Action Teams – Aspiration & Preparation, Access & Entry, Persistence & Completion, Data, and Equity – contributed to the review and interpretation of the data in this report to address the needs of its network partners and community stakeholders.

Notes about the 2020-2021 Report

Data Sources, Interpretation, and COVID-19

Much of the information in this report was developed with the most recent available data from publicly available federal and state databases, which may take into account a lag time from the writing of this report. The major educational and workforce outcomes are presented in both chart and table formats. (Charting limitations may have restricted the level of detail that could be graphed; therefore, the associated tables provide the available, more detailed data.) To aid in data interpretation, the charts and associated tables include the sources of the data, the sample sizes, the calendar year the data was collected, as well as the definitions of key terms as appropriate. It is important to remember that the federal and state databases may not exactly reflect the FutureMakers Coalition's and its network partners' preferred research methodologies or terminology across the Southwest Florida institutions. Nonetheless, the data represent points in time that can be used as benchmarks to identify system level issues in an effort to better understand the health of the Southwest Florida talent pipeline.

Beginning in about February to March 2020, COVID-19 introduced widespread health and economic chaos across the globe, and Southwest Florida's educational institutions, businesses, and workforce did not escape COVID-19's devastating reach. This uncertainty remains even now in mid-2021 with several vaccines available to the public, but with COVID-19 variants causing new infection surges in the region, as well as in every corner of the world. Therefore, it is particularly important to note the calendar year associated with the most recent available data from the publicly available federal and state databases. For example, data from 2019 is pre-COVID-19, while data from 2020 may have been impacted by COVID-19's disruptions to standard systems and processes. Known COVID-19 disruptions are documented in this report, but it may take a couple years to fully understand COVID-19's impact on the region's educational and workforce outcomes.

Each of the three Educational Outcomes in Section 2 – Aspiration and Preparation, Access and Entry, and Persistence and Completion – begin with a “report card” of their respective indicators, along with an Overview of the changes from last year's report. Significant findings and possible action items are highlighted in purple shaded boxes as illustrated below. More detailed presentations of the outcomes data follow the Overview.



FutureMakers Coalition hopes that the data in this report will act as a flashlight, so to speak, to illuminate key findings and to suggest possible action items. The purple boxes throughout this report will highlight some of these findings. The FutureMakers Coalition is committed to engaging with its network partners to utilize the information in this report in order to take the pulse of the Southwest Florida workforce and to more clearly define what action items are required to foster changes in the system.

FutureMakers in Action

As noted above, COVID-19 introduced never before seen challenges to Southwest Florida's educational institutions, businesses, and workforce. Every student, parent, educator, employer, and employee – in fact, every member of the community – had to adapt to evolving health guidance, mandates, and changes to the most basic of daily routines. Nonetheless, the talented and dedicated professionals in the FutureMakers Coalition's network forged ahead despite the COVID-19 chaos. New in this year's report is the addition of several local examples that highlight the extraordinary efforts of the Coalition's network during these trying times. The examples are by no means a complete list – the work of the Coalition's network partners will be featured in future communications.

Focus on Equity

A driving force behind FutureMakers Coalition’s efforts is to ensure that everyone – no matter where you come from, what you look like, or how much money your family has – has access to genuine educational and career development opportunities along the cradle-to-career pathway and to flourish in Southwest Florida’s growing economy. The outcomes presented in this report, however, paint a different picture; opportunities are not equally realized among the region’s populations. Deeply rooted policies, practices, and beliefs hinder many, particularly those who identify as Black or Latinx, within our communities from attaining the education and skills they need to succeed.



FutureMakers Coalition is committed to working with its network partners to take real action in order to remove barriers and to design and implement system-wide improvements that will equally benefit all residents in Southwest Florida’s diverse communities. The green boxes in this report will identify findings that highlight important equity issues and potential action items.

Executive Summary

FutureMakers Coalition aims to transform Southwest Florida's workforce by increasing the proportion of skilled working age adults with college degrees, workforce certificates, industry certifications and other high-quality credentials to 55 percent. This report is one of a series created by FutureMakers Coalition with a view towards identifying opportunities and fostering outcomes to achieve the goal of 55 percent skilled working age adults in support of a diversified and resilient economy, and an improved quality of life for Southwest Florida. Much of the information in this report was developed with the most recent available data from publicly available federal and state databases, which may take into account a lag time from the writing of this report.

The available outcomes data indicate that Southwest Florida is making positive progress towards achieving the goal with an increase in the skilled workforce from 218,586 in 2013 (the baseline year), or 39.0 percent of the working age population, to 256,066 in 2019, representing 41.5 percent of the total working age population.

Demographics show that Southwest Florida population is growing and at a faster rate than the State of Florida with primary growth occurring in the coastal counties of Southwest Florida. The working age population in the Southwest Florida region increased approximately 10.1 percent between 2013 and 2019. Similarly, the skilled workforce in the region increased approximately 17.1 percent in the same timeframe. Progress toward the 55 percent goal is not uniform among the five Southwest Florida counties. In order to meet the 55 percent skilled workforce goal across the five Southwest Florida counties, 339,459 working age adults in the skilled workforce would have been needed, or approximately 83,000 more skilled working age adults in 2019. This observation suggests that FutureMakers Coalition and its network partners must not only maintain, but expand, their efforts to identify opportunities and to foster outcomes to achieve the goal of 55 percent in skilled working age adults in support of a diversified and resilient economy.

Educational outcomes indicate general positive progress in Aspiration and Preparation, Access and Entry, Persistence and Completion measures. COVID-19, however, forced the cancelation of the spring K-12 statewide assessment test administrations for the 2019-2020 school year pursuant to Florida Department of Education Emergency Order No. 2020-EO-1., which impacted the reporting of some of the outcome data. Of note, Southwest Florida's Kindergarten Readiness, High School Graduation Rates, Post-Secondary Fall Enrollment, and Technical Education Fall Enrollment trended upward in Southwest Florida compared to last year. The region's FAFSA Completion Rate and On-Time Completion trended downward. Selected outcomes are presented by race and ethnicity and by gender when available. In general, Southwest Florida's residents who identify as Black or Latinx achieved worse educational outcomes, possibly suggesting that 1.) the long-standing systemic barriers still exist for the populations with lower attainment; and 2.) further efforts are needed to support our priority populations – adults with some college, but no degree; adults with no education post-high school, and traditional-age students who are at risk of not pursuing and completing education beyond high school. Businesses and education institutions must design and implement policies and procedures that support equitable outcomes for all and maximize opportunities for the untapped Southwest Florida workforce – the nearly 60 percent working age adults who do not currently hold a high-quality credential beyond high school. The information in this report lays the groundwork for additional research (including *place-based* research) and further evaluation to be developed by FutureMakers Coalition and its network partners regarding systemic race, ethnicity, and gender inequities. Rigorous definitions and more accurate means of measurement of inequities in education and in the workforce must be identified and developed. Data in this report indicate that inequity acts as a barrier to meeting the 55 percent goal for Southwest Florida.

The Workforce Now report indicates that of the 399,710 average monthly workers, the Retail Trade, Health Care and Social Assistance, Accommodation and Food Services, and Construction Industries comprise the majority (approximately 60 percent) of total employment in Southwest Florida. Two of these top four employment industries (Retail Trade and Accommodation and Food Services), however, were also among the slowest-growing industries in the region in 2020, as the COVID-19 pandemic impacted the tourism industry that Southwest Florida enjoys as a comparative advantage. More

detailed information on how the COVID-19 pandemic impacted unemployment rates by age, race, and gender are also provided in the Workforce Now section. The fastest-growing industries from 2016 to 2020 were Construction, Health Care and Social Assistance, Professional and Technical Services, Manufacturing, and Transportation and Warehousing. The average annual wage for all industries is approximately \$49,450, up from \$45,000 in 2019.

The Accommodation and Food Service industry is projected to be the fastest-growing industry in Southwest Florida between 2020 and 2028, followed by Health Care and Social Assistance, Construction, Self-Employed and Unpaid Family Workers, and Retail Trade, in total comprising approximately 67 percent of additional jobs. The Accommodation and Food Services industry experienced a substantial increase in projected growth from last year's report, which is likely a consequence of the COVID-19 pandemic, as fear of the virus and lockdown measures reduced employment within the industry in 2020.

The report also includes projected occupation growth, level of education, and their median hourly wages. A study from the Georgetown Center on Education and the Workforce states that high school graduates receive a 20 percent wage premium from possessing a certificate. The workforce now data provides a valuable tool for college and career readiness professionals and mentors to help students identify the best education to employment pathways.

Introduction

FutureMakers Coalition aims to transform Southwest Florida's workforce by increasing the proportion of working age adults with college degrees, workforce certificates, industry certifications and other high-quality credentials to 55 percent.

FutureMakers work along the cradle-to-career pathway to create a skilled and sustainable talent pipeline. The pathway begins with early childhood learning and ends with post-high school credential attainment and career connections. The coalition focuses on systems change to connect untapped workforce with the education and training to fill in-demand jobs by removing attainment barriers and creating a culture of career exploration and aspiration from an early age.

The coalition has grown to over 250 active FutureMakers representing business, education, government, nonprofits, philanthropy, residents, and students across Glades, Hendry, Collier, Lee, and Charlotte counties. The coalition understands that employers must draw from the region's talent pool. Working regionally enhances the coalition's ability to attract state and national funding and expertise. It also helps us share and coordinate best practices to maximize the knowledge and resources we already have.

This report is one of a series created by FutureMakers Coalition with a view towards identifying opportunities and fostering outcomes to achieve the goal of 55 percent skilled working age adults in support of a diversified and resilient economy and improved quality of life for Southwest Florida. For the purpose of this report, a skilled working age adult has a college degree, workforce certificate, industry certification, or other high-quality credential beyond high school. The report consolidates a summary of demographic information and educational outcomes, as well as the Workforce Now analyses, for the Southwest Florida region.

Southwest Florida has been designated a Talent Hub by the Lumina Foundation in partnership with The Kresge Foundation. Southwest Florida joins Cleveland, Northeast Indiana, and Tampa Bay, along with 25 other Talent Hubs. These communities meet rigorous standards for creating environments that cultivate, attract, and retain talent, particularly among today's students, many of whom are adults, Black, Hispanic, or Native American, students from low-income households, or the first in their families to go to college.



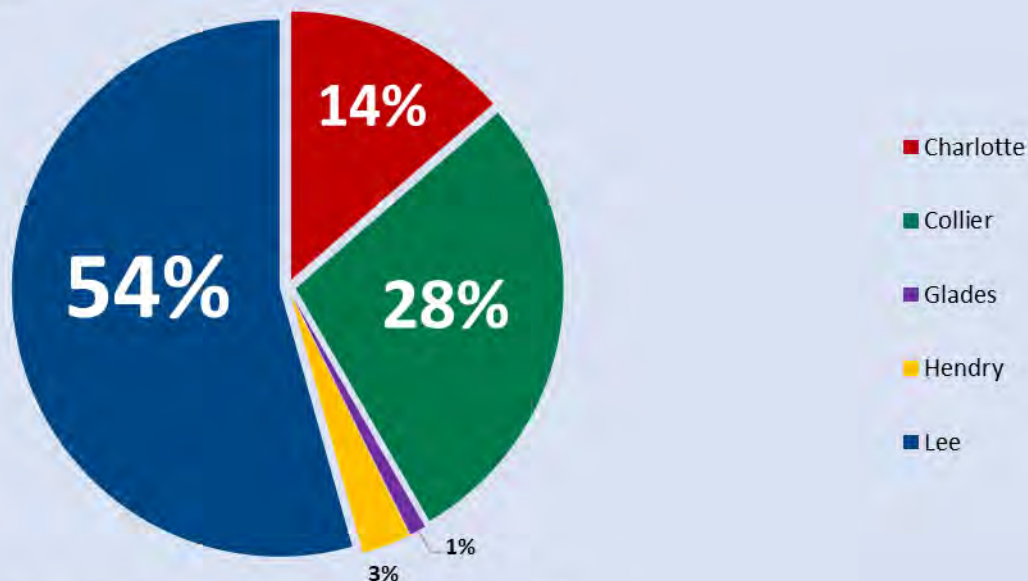
FutureMakers Coalition believes every idea and inspiration increases our success, and we welcome anyone to become a FutureMaker. Visit www.FutureMakersCoalition.com to learn more and [sign the wall](#) to get involved!



Section 1: Demographics

Chart 1-1: Population

2020



Source: Florida Office of Economic and Demographic Research

Population

Table 1-1 shows the population of each county in the Southwest Florida region, as well as the state of Florida. Southwest Florida's population increased to 1,375,874 in 2020, up 2.2 percent from the previous year, and up 19.4 percent from 2010. The region's population growth has exceeded the state growth since 2010. Ninety-six percent of the region's population lives in coastal Lee, Collier, and Charlotte Counties. Additional population data are included in Appendix B.

Table 1-1: Area Population

Area	2010	2020	Percent Change	Share of Region Population
Charlotte	159,978	187,904	17.5%	13.7%
Collier	321,520	387,450	20.5%	28.2%
Glades	12,884	13,609	5.6%	1.0%
Hendry	39,140	40,953	4.6%	3.0%
Lee	618,754	750,493	21.3%	54.5%
Southwest Florida	1,152,276	1,375,874	19.4%	--
Florida	18,801,332	21,555,986	14.7%	--

Source: Florida Office of Economic and Demographic Research

Working Age Population

Table 1-2 shows the working age population (residents between the ages of 25 and 64 years old) for the Southwest Florida region and the state of Florida. Southwest Florida had 617,199 working age residents in 2019, representing 45.9 percent of the total population. This percentage was below the state, where 51.2 percent of the total population was considered working age. Although the region's total number of working age adults increased between 2015 and 2019, the percent of the working age population compared to the total population has declined over the same period. Lee County had the most residents considered working age (347,677 residents, 47.1 percent of the total population), followed by Collier County (164,923 residents, 44.4 percent of total population), Charlotte County (77,699 residents, 42.9 percent of total population), Hendry County (20,326 residents, 49.9 percent of total population), and Glades County (6,574 residents, 48.6 percent of total population).

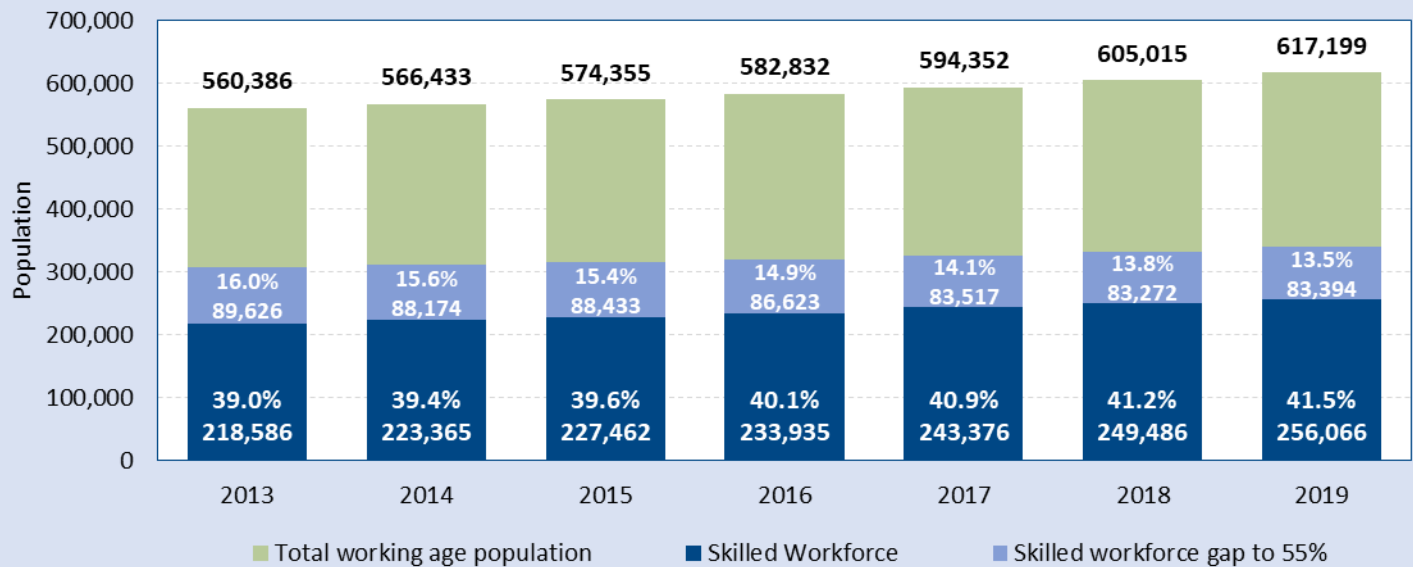
Table 1-2: Working Age Population
25 to 64 Years Old

Area	2015	2016	2017	2018	2019
Charlotte County					
<i>Working age population</i>	73,110	74,026	75,077	76,174	77,699
<i>Percent of total population</i>	44.1%	43.6%	43.3%	43.0%	42.9%
Collier County					
<i>Working age population</i>	156,092	157,747	160,715	162,431	164,923
<i>Percent of total population</i>	45.8%	45.3%	45.0%	44.6%	44.4%
Glades County					
<i>Working age population</i>	6,607	6,479	6,579	6,593	6,574
<i>Percent of total population</i>	49.8%	48.3%	49.9%	49.3%	48.6%
Hendry County					
<i>Working age population</i>	19,213	18,994	19,278	19,998	20,326
<i>Percent of total population</i>	50.1%	49.5%	49.3%	49.8%	49.9%
Lee County					
<i>Working age population</i>	319,333	325,586	332,703	339,819	347,677
<i>Percent of total population</i>	48.1%	47.8%	47.5%	47.3%	47.1%
Southwest Florida					
<i>Working age population</i>	574,355	582,832	594,352	605,015	617,199
<i>Percent of total population</i>	47.0%	46.6%	46.3%	46.1%	45.9%
Florida					
<i>Working age population</i>	10,173,214	10,296,062	10,469,177	10,622,351	10,986,304
<i>Percent of total population</i>	51.8%	51.6%	51.6%	51.6%	51.2%

Source: U.S. Census Bureau, American Community Survey 5-year estimates

Chart 1-2: Skilled Workforce

Southwest Florida



Source: U.S. Census Bureau, American Community Survey 5-year estimates, IPUMS

Note: Skilled workforce and gap rate above population value.

Skilled Workforce

Chart 1-2 and Table 1-3 show the skilled workforce for Southwest Florida. Skilled workforce is measured in two parts: the first part is obtaining the percent of the working population with at least an associate's degree. This information is gathered directly from the American Community Survey 5-year estimates. The second part requires identifying the portion of the working population that does not hold an associate's degree, but instead hold some form of high-quality credential. The data team used a study from the Georgetown Center on Education and the Workforce to help define a high-quality credential holder.¹ The study states that high school graduates receive a 20 percent wage premium from possessing a certificate. Therefore, we define a high-quality credential holder as an individual with "some college" education experience and is making at least 20 percent higher than the median income of a high school graduate in their county. This data is not readily available in any of the American Community Survey tables and has to be estimated through public use microdata.

The public use microdata used to calculate this is obtained from the IPUMS website, which gathers American Community Survey public use microdata and makes it readily available for the public. One drawback to public use microdata is that it is only provided for areas that contain at least 100,000 people, so IPUMS data for Glades and Hendry County are not available for direct calculation of high-quality credentials. To work around this drawback, the research team calculates the percent of "some college" population identified to hold a high-quality credential in Charlotte, Collier, and Lee County, and use this percentage to extrapolate the number of high-quality credential holders by multiplying it by the "some college" population in Glades and Hendry County.

The workforce region had a skilled workforce of 256,066 in 2019, representing 41.5 percent of the total working age population. A 55 percent skilled workforce would have had 339,459 or approximately 83,000 more skilled working age

¹ Carnevale, A. P., Rose, S. J., & Hanson, A. R. (2012). *Certificates: Gateway to Gainful Employment and College Degrees* (pp. 18-19, Rep.). Georgetown University Center on Education and the Workforce.

adults in 2019. The skilled workforce in Southwest Florida has grown each year since 2013, when only 39.0 percent of the total working age population was skilled. Lee County had the largest skilled workforce in the region, with 146,733 residents in 2019 (42.2 percent of total working age population). Collier County had the next largest skilled workforce pool (74,875 residents, 45.4 percent of total working age population), followed by Charlotte County (28,764 residents, 37.0 percent of total population). Hendry County and Glades County had skilled workforces of 4,379 and 1,315, respectively.

All five Southwest Florida counties had a lower percentage of skilled workforce than the state of Florida (48.2 percent). The region and each individual county, as well as the state of Florida, also remain below the 55 percent goal set (see Chart 1-3).

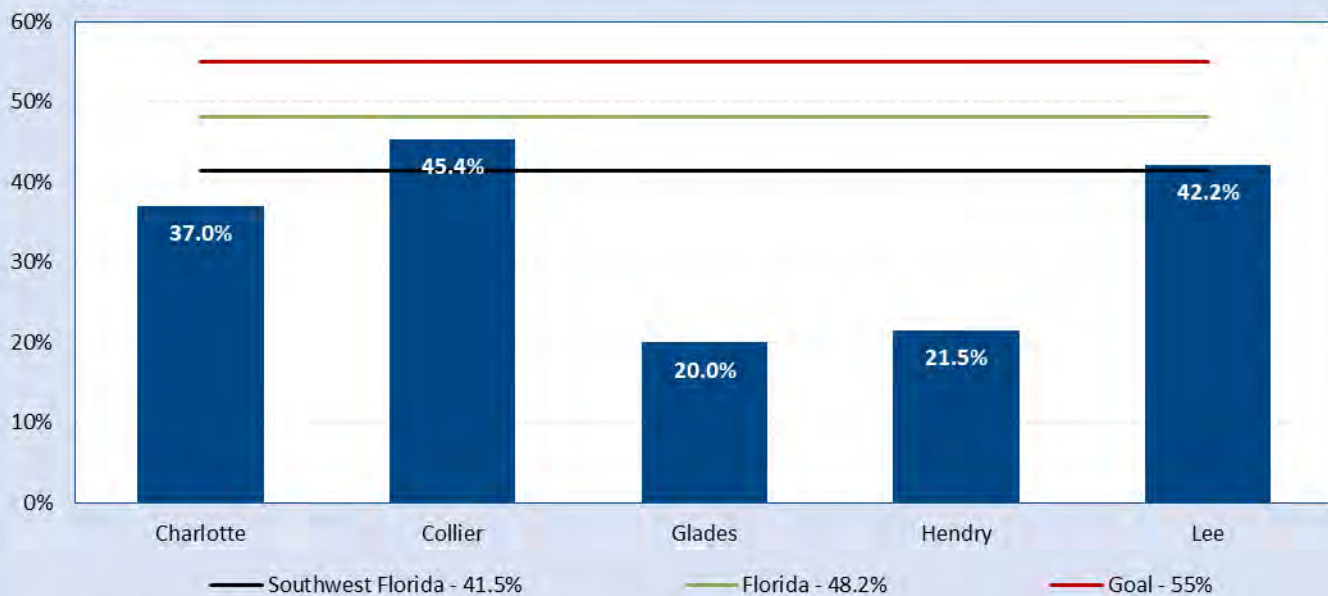
Table 1-3: Skilled Workforce

Area	2013	2014	2015	2016	2017	2018	2019
Charlotte County							
<i>Skilled workforce</i>	27,531	27,054	26,371	26,804	27,729	28,377	28,764
<i>Total working age population</i>	72,607	72,951	73,110	74,026	75,077	76,174	77,699
<i>Percent skilled workforce</i>	37.9%	37.1%	36.1%	36.2%	36.9%	37.3%	37.0%
Collier County							
<i>Skilled workforce</i>	63,622	65,031	67,394	68,322	71,898	73,182	74,875
<i>Total working age population</i>	152,784	154,252	156,092	157,747	160,715	162,431	164,923
<i>Percent skilled workforce</i>	41.6%	42.2%	43.2%	43.3%	44.7%	45.1%	45.4%
Glades County							
<i>Skilled workforce</i>	1,628	1,378	1,453	1,360	1,487	1,382	1,315
<i>Total working age population</i>	6,580	6,517	6,607	6,479	6,579	6,593	6,574
<i>Percent skilled workforce</i>	24.7%	21.2%	22.0%	21.0%	22.6%	21.0%	20.0%
Hendry County							
<i>Skilled workforce</i>	4,005	4,014	3,863	3,806	3,860	3,919	4,379
<i>Total working age population</i>	18,873	19,045	19,213	18,994	19,278	19,998	20,326
<i>Percent skilled workforce</i>	21.2%	21.1%	20.1%	20.0%	20.0%	19.6%	21.5%
Lee County							
<i>Skilled workforce</i>	121,800	125,887	128,381	133,643	138,402	142,626	146,733
<i>Total working age population</i>	309,542	313,668	319,333	325,586	332,703	339,819	347,677
<i>Percent skilled workforce</i>	39.3%	40.1%	40.2%	41.0%	41.6%	42.0%	42.2%
Southwest Florida							
<i>Skilled workforce</i>	218,586	223,365	227,462	233,935	243,376	249,486	256,066
<i>Total working age population</i>	560,386	566,433	574,355	582,832	594,352	605,015	617,199
<i>Percent skilled workforce</i>	39.0%	39.4%	39.6%	40.1%	40.9%	41.2%	41.5%
Florida							
<i>Skilled workforce</i>	4,420,167	4,506,176	4,628,103	4,747,543	4,900,059	5,028,919	5,181,629
<i>Total working age population</i>	9,917,578	10,043,036	10,173,214	10,296,062	10,469,177	10,622,351	10,760,317
<i>Percent skilled workforce</i>	44.6%	44.9%	45.5%	46.1%	46.8%	47.3%	48.2%

Source: U.S. Census Bureau, American Community Survey 5-year estimates, IPUMS

Chart 1-3: Skilled Workforce by Southwest Florida County

2019



Source: U.S. Census Bureau, American Community Survey 5-year estimates, IPUMS

In summary, the working age population in the Southwest Florida region increased approximately 10.1 percent between 2013 and 2019 (Table 1-3). Similarly, the skilled workforce in the region increased approximately 17.1 percent² in the same timeframe (Table 1-3). Furthermore, progress toward the 55 percent goal is not uniform among the five Southwest Florida counties (Chart 1-3). In order to meet the 55 percent skilled workforce goal across the five Southwest Florida counties, 339,459 working age adults in the skilled workforce would have been needed, or approximately 83,000 more skilled working age adults in 2019.

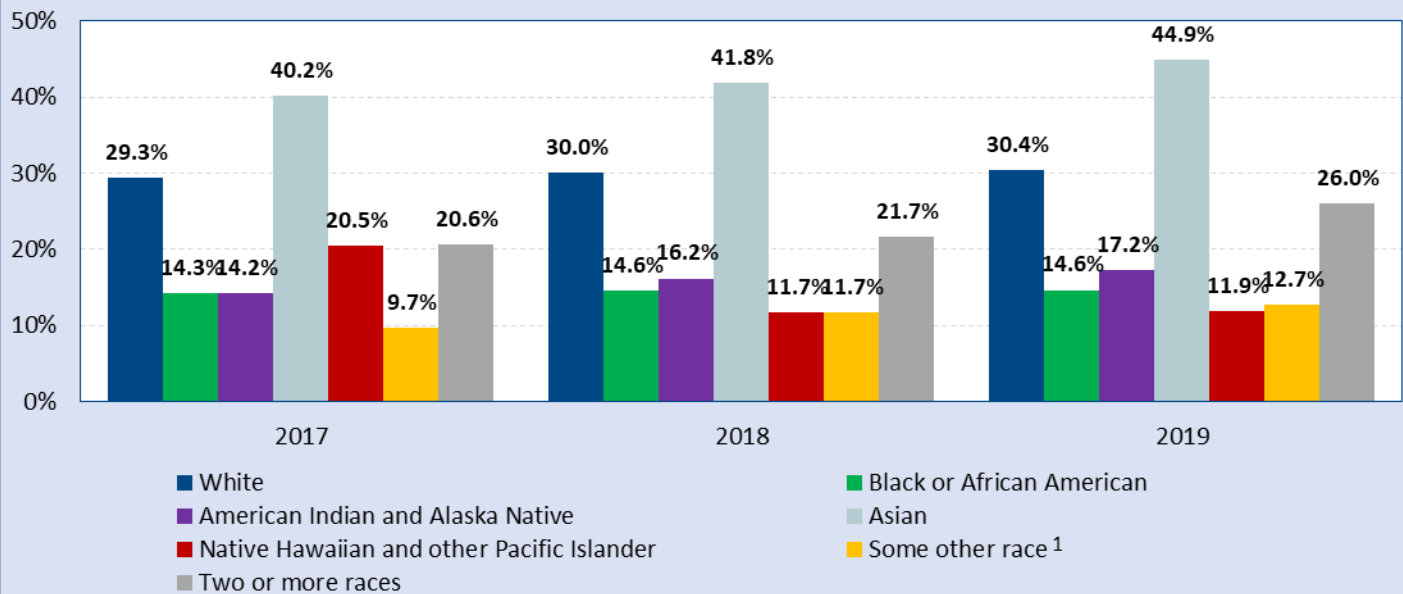


This observation suggests that FutureMakers Coalition and its network partners must not only maintain, but expand, their efforts to identify opportunities and to foster outcomes to achieve the goal of 55 percent in skilled working age adults in support of a diversified and resilient economy.

² Last year's report erroneously stated that skilled workforce grew by 6.9 percent between 2014 and 2018. The correct percentage was 11.7 percent.

Chart 1-4: Educational Attainment by Race

Percent of Southwest Florida Population 25 and Over with at least a Bachelor's Degree



¹ The U.S. Census Bureau provides the following definition for Some Other Race: Includes all other responses not included in the "White," "Black or African American," "American Indian or Alaska Native," "Asian," and "Native Hawaiian or Other Pacific Islander" race categories described above. Respondents reporting entries such as multiracial, mixed, interracial, or Hispanic, Latino, or Spanish group (for example, Mexican, Puerto Rican, Cuban, or Spanish) in response to the race questionnaire included in this category.

Source: U.S. Census Bureau, American Community Survey 5-year estimates

Educational Attainment by Race

Chart 1-4 and Table 1-4 shows the percent of the total population at least 25 years old that have obtained a Bachelor's degree or higher, broken down by race. In 2019, 30.4 percent of Southwest Florida residents who identified as White had at least a Bachelor's degree, compared to 14.6 percent for residents who identified as Black. Residents who identified as Asian reported the greatest percentage of having at least a Bachelor's degree at 44.9 percent. The percent of residents with at least a Bachelor's degree has generally increased each year since 2015 for most racial categories, although the differences in sample sizes among the presented races impact the calculations. It is important to point out this chart illustrates residents age 25 years and older and does not solely represent the attainment of the skilled workforce (residents between the ages of 25 and 64 years old). Furthermore, it does not include those with high-quality credentials obtained in programs that require less than a Bachelor's degree program.

NOTE: The U.S. Census Bureau American Community Survey has two separate questions for race and ethnicity of Latinx/Hispanic origins; for example, the respondent could have reported both Black as race and Latinx/Hispanic as ethnicity. Therefore, the Latinx/Hispanic data are presented separately in Chart 1-5 on page 14, since that is how the U.S. Census Bureau collects the information.

