



hccfl.edu

Hillsborough Community College

Brandon Campus

10451 Nancy Watkins Dr.
Tampa, FL 33619

Dale Mabry Campus

4001 W. Tampa Bay Blvd.
Tampa, FL 33614

**Dr. Gwendolyn W. Stephenson
District Administration Center**

39 Columbia Drive
Tampa, FL 33606

MacDill Center

8102 Condor Street
MacDill AFB, FL 33621

Plant City Campus

1206 North Park Road
Plant City, FL 33563

SouthShore Campus

551 24th Street NE
Ruskin, FL 33570

Ybor City Campus

2112 N. 15th Street
Tampa, FL 33605

August 30, 2021

Dane Eagle, Executive Director
Department of Economic Opportunity
107 East Madison Street
Caldwell Building
Tallahassee, Florida 32399-4120

Dear Mr. Eagle:

It is with great excitement that Hillsborough Community College submits its Tampa Bay FinTech Academy application for consideration of the 2021-22 Florida Job Growth Grant Fund.

The Tampa Bay region is the fastest growing financial technology region in Florida and has experienced a 26% growth in the sector. With over 115,000 jobs in the area and strong employers along with venture capital investment it is clear that a well-designed academy focused on offering practical education and workforce training is necessary to sustain and foster Tampa Bay's growth in the FinTech industry. Utilizing strategic partnerships throughout the Tampa Bay area such as USAA, SunCoast, Bank of America, Truist, the Hillsborough County School District, the Tampa Chamber of Commerce, and Tampa Bay CareerSource, the Tampa Bay FinTech Academy will bring industry specific training to a diverse, local workforce to meet the growing and vibrant industry needs. .

There is a growing need in the Tampa Bay region for strong collaboration and a regional FinTech Academy. With this in mind we urge and thank you for your support of our businesses, community, workforce, and College to bring this modern industry training to Tampa Bay.

Sincerely,

Dr. Ken Atwater



2021-2022 Florida Job Growth Grant Fund Workforce Training Grant Proposal

Proposal Instructions: Please read this document carefully and provide the information requested below. Some questions may request that a separate narrative be completed. If additional space is needed, attach a word document with your entire answer.

Entity Information

Name of Entity: Hillsborough Community College

Federal Employer Identification Number (if applicable):

Primary Contact Name: Dr. Deborah Kish Johansen

Title: Campus President

Mailing Address: 10451 Nancy Watkins Drive
Tampa, FL 33619
813-253-7860

Phone Number:

Email: dkishjohansen@hccfl.edu

Secondary Contact Name: Dr. Paige Niehaus

Title: Campus President

Phone Number: 813-253-7260

Workforce Training Grant Eligibility

Pursuant to 288.101, F.S., the Florida Job Growth Grant Fund was created to promote economic opportunity by improving public infrastructure and enhancing workforce training. This includes workforce training grants to support programs offered at state colleges and state technical centers.

Eligible entities must submit proposals that:

- Support programs and associated equipment at state colleges and state technical centers.
- Provide participants with transferable and sustainable workforce skills applicable to more than a single employer.
- Are offered to the public.
- Are based on criteria established by the state colleges and state technical centers.
- Prohibit the exclusion of applicants who are unemployed or underemployed.

1. Program Requirements:

(If additional space is needed, attach a word document with your entire answer.)

Each proposal must include the following information describing how the program satisfies the eligibility requirements listed on page 1.

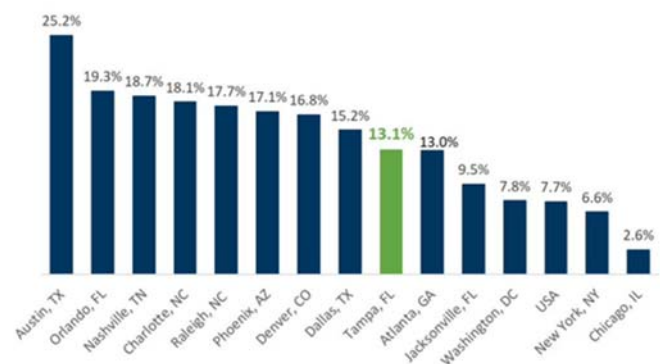
A. Provide the title and a detailed description of the proposed workforce training.

