

An essential component of the 2012-2025 Strategic Plan Alignment initiative is the need to update the current State University System list of Programs of Strategic Emphasis. The Programs of Strategic Emphasis exist as one of several tools for aligning the degree production goals of the State University System with the economic and workforce needs of Florida. In addition, the Programs of Strategic Emphasis are critical to update, because they are to become a component in Performance-based Funding.

As in past revisions to the Programs of Strategic Emphasis categories and list, a meta-analysis of the current reports and data of key economic and workforce councils in Florida was conducted. These “key councils” include Enterprise Florida, Inc., Workforce Florida, Inc., the Council of 100, the Florida Chamber of Commerce, and the Agency for Workforce Innovation. Other organizations whose reports and data informed this process include the Florida Hospital Association, the Florida Center for Nursing, the Florida High-Tech Corridor, the Florida Department of Education, and the U.S. Department of Labor (USDOL).

Additionally, a number of national level reports were reviewed and their recommendations were incorporated into the analysis. Some of these reports included the Federal Science, Technology, Engineering, and Mathematics Education: 5 Year Strategic Plan; Help Wanted: Projections of Jobs and Education Requirements Through 2018; Council on Foreign Relations: US Education Reform and National Security; and An Economy that Works: Job Creation and America’s Future.

The methodology used to reevaluate assumptions and forecasts that provide the framework for targeting degree programs is relatively simple.

- 1) Identify the recommendations of Florida’s leading economic and workforce councils (key councils) and national reports (Appendix B).
- 2) Merge and evaluate the areas of interest and emphasis from the key councils to determine appropriate broad program categories that are in alignment (Table 1).
- 3) Identify specific academic programs and program clusters by CIP code\* that should be included in the broad program categories (Appendix A).

It became apparent that the current broad program categories should be revised and perhaps renamed to better demonstrate alignment with recommendations found in the key council reports and data. The proposed changes to the categories are shown in Table 1, and the rationale for making changes is provided for each category in Appendix A.



The academic degree programs associated with the

APPENDIX A: Proposed



This category would only include academic programs identified in the Gap Analysis that are not included in another category of Programs of Strategic Emphasis (e.g, industrial engineering would be captured under STEM, so it is not necessary to include it under Gap Analysis).

- x 09.0101 Speech Communication and Rhetoric.
- x 09.0900 Public Relations, Advertising, and Applied Communication.
- x 09.0902 Public Relations/Image Management
- x 50.0409 Graphic Design
- x 52.0301 Accounting
- x 52.0801 Finance, General
- x 52.0803 Banking and Financial Support Services
- x 52.1001 Human Resources Management/Personnel Administration, General
- x 52.1304 Actuarial Science
- x 52.1701 Insurance
- x 09.0100 Communication, General
- x 50.0401 Design and Visual Communications, General

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- x 01.12 Soil Sciences
- x 03 Natural Resources and Conservation (all)