Table 1-4: Educational Attainment by Race

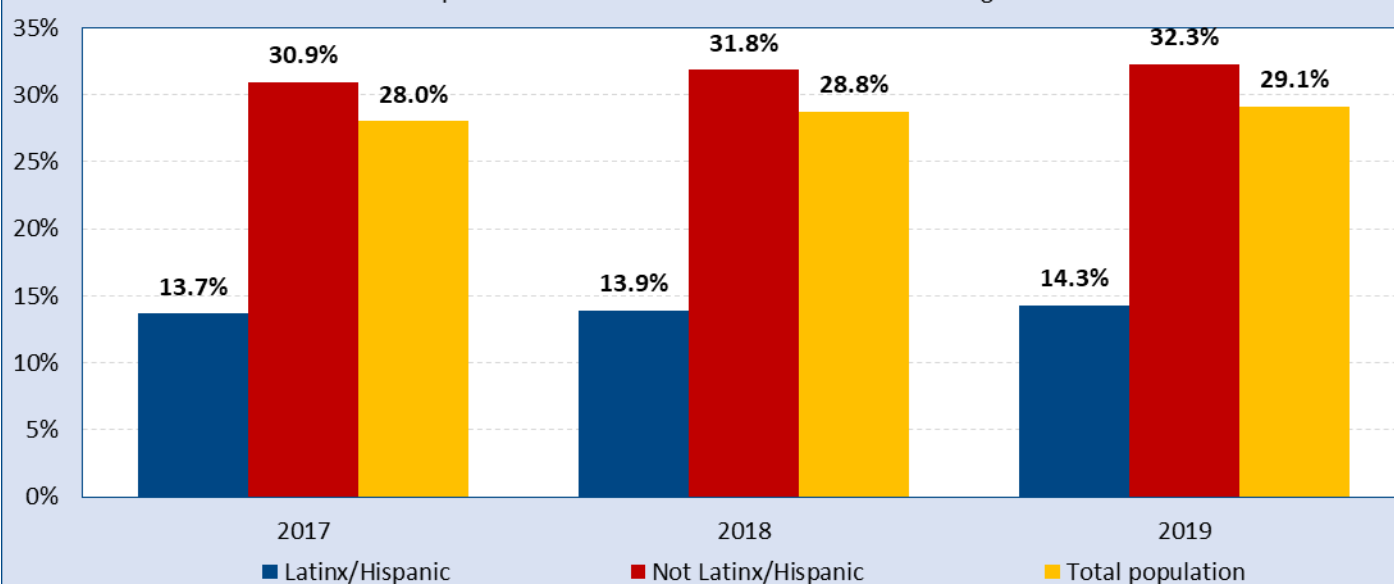
Percent of Total Population 25 and Over with at least a Bachelor's Degree

Area	2015	2016	2017	2018	2019
Charlotte County					
White	21.0%	21.9%	22.8%	23.4%	23.8%
Black or African American	15.0%	15.8%	12.9%	15.9%	13.0%
American Indian and Alaska Native	7.1%	10.7%	11.6%	19.2%	14.2%
Asian	33.4%	35.4%	41.5%	39.7%	35.1%
Native Hawaiian and other Pacific Islander	0.0%	0.0%	0.0%	0.0%	14.8%
Some other race	6.9%	7.4%	17.0%	17.9%	29.0%
Two or more races	21.9%	20.1%	16.5%	19.7%	22.0%
Collier County					
White	35.3%	35.8%	36.6%	37.9%	37.9%
Black or African American	8.6%	10.9%	13.7%	13.2%	14.8%
American Indian and Alaska Native	12.3%	11.8%	15.1%	21.3%	20.7%
Asian	34.8%	39.1%	46.7%	48.8%	51.1%
Native Hawaiian and other Pacific Islander	0.0%	0.0%	0.0%	0.0%	0.0%
Some other race	13.3%	10.1%	9.9%	11.0%	12.8%
Two or more races	23.8%	27.6%	29.2%	28.7%	34.3%
Glades County					
White	8.6%	10.0%	11.9%	10.7%	11.9%
Black or African American	7.3%	3.7%	7.6%	8.6%	8.5%
American Indian and Alaska Native	10.0%	4.4%	3.1%	2.0%	4.4%
Asian	17.2%	0.0%	0.0%	0.0%	17.6%
Native Hawaiian and other Pacific Islander	0.0%	0.0%	0.0%	0.0%	0.0%
Some other race	0.0%	0.0%	0.0%	0.0%	0.0%
Two or more races	7.1%	3.1%	5.1%	0.0%	0.0%
Hendry County					
White	10.0%	9.5%	8.7%	8.8%	9.3%
Black or African American	9.7%	7.6%	6.6%	4.5%	4.2%
American Indian and Alaska Native	5.7%	10.6%	11.2%	10.8%	9.1%
Asian	62.5%	53.2%	40.1%	21.5%	21.7%
Native Hawaiian and other Pacific Islander	0.0%	0.0%	0.0%	0.0%	0.0%
Some other race	0.0%	0.0%	0.0%	0.0%	0.0%
Two or more races	21.5%	17.4%	14.9%	5.9%	2.9%
Lee County					
White	27.4%	28.0%	28.5%	29.0%	29.4%
Black or African American	13.9%	15.2%	15.6%	15.9%	15.9%
American Indian and Alaska Native	14.2%	17.6%	20.0%	19.8%	24.5%
Asian	31.7%	34.7%	37.5%	40.2%	45.3%
Native Hawaiian and other Pacific Islander	37.1%	23.6%	27.9%	18.1%	11.9%
Some other race	9.5%	10.4%	10.2%	12.2%	12.3%
Two or more races	18.5%	17.0%	19.1%	20.9%	25.9%
Southwest Florida					
White	28.1%	28.7%	29.3%	30.0%	30.4%
Black or African American	12.4%	13.6%	14.3%	14.6%	14.6%
American Indian and Alaska Native	11.4%	13.0%	14.2%	16.2%	17.2%
Asian	33.2%	36.0%	40.2%	41.8%	44.9%
Native Hawaiian and other Pacific Islander	24.2%	12.9%	20.5%	11.7%	11.9%
Some other race	9.5%	9.3%	9.7%	11.7%	12.7%
Two or more races	20.2%	19.5%	20.6%	21.7%	26.0%

Source: U.S. Census Bureau, American Community Survey 5-year estimates

Chart 1-5: Educational Attainment for Latinx/Hispanic Population

Percent of Southwest Florida Population 25 and Over with at least a Bachelor's Degree



Source: U.S. Census Bureau, American Community Survey 5-year Estimates

Note: The term "Latinx/Hispanic" is used in place of the term "Hispanic or Latino Origin", which is used by the U.S. Census Bureau.

Similar to the data in Chart 1-4, Educational Attainment by Race, 14.3 percent of Southwest Florida residents who identified their ethnicity as Latinx/Hispanic reported at least a Bachelor's degree in 2019, compared to 32.3 percent for residents who identified as Not Latinx/Hispanic and 29.1 percent in the total population.



The data in Charts 1-4 and 1-5 suggest that the discrepancies in attaining at least a Bachelor's degree among the races and ethnicities represented by Southwest Florida's non-White residents may be the result of long-standing systemic barriers that still exist for the populations with lower attainment.



FutureMakers Coalition






Section 2: Educational Outcomes



FutureMakers Coalition



Aspiration and Preparation

Indicator		Measure		Trending
	Kindergarten Readiness³	SWFL	51.1%	↑
	Percent Pre-K students considered ready for kindergarten	Florida	56.9%	↑
	Third Grade Reading⁴	SWFL	Not Reported	N/A
	Percent third grade students with satisfactory reading scores	Florida	Not Reported	N/A
	High School Graduation Rates⁵	SWFL	89.8%	↑
	High school graduation rate	Florida	90.0%	↑

³ The testing vendor utilized by Hendry County produced inflated scores in 2020. Southwest Florida's adjusted 2020 percent "ready for kindergarten" was 48.2 percent, still trending upward from 2019.

⁴ Pursuant to Florida Department of Education Emergency Order No. 2020-EO-1, spring K-12 statewide assessment test administrations for the 2019-2020 school year were canceled. Therefore, Third Grade Reading assessment data for 2019-2020 are not available.

⁵ Cancellation of the spring 2019-2020 K-12 statewide assessment testing may have led to artificially inflated high school graduation rates throughout the state.

Overview

Among the three Aspiration and Preparation indicators, Kindergarten Readiness and High School Graduation Rates in the Southwest Florida region improved from last year's report. Kindergarten Readiness, the percent of pre-K students considered ready for kindergarten, improved to 51.1 percent in 2020, up from the 43.9 percent measured in 2019.⁶ Graduation rates in Florida were impacted by the COVID-19 pandemic during the 2019-2020 academic year, as cancellation of state testing may have led to artificially inflated graduation rates throughout the state. Southwest Florida High School Graduation Rates improved, from 86.4 percent in the 2018-2019 school year to 89.8 percent in the 2019-2020 school year. Similar trends in these two indicators were observed for the state of Florida.

Third grade reading proficiency data were not available for the 2019-2020 academic year, due to cancellation of statewide assessment test administrations. Therefore, data from the 2018-2019 academic year are presented in this report (repeated from last year's report).



COVID-19 and the cancelation of the spring 2019-2020 K-12 statewide assessment testing pursuant to Florida Department of Education Emergency Order No. 2020-EO-1 had the most direct effects on the Aspiration and Preparation indicators. It may take a couple years to fully understand the impact of COVID-19 on students' educational progress when data for the 2020-2021 and 2021-2022 school years become available.



The overall increase in Southwest Florida's graduation rate appears to have been driven more by increases among Latinx/Hispanic and Black students compared to White students. For example, the graduation rate for White students in the region increased by **1.6 percentage points** (90.1 percent in 2018-2019 to 91.7 percent in 2019-2020) compared to an increase of **5.3 percentage points** (82.6 percent to 87.9 percent) for Latinx/Hispanic students and **6.4 percentage points** (83.0 percent to 89.4 percent) for Black students. The difference was most pronounced in Charlotte County, where the graduation rate for White students increased **1.7 percentage points** (88.6 percent in 2018-2019 to 90.3 percent in 2019-2020) compared to **11.6 percentage points** (78.9 percent to 90.5 percent) for Latinx/Hispanic students and **11.9 percentage points** (80.7 percent to 92.6 percent) for Black students.



Data by race/ethnicity and by gender in the Southwest Florida region are also provided for both Third Grade Reading Proficiency and High School Graduation Rates in this report. For Third Grade Reading Proficiency, none of the reported races/ethnicities – White, Latinx/Hispanic, and Black – achieved the 85 percent target rate. Only Southwest Florida students who identified as White achieved the 90 percent target rate for High School Graduation Rate (reaching a 91.7 percent rate). Latinx/Hispanic and Black students fell just below the 90 percent target, achieving rates of 87.9 percent and 89.4 percent, respectively.

⁶ The testing vendor utilized by Hendry County produced inflated scores in 2020. The region's adjusted 2020 percent "ready for kindergarten" was 48.2 percent, still trending upward from 2019.

FutureMakers in Action

The EXCEL Bus



The School District of Lee County has a number of ongoing programs, including Career Ed Talks, Workforce Signing Day, Train to Gain and LeeBIA construction internships, virtual job fairs, and a variety of career cluster-based events, for example in the culinary, engineering, education, finance, digital design and technology, and coding fields. But perhaps the most creative (and most fun!) initiative is the new Excellent Career Exploration Lab (EXCEL) Bus, commanded by FutureMaker Kelly Thawley, Career Specialist, Career & Technical Education, School District of Lee County. The EXCEL

Bus is a converted school bus that will house five interactive kiosks highlighting a different career path and bringing early career exploration directly to Lee County 5th graders. The official rollout is scheduled for the fall of 2021. Kelly earned a Commercial Driver's License (way to go, Kelly!) and will be driving the bus to each elementary school in the upcoming school year.⁷



FutureMakers Coalition

⁷ For more information on the program, visit the Florida College Access Network website: <https://floridacollegeaccess.org/local-college-access-networks/expanding-career-exploration-in-southwest-florida/>

Chart 2-1: Kindergarten Readiness

Percent scoring 500+ on Star Early Literacy Assessment



Source: Florida Department of Education

Kindergarten Readiness

Chart 2-1 and Table 2-1 show kindergarten readiness for Southwest Florida, along with each of the five counties. Kindergarten readiness is measured through the Star Early Literacy Assessment, a screener exam administered to kindergarten students during the first 30 days of the school year. Students that score a 500 or higher are considered “ready for kindergarten”.

Special consideration should be given to Hendry County (and consequently, Southwest Florida) kindergarten readiness scores when comparing 2020 to previous years. This is because the county partnered with Digital Academy of Florida (DAOF), which is an online platform available to ALL students in Florida, to administer the assessment test. The 2020 spikes in Hendry County’s sample size and Kindergarten Readiness Score were a result of the data from their DAOF partner and is not truly indicative of students in Hendry County. The FutureMakers Data team reached out to Hendry County to obtain a more accurate picture of the county, with respect to kindergarten readiness scores. While these values are not reported in Table 2-1 and Chart 2-1, we provide these adjusted set of values in the footnotes below to reflect the true results for Hendry County and Southwest Florida.

In fall 2020, 51.1 percent of total kindergarten students in Southwest Florida were considered ready for kindergarten.⁸ This percentage was below the state of Florida, measured at 56.9 percent. The region had a substantial increase from fall 2019, when 43.9 percent of kindergarten students were considered ready for kindergarten. Hendry County had the highest percentage in fall 2020, with a kindergarten readiness rate of 77.2 percent.⁹ Glades County was next highest at 59.8 percent, followed by Charlotte County (50.4 percent), Collier County (49.6 percent), and Lee County (46.5 percent).

⁸ The 2020 adjusted values for Southwest Florida were 4,234 students ready for kindergarten out of a total of 8,784 students, giving the region a “ready for kindergarten” rate of 48.2 percent.

⁹ The 2020 adjusted values for Hendry County were 224 students ready for kindergarten out of a total of 438 students, giving the county a “ready for kindergarten” rate of 51.1 percent.

Table 2-1: Kindergarten Readiness

Area	2017	2018	2019	2020
Charlotte County				
Number "ready for kindergarten"	565	518	506	464
Number of test takers	1,029	975	1,076	921
Percent "ready for kindergarten"	54.9%	53.1%	47.0%	50.4%
Collier County				
Number "ready for kindergarten"	1,319	1,404	1,395	1,273
Number of test takers	2,695	2,865	3,051	2,568
Percent "ready for kindergarten"	48.9%	49.0%	45.7%	49.6%
Glades County				
Number "ready for kindergarten"	20	85	89	67
Number of test takers	31	128	154	112
Percent "ready for kindergarten"	64.5%	66.4%	57.8%	59.8%
Hendry County^a				
Number "ready for kindergarten"	170	242	295	764
Number of test takers	476	413	494	990
Percent "ready for kindergarten"	35.7%	58.6%	59.7%	77.2%
Lee County				
Number "ready for kindergarten"	2,778	2,539	2,649	2,206
Number of test takers	6,429	6,408	6,469	4,745
Percent "ready for kindergarten"	43.2%	39.6%	40.9%	46.5%
Southwest Florida^b				
Number "ready for kindergarten"	4,852	4,788	4,934	4,774
Number of test takers	10,660	10,789	11,244	9,336
Percent "ready for kindergarten"	45.5%	44.4%	43.9%	51.1%
Florida				
Number "ready for kindergarten"	100,909	97,652	101,818	76,098
Number of test takers	187,056	185,252	190,805	133,632
Percent "ready for kindergarten"	53.9%	52.7%	53.4%	56.9%

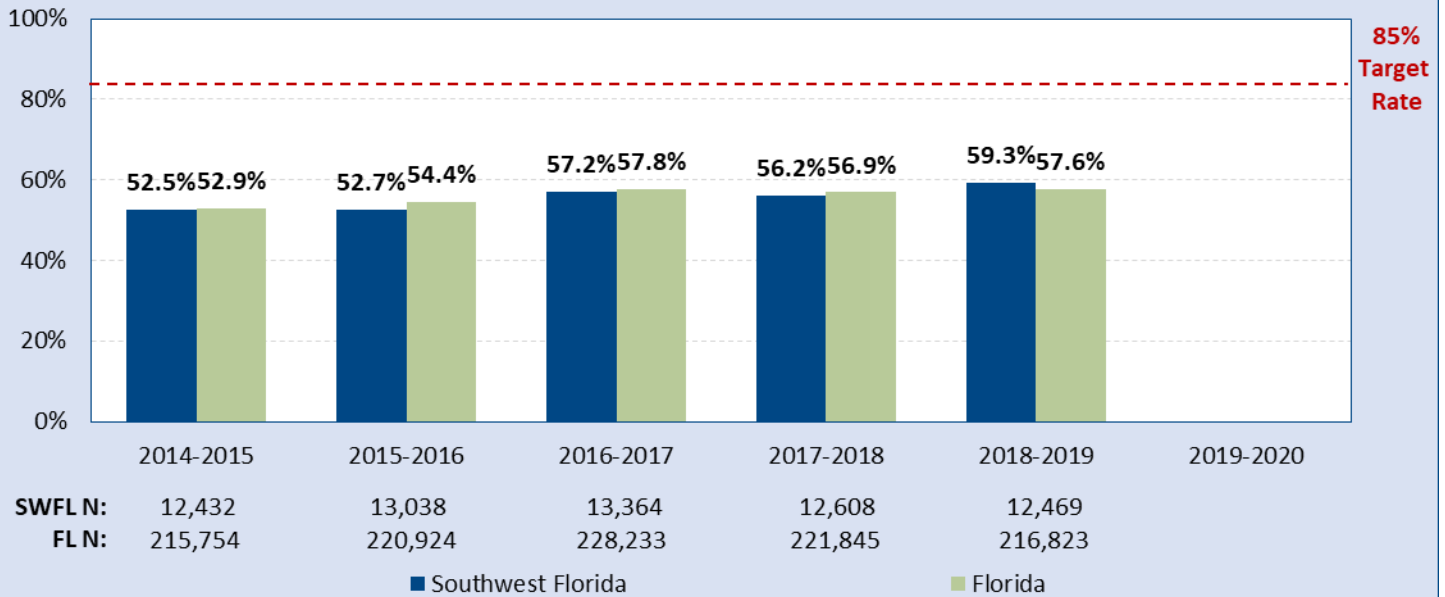
Source: Florida Department of Education

^a The 2020 adjusted values for Hendry County were 224 students ready for kindergarten out of a total of 438 students, giving the county a "ready for kindergarten" rate of 51.1 percent.

^b The 2020 adjusted values for Southwest Florida were 4,234 students ready for kindergarten out of a total of 8,784 students, giving the region a "ready for kindergarten" rate of 48.2 percent.

Chart 2-2: Third Grade Reading Proficiency

Level 3 and Above



Source: Florida Department of Education

Third Grade Reading Proficiency

Note: Pursuant to Florida Department of Education Emergency Order No. 2020-EO-1, spring K-12 statewide assessment test administrations for the 2019-2020 school year were canceled. Therefore, data from the 2018-2019 academic year are presented in this report (repeated from last year's report).

Chart 2-2 and Table 2-2 show the third grade reading proficiency (students scoring at least a 3 on the Florida Standard Assessments exam) for Southwest Florida, along with each of the five counties. Southwest Florida had a third grade reading proficiency rate of 59.3 percent during the 2018-2019 academic year. While third grade reading proficiency has increased since the 2014-2015 academic year, it remains well below the 85 percent target rate.

None of the five Southwest Florida counties achieved the 85 percent target rate. Charlotte County had the highest rate of third grade reading proficiency at 69.5 percent during the 2018-2019 academic year. Glades County had the next highest reading proficiency (61.6 percent), followed by Collier County (61.4 percent), Lee County (57.7 percent), and Hendry County (47.3 percent).

Table 2-2: Third Grade Reading Proficiency

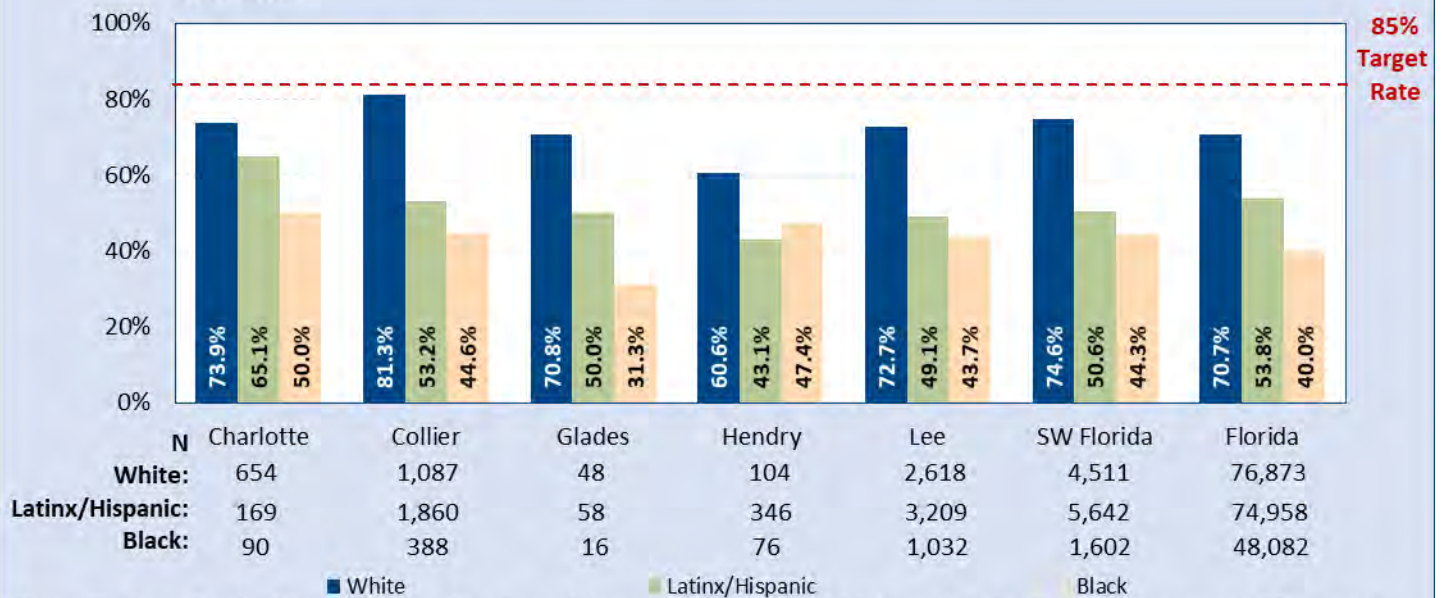
Area	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Charlotte County						
<i>Students scoring 3 or above</i>	557	600	748	647	699	N/A
<i>Total students</i>	1,107	1,045	1,138	1,032	1,006	N/A
<i>Percent scoring 3 or above</i>	50.3%	57.4%	65.7%	62.7%	69.5%	N/A
Collier County						
<i>Students scoring 3 or above</i>	1,870	1,890	2,173	2,073	2,141	N/A
<i>Total students</i>	3,555	3,677	3,810	3,541	3,487	N/A
<i>Percent scoring 3 or above</i>	52.6%	51.4%	57.0%	58.5%	61.4%	N/A
Glades County						
<i>Students scoring 3 or above</i>	86	86	92	90	93	N/A
<i>Total students</i>	166	181	160	164	151	N/A
<i>Percent scoring 3 or above</i>	51.8%	47.5%	57.5%	54.9%	61.6%	N/A
Hendry County						
<i>Students scoring 3 or above</i>	271	247	277	259	254	N/A
<i>Total students</i>	580	613	614	588	537	N/A
<i>Percent scoring 3 or above</i>	46.7%	40.3%	45.1%	44.0%	47.3%	N/A
Lee County						
<i>Students scoring 3 or above</i>	3,749	4,042	4,349	4,012	4,203	N/A
<i>Total students</i>	7,024	7,522	7,642	7,283	7,288	N/A
<i>Percent scoring 3 or above</i>	53.4%	53.7%	56.9%	55.1%	57.7%	N/A
Southwest Florida						
<i>Students scoring 3 or above</i>	6,533	6,865	7,639	7,081	7,390	N/A
<i>Total students</i>	12,432	13,038	13,364	12,608	12,469	N/A
<i>Percent scoring 3 or above</i>	52.5%	52.7%	57.2%	56.2%	59.3%	N/A
Florida						
<i>Students scoring 3 or above</i>	114,093	120,279	131,932	126,285	124,993	N/A
<i>Total students</i>	215,754	220,924	228,233	221,845	216,823	N/A
<i>Percent scoring 3 or above</i>	52.9%	54.4%	57.8%	56.9%	57.6%	N/A

Source: Florida Department of Education

Note: The term "Latinx/Hispanic" is used in place of the term "Hispanic", which is used by the Florida Department of Education.

Chart 2-3: Third Grade Reading Proficiency by Race/Ethnicity

Level 3 and Above
2018-2019



Note: The term "Latinx/Hispanic" is used in place of the term "Hispanic", which is used by the Florida Department of Education.

Source: Florida Department of Education

Third Grade Reading Proficiency by Race/Ethnicity

Note: Pursuant to Florida Department of Education Emergency Order No. 2020-EO-1, spring K-12 statewide assessment test administrations for the 2019-2020 school year were canceled. Therefore, data from the 2018-2019 academic year are presented in this report (repeated from last year's report).

Chart 2-3 and Table 2-3 shows third grade reading proficiency by race and ethnicity for the 2018-2019 academic year. Southwest Florida third grade students who identified as White had the highest reading proficiency rate of 74.6 percent during the 2018-2019 academic year, but still below the target rate of 85 percent. Meanwhile third grade students who identified as Latinx/Hispanic had a reading proficiency rate of 50.6 percent, while students who identified as Black had a reading proficiency rate of 44.3 percent.

Table 2-3: Third Grade Reading Proficiency

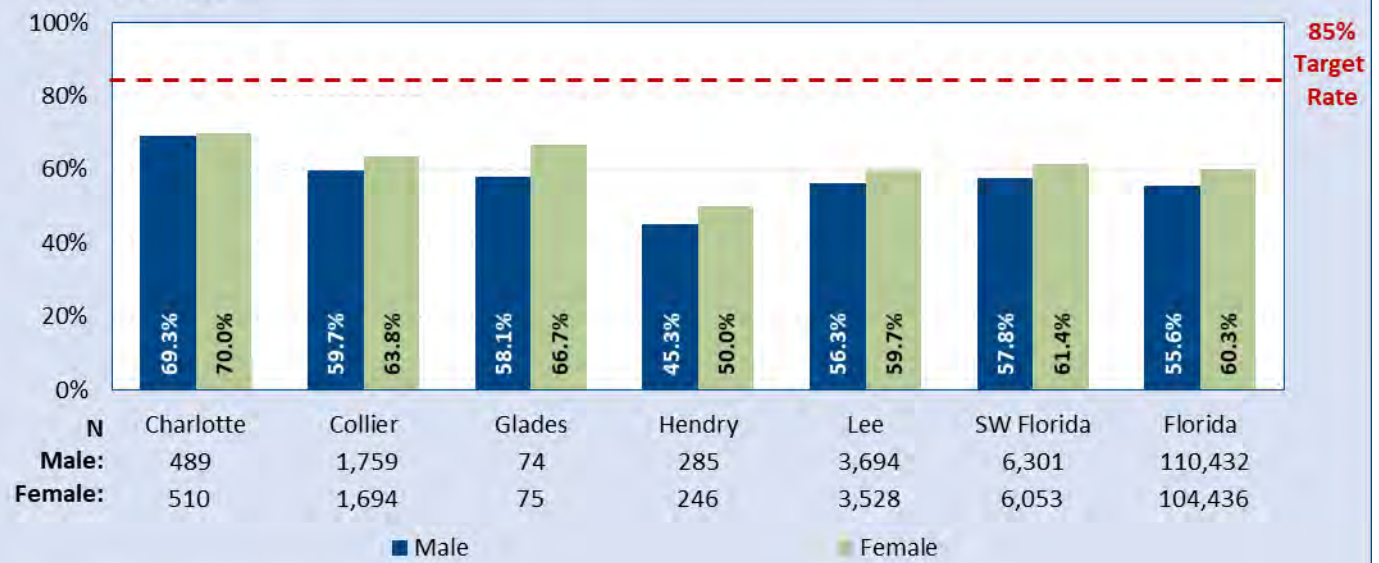
Area	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
Charlotte County					
Students scoring 3 or above	557	600	748	647	699
Total students	1,107	1,045	1,138	1,032	1,006
Percent scoring 3 or above	50.3%	57.4%	65.7%	62.7%	69.5%
Collier County					
Students scoring 3 or above	1,870	1,890	2,173	2,073	2,141
Total students	3,555	3,677	3,810	3,541	3,487
Percent scoring 3 or above	52.6%	51.4%	57.0%	58.5%	61.4%
Glades County					
Students scoring 3 or above	86	86	92	90	93
Total students	166	181	160	164	151
Percent scoring 3 or above	51.8%	47.5%	57.5%	54.9%	61.6%
Hendry County					
Students scoring 3 or above	271	247	277	259	254
Total students	580	613	614	588	537
Percent scoring 3 or above	46.7%	40.3%	45.1%	44.0%	47.3%
Lee County					
Students scoring 3 or above	3,749	4,042	4,349	4,012	4,203
Total students	7,024	7,522	7,642	7,283	7,288
Percent scoring 3 or above	53.4%	53.7%	56.9%	55.1%	57.7%
Southwest Florida					
Students scoring 3 or above	6,533	6,865	7,639	7,081	7,390
Total students	12,432	13,038	13,364	12,608	12,469
Percent scoring 3 or above	52.5%	52.7%	57.2%	56.2%	59.3%
Florida					
Students scoring 3 or above	114,093	120,279	131,932	126,285	124,993
Total students	215,754	220,924	228,233	221,845	216,823
Percent scoring 3 or above	52.9%	54.4%	57.8%	56.9%	57.6%

Source: Florida Department of Education

Note: The term "Latinx/Hispanic" is used in place of the term "Hispanic", which is used by the Florida Department of Education.

Chart 2-4: Third Grade Reading Proficiency by Gender

Level 3 and Above
2018-2019



Source: Florida Department of Education

Third Grade Reading Proficiency by Gender

Note: Pursuant to Florida Department of Education Emergency Order No. 2020-EO-1, spring K-12 statewide assessment test administrations for the 2019-2020 school year were canceled. Therefore, data from the 2018-2019 academic year are presented in this report (repeated from last year's report).

Chart 2-4 and Table 2-4 shows third grade reading proficiency by gender for the 2018-2019 academic year. Female third grade students in Southwest Florida had a reading proficiency rate of 61.4 percent during the 2018-2019 academic year, below the target rate of 85 percent. Meanwhile, male third grade students had a reading proficiency rate of 57.8 percent. Rates for both females and males were higher than the state of Florida, measured at 60.3 percent and 55.6 percent, respectively.

Females had a higher reading proficiency rate than males in each of the five Southwest Florida counties as well. Charlotte County females had the highest third grade reading proficiency rate, measured at 70.0 percent, followed by Glades County (66.7 percent), Collier County (63.8 percent), Lee County (59.7 percent), and Hendry County (50.0 percent). The reading proficiency among females in all five Southwest Florida counties were below the target rate of 85 percent.

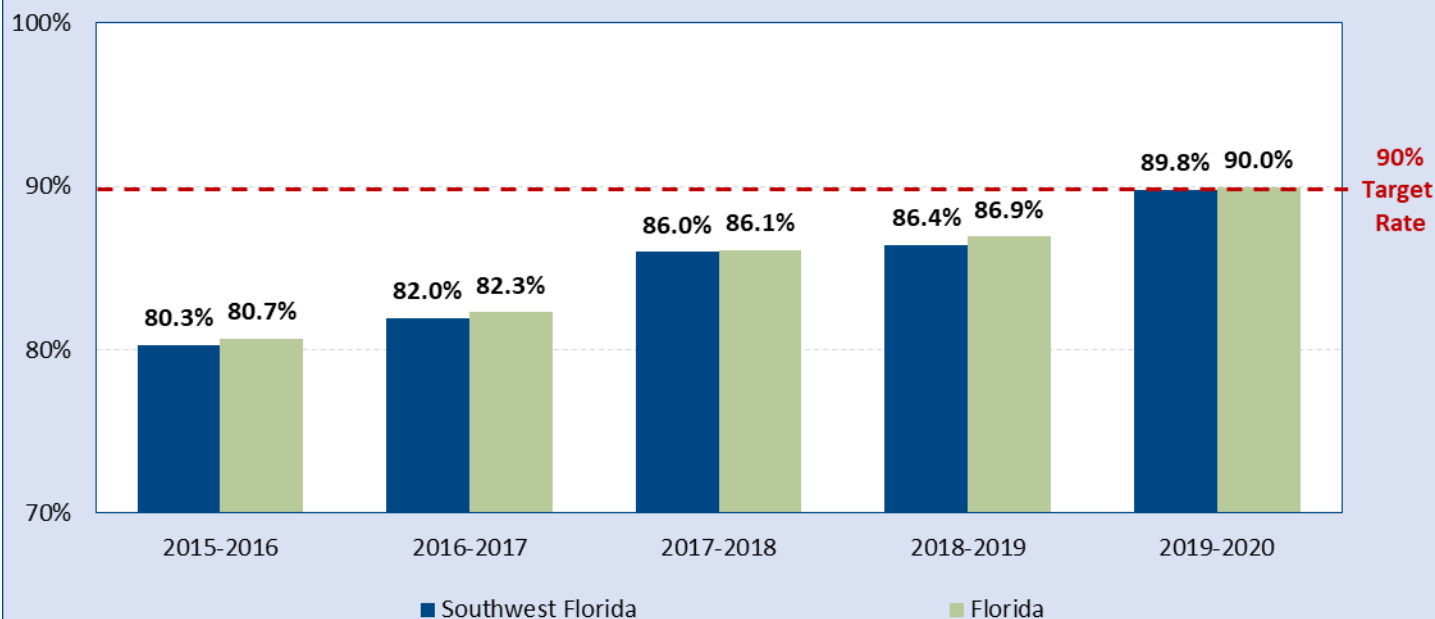
Table 2-4: Third Grade Reading Proficiency by Gender

2018-2019

Area	Male	Female
Charlotte County		
<i>Students scoring 3 or above</i>	339	357
<i>Total students</i>	489	510
<i>Percent scoring 3 or above</i>	69.3%	70.0%
Collier County		
<i>Students scoring 3 or above</i>	1,051	1,080
<i>Total students</i>	1,759	1,694
<i>Percent scoring 3 or above</i>	59.7%	63.8%
Glades County		
<i>Students scoring 3 or above</i>	43	50
<i>Total students</i>	74	75
<i>Percent scoring 3 or above</i>	58.1%	66.7%
Hendry County		
<i>Students scoring 3 or above</i>	129	123
<i>Total students</i>	285	246
<i>Percent scoring 3 or above</i>	45.3%	50.0%
Lee County		
<i>Students scoring 3 or above</i>	2,078	2,106
<i>Total students</i>	3,694	3,528
<i>Percent scoring 3 or above</i>	56.3%	59.7%
Southwest Florida		
<i>Students scoring 3 or above</i>	3,640	3,716
<i>Total students</i>	6,301	6,053
<i>Percent scoring 3 or above</i>	57.8%	61.4%
Florida		
<i>Students scoring 3 or above</i>	61,360	62,954
<i>Total students</i>	110,432	104,436
<i>Percent scoring 3 or above</i>	55.6%	60.3%

Source: Florida Department of Education

Chart 2-5: High School Graduation Rate



Source: Florida Department of Education

High School Graduation Rate

Note: Pursuant to Florida Department of Education Emergency Order No. 2020-EO-1, spring K-12 statewide assessment test administrations for the 2019-2020 school year were canceled.

Chart 2-5 and Table 2-5 show the high school graduation rates for Southwest Florida, along with each of the five counties. The cancelation of state testing during the 2019-2020 school year due to COVID-19 may have led to artificially inflated graduation rates throughout the state. As a result, Southwest Florida had a high school graduation rate of 89.8 percent during the 2019-2020 academic year, up 3.4 percentage points from the prior academic year. While high school graduation rates continue to increase each academic year, the rates remain below the 90 percent target. The high school graduation rate for Southwest Florida was also below the state, measured at 90 percent during the 2019-2020 academic year.

Collier County (92.2 percent) and Charlotte County (90.4 percent) were the only two counties to exceed the 90 percent target graduation rate during the 2019-2020 academic year. Glades County had the next highest graduation rate (89.6 percent), followed by Lee County (88.5 percent) and Hendry County (88.4 percent).