Hillsborough Community College (HCC) is leading a consortium of employer and industry partners, secondary education (grades 6-12), and economic and workforce organizations to create a regional Tampa Bay FinTech Academy to fuel the talent pipeline for the high growth financial technology (FinTech) industry. Through this consortium, the Academy will impact 1,500 students by providing education in core competencies such as blockchain, cryptocurrency, statistical modeling, cybersecurity, data analytics, artificial intelligence/machine learning, algorithm development/analysis, and mobile banking. This Academy is designed to build upon the lessons learned from the Georgia FinTech Academy and the Florida State College at Jacksonville (FSCJ) and St Johns River State College (SJR) Northeast Florida FinTech Initiative to maximize learning opportunities and leverage industry partners and secondary education to create a dynamic and cutting-edge training pathway from high school through post-secondary education. Our partners include USAA, Bank of America, SunCoast Credit Union, Tampa Bay CareerSource, Tampa Chamber of Commerce, Hillsborough County School District, and the City of Tampa.

Background and Need

Tampa Bay is the fastest top growing tech city in the country and is responsible for 25% of Florida's tech jobs [Emerging Tech Cities In The U.S. \(forbes.com\)](#). CompTIA's annual "Cyberstates" report estimates that over 2,300 tech jobs are expected to be brought into the Tampa metro area by the end of 2021 alone. Job increases and industry growth is fueled by three areas: financial and professional services, information technology, and corporate headquarters (<https://tampabayedc.com/growth-industries/fintech/>). In fact, the percentage of technology jobs as compared to total workforce is at 8% in Tampa Bay which rivals growth in areas like Silicon Valley and New York City (<https://www.abcactionnews.com/news/in-depth/tampa-bay-tech-grows-as-more-workers-move-to-the-area>). The finance and technology industry in Tampa has grown significantly over the last decade resulting in the addition of approximately 11,000 jobs between 2015 to 2020 equating to a 26.6% growth rate. In 2020, CBRE ranked Tampa as the top technology growth market in Florida and FinTech is the fastest growing market segment in Tampa. According to the CBRE report, Tampa was the 8th highest growth-rate market for millennials and was the 8th city with the fastest Tech Labor Pool Growth rate.

Finance & Tech Occupation Growth Between 2015-2020



According to the Tampa Bay Economic Development Council: "Tampa Bay is a natural fit for FinTech companies as the financial and professional services industry continues to see double digit growth. In recent years, major companies have opened global capability centers in Tampa that manage multiple lines of business. They are lured here by our region's diverse talent pool,

friendly business climate and low costs. Tampa Bay's FinTech ecosystem is gaining traction on every level. Startup activity is high, industry leaders like Fintech and TransferWise lead the way in innovation, and global companies like Citi, DTCC, and JPMorgan Chase employ thousands in FinTech roles at their large Tampa campuses" (<https://tampabayedc.com/growth-industries/fintech/>).

Tampa Bay is home to over 115,000 key tech or financial roles earning an average wage of \$89,000 and is expected to continue to grow (<https://tampabayedc.com/growth-industries/fintech/>). The Tampa Bay area is a prime location for tech and financial companies to expand. Tampa continues to benefit from venture capital investments in FinTech and is home to mature FinTech companies such as:

- USAA with 3,500 employees,
- JP Morgan Chase with 5,700 employees,
- TransferWise approaching 240 jobs,
- Fintech with 160 employees,
- DTCC with 1,200 employees, and
- Citi with nearly 8,000 employees.

To support this growing sector a strong *Tampa Bay FinTech Academy* is essential to generate skilled workers from the local community and fuel the economic growth pipeline in development and future growth of the global financial marketplace, cybersecurity, money security, money transfers, traditional currencies and emerging currency alternatives. Jobs include software developers, computer programmers, information managers, network and security administrators, information security, and financial and accounting professionals (Chmura JobsEQ Q2 2020). Citi managing director, Craig McKenney, shares in his video for the Tampa Bay Economic Development Council that Citi's remarkable growth includes three critical ingredients: infrastructure to support future growth, investments in the campus itself, and a diverse talent pipeline (<https://youtu.be/taMXOytmKCY>). A strong instructional pathway for workers is critical in meeting the need for skilled workers in this dynamic industry.

