

# Inventory: Vision and Goal Statements in Existing Statewide Plans<sup>1</sup>

*Developing Florida's Strategic 5-Year Direction, 29 November 2011*



Vision	Goals/Objectives
<b>Florida Department of Economic Opportunity: State of Florida Job Creation Plan</b>	
<ul style="list-style-type: none"> <li>Florida will have the nation's top performing economy and be recognized as the world's leading business destination</li> </ul>	<ul style="list-style-type: none"> <li>Increase Florida's global competitiveness as a destination for business, capital, talent, innovation, and entrepreneurship</li> <li>Promote Florida as the world destination of choice for business and industry</li> <li>Facilitate business development through delivery of world-class customer service</li> </ul>
<b>Enterprise Florida, Inc.: 2015 Roadmap to Florida's Future</b>	
<ul style="list-style-type: none"> <li>Leadership in the global innovation economy</li> </ul>	<ul style="list-style-type: none"> <li>Talent (5 supporting recommendations in the Plan)</li> <li>Growth Leadership Infrastructure (5 supporting recommendations in the Plan)</li> <li>Global Hub (2 supporting recommendations in the Plan)</li> <li>Innovation (4 supporting recommendations in the Plan)</li> <li>Business Climate (4 supporting recommendations in the Plan)</li> <li>Quality of Life (1 supporting recommendation in the Plan)</li> <li>Industry Clusters (3 supporting recommendations in the Plan)</li> </ul>
<b>Workforce Florida, Inc.: Creating the Strategy for Today's Needs and Tomorrow's Talent</b>	
<ul style="list-style-type: none"> <li>Florida will develop a globally competitive workforce.</li> </ul>	<ul style="list-style-type: none"> <li>World-class service to Florida's target industry clusters</li> <li>World-class service to Florida's infrastructure innovators</li> <li>Top national and state leadership for the demand-driven solution</li> <li>Aligned, responsive, jointly engaged talent supply chain team</li> <li>Outstanding business communications and intelligence for performance and accountability</li> <li>Dedicated commitment to change management and transformation</li> </ul>

<sup>1</sup> The plans listed in this worksheet are those that identified vision and goal/objective statements in their plan. Not all plans reviewed had a vision and/or goal/objective statements.

Vision	Goals/Objectives
<b>Florida Center for Research in Science, Technology, Engineering and Mathematics: Florida STEM Strategic Plan</b>	
	<ul style="list-style-type: none"> <li>• Increase the percentage of students successful at each level (PK-12 and postsecondary, including career and technical, undergraduate and graduate) to ensure our diverse population is:                             <ul style="list-style-type: none"> <li>○ Capable of conducting real-world STEM projects and inquiry;</li> <li>○ Capable of authentic and collaborative problem solving;</li> <li>○ Proficient in applying multidisciplinary knowledge and skills through STEM;</li> <li>○ Proficient in English and other languages in order to succeed on a global scale; and</li> <li>○ Knowledgeable about and interested in STEM careers.</li> </ul> </li> <li>• Increase the quality and quantity of STEM educators/practitioners.</li> <li>• Create a statewide sustainable STEM leadership organization to align existing and emerging STEM initiatives and represent Florida as one voice in meeting STEM demands.</li> </ul>
<b>Florida Department of Education: Next Generation Strategic Plan</b>	
	<ul style="list-style-type: none"> <li>• Strengthen foundation skills</li> <li>• Improve quality of teaching and leadership in the education system</li> <li>• Improve college and career readiness</li> <li>• Expand opportunities for post-secondary degrees and certificates</li> <li>• Improve K–12 educational choice options and partnerships</li> <li>• Align resources to meet strategic goals</li> </ul>
<b>Florida Department of Transportation: 2060 Florida Transportation Plan</b>	
<ul style="list-style-type: none"> <li>• A globally competitive economy serving as a hub for international and domestic trade and investment, and attracting and retaining skilled workers.</li> <li>• Vibrant urban and rural communities where Floridians have greater choices about where to live, work, learn, play, and shop.</li> <li>• A healthy environment with improved air and water quality, as well as conservation of critical lands, waters, wildlife, habitats, energy, and other natural resources.</li> </ul>	<ul style="list-style-type: none"> <li>• Invest in transportation systems to support a prosperous, globally competitive economy.</li> <li>• Make transportation decisions to support and enhance livable communities.</li> <li>• Make transportation decisions to promote responsible environmental stewardship.</li> <li>• Provide a safe and secure transportation system for all users.</li> <li>• Maintain and operate Florida’s transportation system proactively.</li> <li>• Improve mobility and connectivity for people and freight.</li> </ul>