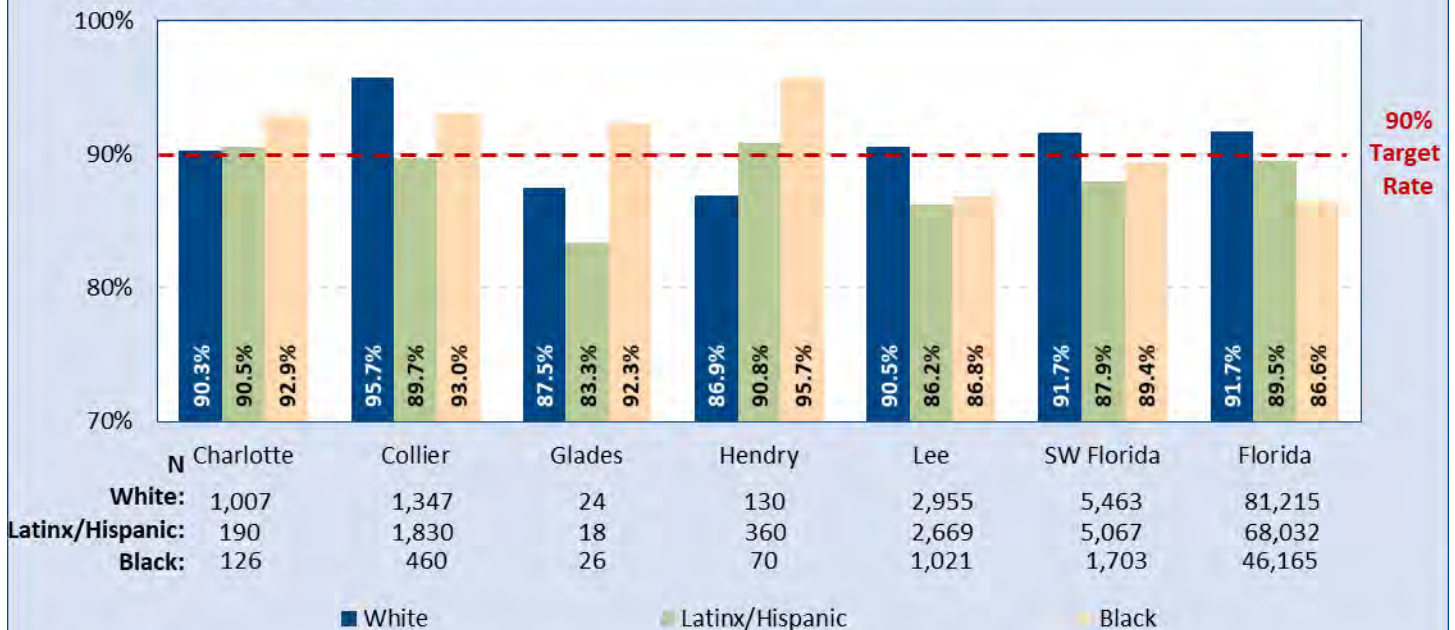
Table 2-5: High School Graduation Rate

Area	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Charlotte County					
Cohort graduates	1,091	1,111	1,273	1,188	1,272
Cohort students	1,410	1,371	1,453	1,375	1,407
Percent cohort graduates	77.4%	81.0%	87.6%	86.4%	90.4%
Collier County					
Cohort graduates	2,794	2,995	3,101	3,312	3,501
Cohort students	3,223	3,394	3,376	3,605	3,796
Percent cohort graduates	86.7%	88.2%	91.9%	91.9%	92.2%
Glades County					
Cohort graduates	47	44	57	74	69
Cohort students	60	54	61	81	77
Percent cohort graduates	78.3%	81.5%	93.4%	91.4%	89.6%
Hendry County					
Cohort graduates	385	423	428	510	519
Cohort students	493	501	511	609	587
Percent cohort graduates	78.1%	84.4%	83.8%	83.7%	88.4%
Lee County					
Cohort graduates	4,794	5,084	5,588	5,778	6,123
Cohort students	6,161	6,461	6,749	6,902	6,922
Percent cohort graduates	77.8%	78.7%	82.8%	83.7%	88.5%
Southwest Florida					
Cohort graduates	9,111	9,657	10,447	10,862	11,484
Cohort students	11,347	11,781	12,150	12,572	12,789
Percent cohort graduates	80.3%	82.0%	86.0%	86.4%	89.8%
Florida					
Cohort graduates	159,672	168,042	180,411	184,509	188,088
Cohort students	197,886	204,212	209,520	212,240	209,041
Percent cohort graduates	80.7%	82.3%	86.1%	86.9%	90.0%

Source: Florida Department of Education

Chart 2-6: High School Graduation Rate by Race/Ethnicity

2019-2020 Academic Year



Note: The term "Latinx/Hispanic" is used in place of the term "Hispanic", which is used by the Florida Department of Education.

Source: Florida Department of Education

High School Graduation Rate by Race/Ethnicity

Note: Pursuant to Florida Department of Education Emergency Order No. 2020-EO-1, spring K-12 statewide assessment test administrations for the 2019-2020 school year were canceled.

Chart 2-6 and Table 2-6 shows high school graduation rates by race and ethnicity for the 2019-2020 academic year. Southwest Florida students who identified as White had a high school graduation rate of 91.7 percent during the 2019-2020 academic year, above the target rate of 90 percent. Meanwhile students who identified as Black had a high school graduation rate of 89.4 percent, while students who identified as Latinx/Hispanic had a high school graduation rate of 87.9 percent, both below the 90 percent target rate. A similar trend was observed for the state of Florida. White students had a graduation rate (91.7 percent) slightly above the 90 percent target, while the graduation rates for Latinx/Hispanic students (89.5 percent) and Black students (86.6 percent) were lower than the 90 percent target rate.

Table 2-6: High School Graduation Rate by Race/Ethnicity

2019-2020

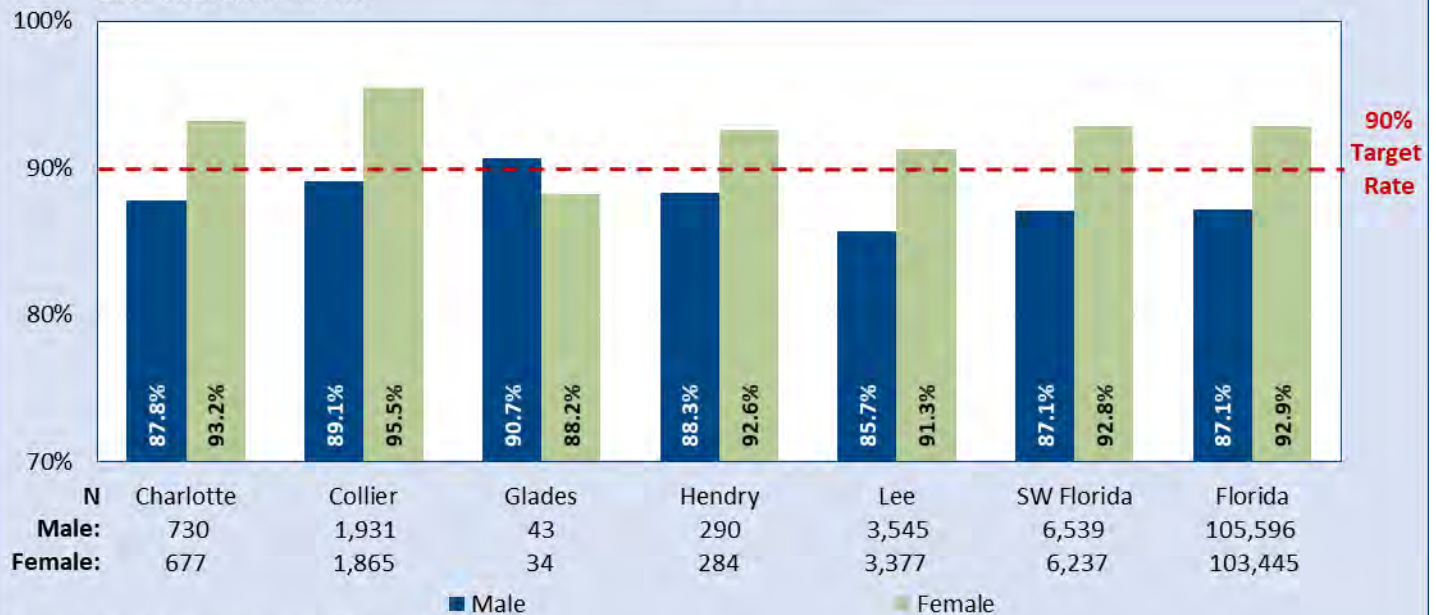
Area	White	Latinx/Hispanic	Black
Charlotte County			
Cohort graduates	909	172	117
Cohort students	1,007	190	126
Percent cohort graduates	90.3%	90.5%	92.9%
Collier County			
Cohort graduates	1,289	1,641	428
Cohort students	1,347	1,830	460
Percent cohort graduates	95.7%	89.7%	93.0%
Glades County			
Cohort graduates	21	15	24
Cohort students	24	18	26
Percent cohort graduates	87.5%	83.3%	92.3%
Hendry County			
Cohort graduates	113	327	67
Cohort students	130	360	70
Percent cohort graduates	86.9%	90.8%	95.7%
Lee County			
Cohort graduates	2,675	2,301	886
Cohort students	2,955	2,669	1,021
Percent cohort graduates	90.5%	86.2%	86.8%
Southwest Florida			
Cohort graduates	5,007	4,456	1,522
Cohort students	5,463	5,067	1,703
Percent cohort graduates	91.7%	87.9%	89.4%
Florida			
Cohort graduates	74,458	60,908	39,967
Cohort students	81,215	68,032	46,165
Percent cohort graduates	91.7%	89.5%	86.6%

Source: Florida Department of Education

Note: The term "Latinx/Hispanic" is used in place of the term "Hispanic" used by the Florida Department of Education.

Chart 2-7: High School Graduation Rate by Gender

2019-2020 Academic Year



Source: Florida Department of Education

High School Graduation Rate by Gender

Note: Pursuant to Florida Department of Education Emergency Order No. 2020-EO-1, spring K-12 statewide assessment test administrations for the 2019-2020 school year were canceled.

Chart 2-7 and Table 2-7 shows high school graduation rate by gender for the 2019-2020 academic year. Females in Southwest Florida had a high school graduation rate of 92.8 percent during the 2019-2020 academic year, above the target rate of 90 percent. Meanwhile, male students had a graduation rate of 87.1 percent. Rates for both females and males were nearly on par with the state of Florida, measured at 92.9 percent and 87.1 percent, respectively.

Females had a higher graduation rate than males in four of the five Southwest Florida counties as well. Collier County females had the highest graduation rate, measured at 95.5 percent, followed by Charlotte County (93.2 percent), Hendry County (92.6 percent) and Lee County (91.3 percent). Glades County (88.2 percent) was the only county where the graduation rate for females was below the target rate of 90 percent.

Table 2-7: High School Graduation Rate by Gender

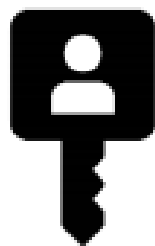
2019-2020

Area	Male	Female
Charlotte County		
<i>Cohort graduates</i>	641	631
<i>Cohort students</i>	730	677
<i>Percent cohort graduates</i>	87.8%	93.2%
Collier County		
<i>Cohort graduates</i>	1,720	1,781
<i>Cohort students</i>	1,931	1,865
<i>Percent cohort graduates</i>	89.1%	95.5%
Glades County		
<i>Cohort graduates</i>	39	30
<i>Cohort students</i>	43	34
<i>Percent cohort graduates</i>	90.7%	88.2%
Hendry County		
<i>Cohort graduates</i>	256	263
<i>Cohort students</i>	290	284
<i>Percent cohort graduates</i>	88.3%	92.6%
Lee County		
<i>Cohort graduates</i>	3,039	3,084
<i>Cohort students</i>	3,545	3,377
<i>Percent cohort graduates</i>	85.7%	91.3%
Southwest Florida		
<i>Cohort graduates</i>	5,695	5,789
<i>Cohort students</i>	6,539	6,237
<i>Percent cohort graduates</i>	87.1%	92.8%
Florida		
<i>Cohort graduates</i>	92,017	96,071
<i>Cohort students</i>	105,596	103,445
<i>Percent cohort graduates</i>	87.1%	92.9%




Source: Florida Department of Education



FutureMakers Coalition



Access and Entry

Indicator		Measure	Trending
	Enrollment	SWFL 38,730	↑
	Post-secondary fall enrollment	Florida 1,119,665	↑
	Technical Education	SWFL 4,655	↑
	Technical college fall enrollment		
	FASFA	SWFL 36.4%	↓
	FAFSA completion rate	Florida 38.7%	↓

Overview

Among the three Access and Entry indicators, Post-Secondary Fall Enrollment and Technical College Fall Enrollment in the Southwest Florida region improved from last year's report. Southwest Florida had a total post-secondary fall enrollment of 38,730 students in 2019, up 0.5 percent from the previous fall. Similarly, the region's 2019 technical college fall enrollment increased 3.1 percent from the prior year to 4,655 students. It should be noted that post-secondary fall enrollment in the state of Florida also increased, by 0.3 percent, in 2019. Data for the state's technical college fall enrollment are not available.

During the 2019-2020 academic year, the Southwest Florida region had 4,625 students complete a FAFSA application, for a FAFSA completion rate of 36.4 percent – down from 43.5 percent in the 2018-2019 academic year. FAFSA completion rates in the state of Florida also decreased between these two academic years, from 45.7 percent to 38.7 percent.



Despite the FAFSA First! Team's exhaustive efforts at targeted outreach and numerous in-person orientation sessions, FAFSA completion rates decreased significantly during the 2019-2020 academic year. The team's theory that the COVID-19 pandemic was a leading factor in the decrease in applications is supported by a National Student Clearinghouse Research Center survey¹⁰.



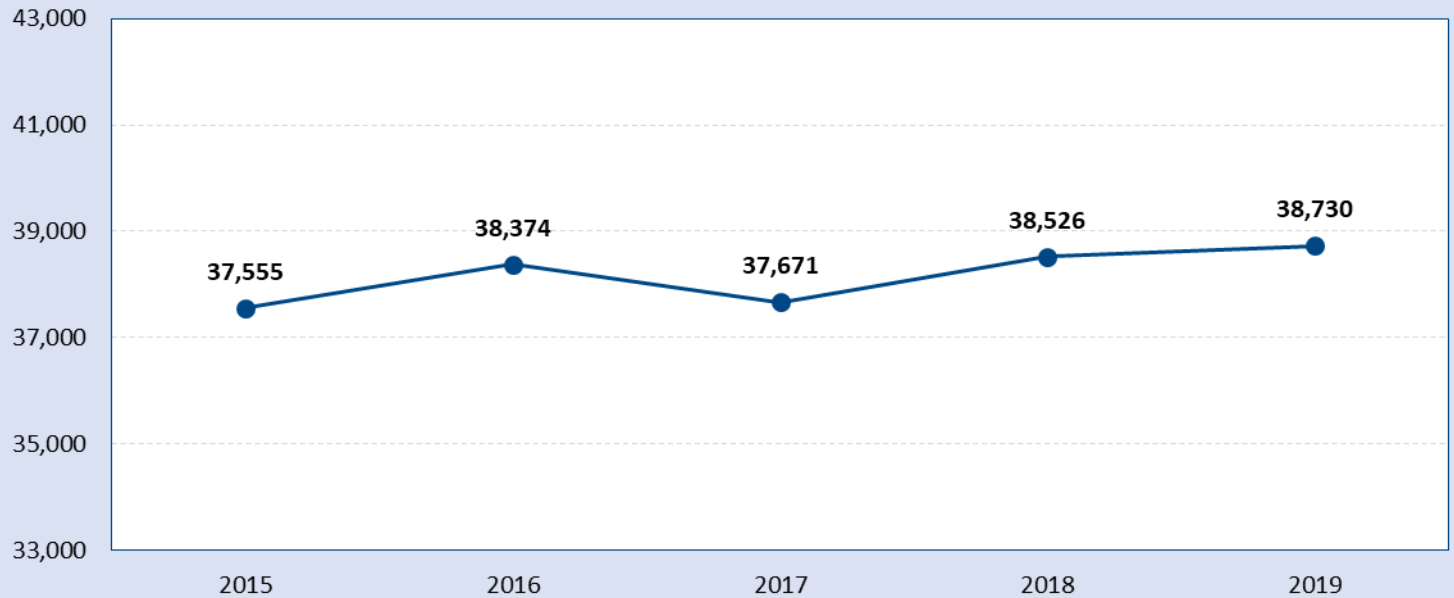
Data on post-secondary fall enrollment and technical college fall enrollment by race and ethnicity for Southwest Florida are also provided in this report. Between 2015 to 2019 in general, the region's Black and Latinx/Hispanic populations represent a growing proportion of students enrolling in post-secondary education and technical colleges, resulting in a relative decrease in the proportion of students identifying as White. As the region's population changes, post-secondary education institutions will need to adapt policies and procedures to reduce inequities in outcomes for students of color order to achieve the 55 percent goal of skilled working age adults with college degrees, workforce certificates, industry certifications, and other high-quality credentials.

¹⁰ Survey results published in the June 2021 Florida College Access Network newsletter:

<https://floridacollegeaccess.org/news/concerned-worried-and-anxious-recent-high-school-grads-explain-why-they-disconnected-from-education-after-high-school/>

Chart 2-8: Post-Secondary Fall Enrollment

Southwest Florida



Source: National Center for Education Statistics, Integrated Postsecondary Education Data System

Post-Secondary Fall Enrollment

Post-secondary fall enrollment data was obtained from the National Center for Education Statistics website. Southwest Florida post-secondary institutions were identified by selecting all institutions that were located in Charlotte, Collier, Glades, Hendry, and Lee County. The following institutions are listed as a result:

Charlotte Technical College	Cape Coral Technical College	Florida Academy
Lorenzo Walker Technical College	Florida Gulf Coast University	Paul Mitchell the School-Ft Myers
Florida SouthWestern State College	Ave Maria School of Law	Lee Professional Institute
Fort Myers Technical College	Ave Maria University	The Training Domain
Sunstate Academy	Cozmo Beauty School	Premiere International College
Southern Technical College	Immokalee Technical College	
Hodges University	The Salon Professional Academy-Ft Myers	

Southwest Florida had a total post-secondary fall enrollment of 38,730 students in 2019, up 0.5 percent from the previous fall. Fall enrollment in the region has steadily increased since 2015, with only one decline in 2017. It is important to note that Southwest Florida was significantly impacted by Hurricane Irma in 2017, which may have played a role in the decreased enrollment numbers. Fall enrollment growth in the region outpaced both the state (0.3 percent increase) and the nation (less than 0.1 percent increase) in 2019.

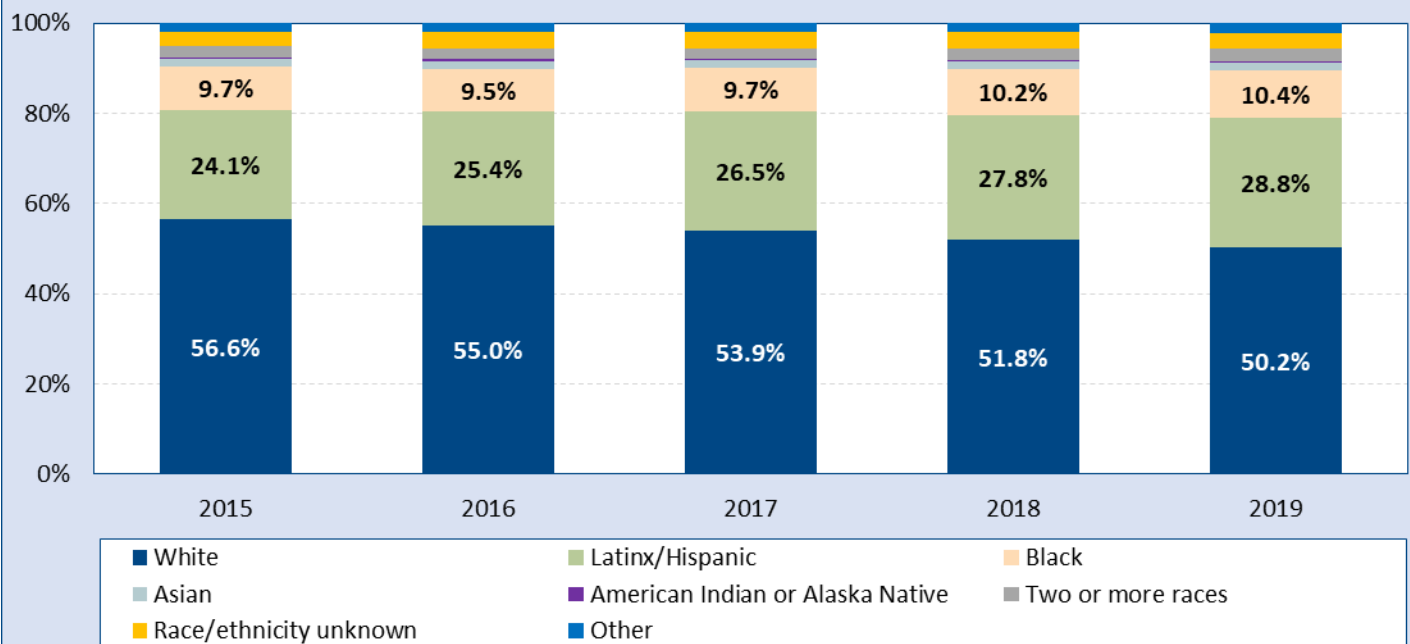
Table 2-8: Post-Secondary Fall Enrollment

Area	2015	2016	2017	2018	2019
Southwest Florida					
<i>Fall enrollment</i>	37,555	38,374	37,671	38,526	38,730
<i>Percent change</i>	--	2.2%	-1.8%	2.3%	0.5%
Florida					
<i>Fall enrollment</i>	1,093,062	1,099,736	1,119,743	1,116,790	1,119,665
<i>Percent change</i>	--	0.6%	1.8%	-0.3%	0.3%
United States					
<i>Fall enrollment</i>	20,032,812	20,054,048	20,049,479	20,057,633	20,050,421
<i>Percent change</i>	--	0.1%	0.0%	0.0%	0.0%

Source: National Center for Education Statistics, Integrated Postsecondary Education Data System

Chart 2-9: Post-Secondary Fall Enrollment by Race/Ethnicity

Southwest Florida



NOTE: For ease of reading, the percentages for White, Latinx/Hispanic, and Black students only are provided. The percentages for the other races are listed in Table 2-9. The term "Latinx/Hispanic" is used in place of the term "Hispanic", which is used by the National Center for Education Statistics.

Source: National Center for Education Statistics, Integrated Postsecondary Education Data System

Post-Secondary Fall Enrollment by Race/Ethnicity

Chart 2-9 and Table 2-9 display post-secondary fall enrollment by race and ethnicity for Southwest Florida. The proportion of students making up post-secondary fall enrollment who identify as White has steadily declined from 56.6 percent in 2015 to 50.2 percent in 2019, as the proportions of students identifying as Black or Latinx enrolling in post-secondary education have increased during this same time period. Of note, post-secondary fall enrollment among Latinx/Hispanic students increased from 24.1 percent in 2015 to 28.8 percent in 2019. Smaller increases in post-secondary fall enrollment were seen among students who identified as two or more races and race/ethnicity unknown. Post-secondary fall enrollment has remained fairly constant for the region's students identifying as Black, hovering around 10 percent between 2015 to 2019. As the region's population grows and our demographics change, post-secondary education institutions will need to adapt to accommodate the increased demand and rewrite policies and procedures that may be unintentionally creating an inequitable system for students of color in order to achieve the 55 percent goal of skilled working age adults with college degrees, workforce certificates, industry certifications, and other high-quality credentials.

Table 2-9: Post-Secondary Enrollment by Race/Ethnicity

Southwest Florida

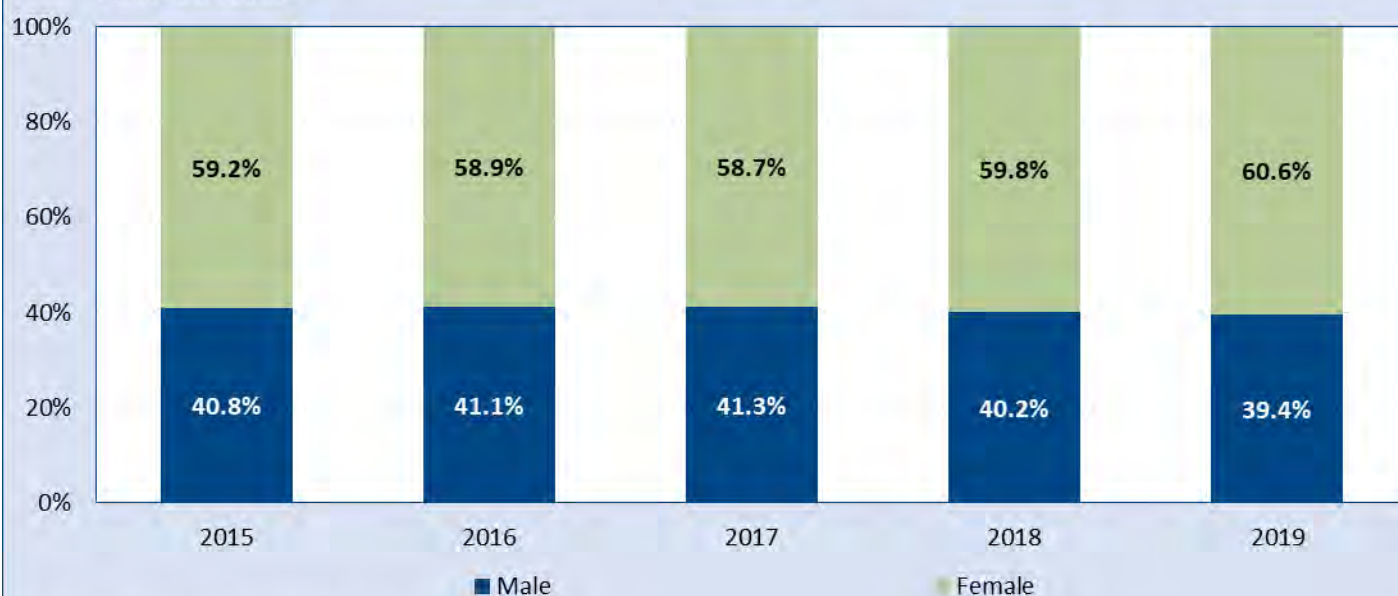
Race/Ethnicity	2015	2016	2017	2018	2019
White					
<i>Number of students</i>	21,259	21,111	20,321	19,974	19,460
<i>Percent of total</i>	56.6%	55.0%	53.9%	51.8%	50.2%
Latinx/Hispanic					
<i>Number of students</i>	9,061	9,766	9,972	10,692	11,150
<i>Percent of total</i>	24.1%	25.4%	26.5%	27.8%	28.8%
Black or African American					
<i>Number of students</i>	3,640	3,636	3,664	3,921	4,040
<i>Percent of total</i>	9.7%	9.5%	9.7%	10.2%	10.4%
Asian					
<i>Number of students</i>	664	671	637	701	718
<i>Percent of total</i>	1.8%	1.7%	1.7%	1.8%	1.9%
American Indian or Alaska Native					
<i>Number of students</i>	117	120	107	141	135
<i>Percent of total</i>	0.3%	0.3%	0.3%	0.4%	0.3%
Native Hawaiian or Other Pacific Islander					
<i>Number of students</i>	60	62	62	49	64
<i>Percent of total</i>	0.2%	0.2%	0.2%	0.1%	0.2%
Two or more races					
<i>Number of students</i>	892	891	885	987	1,059
<i>Percent of total</i>	2.4%	2.3%	2.3%	2.6%	2.7%
Race/ethnicity unknown					
<i>Number of students</i>	1,234	1,459	1,349	1,341	1,338
<i>Percent of total</i>	3.3%	3.8%	3.6%	3.5%	3.5%
Nonresident alien					
<i>Number of students</i>	628	658	674	720	766
<i>Percent of total</i>	1.7%	1.7%	1.8%	1.9%	2.0%
Total Fall Enrollment	37,555	38,374	37,671	38,526	38,730

Source: National Center for Education Statistics, Integrated Postsecondary Education Data System

Note: The term "Latinx/Hispanic" is used in place of the term "Hispanic", which is used by the National Center for Education Statistics.

Chart 2-10: Post-Secondary Fall Enrollment by Gender

Southwest Florida



Source: National Center for Education Statistics

Post-Secondary Fall Enrollment by Gender

Chart 2-10 and Table 2-10 show post-secondary fall enrollment by gender for Southwest Florida. The region had 23,459 female students enrolled into a post-secondary institute during fall 2019, representing 60.6 percent of total enrollment. The region also had 15,271 male students enrolled in 2019, accounting for 39.4 percent of total enrollment during that year. These percentages have remained near the same level since 2015.

Table 2-10: Post-Secondary Fall Enrollment by Gender

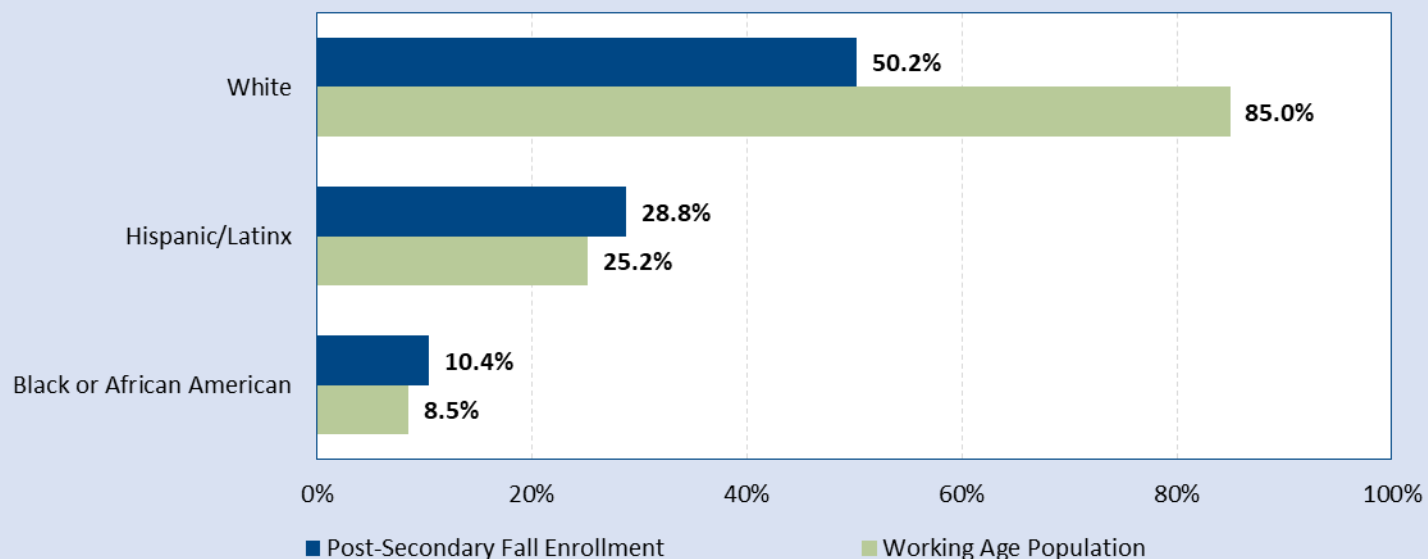
Southwest Florida

Gender	2015	2016	2017	2018	2019
Male					
Number of students	15,320	15,765	15,557	15,482	15,271
Percent of total	40.8%	41.1%	41.3%	40.2%	39.4%
Female					
Number of students	22,235	22,609	22,114	23,044	23,459
Percent of total	59.2%	58.9%	58.7%	59.8%	60.6%
Total Fall Enrollment	37,555	38,374	37,671	38,526	38,730

Source: National Center for Education Statistics

Chart 2-11: Post-Secondary Enrollment vs. Working Age Population

Southwest Florida
2019



Source: National Center for Education Statistics, American Community Survey 5-Year Estimates

Post-Secondary Fall Enrollment vs. Working Age Population by Race/Ethnicity

Chart 2-11 and Table 2-11 compare post-secondary enrollment and working-age population distributions by race and ethnicity in 2019. While working-age residents who identified as White made up 85.0 percent of the population in Southwest Florida, they accounted for only 50.2 percent of fall enrollment in 2019. Latinx/Hispanic students represented 28.8 percent of total post-secondary fall enrollment, compared to 25.2 percent of the working age population. The region had a Black or African American working age population of 8.5 percent in 2019, slightly below 10.4 percent fall enrollment during that year.

Table 2-11: Post-Secondary Enrollment vs. Working Age Population

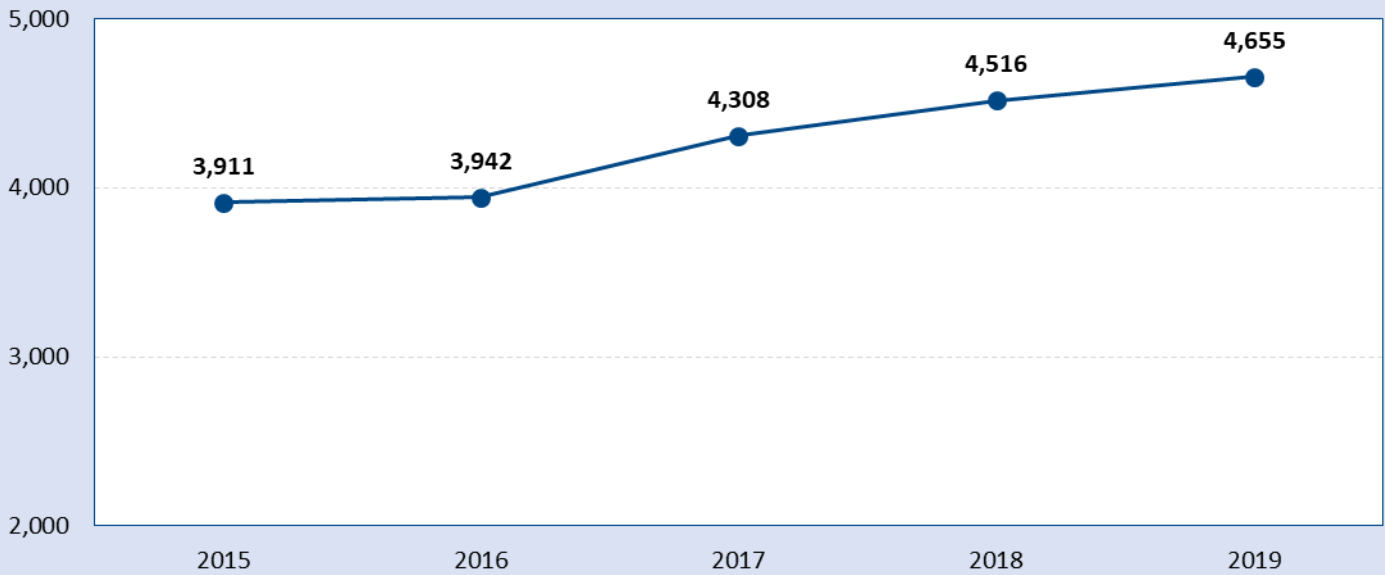
2019

Race/Ethnicity	Post-Secondary Fall Enrollment	Working Age Population
White	50.2%	85.0%
Latinx/Hispanic	28.8%	25.2%
Black or African American	10.4%	8.5%

Source: National Center for Education Statistics, American Community Survey 5-Year Estimates

Chart 2-12: Technical College Fall Enrollment

Southwest Florida



Source: National Center for Education Statistics

Technical College Fall Enrollment

As a subset of post-secondary fall enrollment, technical college fall enrollment data was obtained from the National Center for Education Statistics website. Technical enrollment for Southwest Florida comprises the following institutions:

Charlotte Technical College
Lorenzo Walker Technical College
Fort Myers Technical College
Southern Technical College
Cozmo Beauty School

Immokalee Technical College
The Salon Professional Academy-Ft Myers
Paul Mitchell the School-Ft Myers
The Training Domain
Sunstate Academy

Lee Professional Institute
Florida Academy
Premiere International College
Cape Coral Technical College

Chart 2-12 and Table 2-12 show technical college fall enrollment for Southwest Florida. The region had a total fall enrollment of 4,655 in 2019. Enrollment has steadily increased since fall 2015, when the region had 3,911 students enrolled.