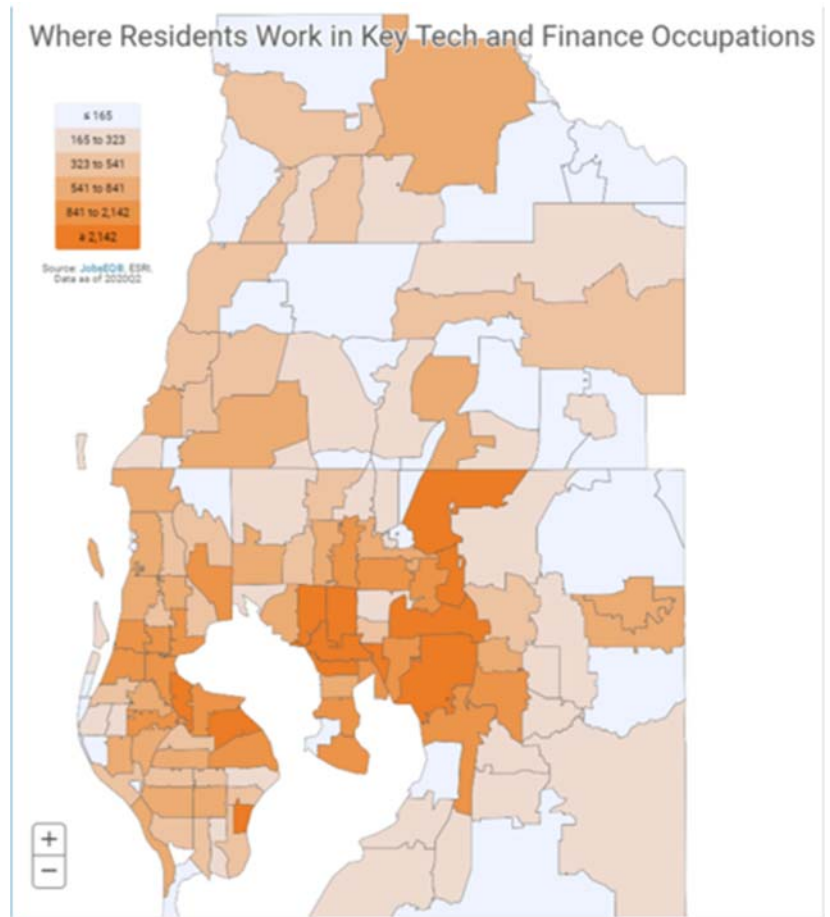
Industry organizations are concerned about a trained workforce in the Tampa Bay region and have concerns about increasing FinTech labor shortages. As a competitive industry and the need for an educated and skilled workforce, FinTech labor shortages are compounded. While the region is experiencing very strong growth, it is imperative that we provide the support and training for the growing workforce needs. As the financial services industry evolves to adopt and become more integrated with technology, FinTech trained students provide a great deal of value.

Purpose

Because the region and state have been successful in luring and supporting FinTech growth in Tampa Bay, it is essential our community and educators support this growth with robust and relevant training opportunities. Through this grant application and the creation of the *Tampa Bay FinTech Academy*, Hillsborough Community College is meeting Governor DeSantis' challenge to state colleges to create FinTech Academies to support this emerging and growing industry (<https://www.bizjournals.com/tampabay/news/2019/09/17/desantis-announces-initiative-to-help-fintech.html>). As Governor DeSantis stated, the Tampa Bay FinTech Academy will build upon the synergies created between industry and Hillsborough Community College to accelerate practical instruction with concrete skills that prepare employees for jobs in FinTech in Tampa Bay.

The *Tampa Bay FinTech Academy* provides a comprehensive strategy to meet the labor needs for an educated and diverse workforce to support the Tampa Bay region's flourishing FinTech industry. The Academy will be designed around providing a pathway from K-12 through postsecondary education as well as a strong bridge pathway for already degreed students wishing to upskill or switch industries. This project supports Florida's **Strengthening Alignment between Industry and Learning (SAIL) to 60 Initiative** signed by Governor DeSantis in 2019 (<https://floridacollegeaccess.org/news/florida-adopts-sail-to-60-postsecondary-attainment-goal/>). The SAIL to 60 Initiative is designed to increase the percentage of working-age Floridians with a high-value postsecondary certificate, degree, or training experience to 60% by 2030. The Academy will encompass four key pillars:

1. Industry driven workforce education programming;
2. Hands on simulation labs to create realistic applied learning opportunities;
3. Outreach to underserved student populations; and
4. Career coaching and placement services.