Vision	Goals/Objectives
<b>Florida Seaport Transportation and Economic Development Council: 2010/11-2014/15 Seaport Mission Plan</b>	
	<ul style="list-style-type: none"> <li>• Develop world-class cargo and cruise facilities to enhance Florida’s competitiveness in the global marketplace</li> <li>• Build the systemwide, seamless intermodal facilities Florida's seaports need to move their goods and passengers efficiently and cost effectively</li> <li>• Capitalize on increased north-south trade and the opportunities presented by the Panama Canal expansion to capture more direct all water service and feeder calls</li> <li>• Substantially increase the state’s strategic funding partnership with Florida’s seaports and develop other funding alternatives so that the seaports can implement vital improvements in a timely manner and meet revenue projections</li> <li>• Advocate a statewide economic development program that includes investment in Florida’s seaports, major drivers of the state’s economic growth and generators of jobs for Florida residents</li> <li>• Implement security measures that balance compliance with federal and state minimum security standards and the need for an efficient flow of commerce through our seaports</li> </ul>
<b>Higher Education Coordinating Council: Draft Report</b>	
	<ul style="list-style-type: none"> <li>• Strategic degree program coordination (6 supporting recommendations in the Report)</li> <li>• Capital expansion issues (1 support recommendation in the Report)</li> <li>• Student financial aid (3 supporting recommendations in the Report)</li> <li>• Funding/performance funding (6 supporting recommendations in the Report)</li> <li>• Articulation policies and programs (10 supporting recommendations in the Report)</li> <li>• Data, performance measures, and accountability (4 supporting recommendations in the Report)</li> <li>• Workforce education (6 supporting recommendations in the Report)</li> </ul>

Vision	Goals/Objectives
<b>Space Florida: Vision 2020</b>	
<ul style="list-style-type: none"> <li>To be the world leader in developing tomorrow's aerospace enterprise, creating a diversified business environment and robust continued economic growth for Florida</li> </ul>	<ul style="list-style-type: none"> <li>Global leadership in space transportation and technologies support systems</li> <li>Global leadership in satellite systems and payloads</li> <li>Expand ground and operations support systems</li> <li>Leadership in agriculture, climate, &amp; environmental monitoring</li> <li>Leadership in civil protection and emergency management</li> <li>Leadership in ISS and human life sciences</li> <li>Leadership in communications, cyber security, and robotics</li> <li>Leadership in adventure tourism</li> <li>Leadership in clean energy</li> <li>Leadership in advance materials and new products</li> </ul>
<b>STEM Florida: 5-year Strategic Plan/STEM Leadership for Florida</b>	
<ul style="list-style-type: none"> <li>Working to ensure demand-driven leadership for Florida's STEM movement by connecting business, industry, economic development, philanthropy, workforce, and education around the issues that impact and support innovation and growth in Florida's existing and emerging industries, employers, and entrepreneurs.</li> </ul>	<ul style="list-style-type: none"> <li>Credible, regionally embraced and globally relevant model and messaging</li> <li>Clear and meaningful pathways for business engagement and learning</li> <li>Responsive, productive relationship with Florida's talent supply chain team</li> <li>Best evidence to support the demand-driven solution</li> </ul>
<b>VISIT FLORIDA: Marketing Plan</b>	
<ul style="list-style-type: none"> <li>VISIT FLORIDA establishes Florida as the Number 1 travel destination in the world</li> </ul>	<ul style="list-style-type: none"> <li>Provide leadership to ensure the Florida tourism industry is competitive and sustainable</li> <li>Become the trusted source of travel information that informs and inspires travel to and within Florida</li> <li>Protect and grow Florida's share of destination travel through integrated sales and marketing programs that drive visitation to and within Florida</li> <li>Leverage VISIT FLORIDA resources through cooperative marketing programs that create and add value for Partners within and outside the Florida tourism industry</li> <li>Put all VISIT FLORIDA resources to their highest and most productive uses to maximize operating efficiencies and the impact of all organizational efforts</li> </ul>