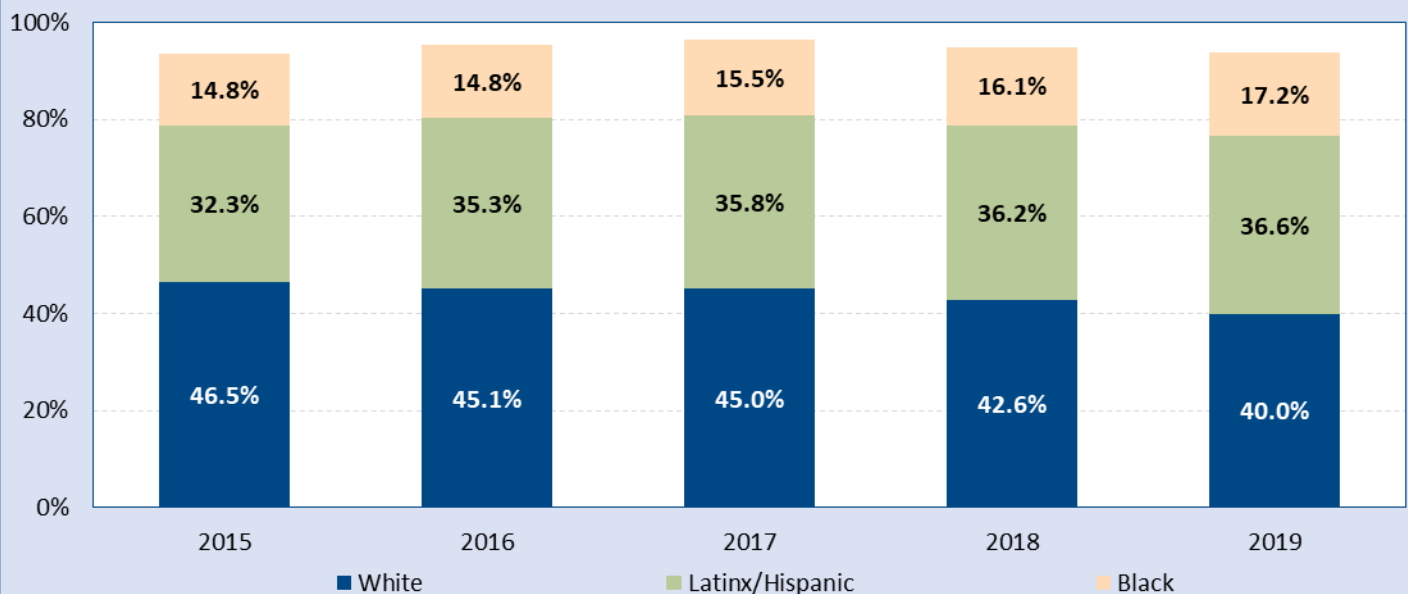
Table 2-12: Technical College Fall Enrollment

Category	2015	2016	2017	2018	2019
Southwest Florida					
Fall enrollment	3,911	3,942	4,308	4,516	4,655
Percent change	--	0.8%	9.3%	4.8%	3.1%

Source: National Center for Education Statistics

Chart 2-13: Technical Education Fall Enrollment by Race/Ethnicity

Southwest Florida



Note: The term "Latinx/Hispanic" is used in place of the term "Hispanic", which is used by the National Center for Education Statistics.

Source: National Center for Education Statistics, Integrated Postsecondary Education Data System

Technical College Fall Enrollment by Race/Ethnicity

Chart 2-13 and Table 2-13 display technical college fall enrollment by race and ethnicity for Southwest Florida. Similar to the trends seen in the total post-secondary fall enrollment statistics, the proportion of students making up technical fall enrollment who identify as White has steadily declined from 46.5 percent in 2015 to 40.0 percent in 2019, as the proportions of students among Southwest Florida's identifying as Latinx/Hispanic or Black enrolling in technical colleges have increased during this same time period. Technical college fall enrollment among Latinx/Hispanic students has increased from 32.3 percent in 2015 to 36.6 percent in 2019. For students identifying as Black, technical college fall enrollment has increased from 14.8 percent in 2015 to 17.2 percent in 2019. Technical college fall enrollment has remained fairly constant for the region's students among the other races/ethnicities tracked by the National Center for Education Statistics. As noted before, the region's population growth will require technical colleges to adapt to accommodate the increased demand and rewrite policies and procedures that may be unintentionally creating an inequitable system for students of color in order to achieve the 55 percent goal of skilled working age adults with college degrees, workforce certificates, industry certifications, and other high-quality credentials.

Table 2-13: Technical College Fall Enrollment by Race/Ethnicity

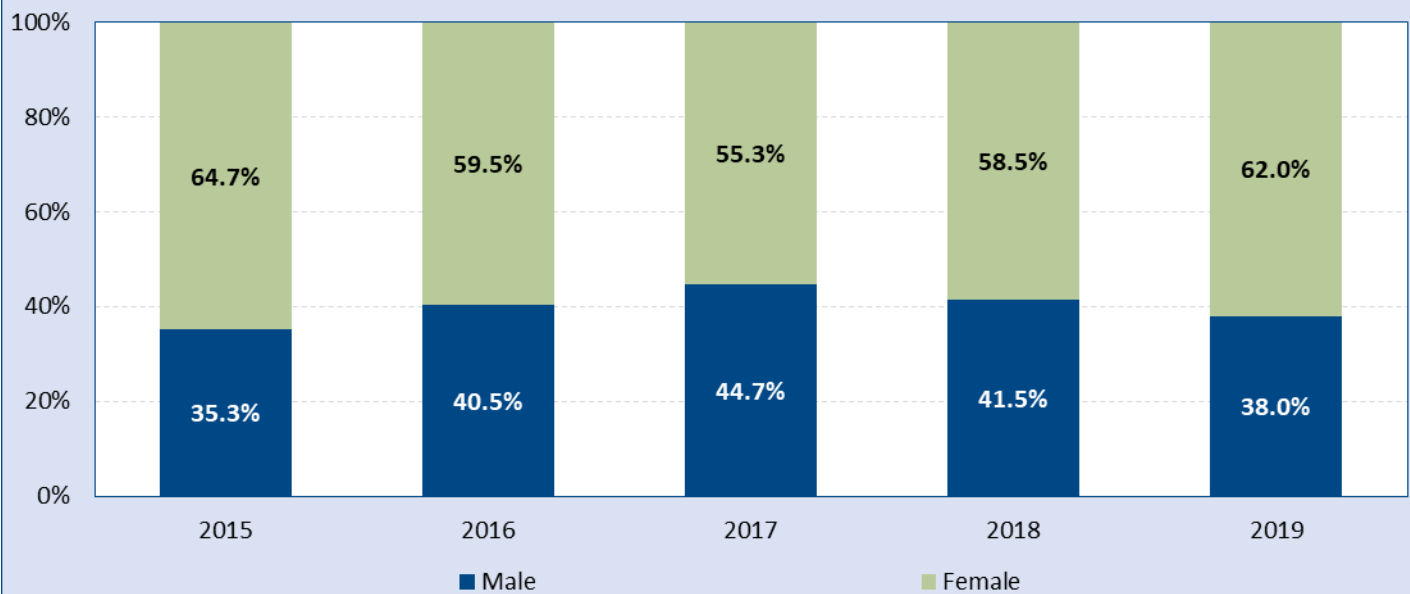
Southwest Florida					
Race/Ethnicity	2015	2016	2017	2018	2019
White					
<i>Number of students</i>	1,820	1,777	1,940	1,926	1,860
<i>Percent of total</i>	46.5%	45.1%	45.0%	42.6%	40.0%
Latinx/Hispanic					
<i>Number of students</i>	1,262	1,392	1,541	1,633	1,704
<i>Percent of total</i>	32.3%	35.3%	35.8%	36.2%	36.6%
Black or African American					
<i>Number of students</i>	577	584	668	726	802
<i>Percent of total</i>	14.8%	14.8%	15.5%	16.1%	17.2%
Asian					
<i>Number of students</i>	42	39	39	47	36
<i>Percent of total</i>	1.1%	1.0%	0.9%	1.0%	0.8%
American Indian or Alaska Native					
<i>Number of students</i>	24	12	13	14	15
<i>Percent of total</i>	0.6%	0.3%	0.3%	0.3%	0.3%
Native Hawaiian or Other Pacific Islander					
<i>Number of students</i>	11	13	8	6	6
<i>Percent of total</i>	0.3%	0.3%	0.2%	0.1%	0.1%
Two or more races					
<i>Number of students</i>	161	101	75	123	192
<i>Percent of total</i>	4.1%	2.6%	1.7%	2.7%	4.1%
Race/ethnicity unknown					
<i>Number of students</i>	5	23	23	31	28
<i>Percent of total</i>	0.1%	0.6%	0.5%	0.7%	0.6%
Nonresident alien					
<i>Number of students</i>	9	1	1	10	12
<i>Percent of total</i>	0.2%	0.0%	0.0%	0.2%	0.3%
Total Fall Enrollment	3,911	3,942	4,308	4,516	4,655

Source: National Center for Education Statistics, Integrated Postsecondary Education Data System

Note: The term "Latinx/Hispanic" is used in place of the term "Hispanic", which is used by the National Center for Education Statistics.

Chart 2-14: Technical Education Fall Enrollment by Gender

Southwest Florida



Source: National Center for Education Statistics, Integrated Postsecondary Education Data System

Technical College Fall Enrollment by Gender

Chart 2-14 and Table 2-14 shows technical education fall enrollment by gender for Southwest Florida. The region had 2,884 female students enrolled into a technical college during fall 2019, representing 62.0 percent of total enrollment. This percentage declined from 2015 to 2017, before improving each of the following two years. The region also had 1,771 male students enrolled in 2019, accounting for 38.0 percent of total enrollment during that year.

Table 2-14: Technical Education Fall Enrollment by Gender

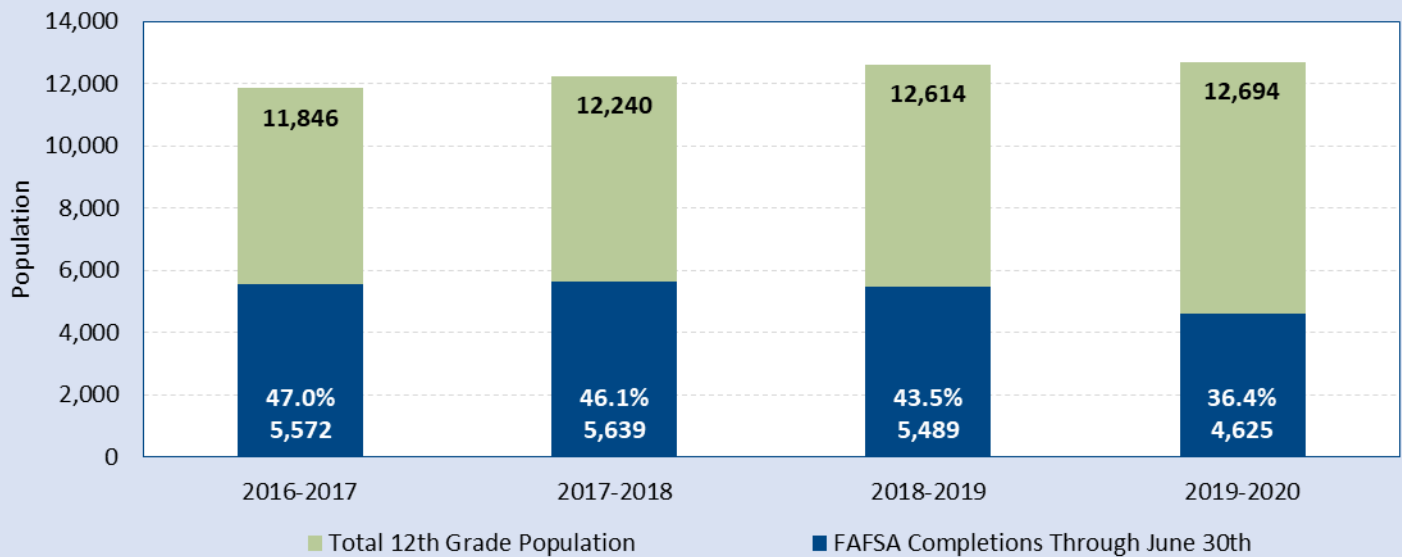
Southwest Florida

Gender	2015	2016	2017	2018	2019
Male					
Number of students	1,380	1,596	1,926	1,873	1,771
Percent of total	35.3%	40.5%	44.7%	41.5%	38.0%
Female					
Number of students	2,531	2,346	2,382	2,643	2,884
Percent of total	64.7%	59.5%	55.3%	58.5%	62.0%
Total Fall Enrollment	3,911	3,942	4,308	4,516	4,655

Source: National Center for Education Statistics, Integrated Postsecondary Education Data System

Chart 2-15: FAFSA Completion Rate

Southwest Florida



Source: Florida College Access Network (FCAN)

Note: FAFSA Completion Rate above population value.

FAFSA Completion Rate

Chart 2-15 and Table 2-15 show the Free Application for Federal Student Aid (FAFSA) completion rates for Southwest Florida and each of the five counties. During the 2019-2020 academic year, the region had 4,625 students complete a FAFSA application, for a FAFSA completion rate of 36.4 percent. The FAFSA completion rate has steadily declined since the 2016-2017 academic year and remains below the state FAFSA completion rate of 38.7 percent in 2019-2020. One possible explanation, as suggested by a National Student Clearinghouse Research Center survey, is that just over one-third of COVID-19 pandemic high school graduates have become “disrupted students” – choosing not to pursue their desires for more education at this time.¹¹

Of the five Southwest Florida counties, both Glades County (52.4 percent) and Collier County (42.6 percent) had a higher FAFSA completion rate than the state. Lee County had a completion rate of 34.8 percent, while Charlotte and Hendry County had completion rates of 31.9 and 27.9 percent, respectively.

¹¹ Survey results published in the June 2021 Florida College Access Network newsletter:

<https://floridacollegeaccess.org/news/concerned-worried-and-anxious-recent-high-school-grads-explain-why-they-disconnected-from-education-after-high-school/>

Table 2-15: FAFSA Completion Rate

Area	2016-2017	2017-2018	2018-2019	2019-2020
Charlotte County				
<i>Total 12th Grade Population</i>	1,338	1,400	1,354	1,335
<i>FAFSA Completions Through June 30th</i>	538	593	510	426
<i>FAFSA Completion Rate</i>	40.2%	42.4%	37.7%	31.9%
Collier County				
<i>Total 12th Grade Population</i>	3,031	3,049	3,290	3,482
<i>FAFSA Completions Through June 30th</i>	1,606	1,611	1,679	1,484
<i>FAFSA Completion Rate</i>	53.0%	52.8%	51.0%	42.6%
Glades County				
<i>Total 12th Grade Population</i>	54	69	74	63
<i>FAFSA Completions Through June 30th</i>	24	33	32	33
<i>FAFSA Completion Rate</i>	44.4%	47.8%	43.2%	52.4%
Hendry County				
<i>Total 12th Grade Population</i>	490	468	534	519
<i>FAFSA Completions Through June 30th</i>	259	224	197	145
<i>FAFSA Completion Rate</i>	52.9%	47.9%	36.9%	27.9%
Lee County				
<i>Total 12th Grade Population</i>	6,933	7,254	7,362	7,295
<i>FAFSA Completions Through June 30th</i>	3,145	3,178	3,071	2,537
<i>FAFSA Completion Rate</i>	45.4%	43.8%	41.7%	34.8%
Southwest Florida				
<i>Total 12th Grade Population</i>	11,846	12,240	12,614	12,694
<i>FAFSA Completions Through June 30th</i>	5,572	5,639	5,489	4,625
<i>FAFSA Completion Rate</i>	47.0%	46.1%	43.5%	36.4%
Florida				
<i>Total 12th Grade Population</i>	194,763	199,571	203,306	199,139
<i>FAFSA Completions Through June 30th</i>	95,871	98,442	92,944	76,969
<i>FAFSA Completion Rate</i>	49.2%	49.3%	45.7%	38.7%







Source: Florida College Access Network (FCAN)



FutureMakers Coalition



Persistence and Completion

Indicator		Measure	Trending	
	Retention	SWFL	76.6%	↑
	First-year retention rates	Florida	79.3%	↑
	On-time Completion	SWFL	47.8%	↓
	Percent completing within 150 percent of normal time	Florida	54.3%	↑
	Business Partnerships	SWFL	51.8%	↓
	Percent employers working with post-secondary institutions			
	Returning Adults	SWFL	86.6%	↑
	Percent employers offering education opportunities			
	Living Wage	SWFL	\$38.12	↑
	Hourly wage to support one adult and two children	Florida	\$38.04	↑
	Local Jobs	SWFL	44.8%	↑
	Percent of Southwest Florida graduates still working in Southwest Florida			

Overview

Among the six Persistence and Completion indicators, all but business partnerships and on-time completion increased from last year's report. First year retention rates increased in the Southwest Florida region from 70.1 percent in 2018 to 76.6 percent in 2019. However, on-time completion rates among students in the region who were pursuing post-secondary education decreased slightly from 48.0 percent in 2018 to 47.8 percent in 2019. Among Southwest Florida businesses that answered the question "Do you currently partner with any of the following education institutions?", 51.8 percent responded "yes" in 2021, down from 54.1 percent in 2020. The percentage of Southwest Florida employers that offer opportunities to working adults to return to complete a degree or certification increased from 73.0 percent in 2020 to 86.6 percent in 2021. Hourly living wages and the average hourly wage also increased in the Southwest Florida region to \$38.12 in 2020 compared to \$29.32 in 2019. (Living wage is defined as the local wage rate that allows residents to meet minimum standards of living.¹²) Finally, the percentage of Southwest Florida graduates still working at local jobs in Southwest Florida increased slightly to 44.8 percent in 2020 compared to 41.8 percent in 2019, slipping slightly from 48.0 percent to 47.8 percent. It should be noted that first year retention and on-time completion rates in the state of Florida increased during the same timeframes.



Given the COVID-19 pandemic, the 6.5 percentage point increase in first year retention rate from 2018 to 2019 may be surprising since the pandemic was at near-peak levels in the fall of 2020 and before any vaccine was available. However, the shift to on-line classes may have been more convenient for some students compared to in-classroom learning, enabling the students to maintain their course load and encouraging them to continue their studies into the fall of 2020.



From 2019 to 2020, the average **hourly** wage increased 9.1 percent (from \$21.79 to \$23.77, respectively) for families with one adult and two children while the hourly **living** wage increased 33.2 percent (from \$28.62 to \$38.12). In 2019, that average hourly wage accounted for 76 percent (\$21.79/\$28.62) of the hourly living wage needed by a family of one adult and two children to meet minimum standards of living. In 2020, that proportion was only 62 percent (\$23.77/\$38.12), suggesting that some families in Southwest Florida lost ground.



Data illustrating on-time, post-secondary completion rates by race and ethnicity for Southwest Florida are also provided in this report. Between 2014 and 2018, on-time post-secondary complete rates follow similar patterns across the races and ethnicities, although Black students generally have a lower on-time completion rate year-to-year compared to White and Latinx/Hispanic students.

¹² For more information on the living wage methodology, see the MIT webpage: <https://livingwage.mit.edu/pages/about>

FutureMakers in Action

Stop-Out Campaigns

Students who stopped-out of their academic programs often cited a lack of financial support, a desire to focus on mental/physical health, and competing responsibilities as the primary reasons for their decisions. Florida Gulf Coast University's (FGCU) "Return to the Nest" and Florida SouthWestern State College's (FSW) "Second Look" campaigns aim to remove the financial barriers for students who stopped out of their academic programs before completing a degree. In addition to financial assistance, both institutions have also implemented other Support like coaching and improved communications to help returning students better navigate their pathways to graduation. As of July 2021, more than 800 students have been readmitted to these institutions. Nearly 14 percent (111) have already earned a degree (including 26 Associates in Arts degrees from FGCU and 12 Associates in Arts from FSW via Reverse Transfer) – these are degrees that otherwise would not have been added.

Of the \$75,000 allocated at FGCU to relieve students' debt to complete their programs, \$44,445 remain. At FSW, approximately \$17,000 remains out of the \$65,000 allocated to remove financial barriers after the Fall allocations. Several new policies and practices have been implemented at both schools and the Reverse Transfer process has been operationalized thanks to this important work.



FutureMakers Coalition

FutureMakers in Action

Guests Service Professional Certification

Led by Nicole King-Smith, Ph.D., CHT, CGSP (Tourism & Hospitality Training Director), Lee County Visitor & Convention Bureau has a free, customized, hospitality customer service training program that was modeled after the American Hotel Lodging & Education Institute. Once the participants complete the eight training modules at their own pace, they are eligible to take the **Certified Guests Service Professional** exam, which is an approved US Department of Labor workforce certification. The Bureau's training program is promoted by word of mouth, on the Lee County Visitor & Convention Bureau social media channels, and on a dedicated landing page (www.guestsfirst.com). The certification has grown in value in the local community and is being utilized as a professional development tool, becoming a factor in hiring requests, team building, promotions, and pay raises. Furthermore, if all of a hospitality organization's frontline employees achieve the Guests Service Professional Certification, then those organizations are eligible for a certified business designation. This designation is renewed every year and provides added marketing value to the business. There are currently about nine hospitality organizations that have achieved the certified business designation.

ATTRIBUTES, AWARDS & RECOGNITION



974
CGSPs



3,497
PARTICIPANTS
AND COUNTING



99%
PASSING RATE



INCREASED
CUSTOMER SERVICE
SCORES

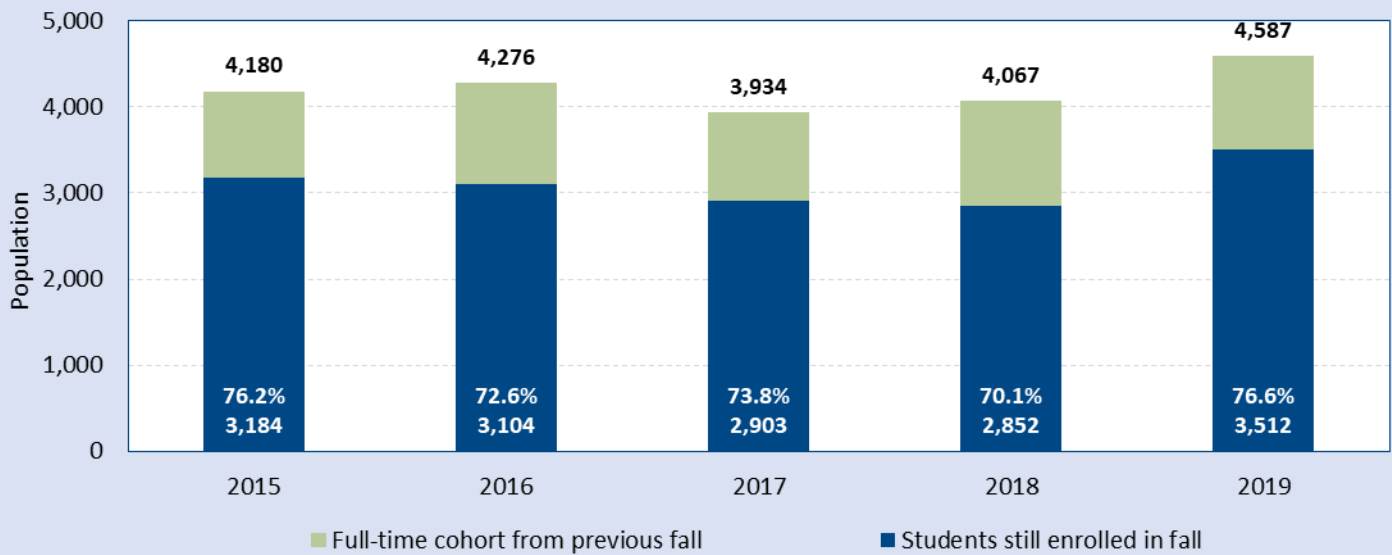
- In 2012, Harvard named Lee County VCB's 'Guests First' program one of the 111 Bright Ideas in government.
- In 2013, the VCB entered a first-of-its-kind partnership with the AHLEI.
- In 2018, the VCB proudly became a Certified Guest Service Destination.



FutureMakers Coalition

Chart 2-16: First Year Retention Rate

Southwest Florida



Source: National Center for Education Statistics, Integrated Postsecondary Education Data System

Note: First year retention rate above population value.

First-Year Retention Rate

Chart 2-16 and Table 2-16 show the first-year retention rate for all students enrolled in post-secondary institutions in Southwest Florida. Of the 4,587 enrolled during fall 2019, 3,512 remained enrolled during the following fall, giving the region a first-year retention rate of 76.6 percent. The first-year retention rate for the region declined from 2015 to 2018 but increased 6.5 percentage points in 2019.

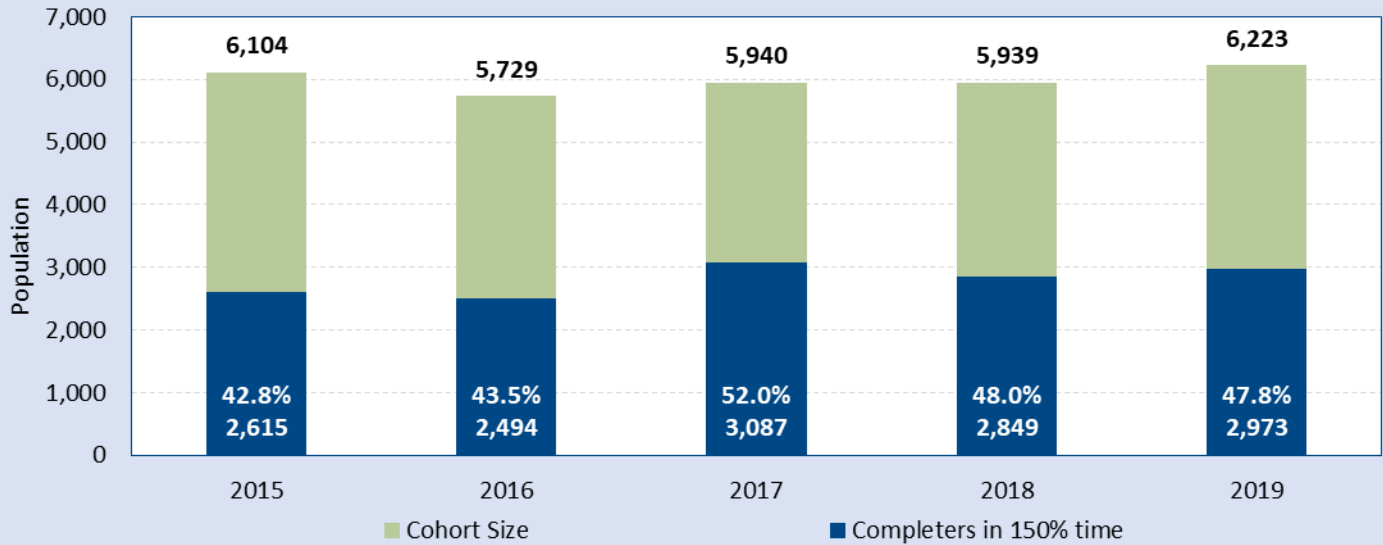
Table 2-16: First Year Retention Rate

Area	2015	2016	2017	2018	2019
Southwest Florida					
<i>Full-time cohort from previous fall</i>	4,180	4,276	3,934	4,067	4,587
<i>Students still enrolled in fall</i>	3,184	3,104	2,903	2,852	3,512
<i>First-year retention rate</i>	76.2%	72.6%	73.8%	70.1%	76.6%
Florida					
<i>Full-time cohort from previous fall</i>	83,893	83,531	84,839	87,239	89,875
<i>Students still enrolled in fall</i>	65,453	65,127	66,584	68,662	71,305
<i>First-year retention rate</i>	78.0%	78.0%	78.5%	78.7%	79.3%
United States					
<i>Full-time cohort from previous fall</i>	2,270,176	2,249,901	2,258,576	2,269,147	2,274,976
<i>Students still enrolled in fall</i>	1,696,061	1,693,997	1,703,814	1,712,921	1,730,351
<i>First-year retention rate</i>	74.7%	75.3%	75.4%	75.5%	76.1%

Source: National Center for Education Statistics, Integrated Postsecondary Education Data System

Chart 2-17: Post-Secondary Completion Rates

Southwest Florida



Source: National Center for Education Statistics, Integrated Postsecondary Education Data System

Note: Post-secondary completion rate above population value.

On-Time Completion Rates

Chart 2-17 and Table 2-17 show the on-time completion rates for all students enrolled in post-secondary institutions in Southwest Florida. A cohort completer is defined as a student within a cohort who received an award or degree within 150 percent of normal time between July 1 of the preceding year and June 30 of the reported year. Southwest Florida post-secondary institutions were identified by selecting all institutions that were located in Charlotte, Collier, Glades, Hendry, and Lee County. The following institutions are listed as a result:

Charlotte Technical College	Cape Coral Technical College	Florida Academy
Lorenzo Walker Technical College	Florida Gulf Coast University	Paul Mitchell the School-Ft Myers
Florida SouthWestern State College	Ave Maria School of Law	Lee Professional Institute
Fort Myers Technical College	Ave Maria University	The Training Domain
Sunstate Academy	Cozmo Beauty School	Premiere International College
Southern Technical College	Immokalee Technical College	
Hodges University	The Salon Professional Academy-Ft Myers	

Southwest Florida had a post-secondary on-time completion rate of 47.8 percent in 2019, down 0.2 percentage points from 2018. The completion rate remains below both the state of Florida (54.3 percent) and the nation (52.4 percent).

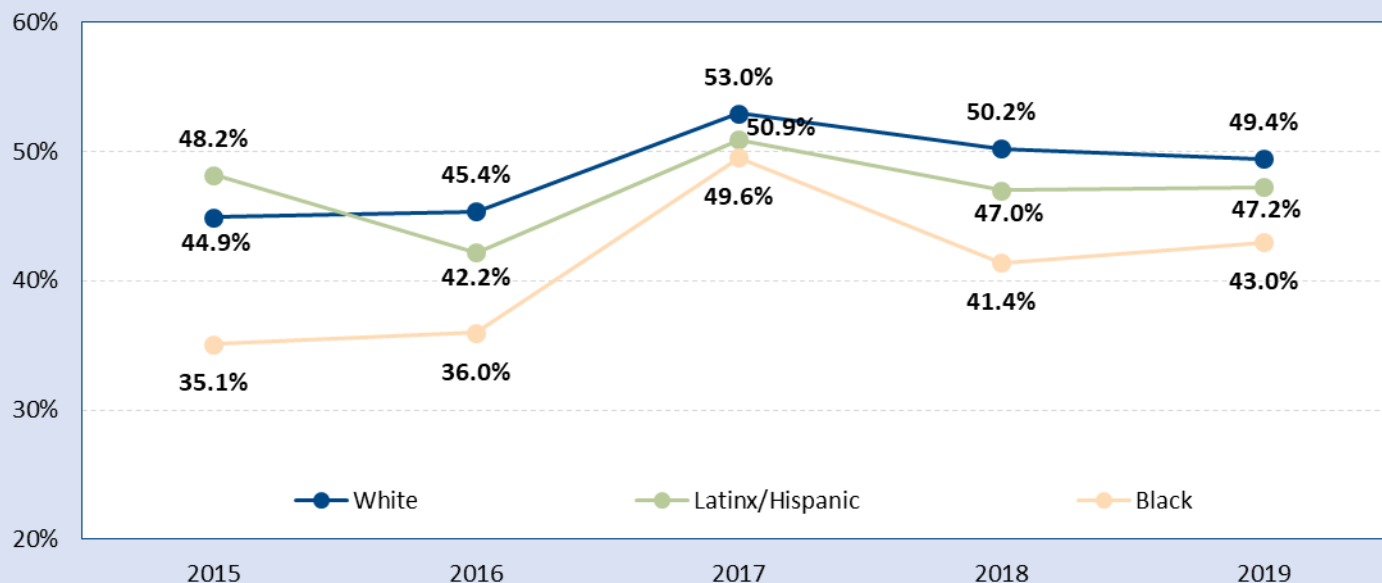
Table 2-17: Post-Secondary Completion Rates

Area	2015	2016	2017	2018	2019
Southwest Florida					
<i>Number of cohort completers in 150 percent of normal time</i>	2,615	2,494	3,087	2,849	2,973
<i>Adjusted cohort size</i>	6,104	5,729	5,940	5,939	6,223
<i>Cohort completion rate</i>	42.8%	43.5%	52.0%	48.0%	47.8%
Florida					
<i>Number of cohort completers in 150 percent of normal time</i>	73,248	76,269	87,558	90,810	91,626
<i>Adjusted cohort size</i>	144,782	152,210	169,779	168,117	168,655
<i>Cohort completion rate</i>	50.6%	50.1%	51.6%	54.0%	54.3%
United States					
<i>Number of cohort completers in 150 percent of normal time</i>	1,184,439	1,205,079	1,229,766	1,250,927	1,280,505
<i>Adjusted cohort size</i>	2,542,041	2,518,327	2,506,765	2,438,693	2,444,059
<i>Cohort completion rate</i>	46.6%	47.9%	49.1%	51.3%	52.4%

Source: National Center for Education Statistics, Integrated Postsecondary Education Data System

Chart 2-18: Post-Secondary Completion Rates by Race/Ethnicity

Southwest Florida



Note: The term "Latinx/Hispanic" is used in place of the term "Hispanic", which is used by the National Center for Education Statistics.