Program Description

Statement of Work:

To address a regional talent shortage, the *Tampa Bay FinTech Academy* will be focused on creating a **short-term FinTech certificate leading to a two-year degree, a short-term Business Intelligence certificate leading to a two-year degree, an Associate of Science in FinTech two-year degree, an Advanced Technical Certificate** which will provide a transition pathway for degreed students, **non-credit industry education in Business Intelligence, and a short one-week Bootcamp to upskill current workers.**

FinTech Certificate:

This introductory certificate will focus on creating a short, stackable pathway for students to become employed in entry-level jobs and through tuition assistance, scholarships, grants, or self-pay to complete their two-year degree in FinTech. The short, five course **Certificate** will be composed of:

- Foundations of FinTech,
- Financial Technologies,
- Commercial Banking & FinTech,
- Introduction to Financial Data Analysis, and
- Information Security for FinTech.

Currently, the state colleges in the Tampa Bay region do not offer certificate programs in FinTech; however, Hillsborough Community College will work with the recently funded Northeast Florida FinTech Initiative at Florida State College of Jacksonville to assist in the development of new certificate programs that meet the unique needs of the FinTech employers in the region and efficiently prepare students to enter the workforce as well as upskill.

Business Intelligence Certificate:

This introductory certificate will focus on creating a short, stackable pathway for students to become employed in entry-level jobs and through tuition assistance, scholarships, grants, or self-pay to complete their two-year degree in FinTech. The short, five course **Certificate** will be composed of:

- Foundations of FinTech,
- Introduction to Financial Data Analysis,
- Business Intelligence,
- Business Intelligence II, and
- Programming Logic.

Associate of Science Degree:

The FinTech Certificate will articulate into the **Associate of Science Degree** in FinTech which will be composed of further education and training in information systems, the financial industry, modern currencies, and cybersecurity. The Associate degree consists of 60 credit hours and is available for students who are new to FinTech and may not have prior relevant education or experience. Once the degree has been created, Hillsborough Community College will collaborate with the University of South Florida to advocate for the creation of a new FUSE pathway that provides for the FinTech Associate of Science degree to articulate into a Bachelor's degree.

Advanced Technical Certificate:

In addition, the project will create a new pathway for existing degreed students through offering an Advanced Technical Certificate. The **FinTech Advanced Technical Certificate** builds upon existing business, information technology, and financial services skills. This is a relatively **short program to upskill learners to be able to leverage existing learning to the FinTech industry.** This pathway will provide a bridge for degreed students and allows for upwards mobility resulting in higher earnings with a multiplier economic effect. The core objectives in this pathway are:

- Financial Fundamentals;
- Programming;
- Financial Libraries and Tools;
- Algorithms, Statistics, and Modeling;
- Artificial Investments and Machine Learning; and
- Blockchain and Cryptocurrencies.

FinTech Bootcamp:

The **FinTech Boot Camp** will introduce FinTech and prepare students for entry-level occupations on the FinTech career ladder. Following completion of the Boot Camp, workers are prepared for entry level employment in high demand occupations. Boot Camp participants will benefit from a combination of accelerated, modular training; computer-based, and industry knowledge. Boot Camp students will attend a 5-day workshop on:

- Fundamental building blocks of financial technologies and real-world application,
- Essential components of technology-driven financial strategies, from complex regulations to cryptocurrency and block chain fundamentals,
- Broad understanding of global markets, development of FinTech strategic management strategies to address market needs,
- Application of Business Analytics to inform decision making (topics covered will include artificial intelligence and dashboards), and
- Overview of Cybersecurity and Risk Management in the FinTech industry.

SUPPORT SERVICES

To ensure student success, the *Tampa Bay FinTech Academy* program will consist of the following components: Outreach and Enrollment, Retention and Wraparound Services, and Industry Career Placement.

Outreach and enrollment efforts will consist of engaging with the Hillsborough County School District, CareerSource Tampa Bay, the Tampa Chamber of Commerce, and local employers. HCC will collaborate with the Hillsborough County School District to create seamless pathways from secondary education to post-secondary education. Furthermore, the College will develop a summer “Xplorer Academy” that will allow high school students an opportunity to attend a week-long academy that is run and taught by industry members with the assistance of faculty to expose students to the opportunities available in the industry. In addition, the College will work directly with CareerSource Tampa Bay and the Chamber to communicate and educate potential students on the opportunities for an education in FinTech. The College will also leverage the strong partnership with regional employers to build enrollment. Hillsborough Community College will create a marketing plan that includes press releases, social media campaigns, industry thought leadership, social media, and programmatic outreach.