## Non-governmental Entities

Vision	Goals/Objectives
<b>Florida Chamber Foundation: Six Pillars of Florida’s Future Economy</b>	
<ul style="list-style-type: none"> <li>• Prosperity and high paying jobs</li> <li>• Vibrant and sustainable communities</li> <li>• Global leadership</li> </ul>	<p><u>Talent Supply and Education</u></p> <ul style="list-style-type: none"> <li>• Align pre K-20 to job growth</li> <li>• Align workforce retraining system to job growth</li> </ul> <p><u>Innovation and Economic Development</u></p> <ul style="list-style-type: none"> <li>• Transition Florida to become a net importer, retainer and creator of talent</li> <li>• Translate and commercialize innovations and ideas into viable business opportunities</li> <li>• Enhance Florida's position as global hub</li> </ul> <p><u>Infrastructure and Growth Leadership</u></p> <ul style="list-style-type: none"> <li>• Reliable, competitively priced, clean energy system</li> <li>• Integrated multi-modal transportation system (i.e. passengers and freight)</li> <li>• Facilitate collaborative growth leadership</li> <li>• Ensure clean and available water</li> </ul> <p><u>Business Climate and Competitiveness</u></p> <ul style="list-style-type: none"> <li>• Leadership of growth in targeted industries</li> <li>• Prioritize existing programs and ensure adequate funding</li> </ul> <p><u>Civic and Governance Systems</u></p> <ul style="list-style-type: none"> <li>• Improve cooperation among all levels of government</li> <li>• Modernize state government</li> <li>• Revise tax structure to balance fundamental services with economic growth</li> </ul> <p><u>Quality of Life and Quality Places</u></p> <ul style="list-style-type: none"> <li>• Grow jobs through support of creative industries</li> <li>• Create a culture of civic engagement</li> <li>• Achieve nationally recognized levels of health and wellness for Florida citizens</li> </ul>

Vision	Goals/Objectives
<b>Florida Chamber Foundation and Florida Department of Transportation: Florida Trade and Logistics Study</b>	
<ul style="list-style-type: none"> <li>• Florida to become a global hub for trade, logistics, and export oriented manufacturing activities</li> </ul>	<ul style="list-style-type: none"> <li>• Capture a larger share of the containerized imports originating in Asia and serving Florida businesses and consumers</li> <li>• Expand export markets for Florida businesses; attract advanced manufacturing and other export related industries to Florida</li> <li>• Emerge as a global hub for trade and investment, a critical point for processing, assembly, and shipping of goods to markets throughout the eastern United States, Canada, the Caribbean, and Latin America</li> </ul>
<b>1000 Friends of Florida: A Time for Leadership Florida 2060</b>	
	<ul style="list-style-type: none"> <li>• Accelerate and expand Florida Forever, the successful natural lands acquisition program to permanently protect not only natural lands and open and recreation space, but also agricultural and forestry lands.</li> <li>• Adopt new policy on conversion of rural lands to urban use.</li> <li>• Create a 100 Year Legacy Plan that should identify the lands for permanent protection from development and areas that are appropriate for development and redevelopment, and it should call for development of communities, not just disconnected sprawling subdivisions.</li> <li>• Identify leaders and champions as well as galvanize support to organize and advocate for Florida's vision and plans.</li> <li>• Establish quantitative and qualitative indicators of success, and institutionalize frequent review of the vision and indicators of the 100 Year Legacy Plan to adjust to changing conditions.</li> <li>• Test the effects of the various growth leadership tools and strategies and assess the effects of the various tools, fees, and regulations to manage growth.</li> </ul>
<b>Urban Land Institute Florida Committee on Regional Cooperation: Building Florida's Future</b>	
	<ul style="list-style-type: none"> <li>• Develop a network of regional leaders</li> <li>• Create and sustain a regional identity and vision.</li> <li>• Develop and maintain a mechanism for ongoing regional dialogue and planning.</li> <li>• Direct public and private resources to address regional issues.</li> <li>• Plan for and implement environmental sustainability.</li> <li>• Measure and evaluate progress.</li> </ul>