Source: National Center for Education Statistics, Integrated Postsecondary Education Data System

On-Time Completion Rates by Race/Ethnicity

Chart 2-18 and Table 2-18 show post-secondary on-time completion rates by race and ethnicity for the Southwest Florida region. A cohort completer is defined as a student within a cohort who received an award or degree within 150 percent of normal time between July 1 of the preceding year and June 30 of the reported year. Southwest Florida had a cohort completion rate of 47.8 percent in 2019. Students who identified as White had a slightly higher completion rate, measured at 49.4 percent during 2019. Students identifying as Latinx/Hispanic had a lower completion rate (47.2 percent), followed by students identifying as Black (43.0 percent). Data for the other races/ethnicities tracked by the National Center for Education Statistics do not appear in Chart 2-18 due to the small and highly variable sample sizes, making visual interpretations more difficult. These data are presented in Table 2-18.

Table 2-18: Post-Secondary Completion Rates by Race/Ethnicity

Southwest Florida

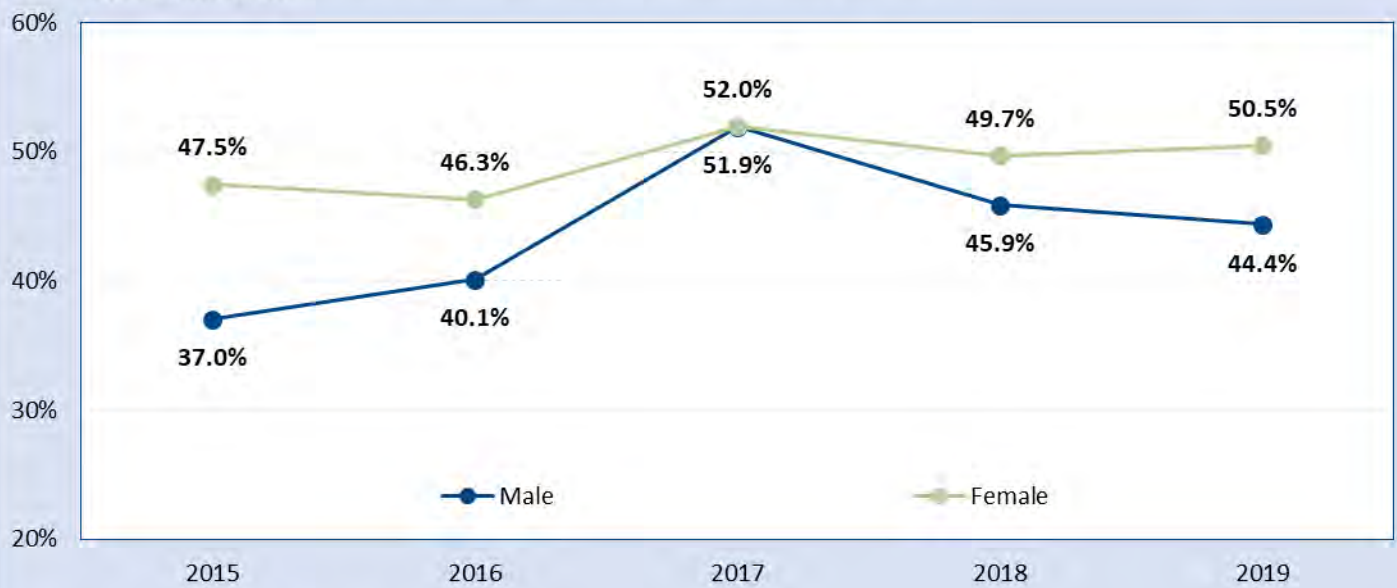
Race/Ethnicity	2015	2016	2017	2018	2019
White					
Number of cohort completers	1,593	1,525	1,896	1,752	1,719
Adjusted cohort size	3,546	3,361	3,580	3,489	3,477
Cohort completion rate	44.9%	45.4%	53.0%	50.2%	49.4%
Latinx/Hispanic					
Number of cohort completers	602	580	725	688	752
Adjusted cohort size	1,249	1,374	1,423	1,464	1,592
Cohort completion rate	48.2%	42.2%	50.9%	47.0%	47.2%
Black or African American					
Number of cohort completers	198	213	282	246	321
Adjusted cohort size	564	592	569	594	747
Cohort completion rate	35.1%	36.0%	49.6%	41.4%	43.0%
Asian					
Number of cohort completers	42	47	44	39	39
Adjusted cohort size	85	88	88	81	88
Cohort completion rate	49.4%	53.4%	50.0%	48.1%	44.3%
American Indian or Alaska Native					
Number of cohort completers	10	9	7	10	6
Adjusted cohort size	42	14	12	24	17
Cohort completion rate	23.8%	64.3%	58.3%	41.7%	35.3%
Native Hawaiian or Other Pacific Islander					
Number of cohort completers	0	3	3	7	4
Adjusted cohort size	3	8	8	10	10
Cohort completion rate	0.0%	37.5%	37.5%	70.0%	40.0%
Two or more races					
Number of cohort completers	38	52	60	47	50
Adjusted cohort size	58	118	118	117	121
Cohort completion rate	65.5%	44.1%	50.8%	40.2%	41.3%
Race/ethnicity unknown					
Number of cohort completers	103	44	43	42	48
Adjusted cohort size	504	134	95	115	107
Cohort completion rate	20.4%	32.8%	45.3%	36.5%	44.9%
Nonresident alien					
Number of cohort completers	29	21	27	18	34
Adjusted cohort size	53	40	47	45	64
Cohort completion rate	54.7%	52.5%	57.4%	40.0%	53.1%
Total					
Number of cohort completers	2,615	2,494	3,087	2,849	2,973
Adjusted cohort size	6,104	5,729	5,940	5,939	6,223
Cohort completion rate	42.8%	43.5%	52.0%	48.0%	47.8%

Source: National Center for Education Statistics, Integrated Postsecondary Education Data System

Note: The term "Latinx/Hispanic" is used in place of the term "Hispanic", which is used by the National Center for Education Statistics.

Chart 2-19: Post-Secondary Completion Rates by Gender

Southwest Florida



Source: National Center for Education Statistics

On-Time Completion Rates by Gender

Chart 2-19 and Table 2-19 shows post-secondary on-time completion rates by gender for the region. A cohort completer is defined as a student within a cohort who received an award or degree within 150 percent of normal time between July 1 of the preceding year and June 30 of the reported year. Southwest Florida had a cohort completion rate of 47.8 percent in 2019. Females had a higher completion rate, measured at 50.5 percent during 2019, while male students had a lower completion rate (44.4 percent).

Table 2-19: Post-Secondary Completion Rates by Gender

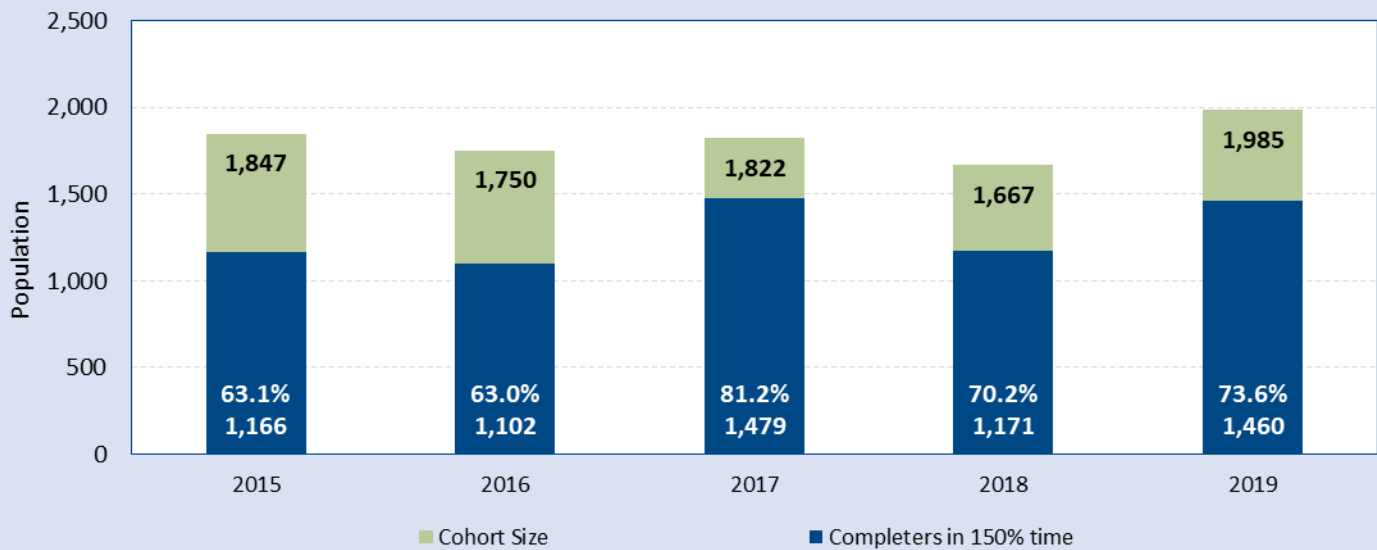
Southwest Florida

Gender	2015	2016	2017	2018	2019
Male					
Number of cohort completers	1,005	1,036	1,378	1,245	1,235
Adjusted cohort size	2,714	2,583	2,653	2,713	2,783
Cohort completion rate	37.0%	40.1%	51.9%	45.9%	44.4%
Female					
Number of cohort completers	1,610	1,458	1,709	1,604	1,738
Adjusted cohort size	3,390	3,146	3,287	3,226	3,440
Cohort completion rate	47.5%	46.3%	52.0%	49.7%	50.5%
Total					
Number of cohort completers	2,615	2,494	3,087	2,849	2,973
Adjusted cohort size	6,104	5,729	5,940	5,939	6,223
Cohort completion rate	42.8%	43.5%	52.0%	48.0%	47.8%

Source: National Center for Education Statistics

Chart 2-20: Technical College Completion Rates

Southwest Florida



Source: National Center for Education Statistics, Integrated Postsecondary Education Data System

Note: Technical college completion rate above population value.

Technical College Completion Rates

Chart 2-20 and Table 2-20 show technical college completion rates for all technical colleges in Southwest Florida. The region had 1,460 cohort completers in 2019, with a 73.6 percent cohort completion rate. The completion rate improved from 2018 (rising 3.4 percentage points) and remains above the level from 2015 and 2016. Hurricane Irma in September 2017 may have influenced the dip in completion rates between 2017 and 2018.

Table 2-20: Technical College Completion Rates

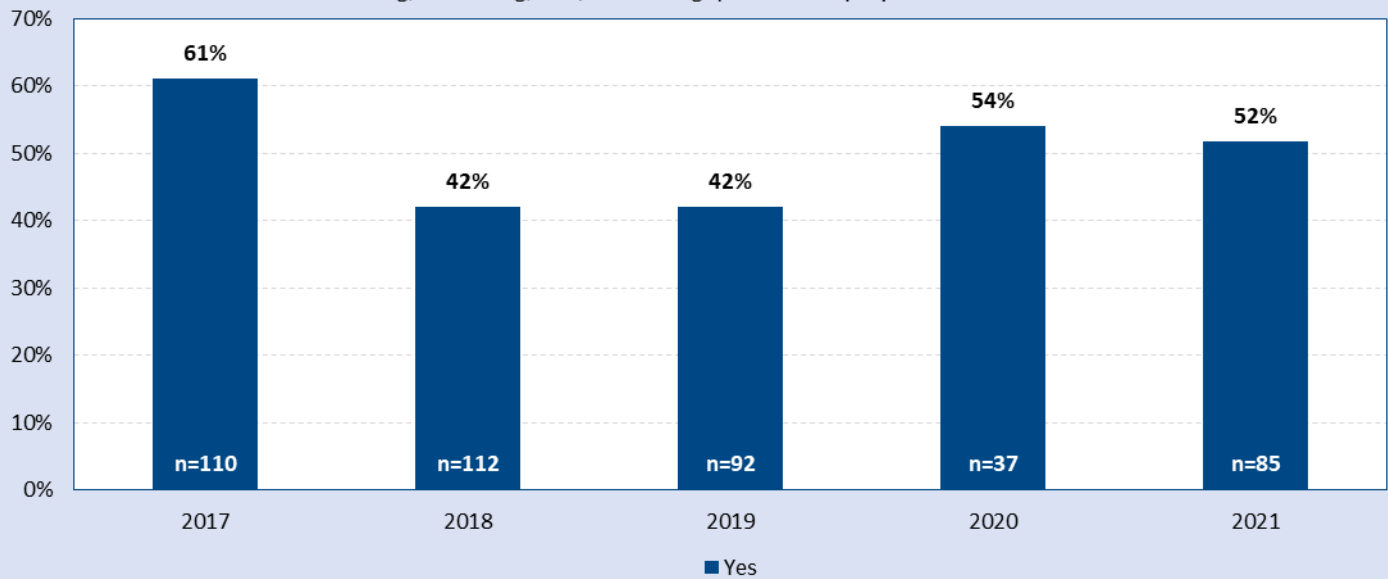
Southwest Florida

Category	2015	2016	2017	2018	2019
Number of cohort completers	1,166	1,102	1,479	1,171	1,460
Adjusted cohort size	1,847	1,750	1,822	1,667	1,985
Cohort completion rate	63.1%	63.0%	81.2%	70.2%	73.6%

Source: National Center for Education Statistics, Integrated Postsecondary Education Data System

Chart 2-21: Business-Education Partnerships

Does your organization currently collaborate or partner with one or more of Southwest Florida's educational institutions to assist in finding, recruiting, and/or training qualified employees?



Source: FutureMakers Coalition Workforce Survey

Business-Education Partnership Activities

Chart 2-21 and Table 2-21 show the results from a survey question relating to business-education partnership activities. Of the respondents that said they partnered with a local educational institute, 68 percent each said their business offered internships, while 61 percent provide recruiting programs. Furthermore, 30 percent of respondents said they offered mentoring programs and 32 percent indicated they offered customized training.

Table 2-21: Business-Education Partnership Activities

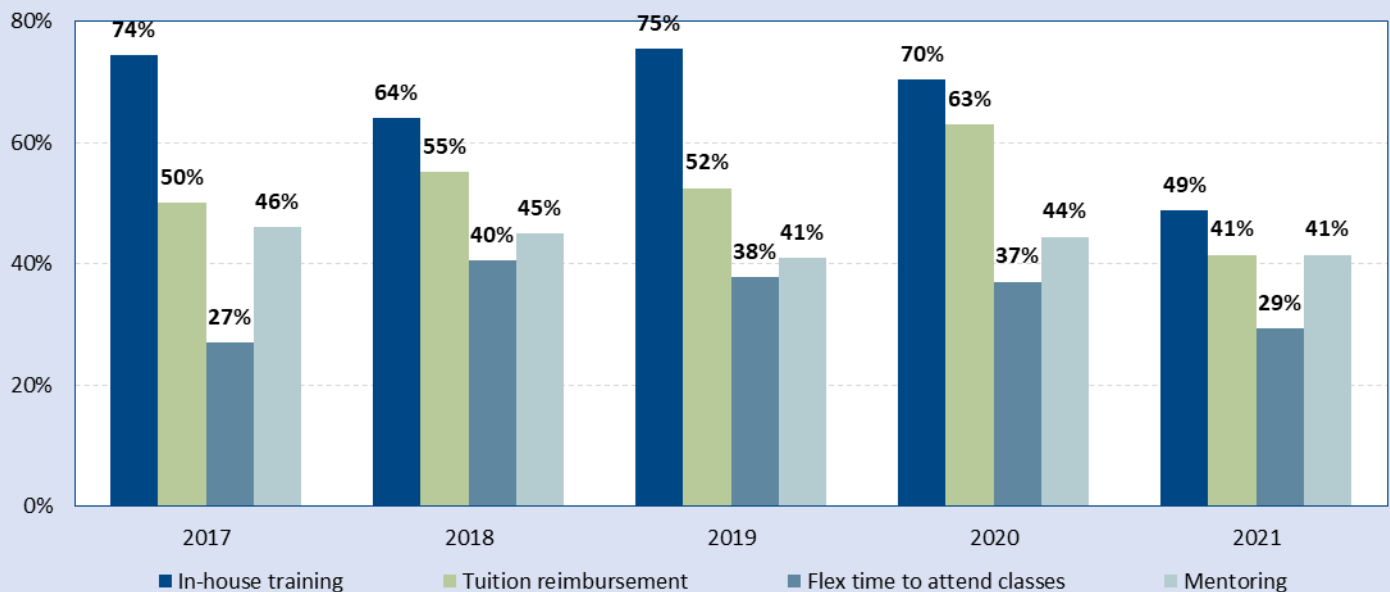
If you partner with a local educational institute, what kinds of activities do you engage in with them?

Response	2016	2017	2018	2019	2020
Internships	29%	73%	74%	68%	68%
Recruiting	29%	67%	54%	68%	61%
Mentoring	7%	43%	41%	32%	30%
Customized training	12%	33%	33%	37%	32%
Sample Size	110	112	92	37	85

Source: FutureMakers Coalition Workforce Survey

Chart 2-22: Educational Support

If you offer educational support, tell us more about what you offer.



Source: FutureMakers Coalition Workforce Survey

Educational Support

Chart 2-22 and Table 2-22 show the results from a survey question relating to educational support. Eighty-seven percent of the 85 responding employers stated that their firm offered some sort of educational support for their employees. Of the respondents that said they offered educational support, 49 percent said their business offered in-house training, while 41 percent offered tuition reimbursement. Forty-one percent of respondents said they offered mentorship opportunities, while 29 percent indicated they offered flex time to attend classes.

Table 2-22: Educational Support

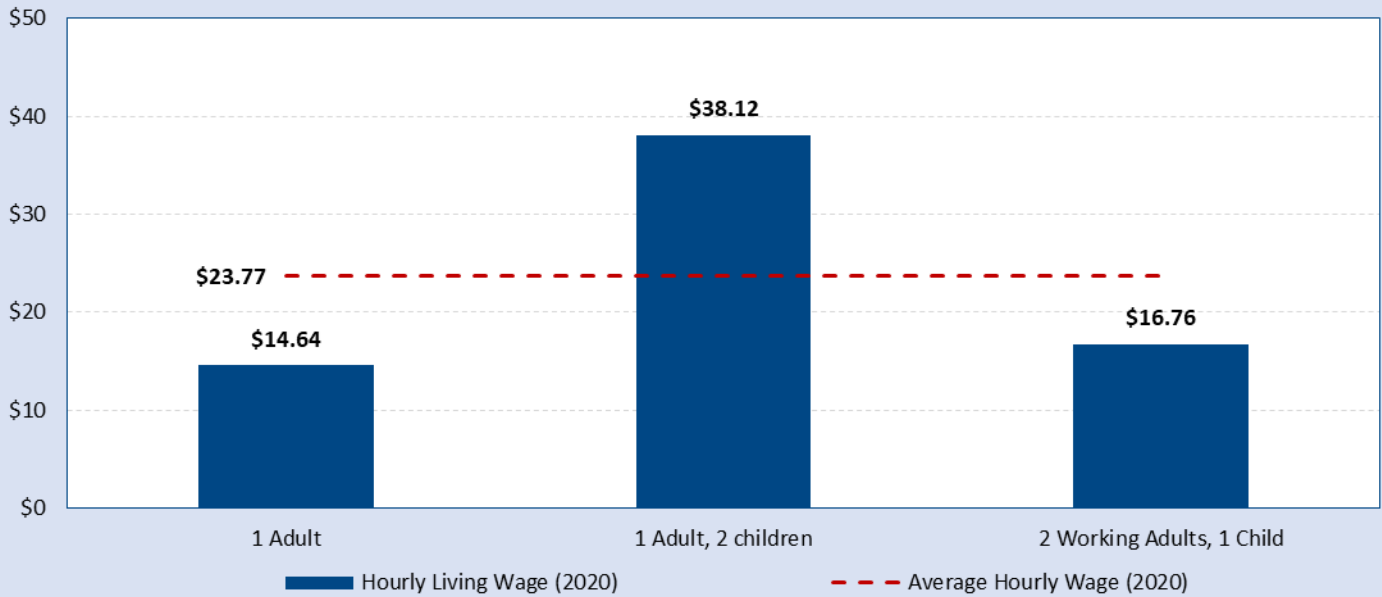
If you offer educational support, tell us more about what you offer.

Response	2017	2018	2019	2020	2021
In-house training	74%	64%	75%	70%	49%
Tuition reimbursement	50%	55%	52%	63%	41%
Flex time to attend classes	27%	40%	38%	37%	29%
Mentoring	46%	45%	41%	44%	41%
Sample Size	110	112	92	37	85

Source: FutureMakers Coalition Workforce Survey

Chart 2-23: Hourly Living Wage

Southwest Florida



Source: MIT Living Wage Calculator; U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages

Living Wage

Chart 2-23 and Table 2-23 show living wages for each of the five Southwest Florida counties from current data, along with the region and the state. Living wages are obtained from the Massachusetts Institute of Technology (MIT) living wage calculator and are updated annually by the MIT research team. Living wages shown in Table 2-23 sample the hourly rate full-time working adults in a household must earn to pay regional average food, clothing, medical care, child care and other expenses, and county average housing and transportation costs. In reality these costs vary by and within each county. The majority of skilled jobs listed in the Workforce Now section of this report pay a living wage. (As noted earlier, a study from the Georgetown Center on Education and the Workforce states that high school graduates receive a 20 percent wage premium from possessing a certificate.) Southwest Florida living wages are estimated for household combinations of 1-2 working adults and 0-3 children by computing the average of each of the five counties, weighted by population distribution in 2020 (the latest year population data is available). The table also provides average hourly wages earned in each area and are obtained from the Florida Department of Economic Opportunity.

A living wage for a single adult in Southwest Florida was \$14.64 in 2020, slightly below the state average of \$14.82. Furthermore, an adult supporting two children had to earn \$38.12 in Southwest Florida (compared to \$38.04 in Florida), and two working adults with one child had a living wage of \$16.55 (versus \$16.76 for the state). While average hourly wages in Southwest Florida exceeded living wages for a single adult and two adults with a child, they remain below the living wage threshold for a single adult supporting two kids.

Table 2-23: Living Wage

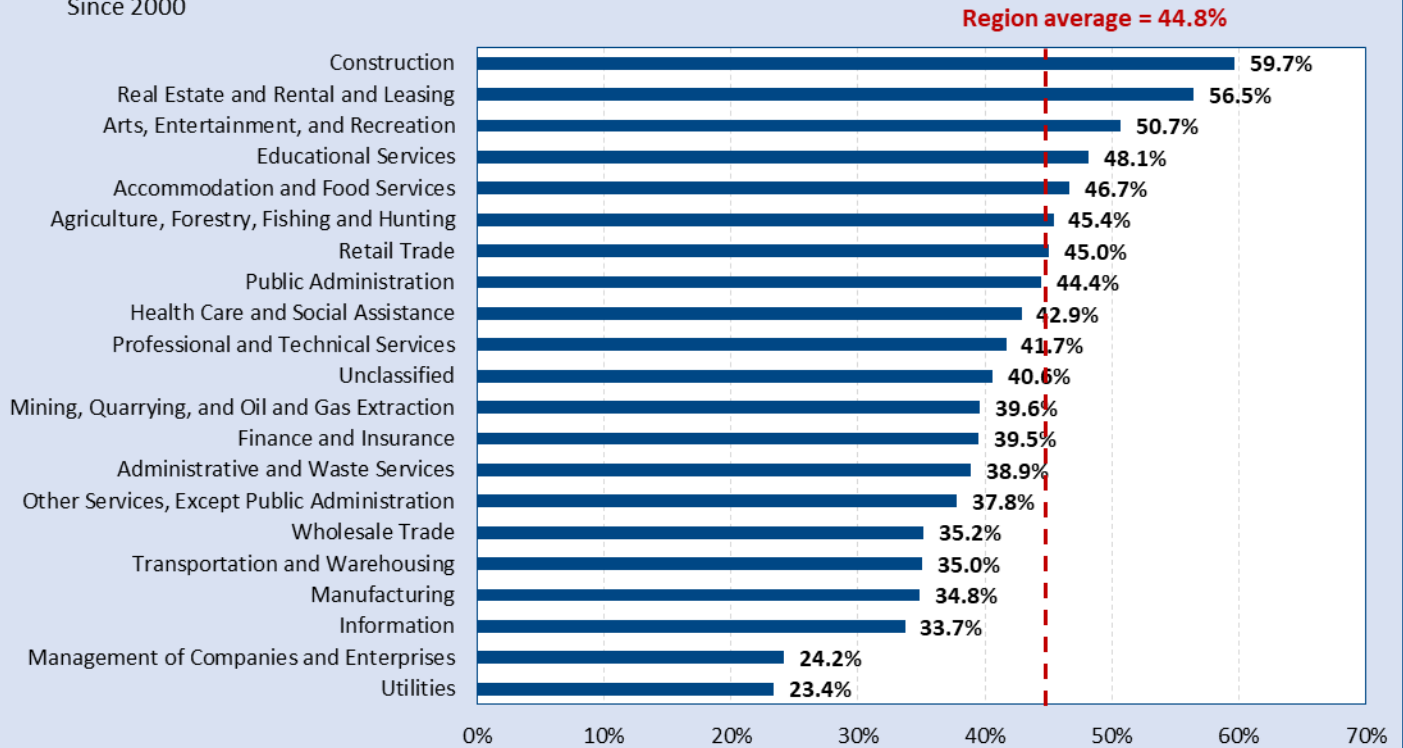
2020

Area	1 Adult	1 Adult, 2 children	2 Working Adults, 1 Child	Average Hourly Wage
Charlotte	\$14.17	\$36.81	\$16.08	\$20.26
Collier	\$14.84	\$39.77	\$17.42	\$26.14
Glades	\$12.90	\$34.55	\$19.04	\$22.78
Hendry	\$13.11	\$34.37	\$15.02	\$20.36
Lee	\$14.68	\$37.63	\$16.55	\$23.17
Southwest Florida	\$14.64	\$38.12	\$16.76	\$23.77
Florida	\$14.82	\$38.04	\$16.77	\$26.65

Source: MIT Living Wage Calculator; U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages

Chart 2-24: Graduation Retention Rates

Percent of graduates from SWFL post-secondary institutes that work in SWFL
Since 2000



Source: EMSI

Graduation Retention Rates

An estimate the retention rates for SWFL graduates is provided by Economic Modeling Systems International (EMSI). This proxy is obtained by analyzing reported information through online employment profiles such as LinkedIn and Indeed, and dates back to 2000. The current report breaks the analysis down by providing retention rates by industry. Of the 53,805 SWFL graduates found online, 24,131 of them were employed in Southwest Florida, giving the region a graduation retention rate of 44.8 percent. The construction industry has done the best job at keeping Southwest Florida graduates employed locally, with 59.7 percent of graduates employed in the industry working in the region. Real estate and rental and leasing was close behind the construction industry, with a graduation retention rate of 56.5 percent, followed by the arts, entertainment, and recreation industry (50.7 percent). Forty-eight percent of SWFL graduates that worked in the educational services industry were employed in region, as were 46.7 percent of employees in the accommodation and food services industry.

Table 2-24: Graduation Retention Rates

Graduates from SWFL post-secondary institutes that work in SWFL since 2000

By Industry

Industry	Graduated in SWFL	Graduated and employed in SWFL	Retention Rate
Agriculture, Forestry, Fishing and Hunting	141	64	45.4%
Mining, Quarrying, and Oil and Gas Extraction	91	36	39.6%
Construction	1,999	1,193	59.7%
Manufacturing	2,648	922	34.8%
Wholesale Trade	884	311	35.2%
Retail Trade	3,943	1,775	45.0%
Transportation and Warehousing	642	225	35.0%
Utilities	188	44	23.4%
Information	1,478	498	33.7%
Finance and Insurance	2,686	1,060	39.5%
Real Estate and Rental and Leasing	1,918	1,083	56.5%
Professional and Technical Services	5,375	2,239	41.7%
Management of Companies and Enterprises	62	15	24.2%
Administrative and Waste Services	2,531	984	38.9%
Educational Services	4,112	1,979	48.1%
Health Care and Social Assistance	4,635	1,987	42.9%
Arts, Entertainment, and Recreation	1,113	564	50.7%
Accommodation and Food Services	2,026	946	46.7%
Other Services, Except Public Administration	1,764	666	37.8%
Public Administration	2,054	912	44.4%
Unclassified	318	129	40.6%
Unknown	13,197	6,499	49.2%
Total, all industries	53,805	24,131	44.8%

Source: EMSI

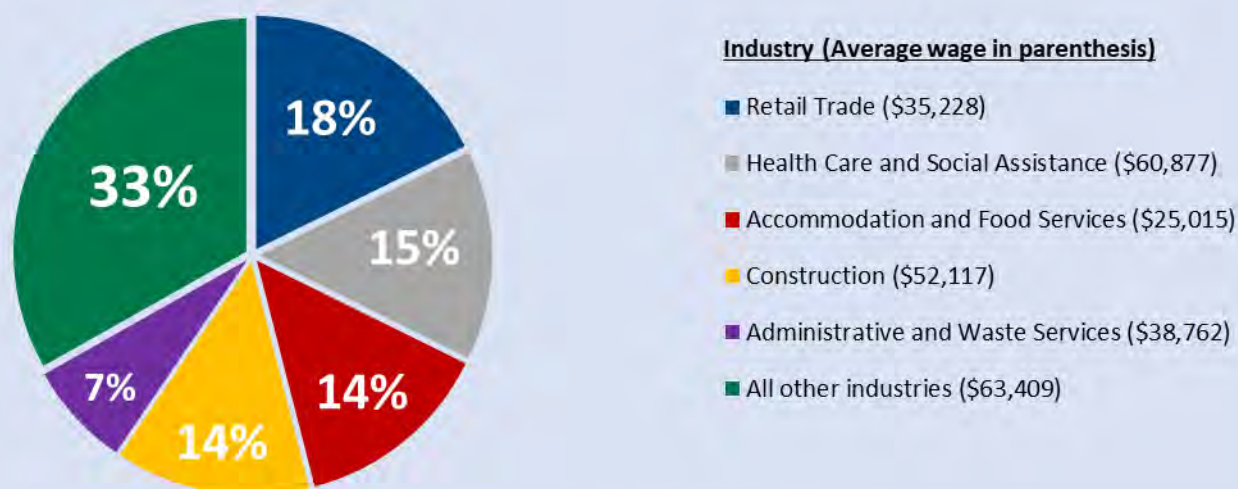


Section 3: Workforce Now Overview



Chart 3-1: Employment by Industry

Southwest Florida
2020



Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages

Employment by Industry

Southwest Florida had an average monthly employment of 399,710 in 2020, according to data provided by the Quarterly Census of Employment and Wages (QCEW) – down from 414,151 in 2019 (a 3.5 percent decrease). QCEW data is based on employees covered by the Florida unemployment insurance, so it does not include workers who are self-employed. Retail trade is the largest industry in Southwest Florida, with an average monthly employment of 70,805, representing 17.7 percent of all employment in the region (as shown in Chart 3-1 and Table 3-1).

The second largest industry employer is health care and social assistance, with 58,190 employees and 14.6 percent of regional employment. The third largest industry is accommodation and food services at 54,855, which represents 13.7 percent of the region's employment. Construction is the fourth largest industry with 54,101 employees (13.5 percent of the region's employment). The top four industries comprise 59.5 percent of the region's workforce, a slight dip from 2019 (which reported 60.2 percent of the regions workforce). The fifth largest industry is administrative and waste services, employing 29,239 workers (7.3 percent of the region's workforce). This industry includes many service-type occupations.

Southwest Florida has a comparative advantage in weather (sunshine and mild winter temperatures), beaches, and recreational activities. These quality-of-life characteristics are drivers that support the key industries in Southwest Florida, such as retail trade, health care, accommodation and food services, construction, and support services. Population growth has been a strong driver of wealth for the region, creating the need for housing, recreation, and services.

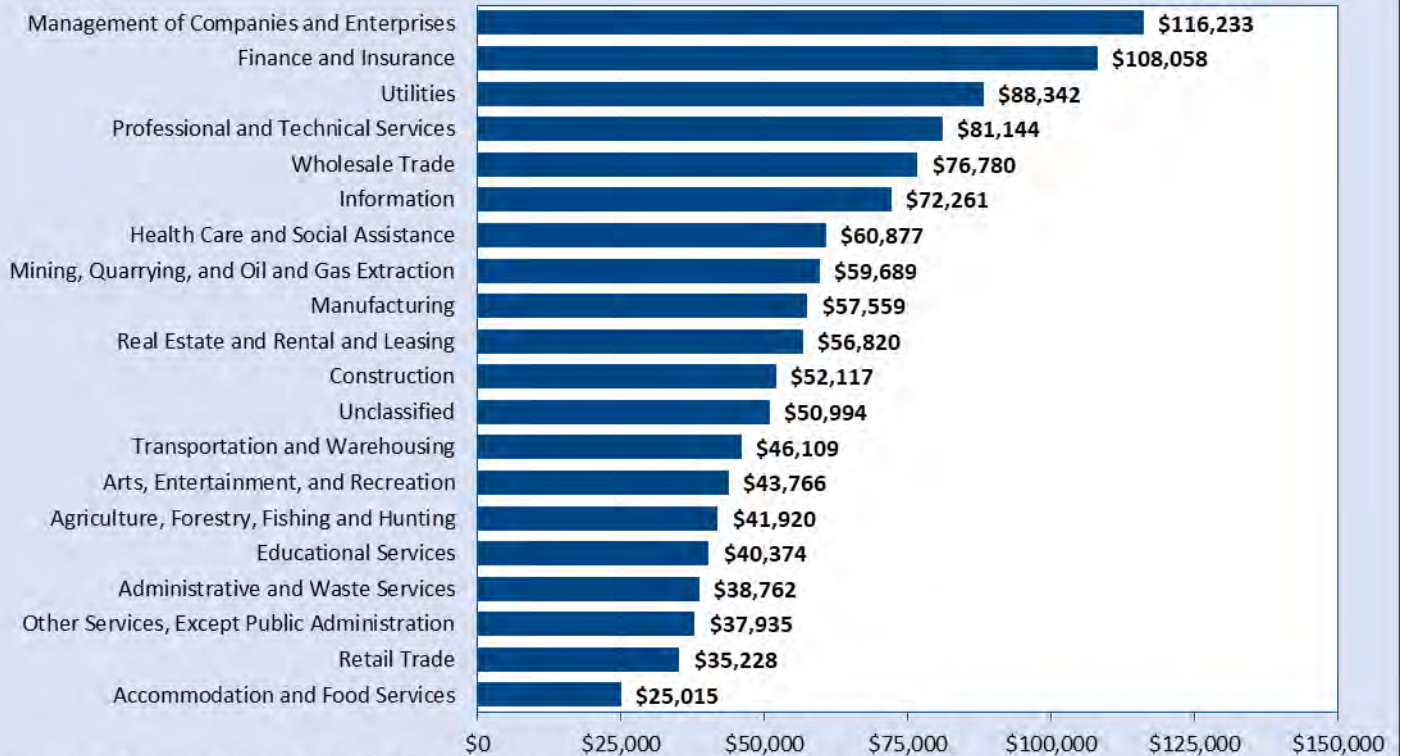
Table 3-1: Employment by IndustrySouthwest Florida
2020

Industry	Average Monthly Employment	Percent of Total Employment
Retail Trade	70,805	17.7%
Health Care and Social Assistance	58,190	14.6%
Accommodation and Food Services	54,855	13.7%
Construction	54,101	13.5%
Administrative and Waste Services	29,239	7.3%
Professional and Technical Services	22,861	5.7%
Other Services, Except Public Administration	16,412	4.1%
Arts, Entertainment, and Recreation	15,090	3.8%
Manufacturing	12,415	3.1%
Wholesale Trade	12,145	3.0%
Other Industry Sectors	53,597	13.4%
Total, All Industries	399,710	100.0%

Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages

Chart 3-2: Average Annual Wages by Industry

Southwest Florida
2020



Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages

Average Annual Wages by Industry

Southwest Florida had an average annual wage of \$49,448 in 2020. The management of companies and enterprises industry had the largest average annual wage in Southwest Florida, measuring at \$116,233 (as shown in Chart 3-2 and Table 3-2).