Furthermore, the partnership between the Hillsborough County School District (HCSD) workforce divisions has never been stronger. The College meets regularly, develops a joint vision and goals for the relationship, and shares marketing opportunities and publications. For two years the College and the Hillsborough County School District (HCSD) pooled Perkin’s funds to share the costs of a Career Pathways Coordinator. The Career Pathways Coordinator developed an information dissemination campaign and recruitment program targeted to increasing the number of students taking advantage of Career Pathways and articulated credit between the local high school students and the School District’s Career Colleges and the College’s workforce programs.

Tampa Bay Career Pathways Consortium: The Tampa Bay Career Pathways Consortium includes all School District Career Colleges and Community Colleges in Hillsborough, Pinellas, Pasco,

Hernando, Polk, Sarasota, and Manatee Counties. The Consortium maintains and updates agreements that allow a student from any of these colleges to articulate to a sister institution. Hillsborough Community College continues to play a leadership role in this group and funded the creation and launch of the Consortium's website <http://www.careerpathways.me/> to assist students in creating pathways to their success.

Articulation Agreements: In the last two years we were able to create 30 new articulation agreements in CTE. The College also has an agreement with the University of South Florida for all AS programs to transfer at least 60 credits to USF's BSAS degree program with 9 areas of concentration. With the pathways in place and new website to drive potential students to <https://www.hccfl.edu/academics/articulation-agreements>, the College is well positioned support students in their educational journeys.

Retention/Wraparound Services: Hillsborough Community College is an equity-focused institution which identifies and removes barriers to improve students' persistence in seeking their goals. Academic Success Centers are located on each campus across the college to provide one-on-one tutoring support and study groups, along with computers, textbooks, whiteboard, and printers for student use. Hillsborough Community College's Dale Mabry Campus houses the Math Resource Center (MRC) serving all Hillsborough Community College students by offering Supplemental Instruction (SI) group tutoring sessions, interactive technologies in both the classroom and MRC, and advisor and transfer specialists with special attention to STEM concentrations.

Hillsborough Community College offers a three-credit hour College Success course for all degree-seeking students - that addresses general goal assessment; time management; reading, creative, and critical thinking; test taking; memory; note-taking; and communication skills. Academic "early" alert/intervention systems support instructors' identification of students at risk of failure early in a course and provide a referral to the Academic Success Centers, MRC, or other resources for support. In addition, the College employs a Special Services Coordinator who specifically targets non-traditional and disadvantaged individuals either interested in or currently enrolled in CTE programs and provides them student support services, advising, and funds for textbooks, tuition, and childcare when necessary. This Coordinator engages in our information dissemination campaign and recruitment program targeted to increasing the number of students taking advantage of Career Pathways and articulated credit between high school students and the school district's Career Colleges and the College's workforce programs.

Hillsborough Community College is piloting artificial intelligence (AI) as a means to communicate and connect with targeted student populations. Named "Gwen," a student who may have applied but not registered may receive a text message from Gwen asking if they need any assistance or have any questions in enrolling at Hillsborough Community College. Text conversations between the student and Gwen are very natural and Gwen's artificial intelligence continues to expand and adapt from each student interaction.

Hillsborough Community College addresses food insecurity through a partnership with Feeding Tampa Bay by having both pop-up, drive-thru, and established food pantries across the college. Additional support services include counseling, disability services English for Academic Purposes (EAP), Learning Resource Centers, and Veterans Services.

Career Placement:

Each HCC campus houses a Career Resource Center (CRC) with professionals available to assist students. The CRC offers tools and services to assess skills and interests, explore various

occupations, develop résumés and prepare for interviews. Furthermore, career program leadership will be tasked with ongoing engagement of partners and community members who support outreach, training, and placement efforts leading to full-time employment. Work-based experiential learning such as job shadowing, career mentorship, informational interviews, paid and non-paid internships, and practicums may be incorporated into the curriculum as appropriate. By the end of the project period, 1,500 students are expected to be impacted by the *Tampa Bay FinTech Academy* training.

B. Describe how this proposal supports programs at state colleges or state technical centers.

The *Tampa Bay FinTech Academy* will expand FinTech education programs in the state of Florida and in our region. This Academy will build upon previous knowledge gained from other programs inside and outside the state. By creating regional FinTech academies, our state colleges are able to offer a locally, diverse workforce and relevant and modern financial services and technology training. This grant will provide the resources needed to build Hillsborough Community College's ability to offer programs in the Tampa Bay region.

C. Describe how this proposal provides participants transferable, sustainable workforce skills applicable to more than a single employer.

The *Tampa Bay FinTech Academy* will invite industry partnership from key FinTech organizations operating in the Tampa Bay region to serve on its Advisory Committee. It will be a critical element of the development and continued operation of the program to be advised by business and industry leaders with specific sector knowledge of FinTech. The *Tampa Bay FinTech Academy* will support and assist in the development and growth of a vital sector in the Tampa Bay region. The Academy will foster a strong pipeline of trained workers leading to high paying occupations in the FinTech sector.

D. Describe how this proposal supports a program(s) that is offered to the public?

HCC is a state-sponsored public institution of higher education with open-access programming available to the public. The College's is a Hispanic serving institution and consists of a student body that is 34.8% Hispanic and 18.7% African American. The *Tampa Bay FinTech Academy* will provide industry-aligned, career-focused education/training opportunities that will be accessible to the public. The *Tampa Bay FinTech Academy* outreach efforts will include connecting with prospective students and recruiting students that may be **unemployed, underemployed, low income, military veterans and their spouses, incumbent workers, displaced workers, disadvantage and underrepresented populations with barriers to employment**, and those who have a significant need for workforce training.

The following comprehensive strategies will be utilized to identify and select participants:

1. **Community Partnerships:** The College will work with the following organizations to refer individuals from the target populations to our program: CareerSource Tampa Bay (Workforce Investment Board), the Hillsborough County School District, employers, and the Tampa Chamber of Commerce. The College will hold information sessions and encourage applications through these organizations.
2. **Higher Unemployment Zip Codes:** It is imperative to work to engage unemployed and underemployed persons in our region. The College will work with local municipalities and community-based organizations to identify areas of higher unemployment and underserved populations to encourage post-secondary education in the FinTech field. These positions average \$89,000 per year and provide a strong income for workers. The College will build interest in the FinTech programs by distributing program materials and

applications directly to these targeted communities. For additional promotion, the program will look into billboards, ads in local newspapers, and postcard mailings to targeted residents. In addition, information will be disseminated Hillsborough Community College Open House events. These efforts will help to generate positive “word of mouth” and momentum for the program.

3. **Marketing Campaign:** The College will craft a marketing campaign that utilizes social platforms such as Facebook, Twitter, TikTok, SnapChat, and LinkedIn to share program information, student success stories, and distribute invitations/track attendance for recruitment events. In addition, traditional marketing avenues such as billboards, radio, and website advertising will be used.
4. **Troops to FinTech Careers:** This program will provide education and marketing to troops and their families transitioning from the military.

E. Describe how this proposal is based on criteria established by the state colleges and state technical centers.

This *Tampa Bay FinTech Academy* proposal is grounded in the Florida College System institutional mission and responsibilities as outlined in Florida Statutes Section 1004.65.

This project will assist Hillsborough Community College to:

1. Respond to community needs for education and job training;
2. Provide high quality, affordable education and training opportunities by expanding capacity; and
3. Maximize open access for students and serve students from underrepresented backgrounds to promote equity by recruiting individuals who are low-income, unemployed, underemployed, military veterans and their spouses, disadvantaged and/or those with barriers to employment.

In accordance with Section 1004.64(14), Florida Statutes, the Hillsborough Community College District Board of Trustees adopted the College’s Strategic Plan in 2020. Under Goal 2: Talent Development, the College is committed to “fostering partnerships that position all programs as catalysts for regional economic impact” to contribute to the increase in educational attainment in Hillsborough County of those holding a postsecondary credential to 60% of the working age population by 2025.

F. Does this proposal support a program(s) that will not exclude unemployed or underemployed individuals?

Yes No

G. Describe how this proposal will promote economic opportunity by enhancing workforce training. Please include the number of program completers anticipated to be created from the proposed training. Further, please include the economic impact on the community, region, or state and the associated metrics used to measure the success of the proposed training.