The finance and insurance industry had the second highest average annual wages in 2020 (\$108,058), followed by the utilities industry (\$88,342), professional and technical services industry (\$81,144), and wholesale trade industry (\$76,780). The information industry had the sixth highest average annual wage in 2020 (\$72,261), followed by health care and social assistance (\$60,877), mining, quarrying, and oil and gas extraction (\$56,689), manufacturing (\$57,559), and real estate and rental and leasing (\$56,820) to round out the top 10. Only one industry (health care and social assistance) in the top five highest employment in Southwest Florida was ranked in the top 10 in average annual wages in 2020.

Table 3-2: Average Annual Wages by Industry

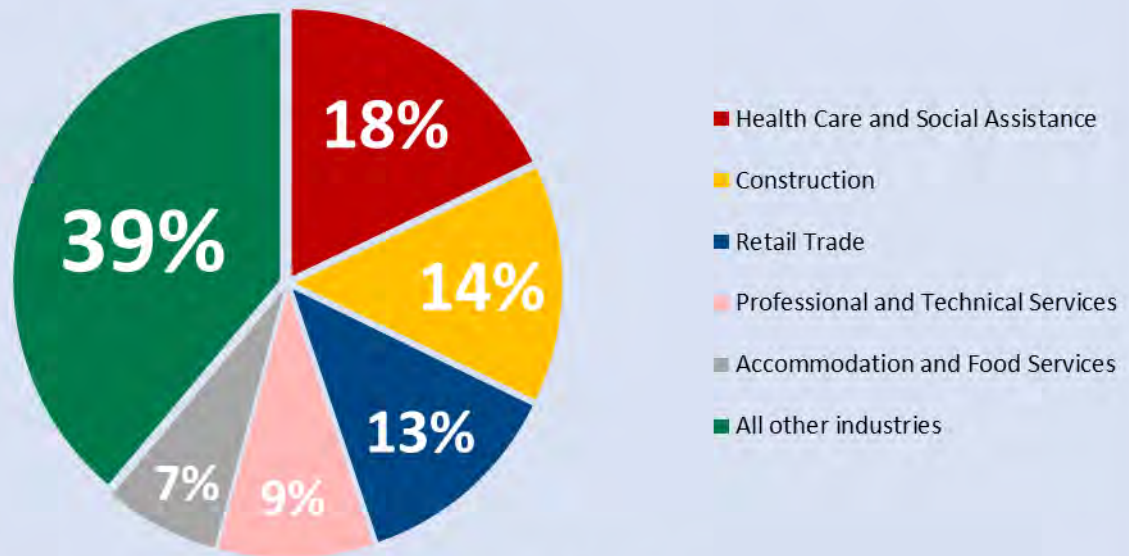
Southwest Florida
2020

Industry	Average Annual Wage
Management of Companies and Enterprises	\$116,233
Finance and Insurance	\$108,058
Utilities	\$88,342
Professional and Technical Services	\$81,144
Wholesale Trade	\$76,780
Information	\$72,261
Health Care and Social Assistance	\$60,877
Mining, Quarrying, and Oil and Gas Extraction	\$59,689
Manufacturing	\$57,559
Real Estate and Rental and Leasing	\$56,820
Construction	\$52,117
Unclassified	\$50,994
Transportation and Warehousing	\$46,109
Arts, Entertainment, and Recreation	\$43,766
Agriculture, Forestry, Fishing and Hunting	\$41,920
Educational Services	\$40,374
Administrative and Waste Services	\$38,762
Other Services, Except Public Administration	\$37,935
Retail Trade	\$35,228
Accommodation and Food Services	\$25,015
Total, all industries	\$49,448

Source: Quarterly Census of Employment and Wages, Bureau of Labor Statistics

Chart 3-3: Total Wages by Industry

Southwest Florida
2020



Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages

Total Wages by Industry

The largest contribution to total wage income is health care and social assistance—with annual wage expenditures exceeding \$3.5 billion—representing 17.9 percent of total wage expenditures in Southwest Florida. Construction is the next largest industry in terms of total wage expenditure, with 14.3 percent of the region’s total annual wage and expenditures of \$2.8 billion. The third largest industry measured by total wage expenditures is retail trade, with 12.6 percent of the total regional wage expenditures at \$2.5 billion. Professional and technical services is the fourth largest industry as measured by total wages at \$1.9 billion or 9.4 percent of the region’s total wage expenditures. Finally, accommodation and food services is the fifth largest in terms of total wage expenditures, with \$1.4 billion or 6.9 percent of the region’s total wage expenditures. The total wage expenditures by industry are shown in Chart 3-3 and Table 3-3.

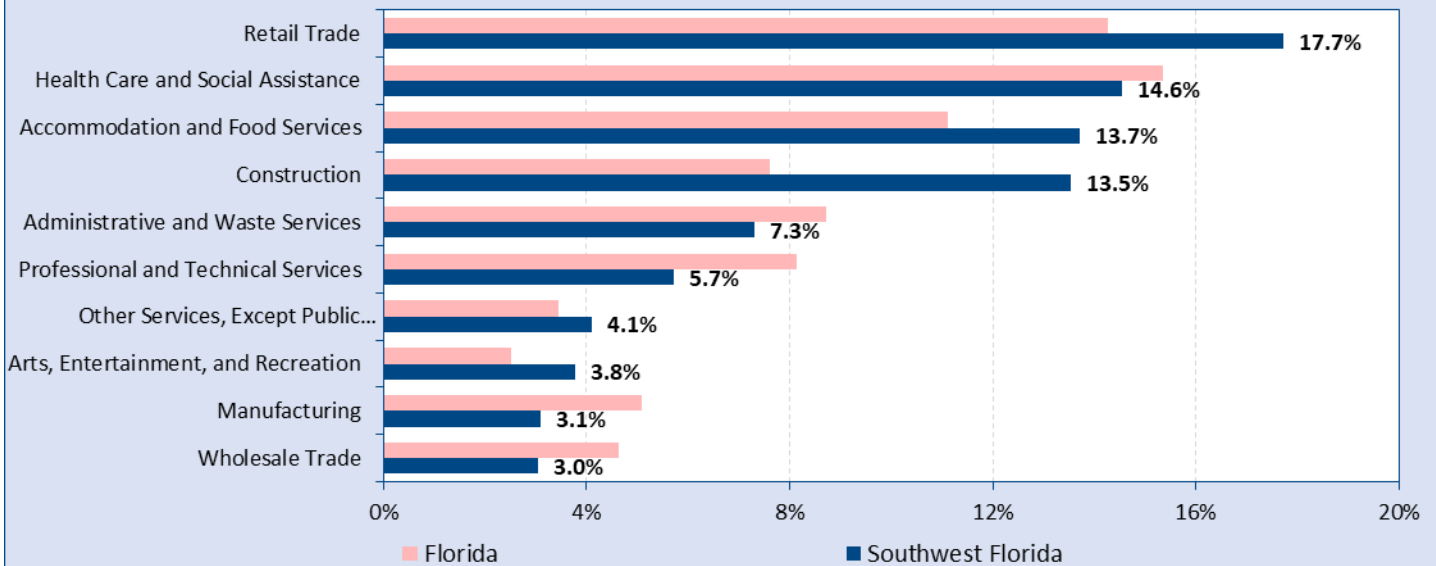
Table 3-3: Total Wages by IndustrySouthwest Florida
2020

Industry	Total Wages	Percent of Total Wages
Health Care and Social Assistance	\$3,542,384,725	17.9%
Construction	\$2,819,529,051	14.3%
Retail Trade	\$2,494,321,569	12.6%
Professional and Technical Services	\$1,855,008,579	9.4%
Accommodation and Food Services	\$1,372,226,578	6.9%
Finance and Insurance	\$1,254,976,378	6.3%
Administrative and Waste Services	\$1,133,350,039	5.7%
Wholesale Trade	\$932,511,641	4.7%
Manufacturing	\$714,600,744	3.6%
Real Estate and Rental and Leasing	\$683,600,228	3.5%
Other Industry Sectors	\$2,962,246,540	15.0%
Total, All Industries	\$19,764,756,072	100.0%

Source: Quarterly Census of Employment and Wages, Bureau of Labor Statistics

Chart 3-4: Employment Share by Industry

Southwest Florida vs. Florida
2020



Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages

Southwest Florida vs. State of Florida Employment

Southwest Florida has a higher percentage of employees in retail trade, accommodation and food services, construction, other services (except public administration), arts, entertainment, and recreation, real estate and rental and leasing, and agriculture, forestry, fishing, and hunting when compared to the State of Florida. Southwest Florida's comparative advantage as a preferred location for tourism and retirement certainly helps to explain why the region differs from the state. The largest positive differentials between Southwest Florida and the state include construction (5.9 percent greater than the state of Florida), retail trade (3.4 percent), accommodation and food services (2.6 percent), arts, entertainment, and recreation (1.3 percent), and agriculture, forestry, fishing, and hunting (1.2 percent).

The largest negative differentials between the region and the state include finance and insurance (2.5 percent below the state of Florida), professional and technical services (2.4 percent), transportation and warehousing (2.2 percent), manufacturing (2.0 percent), and wholesale trade (1.6 percent).

Table 3-4: Employment Share by Industry

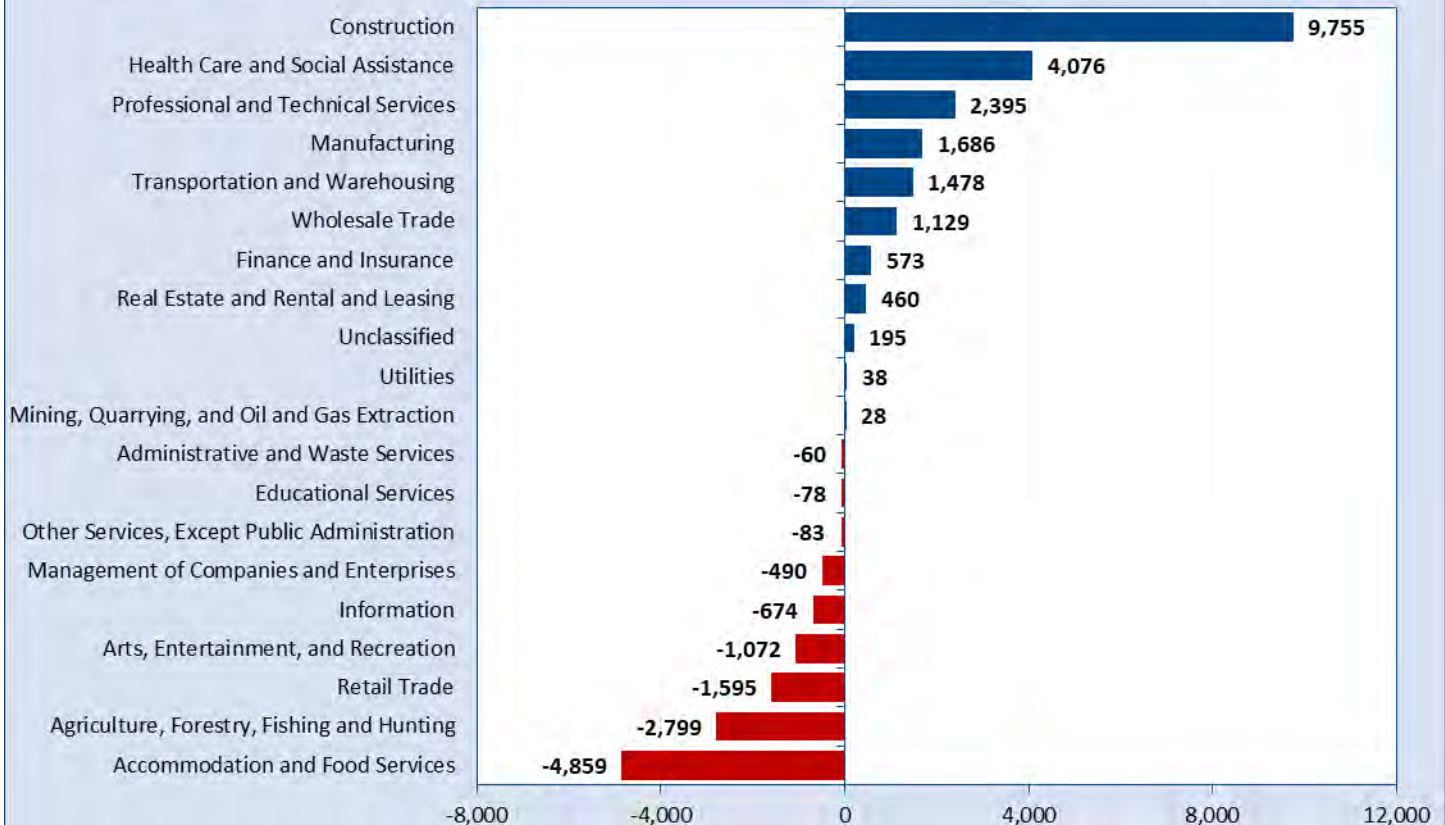
Southwest Florida vs. State of Florida
2020

Industry	Florida	Southwest Florida	Difference
Construction	7.6%	13.5%	5.9%
Retail Trade	14.3%	17.7%	3.4%
Accommodation and Food Services	11.1%	13.7%	2.6%
Arts, Entertainment, and Recreation	2.5%	3.8%	1.3%
Agriculture, Forestry, Fishing and Hunting	0.9%	2.1%	1.2%
Other Services, Except Public Administration	3.4%	4.1%	0.7%
Real Estate and Rental and Leasing	2.5%	3.0%	0.5%
Mining, Quarrying, and Oil and Gas Extraction	0.1%	0.1%	0.0%
Utilities	0.3%	0.3%	0.0%
Unclassified	0.1%	0.1%	-0.1%
Information	1.8%	1.0%	-0.7%
Health Care and Social Assistance	15.3%	14.6%	-0.8%
Management of Companies and Enterprises	1.5%	0.7%	-0.8%
Educational Services	2.2%	1.1%	-1.0%
Administrative and Waste Services	8.7%	7.3%	-1.4%
Wholesale Trade	4.6%	3.0%	-1.6%
Manufacturing	5.1%	3.1%	-2.0%
Transportation and Warehousing	4.3%	2.1%	-2.2%
Professional and Technical Services	8.1%	5.7%	-2.4%
Finance and Insurance	5.4%	2.9%	-2.5%

Source: Quarterly Census of Employment and Wages, Bureau of Labor Statistics

Chart 3-5: Industry Employment Growth

Southwest Florida
2016 to 2020



Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages

Fastest and Slowest Growth Industries

Southwest Florida's economic growth continued to strengthen from 2016 to 2020, as shown in Table 3-5 and Chart 3-5. During the time-period, the region has experienced an increase of 10,103 employees. The fastest-growing industries from 2016 to 2020 were construction (9,755 employees, 22 percent increase), health care and social assistance (4,076 employees, 7.5 percent increase), professional and technical services (2,395 employees, 11.7 percent increase), manufacturing (1,686 employees, 15.7 percent increase), and transportation and warehousing (1,478 employees, 21.8 percent increase). Over the same period, the slowest-growing industries were accommodation and food services (4,859 employee decline, 8.1 percent decrease), agriculture, forestry, fishing, and hunting (2,799 employee decline, 24.9 percent decrease), retail trade (1,595 employee decline, 2.2 percent decrease), arts, entertainment, and recreation (1,072 employee decline, 6.6 percent decrease), and information (674 employee decline, 14 percent decrease).

Two of the top five employment industries were also amongst the slowest-growing industries in the region in 2020 (retail trade and accommodation and food services), as the COVID-19 pandemic impacted the tourism industry that Southwest Florida enjoys as a comparative advantage.

Table 3-5: Industry Employment Growth

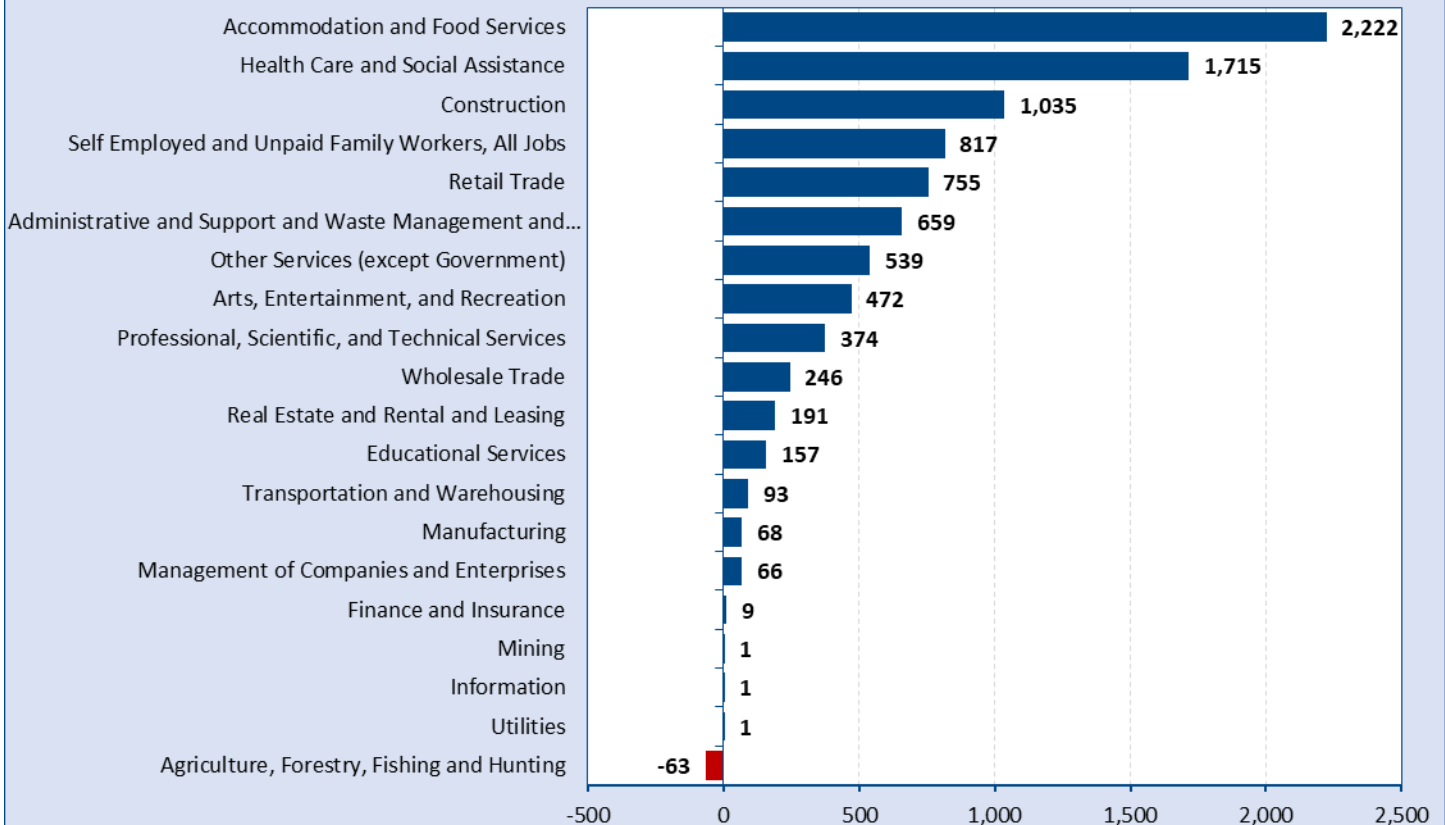
Southwest Florida

Industry	2016	2020	Growth	Percent
Construction	44,346	54,101	9,755	22.0%
Health Care and Social Assistance	54,114	58,190	4,076	7.5%
Professional and Technical Services	20,466	22,861	2,395	11.7%
Manufacturing	10,729	12,415	1,686	15.7%
Transportation and Warehousing	6,775	8,253	1,478	21.8%
Wholesale Trade	11,016	12,145	1,129	10.2%
Finance and Insurance	11,041	11,614	573	5.2%
Real Estate and Rental and Leasing	11,571	12,031	460	4.0%
Unclassified	74	269	195	263.5%
Utilities	1,126	1,164	38	3.4%
Mining, Quarrying, and Oil and Gas Extraction	354	382	28	7.9%
Administrative and Waste Services	29,299	29,239	-60	-0.2%
Educational Services	4,616	4,538	-78	-1.7%
Other Services, Except Public Administration	16,495	16,412	-83	-0.5%
Management of Companies and Enterprises	3,280	2,790	-490	-14.9%
Information	4,810	4,136	-674	-14.0%
Arts, Entertainment, and Recreation	16,162	15,090	-1,072	-6.6%
Retail Trade	72,400	70,805	-1,595	-2.2%
Agriculture, Forestry, Fishing and Hunting	11,219	8,420	-2,799	-24.9%
Accommodation and Food Services	59,714	54,855	-4,859	-8.1%
Total, All Industries	389,607	399,710	10,103	2.6%

Source: Quarterly Census of Employment and Wages, Bureau of Labor Statistics

Chart 3-6: Projected Industry Employment Growth

Southwest Florida
2020 to 2028



Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages

Projected Industry Employment Growth

Each year, the Florida Department of Economic Opportunity provides an employment forecast by industry, which is shown in Chart 3-6 and Table 3-6. The accommodation and food service industry is projected to be the fastest-growing industry in Southwest Florida, adding an average of 2,222 employees each year from 2020 to 2028. Health care and social assistance is projected to gain the second largest number of employees, adding 1,715 per year. This is followed by construction at 1,035 employees per year, self-employed and unpaid family workers at 817 jobs per year, and retail trade at 755 employees per year.

The accommodation and food services industry experienced a substantial increase in projected growth from last report, when the industry was projected to add 1,168 jobs per year between 2019 and 2027. This increase is likely a consequence of the COVID-19 pandemic reduced employment within the industry in 2020.

Table 3-6: Projected Industry Employment Growth

Southwest Florida

Industry	2020	2028	Average Annual Growth	Average Annual Percentage Growth
Accommodation and Food Services	55,112	72,890	2,222	4.0%
Health Care and Social Assistance	72,660	86,381	1,715	2.4%
Construction	55,059	63,342	1,035	1.9%
Self Employed and Unpaid Family Workers, All Jobs	41,327	47,860	817	2.0%
Retail Trade	72,484	78,521	755	1.0%
Administrative and Support and Waste Management and Remediation Services	31,315	36,587	659	2.1%
Other Services (except Government)	19,963	24,276	539	2.7%
Arts, Entertainment, and Recreation	14,695	18,471	472	3.2%
Professional, Scientific, and Technical Services	25,738	28,730	374	1.5%
Wholesale Trade	12,701	14,667	246	1.9%
Real Estate and Rental and Leasing	13,071	14,596	191	1.5%
Educational Services	5,610	6,868	157	2.8%
Transportation and Warehousing	8,539	9,281	93	1.1%
Manufacturing	12,165	12,706	68	0.6%
Management of Companies and Enterprises	3,375	3,902	66	2.0%
Finance and Insurance	13,134	13,209	9	0.1%
Mining	329	339	1	0.4%
Information	5,199	5,205	1	0.0%
Utilities	1,181	1,187	1	0.1%
Agriculture, Forestry, Fishing and Hunting	8,703	8,195	-63	-0.7%
Total, All Industries	525,140	603,554	9,802	1.9%

Source: Quarterly Census of Employment and Wages, Bureau of Labor Statistics

Employment Seasonality

Southwest Florida is often characterized as experiencing seasonal fluctuations in employment levels throughout the year. However, fluctuations in employment levels are different for each industry, with some industries facing severe fluctuations from one month to the next, while others exhibiting little to no fluctuation. In this section, we analyze how Southwest Florida compares with other workforce regions in the state, as well as identify which industries display the largest seasonal fluctuations in Southwest Florida and each of the coastal counties (Charlotte, Collier, and Lee).

Because each workforce region is different, we identify the month with the highest employment and lowest employment levels for each workforce region. Seasonal fluctuation is then determined by dividing the total employment during the lowest month by the total employment during the highest month. Lower ratios represent a workforce region with a larger seasonal fluctuation, while numbers with a higher ratio represent a lower season fluctuation. Table 3-7 shows the results from those rankings. Southwest Florida exhibited the third highest seasonal fluctuation between the highest month of employment (February) and the lowest month of employment (April).

Table 3-7: Largest Seasonal Fluctuation by Workforce Region
2020

Ranking	Workforce Region	Employment				Lowest/Highest
		Lowest	Month	Highest	Month	Ratio
1	Central Florida	943,800	May	1,191,083	February	0.79
2	South Florida	873,240	April	1,076,271	February	0.81
3	Southwest Florida	353,369	April	434,131	February	0.81
4	Palm Beach County	463,268	April	563,240	February	0.82
5	Broward	597,084	April	723,792	February	0.82
6	Suncoast	233,587	April	280,587	February	0.83
7	Okaloosa Walton	78,275	April	93,629	March	0.84
8	Flagler Volusia	148,369	April	176,355	February	0.84
9	Gulf Coast	56,949	April	67,690	March	0.84
10	Research Coast	156,232	April	182,922	February	0.85
11	Pinellas	340,870	April	399,041	February	0.85
12	Capital Region	102,669	April	119,512	February	0.86
13	North Central Florida	88,761	April	102,668	February	0.86
14	Tampa Bay	559,234	April	644,697	February	0.87
15	Brevard	170,035	April	195,576	February	0.87
16	Pasco Hernando	127,220	April	146,266	February	0.87
17	Northeast Florida	551,080	April	630,515	February	0.87
18	Escarosa	134,637	April	152,732	March	0.88
19	Citrus Levy Marion	113,472	April	128,240	February	0.88
20	Polk	188,865	April	209,655	December	0.90
21	Florida Crown	22,836	April	25,322	November	0.90
22	Heartland	41,437	April	45,529	February	0.91
23	North Florida	20,510	April	22,140	February	0.93
24	Chipola	18,172	April	19,352	December	0.94

Source: Quarterly Census of Employment and Wages, Bureau of Labor Statistics

Southwest Florida

Table 3-8 shows the industries with the most fluctuation in employment between February and April in Southwest Florida. The agriculture industry had the highest seasonal fluctuation between February and April, followed by the arts, entertainment, and recreation industry, transportation and warehousing industry, and accommodation and food services industry, and retail trade. The industries with the highest fluctuations also represented sectors with large employment numbers, as seven of the top 10 industries with the highest seasonal fluctuations also represent the top 10 largest industries for the region.

Table 3-8: Seasonal Fluctuation by Industry

Southwest Florida - 2020

Ranking	Industry	Employment		Apr/Feb Ratio	Total Employment	Employment Ranking
		April	February			
1	Agriculture, Forestry, Fishing and Hunting	9,905	10,019	0.72	8,420	12
2	Arts, Entertainment, and Recreation	12,411	19,102	0.80	15,090	7
3	Transportation and Warehousing	7,685	8,586	0.85	8,253	13
4	Accommodation and Food Services	34,051	69,805	0.88	54,855	3
5	Retail Trade	63,003	75,432	0.93	70,805	1
6	Real Estate and Rental and Leasing	11,219	13,123	0.93	12,031	10
7	Professional and Technical Services	22,107	23,088	0.95	22,861	6
8	Utilities	1,139	1,179	0.95	1,164	17
9	Administrative and Waste Services	27,087	29,771	0.95	29,239	5
10	Health Care and Social Assistance	54,107	60,677	0.97	58,190	2
11	Manufacturing	11,750	12,579	0.97	12,415	8
12	Management of Companies and Enterprises	2,728	3,125	0.97	2,790	16
13	Wholesale Trade	11,819	12,279	0.98	12,145	9
14	Construction	51,198	54,684	0.99	54,101	4
15	Finance and Insurance	11,511	11,670	0.99	11,614	11
16	Educational Services	4,094	5,097	1.00	4,538	14
17	Information	3,965	4,566	1.01	4,136	15
18	Mining, Quarrying, and Oil and Gas Extraction	379	372	1.05	382	18

Source: Quarterly Census of Employment and Wages, Bureau of Labor Statistics

Charlotte County

Table 3-9 shows the industries with the most fluctuation in employment between February and April in Charlotte County. The agriculture industry had the highest seasonal fluctuation between February and April, followed by the transportation industry, arts, entertainment, and recreation industry, accommodation and food services industry, and professional and technical services industry. The industries with the highest fluctuations also represented sectors with large employment numbers, as seven of the top 10 industries with the highest seasonal fluctuations also represent the top 10 largest industries for the county.

Table 3-9: Seasonal Fluctuation by Industry

Charlotte County - 2020

Ranking	Industry	Employment		Apr/Feb Ratio	Total Employment	Employment Ranking
		April	February			
1	Agriculture, Forestry, Fishing and Hunting	402	520	0.63	366	13
2	Transportation and Warehousing	1,028	1,113	0.87	1,122	8
3	Arts, Entertainment, and Recreation	856	1,375	0.89	1,174	7
4	Accommodation and Food Services	3,713	6,902	0.90	5,628	3
5	Professional and Technical Services	1,821	1,797	0.93	1,869	6
6	Real Estate and Rental and Leasing	957	1,150	0.93	1,037	10
7	Retail Trade	8,516	9,757	0.94	9,417	1
8	Administrative and Waste Services	1,970	2,286	0.94	2,171	5
9	Management of Companies and Enterprises	78	76	0.95	79	16
10	Manufacturing	734	764	0.96	758	11
11	Health Care and Social Assistance	8,777	9,606	0.96	9,250	2
12	Construction	4,069	4,323	0.96	4,314	4
13	Wholesale Trade	714	765	0.99	753	12
14	Utilities	56	59	1.02	60	18
15	Finance and Insurance	1,062	1,058	1.03	1,059	9
16	Mining, Quarrying, and Oil and Gas Extraction	55	53	1.03	64	17
17	Educational Services	143	201	1.05	196	15
18	Information	274	364	1.05	313	14

Source: Quarterly Census of Employment and Wages, Bureau of Labor Statistics

Collier County

Table 3-10 shows the industries with the most fluctuation in employment between February and April in Collier County. The agriculture industry had the highest seasonal fluctuation between February and April, followed by the arts, entertainment, and recreation industry, transportation industry, accommodation and food services industry, and mining, quarrying, and oil and gas extraction industry. The industries with the highest fluctuations also represented sectors with large employment numbers, as five of the top 10 industries with the highest seasonal fluctuations also represent the top 10 largest industries for the county.

Table 3-10: Seasonal Fluctuation by Industry

Collier County - 2020

Ranking	Industry	Employment		Apr/Feb Ratio	Total Employment	Employment Ranking
		April	February			
1	Agriculture, Forestry, Fishing and Hunting	3,522	3,765	0.57	2,830	12
2	Arts, Entertainment, and Recreation	6,076	8,067	0.74	6,587	6
3	Transportation and Warehousing	1,612	1,947	0.78	1,828	14
4	Accommodation and Food Services	11,161	24,434	0.86	18,632	3
5	Mining, Quarrying, and Oil and Gas Extraction	16	29	0.92	25	18
6	Retail Trade	18,463	23,048	0.92	20,867	1
7	Real Estate and Rental and Leasing	3,620	4,365	0.93	4,064	11
8	Professional and Technical Services	5,831	6,058	0.93	6,083	7
9	Management of Companies and Enterprises	330	381	0.93	385	16
10	Health Care and Social Assistance	19,065	21,367	0.97	20,431	2
11	Administrative and Waste Services	9,122	9,824	0.98	9,879	5
12	Manufacturing	4,571	4,810	0.98	4,811	8
13	Wholesale Trade	4,036	4,097	0.99	4,106	10
14	Construction	15,739	17,092	0.99	16,856	4
15	Utilities	199	210	0.99	199	17
16	Finance and Insurance	4,162	4,240	1.00	4,210	9
17	Educational Services	1,708	2,185	1.00	1,854	13
18	Information	1,131	1,319	1.02	1,176	15

Source: Quarterly Census of Employment and Wages, Bureau of Labor Statistics

Lee County

Table 3-11 shows the industries with the most fluctuation in employment between February and April in Lee County. The agriculture industry had the highest seasonal fluctuation from February to April, followed by the arts, entertainment, and recreation industry, transportation and warehousing industry, accommodation and food services industry, and retail trade industry. The industries with the highest fluctuations also represented sectors with large employment numbers, as seven of the top 10 industries with the highest seasonal fluctuations also represent the top 10 largest industries for the county.