Research has shown that the Tampa Bay area has one of the lowest rates of socioeconomic mobility in the southern United States. Residents in the Tampa Bay region struggle to escape poor wages and subpar living conditions resulting from that challenge. Children raised in Tampa Bay by families living in poverty have little chance of climbing out of poverty. The chance of staying in the bottom socioeconomic group is strong. The Tampa Bay FinTech Academy will provide an opportunity for workforce training to low-income individuals to prepare them for higher wage jobs positioning them to move upward. A total of 1,500 students will be impacted by the workforce training offered by the Tampa Bay FinTech Academy during the five-year period as detailed below. Other metrics include feedback from industry partners, the program advisory committee, the local school district, and CareerSource Tampa Bay.

Program	Y0	Y1	Y2	Y3	Y4	Y5	Completions
FinTech Certificate	0	0	15	30	60	60	165
Business Intelligence Certificate	0	15	30	40	60	60	205
Fin Tech AS Degree	0	0	15	30	40	45	130
FinTech Advanced Technical Certificate	0	0	10	20	30	40	100
FinTech BootCamp	0	10	20	40	50	60	180
FinTech Xplorer Academy (K-12)	0	0	10	20	40	40	110
Introductory FinTech Class in High School Programming (or college credit)		0	30	60	120	240	450
FinTech Student Conference				40	60	60	160
Total	0	25	130	280	460	605	1500

2. Additional Information:

(If additional space is needed, attach a word document with your entire answer.)

A. Is this an expansion of an existing training program? Yes No
 If yes, please provide an explanation for how the funds from this grant will be used to enhance the existing program.

B. Does the proposal align with Florida’s Targeted Industries? Yes No
 ([View Florida’s Targeted Industries here.](#))
 If yes, please indicate the specific targeted industries with which the proposal aligns. If no, with which industries does the proposal align?

The project aligns with Florida’s Targeted Industries of:

1. Finance & Insurance
2. Information Technology

C. Does the proposal align with an occupation(s) on the Statewide Demand Occupations List and/ or the Regional Demand Occupations List?

[\(View Florida’s Demand Occupations Lists here.\)](#)

Yes No

If yes, please indicate the specific occupation(s) with which the proposal aligns. If no, with which occupation does the proposal align?

The *Tampa Bay FinTech Academy* will prepare students to earn certifications and enter occupations as listed below.

2021-22 Regional Demand Occupations List
Workforce Development Area 15 - Hillsborough County

Column1	Column2	Column3	Annual Growth	Column4	Column5	Column6	In EF	Column7
SOC Code+	HSHW++	Occupational Title+	Percent Growth	Annual Openings	19 Hourly Wage Mean	19 Hourly Wage Entry	Targeted Industry?	Data Source++
132011	HSHW	Accountants and Auditors	1.82	1,042	34.88	22.00	Yes	R
433031		Bookkeeping, Accounting, and Auditing Clerks	0.59	1,380	20.08	13.71	Yes	R
131031	HSHW	Claims Adjusters, Examiners, and Investigators	0.47	413	30.95	20.50	Yes	R
113021	HSHW	Computer and Information Systems Managers	2.28	249	69.12	43.30	Yes	R
151143	HSHW	Computer Network Architects	2.25	149	53.61	36.87	Yes	R
151152	HSHW	Computer Network Support Specialists	1.65	139	41.00	26.86	Yes	R
151199	HSHW	Computer Occupations, All Other	1.83	174	42.69	24.29	Yes	R
151131	HSHW	Computer Programmers	1.93	124	38.90	26.43	Yes	R
151121	HSHW	Computer Systems Analysts	2.06	358	43.23	26.21	Yes	R
151151	HSHW	Computer User Support Specialists	2.17	660	25.21	15.76	Yes	R
132051	HSHW	Financial Analysts	1.17	181	35.67	20.65	Yes	R
113031	HSHW	Financial Managers	2.71	384	67.59	35.64	Yes	R
151122	HSHW	Information Security Analysts	1.80	565	43.26	26.49	Yes	S
413021		Insurance Sales Agents	1.74	1,186	31.24	15.03	Yes	R
132053	HSHW	Insurance Underwriters	0.66	85	33.69	19.66	Yes	R
151142	HSHW	Network and Computer Systems Administrators	1.92	221	39.43	25.96	Yes	R
132052	HSHW	Personal Financial Advisors	1.18	171	46.96	21.47	Yes	R
151132	HSHW	Software Developers, Applications	2.28	588	48.04	30.62	Yes	R
151133	HSHW	Software Developers, Systems Software	2.60	236	48.04	30.62	Yes	R