Table 3-11: Seasonal Fluctuation by Industry

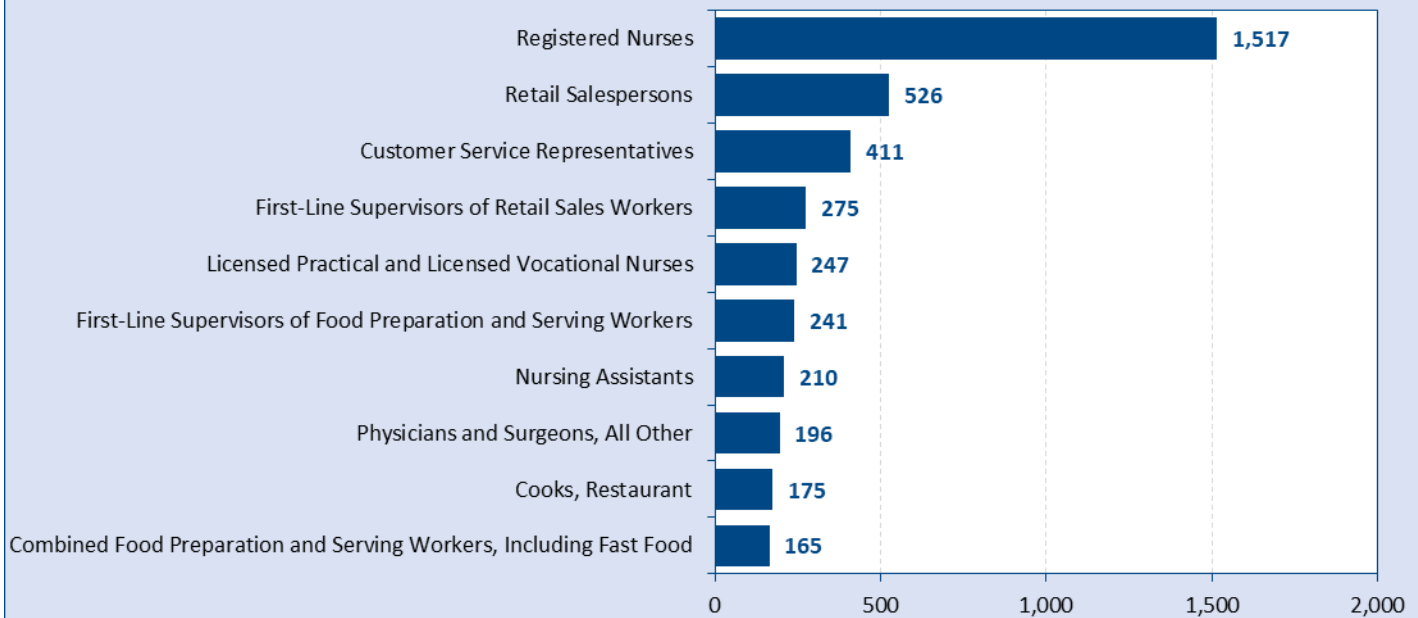
Lee County - 2020

Ranking	Industry	Employment		Apr/Feb Ratio	Total Employment	Employment Ranking
		April	February			
1	Agriculture, Forestry, Fishing and Hunting	1,843	1,695	0.78	1,440	16
2	Arts, Entertainment, and Recreation	5,431	9,605	0.84	7,280	7
3	Transportation and Warehousing	4,793	5,320	0.86	5,092	12
4	Accommodation and Food Services	18,325	37,349	0.88	29,559	3
5	Retail Trade	34,379	40,980	0.93	38,835	1
6	Utilities	805	828	0.93	828	17
7	Real Estate and Rental and Leasing	6,534	7,489	0.94	6,814	9
8	Administrative and Waste Services	15,514	17,083	0.94	16,644	5
9	Professional and Technical Services	14,092	14,856	0.96	14,539	6
10	Manufacturing	5,936	6,494	0.96	6,329	10
11	Health Care and Social Assistance	25,540	28,848	0.97	27,735	4
12	Wholesale Trade	6,847	7,181	0.97	7,061	8
13	Management of Companies and Enterprises	2,320	2,668	0.98	2,326	15
14	Finance and Insurance	6,062	6,142	0.98	6,118	11
15	Construction	30,384	32,222	0.99	31,882	2
16	Educational Services	2,158	2,623	0.99	2,402	14
17	Information	2,496	2,816	1.00	2,582	13
18	Mining, Quarrying, and Oil and Gas Extraction	282	267	1.09	268	18

Source: Quarterly Census of Employment and Wages, Bureau of Labor Statistics

Chart 3-7: Top Job Openings

Southwest Florida



Source: EmployFlorida. Data retrieved June 17th, 2021.

Short-term Job Openings by Occupation

Short-term job openings data is obtained from Employ Florida, an online tool designed to help connect employers and job seekers in Florida. The website provides area profiles on the labor market for each of the workforce region and is updated on a daily basis. Information in the table below was captured from the Employ Florida website on June 17, 2021.

Table 3-12 shows the 10 occupations with the most job openings in Southwest Florida. Registered nurses had the most job openings posted on the Employ Florida website, with 1,517 openings. Retail salespersons was the next highest occupation (526 job postings), followed by customer service representatives (411 postings), first-line supervisors of retail sales workers (275 postings), and licensed practical and licensed vocational nurses (247 postings). Two of the top 10 occupations required a high school diploma, five required post-secondary education, and one occupation each required an associate's degree and at least a master's degree. Only one occupation required no formal education.

Table 3-12: Top Job Openings

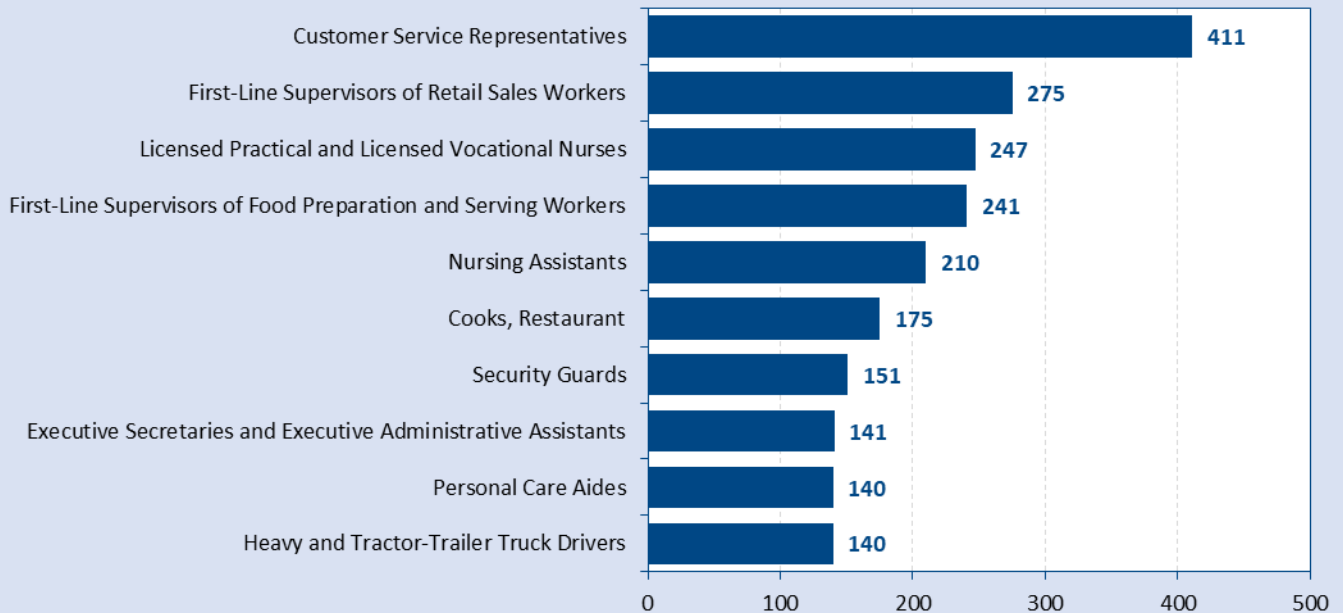
Southwest Florida

Occupation	Job Openings	Minimum Education
Registered Nurses	1,517	Associate's Degree
Retail Salespersons	526	HS/GED
Customer Service Representatives	411	Post-Secondary
First-Line Supervisors of Retail Sales Workers	275	Post-Secondary
Licensed Practical and Licensed Vocational Nurses	247	Post-Secondary
First-Line Supervisors of Food Preparation and Serving Workers	241	Post-Secondary
Nursing Assistants	210	Post-Secondary
Physicians and Surgeons, All Other	196	Master's Degree or Higher
Cooks, Restaurant	175	HS/GED
Combined Food Preparation and Serving Workers, Including Fast Food	165	Less HS/GED

Source: EmployFlorida. Data Retrieved June 17th, 2021.

Chart 3-8: Adult Vocational Job Openings

Southwest Florida



Source: EmployFlorida. Data Retrieved June 17th, 2021.

Job Openings by Minimum Education Requirement

The study identified which occupations have the most job openings, broken down by the minimal educational requirement including:

- ✓ Post-secondary adult vocational
- ✓ Associate's degree
- ✓ Bachelor's degree
- ✓ Master's degree or higher

Post-Secondary Adult Vocational

Table 3-13 shows the top 10 occupations with the most job openings in Southwest Florida for occupations requiring at least post-secondary adult vocational training. Customer service representatives had the most job openings with 411, followed by first-line supervisors of retail sales workers (275), licensed practical and licensed vocational nurses (247), first-line supervisors of food preparation and serving workers (241) and nursing assistants (210).

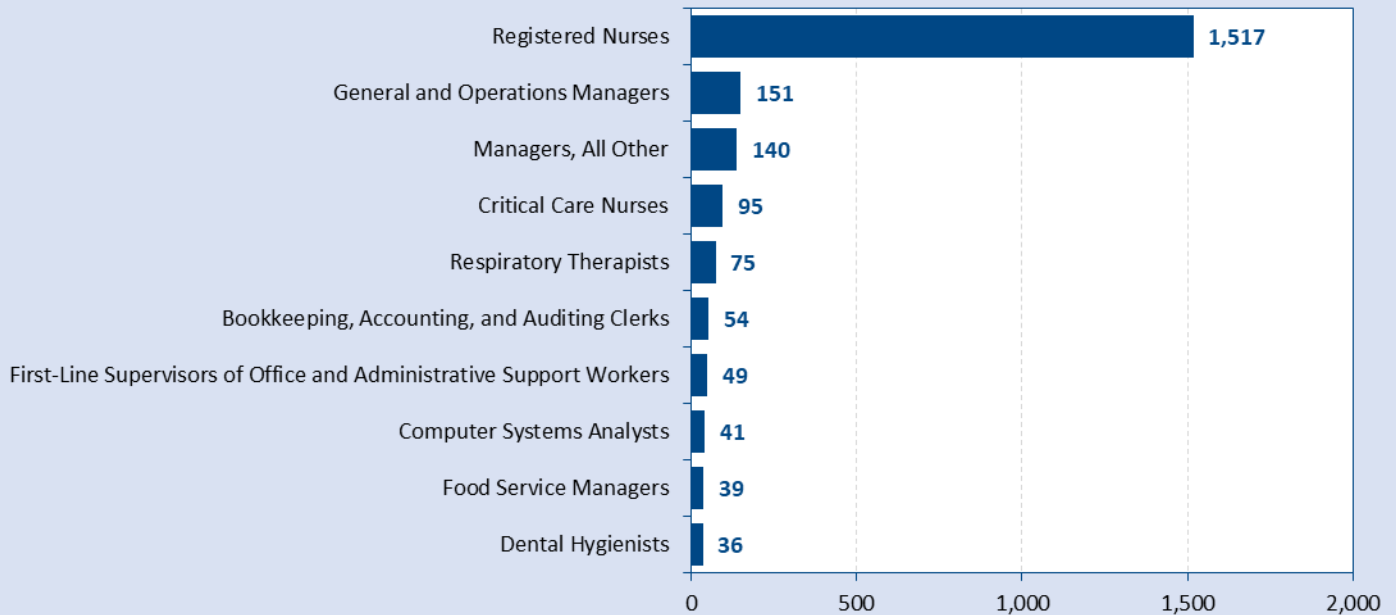
Table 3-13: Adult Vocational Job Openings**Southwest Florida**

Occupation	Job Openings
Customer Service Representatives	411
First-Line Supervisors of Retail Sales Workers	275
Licensed Practical and Licensed Vocational Nurses	247
First-Line Supervisors of Food Preparation and Serving Workers	241
Nursing Assistants	210
Cooks, Restaurant	175
Security Guards	151
Executive Secretaries and Executive Administrative Assistants	141
Personal Care Aides	140
Heavy and Tractor-Trailer Truck Drivers	140

Source: EmployFlorida. Data Retrieved June 17th, 2021.

Chart 3-9: Associate's Degree Job Openings

Southwest Florida



Source: EmployFlorida. Data Retrieved June 17th, 2021.

Associate's Degree

Table 3-14 shows the top 10 occupations with the most job openings in Southwest Florida for occupations requiring at least an associate's degree. Registered nurses had the most job openings with 1,517, followed by general and operations managers (151), managers, all other (140), critical care nurses (95) and respiratory therapists (75).

Table 3-14: Associate's Degree Job Openings

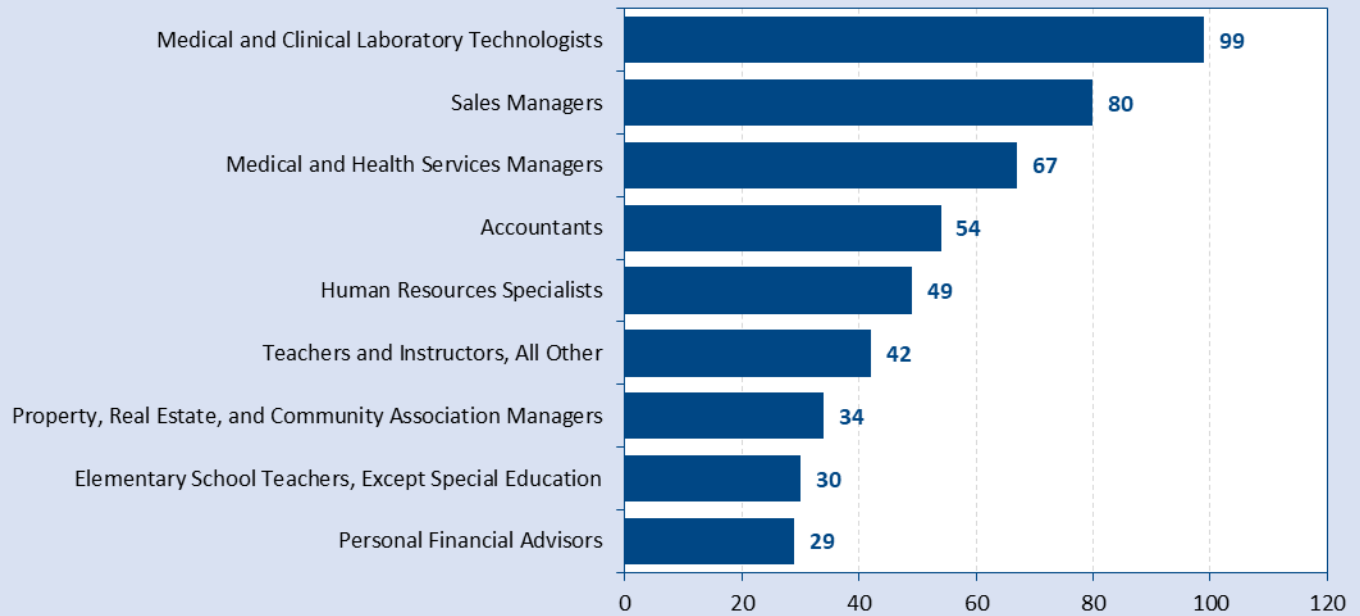
Southwest Florida

Occupation	Job Openings
Registered Nurses	1,517
General and Operations Managers	151
Managers, All Other	140
Critical Care Nurses	95
Respiratory Therapists	75
Bookkeeping, Accounting, and Auditing Clerks	54
First-Line Supervisors of Office and Administrative Support Workers	49
Computer Systems Analysts	41
Food Service Managers	39
Dental Hygienists	36

Source: EmployFlorida. Data Retrieved June 17th, 2021.

Chart 3-10: Bachelor's Degree Job Openings

Southwest Florida



Source: EmployFlorida. Data Retrieved June 17th, 2021.

Bachelor's Degree

Table 3-15 shows the top nine occupations with the most job openings in Southwest Florida for occupations requiring at least a Bachelor's degree.¹³ Medical and clinical laboratory technologists had the most job openings with 99, followed by sales managers (80), medical and health service managers (67), accountants (54) and human resource specialists (49).

Table 3-15: Bachelor's Degree Job Openings

Southwest Florida

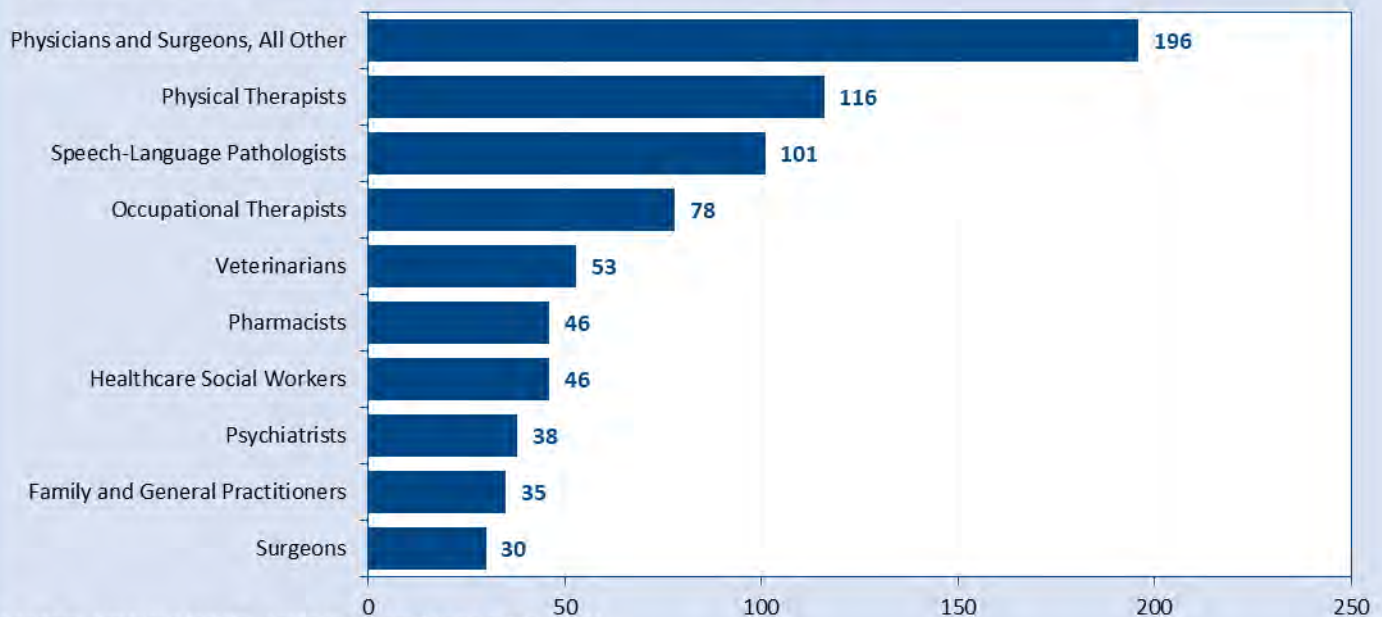
Occupation	Job Openings
Medical and Clinical Laboratory Technologists	99
Sales Managers	80
Medical and Health Services Managers	67
Accountants	54
Human Resources Specialists	49
Teachers and Instructors, All Other	42
Property, Real Estate, and Community Association Managers	34
Elementary School Teachers, Except Special Education	30
Personal Financial Advisors	29

Source: EmployFlorida. Data Retrieved June 17th, 2021.

¹³ Only nine occupations with Bachelor's degree as a minimum education requirement were available at the time of collection.

Chart 3-11: Master's Degree or Higher Job Openings

Southwest Florida



Source: EmployFlorida. Data Retrieved June 17th, 2021.

Master's Degree or Higher

Table 3-16 shows the top 10 occupations with the most job openings in Southwest Florida for occupations requiring a Master's degree or higher. All other types of physicians and surgeons had the most job openings with 196, followed by physical therapists (116), speech-language pathologists (101), occupational therapists (78) and veterinarians (53).

Table 3-16: Master's Degree or Higher Job Openings

Southwest Florida

Occupation	Job Openings
Physicians and Surgeons, All Other	196
Physical Therapists	116
Speech-Language Pathologists	101
Occupational Therapists	78
Veterinarians	53
Pharmacists	46
Healthcare Social Workers	46
Psychiatrists	38
Family and General Practitioners	35
Surgeons	30

Source: EmployFlorida. Data Retrieved June 17th, 2021.

Long-term Employment Growth by Occupation

Beginning in 2018, the Bureau of Labor Statistics introduced a new methodology for producing occupation growth projections. The old method used for occupation estimations attempted to project occupational openings due economic growth, as well as replacement openings due to employees exiting the labor force. However, the estimations did not consider openings that occurred when employees moved from one occupation to another, and often resulted in an undercounting of total needed replacements. The new method is designed to provide better estimates by using demographic and other longitudinal data from Current Population Survey monthly data, and to account for openings that result as employees move from one occupation to another. Therefore, it is important to exercise caution when comparing projected occupational growth figures in this section and the next section to previous Workforce Now reports.

The forecast in Table 3-17 provides additional information about expected annual occupational demands for the Southwest Florida region. Information is presented for the top 10 growth occupations along with the 2019 median hourly wage and educational requirements. The top 10 employment growth occupations are waiters and waitresses, restaurant cooks, combined food preparation and serving workings (including fast food), landscaping and groundskeeping workers, retail salespersons, construction laborers, registered nurses, maids and housekeeping cleaners, carpenters, and first-line supervisors of food preparation and serving workers.

The top 10 growth occupations primarily reflect expected increases in retail, tourism, food preparation, construction, and health care. Five of the top growth occupations require less than a high school degree, one requires a high school degree or GED, three require adult vocational training, and one requires an associate's degree. Median wages varied from \$9.49 per hour to \$32.17 per hour and were highly correlated with the required minimum education.

A complete list of the top 50 long-term annual employment growth occupations in Southwest Florida can be found in Appendix A.

Table 3-17: Long-Term Employment Growth Occupations
2020 to 2028

Occupation	2020	2028	Growth	Percent Growth	2019 Median Hourly Wage	Minimum Education
Waiters and Waitresses	13,920	17,656	3,736	26.8%	\$9.49	Less HS/GED
Cooks, Restaurant	8,100	11,764	3,664	45.2%	\$12.76	Post-Secondary
Combined Food Preparation and Serving Workers, Including Fast Food	10,905	13,859	2,954	27.1%	\$9.60	Less HS/GED
Landscaping and Groundskeeping Workers	13,628	16,512	2,884	21.2%	\$13.35	Less HS/GED
Retail Salespersons	22,348	24,806	2,458	11.0%	\$11.37	HS/GED
Construction Laborers	10,524	12,692	2,168	20.6%	\$12.70	Less HS/GED
Registered Nurses	10,208	11,629	1,421	13.9%	\$32.17	Associate's Degree
Maids and Housekeeping Cleaners	5,113	6,362	1,249	24.4%	\$9.65	Less HS/GED
Carpenters	8,210	9,446	1,236	15.1%	\$19.00	Post-Secondary
First-Line Supervisors of Food Preparation and Serving Workers	4,127	5,251	1,124	27.2%	\$16.62	Post-Secondary

Source: Florida Department of Economic Opportunity, Employment Projections

Top Growth by Minimum Educational Requirement

The study looked at long-run occupational growth by identifying the fastest-growing occupations by the minimal educational requirement including:

- ✓ Post-secondary adult vocational
- ✓ Associate's degree
- ✓ Bachelor's degree
- ✓ Master's degree or higher

Post-Secondary Adult Vocational

The expected top 10 long-run growth occupations requiring a minimum of post-secondary adult vocational training are restaurant cooks, carpenters, first-line supervisors of food preparation and serving workers, hairdressers and hairstylists, nursing assistants, general maintenance and repair workers, roofers, medical assistants, personal care aides, and home health aides. The top 20 growth occupations for adult vocational, along with the median wage and current employment can be found in Table 3-18.

Table 3-18: Adult Vocational Long-term Growth Occupations

2020 to 2028

Ranking	Occupation	2020	2028	Growth	Percent Growth	2019 Median Hourly Wage
1	Cooks, Restaurant	8,100	11,764	3,664	45.2%	\$12.76
2	Carpenters	8,210	9,446	1,236	15.1%	\$19.00
3	First-Line Supervisors of Food Preparation and Serving Workers	4,127	5,251	1,124	27.2%	\$16.62
4	Hairdressers, Hairstylists, and Cosmetologists	4,088	5,198	1,110	27.2%	\$11.12
5	Nursing Assistants	5,832	6,831	999	17.1%	\$13.22
6	Maintenance and Repair Workers, General	5,410	6,363	953	17.6%	\$15.44
7	Roofers	3,119	3,952	833	26.7%	\$19.55
8	Medical Assistants	3,581	4,386	805	22.5%	\$14.77
9	Personal Care Aides	2,177	2,836	659	30.3%	N/R
10	Home Health Aides	2,433	3,084	651	26.8%	N/R
11	Customer Service Representatives	10,006	10,627	621	6.2%	\$14.49
12	Real Estate Sales Agents	3,425	4,037	612	17.9%	\$19.95
13	Licensed Practical and Licensed Vocational Nurses	3,203	3,785	582	18.2%	\$21.22
14	Security Guards	3,490	4,069	579	16.6%	\$12.91
15	First-Line Supervisors of Retail Sales Workers	7,164	7,725	561	7.8%	\$19.91
16	Light Truck or Delivery Services Drivers	3,934	4,440	506	12.9%	\$15.97
17	Sales Rep., Wholesale & Manufacturing, Except Tech. & Scientific Products	4,537	5,028	491	10.8%	\$25.36
18	Heavy and Tractor-Trailer Truck Drivers	4,139	4,589	450	10.9%	\$18.73
19	Supervisors of Landscaping, Lawn Service & Groundskeeping Workers	1,661	2,108	447	26.9%	\$23.22
20	Painters, Construction and Maintenance	3,954	4,397	443	11.2%	\$16.30

Source: Florida Department of Economic Opportunity, Employment Projections

Note: Numbers not reported denoted by N/R.

Associate's Degree

The forecasted top 10 occupations for growth from 2020 to 2028 requiring an associate's degree are registered nurses, general and operations managers, first-line supervisors of construction workers, construction managers, business operations specialists, first-line supervisors of office and administrative support workers, property and real estate managers, software developers, bookkeeping, accounting, and auditing clerks, and preschool teachers, excluding special education. The top 20 growth occupations requiring an associate's degree, along with the median wage and employment levels, can be found in Table 3-19.

Table 3-19: Associate's Degree Long-term Growth Occupations
2020 to 2028

Ranking	Occupation	2020	2028	Growth	Percent Growth	2019 Median Hourly Wage
1	Registered Nurses	10,208	11,629	1,421	13.9%	\$32.17
2	General and Operations Managers	6,694	7,755	1,061	15.9%	\$42.62
3	Supervisors of Construction and Extraction Workers	5,436	6,312	876	16.1%	\$27.32
4	Construction Managers	3,006	3,618	612	20.4%	\$33.72
5	Business Operations Specialists, All Other	2,871	3,298	427	14.9%	N/R
6	First-Line Supervisors of Office and Administrative Support Workers	5,772	6,194	422	7.3%	\$20.84
7	Property, Real Estate & Community Assoc. Mgr.	2,751	3,145	394	14.3%	\$29.53
8	Software Developers, Applications	1,557	1,873	316	20.3%	N/A
9	Bookkeeping, Accounting, and Auditing Clerks	5,516	5,820	304	5.5%	\$15.75
10	Preschool Teachers, Except Special Education	1,409	1,697	288	20.4%	\$10.21
11	Food Service Managers	1,428	1,713	285	20.0%	\$23.77
12	Managers, All Other	1,847	2,112	265	14.3%	N/R
13	Recreation Workers	1,285	1,493	208	16.2%	\$13.26
14	Respiratory Therapists	772	968	196	25.4%	\$24.27
15	Physical Therapist Assistants	616	807	191	31.0%	\$31.95
16	Postsecondary Teachers, All Other	985	1,173	188	19.1%	\$52,695*
17	Computer Systems Analysts	675	822	147	21.8%	\$26.33
18	Emergency Medical Technicians and Paramedics	1,219	1,365	146	12.0%	N/R
19	Cost Estimators	1,112	1,232	120	10.8%	\$26.01
20	First-Line Supervisors of Non-Retail Sales Workers	1,466	1,586	120	8.2%	\$29.80

Source: Florida Department of Economic Opportunity, Employment Projections

Note: * Denotes average annual wage when a median wage is not available. Numbers not reported denoted by N/R.

Bachelor's Degree

The forecasted top 10 occupations for growth from 2020 to 2028 requiring a bachelor's degree include management analysts, elementary school teachers, accountants and auditors, market research analysts, secondary school teachers, financial managers, middle school teachers, human resource specialists, medical and health service managers, and physician assistants. The top 20 growth occupations requiring a bachelor's degree, along with the median wage and current employment, can be found in Table 3-20.

Table 3-20: Bachelor's Degree Long-term Growth Occupations
2020 to 2028

Ranking	Occupation	2020	2028	Growth	Percent Growth	2019 Median Hourly Wage
1	Management Analysts	2,422	2,886	464	19.2%	\$21.81
2	Elementary School Teachers, Except Special Ed.	4,006	4,464	458	11.4%	\$51,428*
3	Accountants and Auditors	3,389	3,825	436	12.9%	\$31.24
4	Market Research Analysts & Marketing Specialists	1,135	1,415	280	24.7%	\$26.50
5	Secondary School Teachers, Except Special and Career/Technical Education	2,446	2,724	278	11.4%	\$60,541*
6	Financial Managers	1,254	1,520	266	21.2%	\$49.27
7	Middle School Teachers, Except Special and Career/Technical Education	2,170	2,417	247	11.4%	\$43,770*
8	Human Resources Specialists	1,319	1,562	243	18.4%	\$28.23
9	Medical and Health Services Managers	663	893	230	34.7%	\$40.43
10	Physician Assistants	474	638	164	34.6%	\$55.54
11	Community & Social Service Specialists, All Other	845	1,005	160	18.9%	\$17.34
12	Substitute Teachers	845	999	154	18.2%	\$53,740*
13	Sales Managers	764	875	111	14.5%	\$46.86
14	Personal Financial Advisors	958	1,058	100	10.4%	\$35.22
15	Training and Development Specialists	591	681	90	15.2%	\$19.67
16	Securities, Commodities, and Financial Services Sales Agents	1,483	1,568	85	5.7%	\$18.64
17	Kindergarten Teachers, Except Special Education	694	773	79	11.4%	\$39,194*
18	Clergy	720	797	77	10.7%	\$16.11
19	Computer and Information Systems Managers	455	528	73	16.0%	\$30.86
20	Public Relations Specialists	509	578	69	13.6%	\$23.84

Source: Florida Department of Economic Opportunity, Employment Projections

Note: * Denotes average annual wage when a median wage is not available.

Master's Degree and Higher

The forecasted top 10 occupations for growth from 2020 to 2028 requiring at least a master's degree include nurse practitioners, physicians and surgeons (all other), physical therapists, lawyers, child, family and school social workers, educational and vocational counselors, family and general practitioners, veterinarians, healthcare social workers, and pharmacists. The top 20 growth occupations requiring at least a master's degree, along with the median wage and current employment, can be found in Table 3-21.

Table 3-21: Master's Degree and Higher Long-term Growth Occupations
2020 to 2028

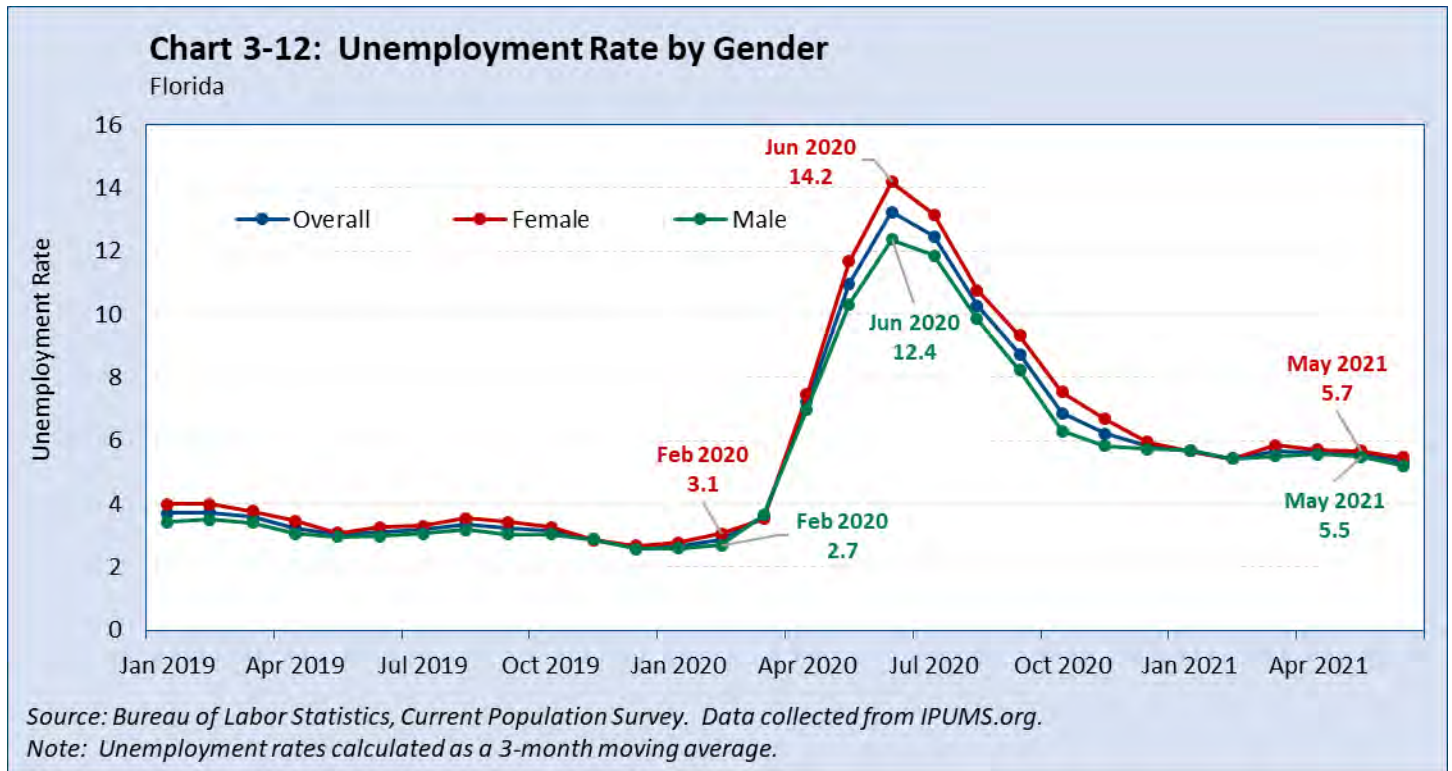
Ranking	Occupation	2020	2028	Growth	Percent Growth	2019 Median Hourly Wage
1	Nurse Practitioners	436	687	251	57.6%	\$49.78
2	Physicians and Surgeons, All Other	1,557	1,787	230	14.8%	N/R
3	Physical Therapists	1,023	1,214	191	18.7%	\$41.28
4	Lawyers	2,321	2,495	174	7.5%	\$35.65
5	Child, Family, and School Social Workers	527	677	150	28.5%	\$17.68
6	Educational, Guidance, School, and Vocational Counselors	769	916	147	19.1%	\$19.62
7	Family and General Practitioners	815	943	128	15.7%	N/R
8	Veterinarians	442	539	97	21.9%	\$47.84
9	Healthcare Social Workers	368	448	80	21.7%	\$25.86
10	Pharmacists	1,091	1,167	76	7.0%	\$60.20
11	Speech-Language Pathologists	357	427	70	19.6%	\$23.24
12	Counselors, All Other	235	300	65	27.7%	\$17.44
13	Dentists, General	622	687	65	10.5%	\$95.67
14	Health Specialties Teachers, Postsecondary	206	266	60	29.1%	\$71,035*
15	Mental Health and Substance Abuse Social Workers	239	295	56	23.4%	\$20.59
16	Instructional Coordinators	263	313	50	19.0%	\$29.92
17	Occupational Therapists	387	432	45	11.6%	\$41.01
18	Nursing Instructors and Teachers, Postsecondary	127	158	31	24.4%	\$70,319*
19	Librarians	308	338	30	9.7%	\$25.91
20	Nurse Anesthetists	166	196	30	18.1%	\$72.74

Source: Florida Department of Economic Opportunity, Employment Projections

Note: Numbers not reported denoted by N/R.

Workforce Impact under COVID-19

In March 2020, the global COVID-19 pandemic began to make its way through Southwest Florida, adversely impacting the labor market in the five-county region. In this section we present findings from data provided by the Bureau of Labor Statistics, the U.S Department of Labor, and the Florida Department of Economic Opportunity.

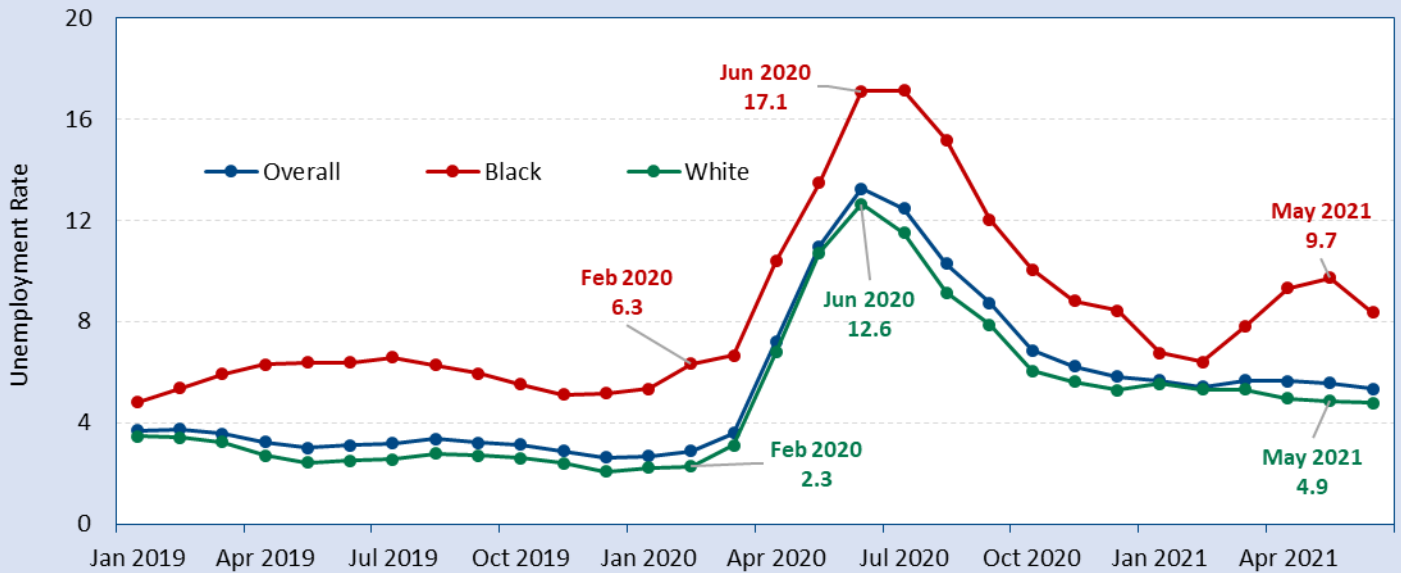


Florida Unemployment Rate by Gender

The unemployment rate for Florida, broken down by gender, can be found in Chart 3-12. Prior to the beginning of COVID-19, unemployment rates for both males and females were around the same level (2.7 and 3.1 percent in February 2020, respectively). The unemployment rates for both genders increased substantially between March and June 2020, with the females having a higher unemployment rate (14.2 percent) compared to males (12.4 percent). Since the peak experienced in June 2020, unemployment rates have come down for both genders, with females having an unemployment rate of 5.7 percent and males registering at 5.5 percent in May 2021.

Chart 3-13: Unemployment Rate by Race

Florida



Source: Bureau of Labor Statistics, Current Population Survey. Data collected from IPUMS.org.

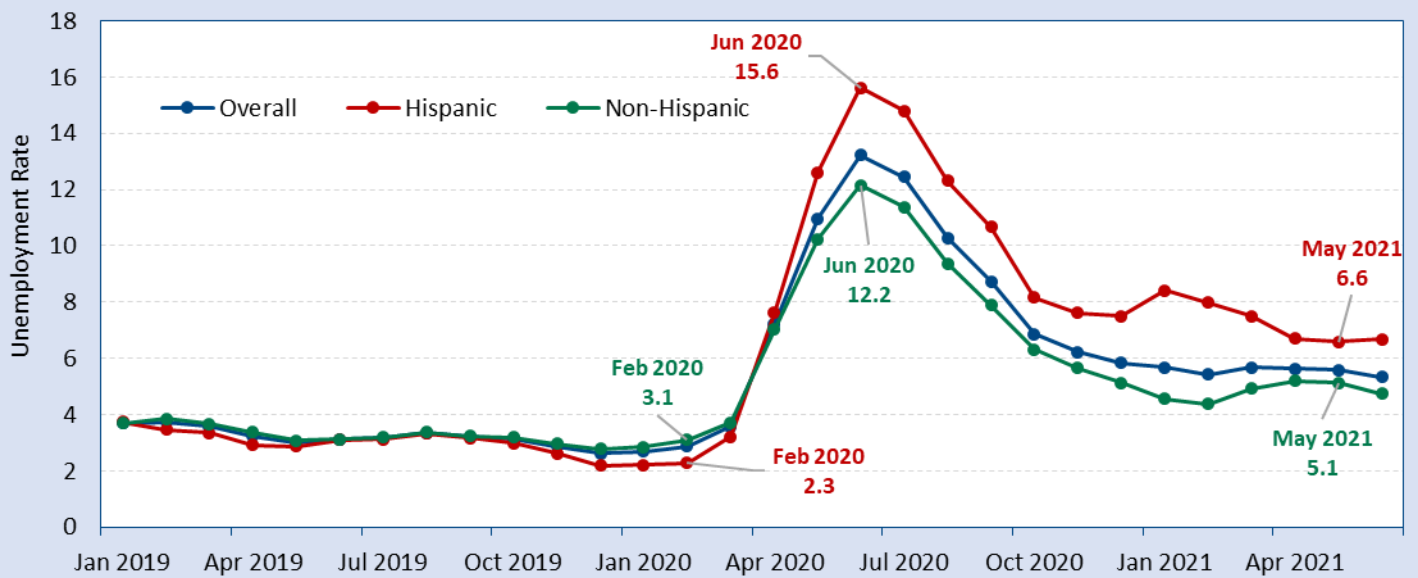
Note: Unemployment rates calculated as a 3-month moving average.

Florida Unemployment Rate by Race

The unemployment rate for Florida, broken down by race, can be found in Chart 3-13. Note that reliable labor force data in the Current Population Survey was only available for the white and black populations. The unemployment rate for the black population in Florida has historically been higher than the overall unemployment rate, reporting a 6.3 percent rate in February 2020 (compared to an unemployment rate of 2.3 percent for the white population). Unemployment rates for both races rose between March and June 2020, with the black population having an unemployment rate of 17.1 percent, compared to 12.6 percent for the white population. Both races saw a decline in the unemployment rate between June 2020 and February 2021, but the unemployment rate for the black population has increased each month between February 2021 and May 2021, measuring at 9.7 percent for the latter month.

Chart 3-14: Unemployment Rate for Hispanic Population

Florida



Source: Bureau of Labor Statistics, Current Population Survey. Data collected from IPUMS.org.

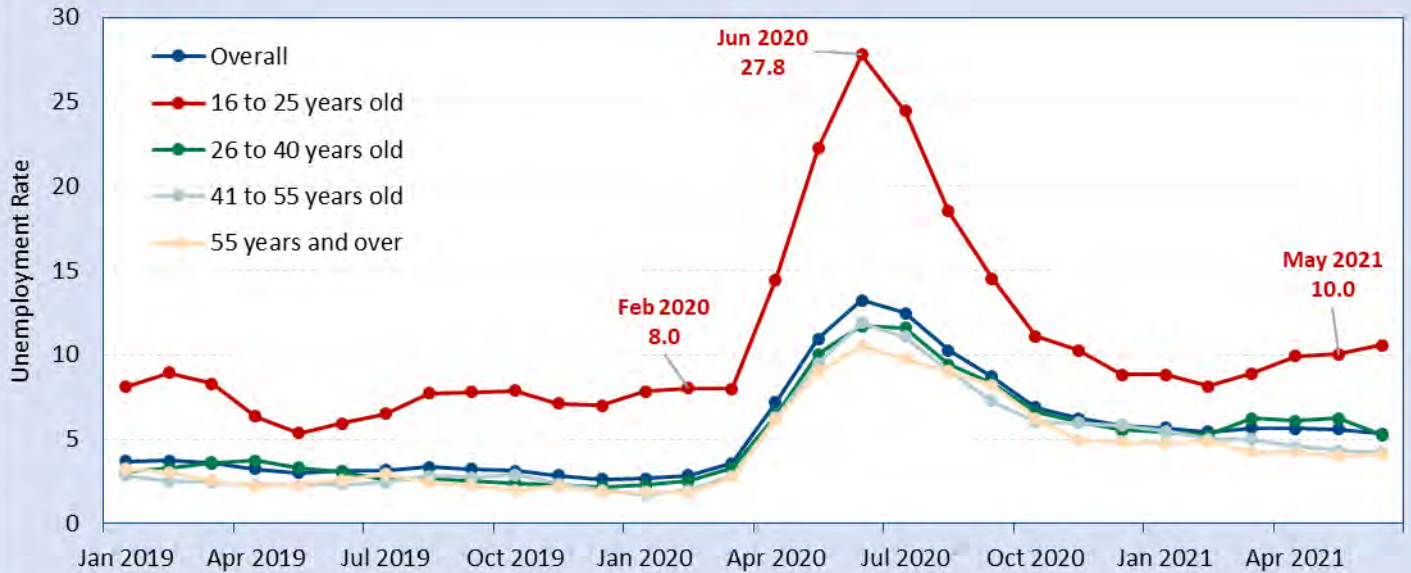
Note: Unemployment rates calculated as a 3-month moving average.

Florida Unemployment Rate for Hispanic Population

The unemployment rate for Florida, broken down between the Hispanic and non-Hispanic populations, can be found in Chart 3-14. The unemployment rates for both the Hispanic and non-Hispanic populations were near the same level between January 2019 and February 2020, with the non-Hispanic population having an unemployment rate of 3.1 percent (compared to 2.3 percent for the Hispanic population). Between March 2020 and June 2020, the unemployment rates for both groups rose, with the Hispanic and non-Hispanic populations having an unemployment rate of 15.6 percent and 12.2 percent, respectively. The rates for both groups have trended downward since June 2020, with the Hispanic population having an unemployment rate of 6.6 percent in May 2021, while the non-Hispanic population had a 5.1 percent unemployment rate during the same month.

Chart 3-15: Unemployment Rate by Age

Florida



Source: Bureau of Labor Statistics, Current Population Survey. Data collected from IPUMS.org.

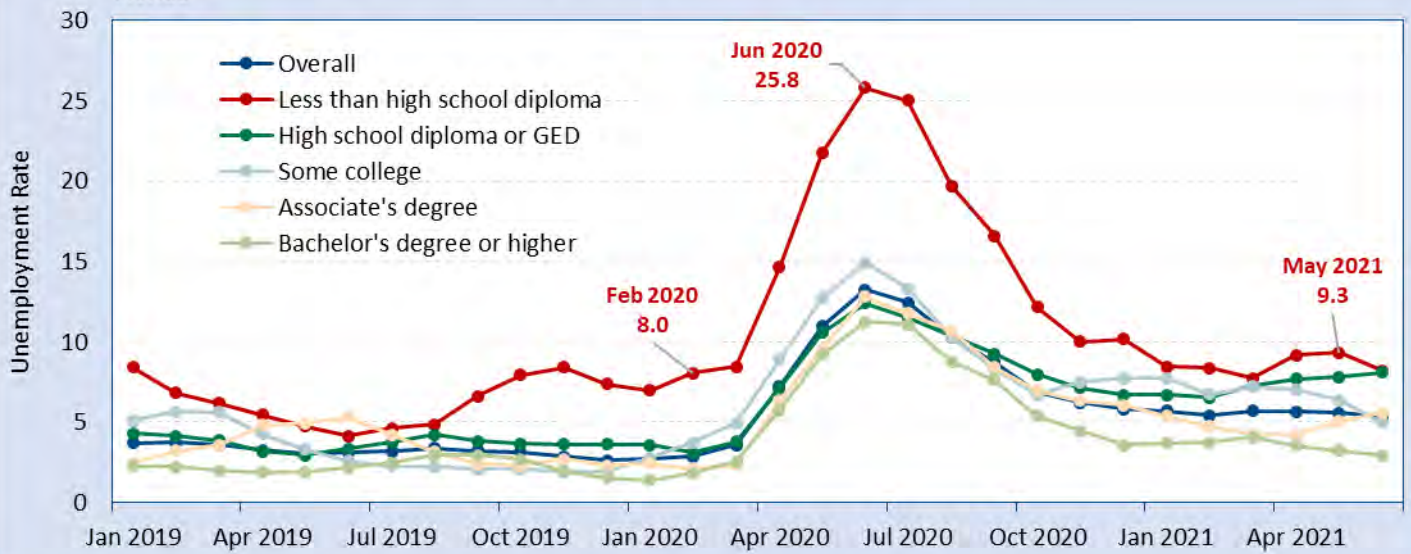
Note: Unemployment rates calculated as a 3-month moving average.

Florida Unemployment Rate by Age

The unemployment rate, broken down by age groups, can be found in Chart 3-15. Prior to the pandemic, the unemployment rates for the population between 16 and 25 years old was typically higher than the rest of the population, with an 8 percent unemployment rate in February 2020. While unemployment rates for all age groups increased substantially between March and June 2020, the 16 to 25 age group had the largest increase, rising to 27.8 percent in June 2020. The unemployment rate fell during the following months, but still remains at 10 percent as recently as May 2021.

Chart 3-16: Unemployment Rate by Educational Attainment

Florida



Source: Bureau of Labor Statistics, Current Population Survey. Data collected from IPUMS.org.
Note: Unemployment rates calculated as a 3-month moving average.

Florida Unemployment Rate by Educational Attainment

The unemployment rate, broken down by educational attainment groups, can be found in Chart 3-16. The unemployment rate for the population without a high school diploma was higher than the rest of the population prior to the pandemic, with an unemployment rate of 8.0 percent in February 2020. All education groups saw a rise in the unemployment rate between March and June 2020, but the less than high school diploma group had the largest increase, rising to 25.8 percent in June 2020. The unemployment rate for all groups has fallen since June 2020, but the less than high school diploma group had an unemployment rate of 9.3 percent in May 2021.

Workforce Now Summary

This study has provided an overview of Southwest Florida's labor market including the mix of industries, current employment gaps and forecast growth occupations. The quality, depth, and diversity of a region's workforce are critical components in fostering economic growth and development. The importance of this information in understanding what opportunities exist for students, parents, businesses, and educators will help foster discussion, better decisions, and more collaboration. Technology and globalization are driving change in our lives and employment opportunities. The Workforce Now research is designed to provide a continuous flow of research focused on Southwest Florida's labor market.

Appendix A: Top 50 Long-Term Average Annual Employment Growth by Occupation

Below is a list of the top 50 long-term employment growth occupations identified between 2020 and 2028.

Table A-1: Top 25 Long-Term Employment Growth Occupations
2020 to 2028

Occupation	2020	2028	Growth	Percent Growth	2019 Median Hourly Wage	Minimum Education
Waiters and Waitresses	13,920	17,656	3,736	26.8%	\$9.49	Less HS/GED
Cooks, Restaurant	8,100	11,764	3,664	45.2%	\$12.76	PS Adult Voc
Combined Food Preparation and Serving Workers, Including Fast Food	10,905	13,859	2,954	27.1%	\$9.60	Less HS/GED
Landscaping and Groundskeeping Workers	13,628	16,512	2,884	21.2%	\$13.35	Less HS/GED
Retail Salespersons	22,348	24,806	2,458	11.0%	\$11.37	HS/GED
Construction Laborers	10,524	12,692	2,168	20.6%	\$12.70	Less HS/GED
Registered Nurses	10,208	11,629	1,421	13.9%	\$32.17	Associate's
Maids and Housekeeping Cleaners	5,113	6,362	1,249	24.4%	\$9.65	Less HS/GED
Carpenters	8,210	9,446	1,236	15.1%	\$19.00	PS Adult Voc
First-Line Supervisors of Food Preparation and Serving Workers	4,127	5,251	1,124	27.2%	\$16.62	PS Adult Voc
Hairdressers, Hairstylists, and Cosmetologists	4,088	5,198	1,110	27.2%	\$11.12	PS Adult Voc
General and Operations Managers	6,694	7,755	1,061	15.8%	\$42.62	Associate's
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	6,666	7,695	1,029	15.4%	\$11.19	Less HS/GED
Nursing Assistants	5,832	6,831	999	17.1%	\$13.22	PS Adult Voc
Maintenance and Repair Workers, General	5,410	6,363	953	17.6%	\$15.44	PS Adult Voc
Bartenders	3,111	4,033	922	29.6%	\$9.52	Less HS/GED
Cashiers	14,610	15,499	889	6.1%	\$10.14	HS/GED
Supervisors of Construction and Extraction Workers	5,436	6,312	876	16.1%	\$27.32	Associate's
Stock Clerks and Order Fillers	7,663	8,518	855	11.2%	\$11.52	HS/GED
Roofers	3,119	3,952	833	26.7%	\$19.55	PS Adult Voc
Dining Room and Cafeteria Attendants and Bartender Helpers	2,668	3,474	806	30.2%	\$9.23	Less HS/GED
Medical Assistants	3,581	4,386	805	22.5%	\$14.77	PS Adult Voc
Receptionists and Information Clerks	5,437	6,145	708	13.0%	\$11.95	HS/GED
Laborers and Freight, Stock, and Material Movers, Hand	4,910	5,597	687	14.0%	\$12.25	Less HS/GED
Food Preparation Workers	4,200	4,875	675	16.1%	\$10.44	Less HS/GED

Source: Florida Department of Economic Opportunity, Employment Projections

Table A-2: Ranked 26-50 Long-Term Employment Growth Occupations

2020 to 2028

Occupation	2020	2028	Growth	Percent Growth	2019 Median Hourly Wage	Minimum Education
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	2,101	2,760	659	31.4%	\$9.61	Less HS/GED
Personal Care Aides	2,177	2,836	659	30.3%	N/R	PS Adult Voc
Home Health Aides	2,433	3,084	651	26.8%	N/R	PS Adult Voc
Customer Service Representatives	10,006	10,627	621	6.2%	\$14.49	PS Adult Voc
Office Clerks, General	11,240	11,853	613	5.5%	\$14.19	HS/GED
Construction Managers	3,006	3,618	612	20.4%	\$33.72	Associate's
Real Estate Sales Agents	3,425	4,037	612	17.9%	\$19.95	PS Adult Voc
Dishwashers	2,540	3,130	590	23.2%	\$9.86	Less HS/GED
Licensed Practical and Licensed Vocational Nurses	3,203	3,785	582	18.2%	\$21.22	PS Adult Voc
Security Guards	3,490	4,069	579	16.6%	\$12.91	PS Adult Voc
First-Line Supervisors of Retail Sales Workers	7,164	7,725	561	7.8%	\$19.91	PS Adult Voc
Amusement and Recreation Attendants	2,104	2,648	544	25.9%	\$9.55	Less HS/GED
Light Truck or Delivery Services Drivers	3,934	4,440	506	12.9%	\$15.97	PS Adult Voc
Sales Rep., Wholesale & Manufacturing, Except Tech. & Scientific Products	4,537	5,028	491	10.8%	\$25.36	PS Adult Voc
Management Analysts	2,422	2,886	464	19.2%	\$21.81	Bachelor's
Elementary School Teachers, Except Special Ed.	4,006	4,464	458	11.4%	\$51,428*	Bachelor's
Heavy and Tractor-Trailer Truck Drivers	4,139	4,589	450	10.9%	\$18.73	PS Adult Voc
Supervisors of Landscaping, Lawn Service & Groundskeeping Workers	1,661	2,108	447	26.9%	\$23.22	PS Adult Voc
Painters, Construction and Maintenance	3,954	4,397	443	11.2%	\$16.30	PS Adult Voc
Accountants and Auditors	3,389	3,825	436	12.9%	\$31.24	Bachelor's
First-Line Supervisors of Office and Administrative Support Workers	5,772	6,194	422	7.3%	\$20.84	Associate's
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	3,349	3,748	399	11.9%	\$19.59	PS Adult Voc
Electricians	2,649	3,044	395	14.9%	\$18.68	PS Adult Voc
Property, Real Estate & Community Assoc. Mgr.	2,751	3,145	394	14.3%	\$29.53	Associate's
Massage Therapists	857	1,251	394	46.0%	\$18.86	PS Adult Voc

Source: Florida Department of Economic Opportunity, Employment Projections

Note: * Denotes average annual wage when a median wage is not available. N/R denotes information was not available.

Appendix B: Demographic Data

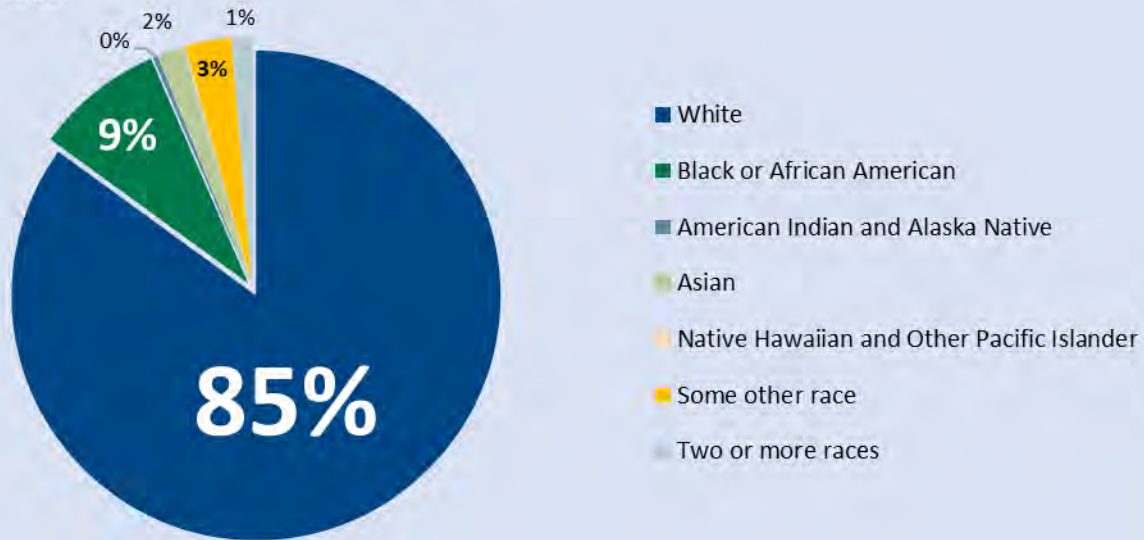
Table B-1: Population

Area	2016	2017	2018	2019	2020
Charlotte County					
Population	170,450	172,720	177,987	181,770	187,904
Percent change	--	1.3%	3.0%	2.1%	3.4%
Collier County					
Population	350,202	357,470	367,347	376,706	387,450
Percent change	--	2.1%	2.8%	2.5%	2.9%
Glades County					
Population	13,047	13,087	13,002	13,121	13,609
Percent change	--	0.3%	-0.6%	0.9%	3.7%
Hendry County					
Population	38,370	39,057	39,586	40,120	40,953
Percent change	--	1.8%	1.4%	1.3%	2.1%
Lee County					
Population	680,539	698,468	713,903	735,148	750,493
Percent change	--	2.6%	2.2%	3.0%	2.1%
Southwest Florida					
Population	1,252,608	1,280,802	1,311,825	1,346,865	1,375,874
Percent change	--	2.3%	2.4%	2.7%	2.2%
Florida					
Population	20,148,654	20,484,142	20,840,568	21,208,589	21,555,986
Percent change	--	1.7%	1.7%	1.8%	1.6%

Source: Florida Office of Economic and Demographic Research

Chart B-1: Working-Age Population by Race

Southwest Florida
2019



Source: U.S. Census Bureau, American Community Survey 5-year estimates

Note: "Working-age population" defined as population between the ages of 25 and 64.

Working Age Population by Race

Chart B-1 and Table B-2 show the Southwest Florida working age population broken down by race. The region had 524,603 residents that identified as White, representing 85.0 percent of the total working age population. Furthermore, there were 52,423 residents that identified as Black (8.5 percent of total working age population), 10,918 residents identifying as Asian (1.8 percent of total working-age population), 1,991 residents identifying as American Indian or Alaska Native (0.3 percent of total working-age population), and 352 residents identifying as Native Hawaiian and Other Pacific Islander (0.1 percent of total working-age population). The region also had 18,803 residents identifying as some other race, while 8,209 residents had two or more races.

Table B-2: Working Age Population by Race

Southwest Florida

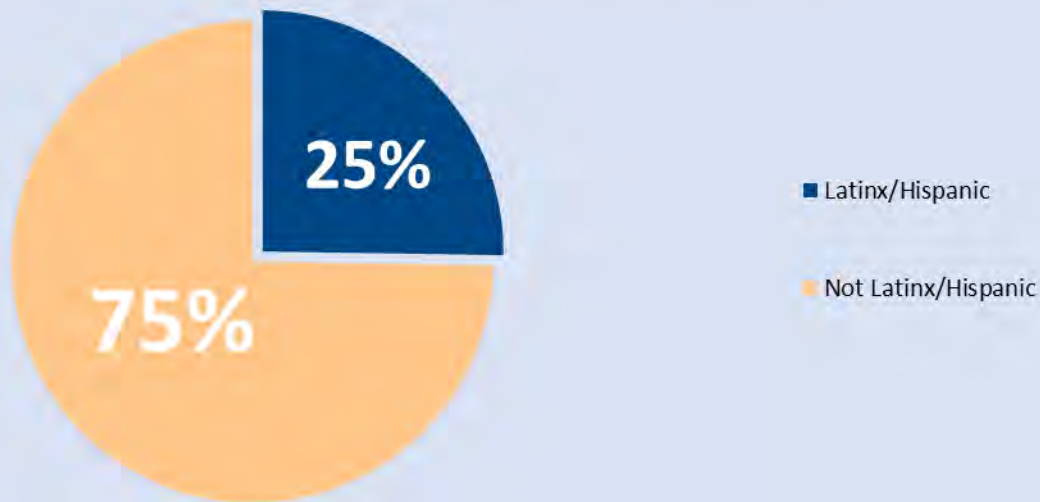
Race	2015	2016	2017	2018	2019
White					
Count	489,948	498,594	507,535	516,874	524,603
Percent of total	85.3%	85.5%	85.4%	85.4%	85.0%
Black or African American					
Count	47,201	48,221	49,907	50,724	52,423
Percent of total	8.2%	8.3%	8.4%	8.4%	8.5%
American Indian and Alaska Native					
Count	2,172	2,082	2,017	2,023	1,991
Percent of total	0.4%	0.4%	0.3%	0.3%	0.3%
Asian					
Count	9,719	9,849	9,948	10,423	10,918
Percent of total	1.7%	1.7%	1.7%	1.7%	1.8%
Native Hawaiian and Other Pacific Islander					
Count	90	208	251	326	352
Percent of total	0.0%	0.0%	0.0%	0.1%	0.1%
Some other race					
Count	18,667	17,074	17,139	16,986	18,703
Percent of total	3.3%	2.9%	2.9%	2.8%	3.0%
Two or more races					
Count	6,558	6,804	7,555	7,659	8,209
Percent of total	1.1%	1.2%	1.3%	1.3%	1.3%
Total	574,355	582,832	594,352	605,015	617,199

Source: U.S. Census Bureau, American Community Survey 5-year estimates

Note: "Working-age population" defined as population between the ages of 25 and 64.

Chart B-2: Working-Age Population for Latinx/Hispanic Population

Southwest Florida
2019



Source: U.S. Census Bureau, American Community Survey 5-year estimates

Note: "Working-age population" defined as population between the ages of 25 and 64.

Chart B-2 and Table B-3 show the percent of the population that were of Latinx/Hispanic origin. Southwest Florida had 155,803 that identified as Latinx/Hispanic in 2019, 25.2 percent of the total working-age population. Meanwhile, 461,396 residents were not Latinx/Hispanic, representing 74.8 percent of the total working-age population.

Table B-3: Working Age Population for Latinx/Hispanic Population

Southwest Florida

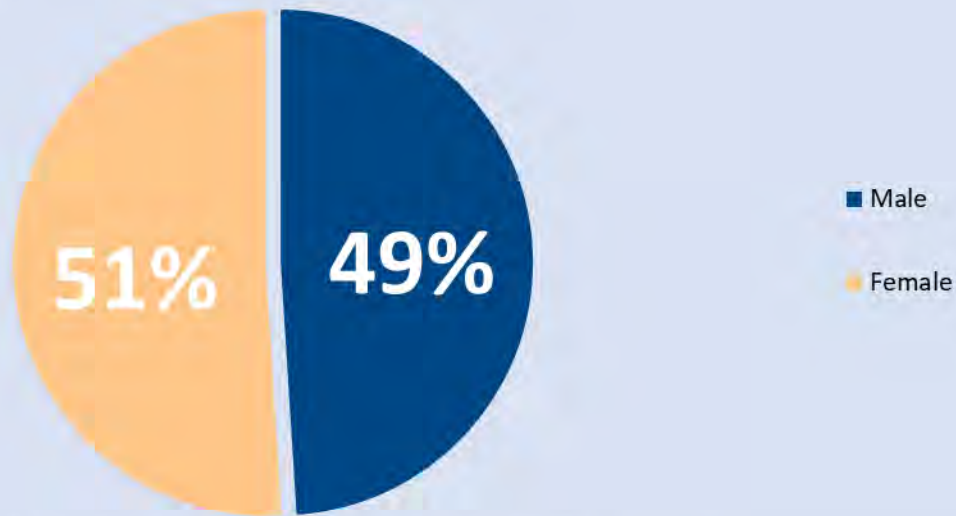
Latinx/Hispanic	2015	2016	2017	2018	2019
Latinx/Hispanic					
Count	127,873	133,214	140,465	147,580	155,803
Percent of total	22.3%	22.9%	23.6%	24.4%	25.2%
Not Latinx/Hispanic					
Count	446,482	449,618	453,887	457,435	461,396
Percent of total	77.7%	77.1%	76.4%	75.6%	74.8%
Total	574,355	582,832	594,352	605,015	617,199

Source: U.S. Census Bureau, American Community Survey 5-year estimates

Note: "Working-age population" defined as population between the ages of 25 and 64.

Chart B-3: Working Age Population by Gender

Southwest Florida
2019



Source: U.S. Census Bureau, American Community Survey 5-year estimates

Note: "Working-age population" defined as population between the ages of 25 and 64.

Working Age Population by Gender

Chart B-3 and Table B-4 show the Southwest Florida population broken down by gender. Southwest Florida had 314,812 females in 2019, 50.8 percent of the total working-age population. Meanwhile, 302,387 residents were male, representing 49.0 percent of the total working-age population.

Table B-4: Working Age Population by Gender

Southwest Florida

Gender	2015	2016	2017	2018	2019
Male					
Count	280,391	284,470	290,112	295,821	302,387
Percent of total	48.8%	48.8%	48.8%	48.9%	49.0%
Female					
Count	293,964	298,362	304,240	309,194	314,812
Percent of total	51.2%	51.2%	51.2%	51.1%	51.0%
Total	574,355	582,832	594,352	605,015	617,199

Source: U.S. Census Bureau, American Community Survey 5-year estimates

Note: "Working-age population" defined as population between the ages of 25 and 64.