2021-22 Statewide Demand Occupations List

Column1	Column2	Column3	Annual Growth	Column4	Column5	Column6	In EF	Column7
SOC Code+	HSHW++	Occupational Title+	Percent Growth	Annual Openings	19 Hourly Wage Mean	19 Hourly Wage Entry	Targeted Industry?	STEM Occupation?
433031		Bookkeeping, Accounting, and Auditing Clerks	0.46	13,212	20.99	14.03	Yes	No
151143	HSHW	Computer Network Architects	1.57	979	51.96	34.03	Yes	No
151199	HSHW	Computer Occupations, All Other	1.49	1,118	37.67	17.86	Yes	No
151131	HSHW	Computer Programmers	2.17	1,169	41.69	23.31	Yes	No
151121	HSHW	Computer Systems Analysts	1.89	2,652	43.26	24.53	Yes	No
151151	HSHW	Computer User Support Specialists	1.85	4,748	25.83	16.11	Yes	No
151122	HSHW	Information Security Analysts	1.80	565	43.26	26.49	Yes	No
151142	HSHW	Network and Computer Systems Administrators	1.48	1,754	41.57	26.59	Yes	No

- D. Indicate how the training will be delivered (e.g., classroom-based, computer-based, other). If in-person, identify the location(s) (e.g., city, campus, etc.) where the training will be available. If computer-based, identify the targeted location(s) (e.g. city, county, statewide, etc.) where the training will be available.**

The Tampa Bay FinTech Academy training will be initially offered face-to-face (classroom based) at one of the five campuses and will expand to the other four campuses with demand throughout Hillsborough County. To maximize access, courses at Hillsborough Community College will be offered utilizing a hybrid model with some components online and some face-to-face in a lab environment.

- E. Indicate the number of anticipated annual enrolled students and completers in the proposed program.**

Program	Y0	Y1	Y2	Y3	Y4	Y5	Completions
FinTech Certificate	0	0	15	30	60	60	165
Business Intelligence Certificate	0	15	30	40	60	60	205
Fin Tech AS Degree	0	0	15	30	40	45	130
FinTech Advanced Technical Certificate	0	0	10	20	30	40	100
FinTech BootCamp	0	10	20	40	50	60	180
FinTech Xplorer Academy (K-12)	0	0	10	20	40	40	110
Introductory FinTech Class in High School Programming (or college credit)		0	30	60	120	240	450
FinTech Student Conference				40	60	60	160
Total	0	25	130	280	460	605	1500

Please note that the above numbers are estimates and we will work towards driving enrollment. The programs will be built in Year 1 so minimal enrollment is expected. In Years 2 through 4, the program enrollments should grow and stabilize in Year 5.

- F. Indicate the length of program (e.g., quarters, semesters, weeks, etc.), including anticipated beginning and ending dates.**

Begin Date: December 2021 End Date: December 2026

The Associate of Science degree encompasses 60 credits and spans six full semesters or two years; the two College Credit Certificates total 15 credits each and each can be completed in one semester; the Advanced Technical Certificate is 18 credits and can also

be completed in one or two semesters, and the non-credit industry certifications can be completed in approximately 10 weeks.

G. Describe the plan to support the sustainability of the program after grant completion.

The *Tampa Bay FinTech Academy* will be sustained through an established model of institutionalization at HCC, which will ensure that all training, personnel, equipment, software and curriculum adaptations will continue beyond the initial grant period. This model was first implemented in 2010 with the award of a grant from the Kellogg Foundation and it has been used with all subsequent grant awards. Because of the high demand for talent within the FinTech, Financial Services, and Insurance professions across the region enrollment is anticipated to be robust generating tuition revenue and fees that can funnel directly back into the FinTech programs. Relationships with long-standing industry partners will continue to facilitate donations and curriculum reviews for relevancy and modification. With this support programs will be rigorous and modern. Additionally, HCC will continue its' longstanding partnership with CareerSource to ensure that WIOA funding, as well as other funding streams, can be leveraged to support those from disadvantaged communities. Finally, HCC's Foundation maintains an annual scholarship fund for workforce students that funding will continue to be available to all FinTech participants.

H. Identify any certifications, degrees, etc. that will result from the completion of the program. Please include the Classification of Instructional Programs (CIP) code and the percent of completers in each code, corresponding with Section E.

Students in the *Tampa Bay FinTech Academy* will be eligible for an AS degree, a College Credit Certificate in FinTech (CCC), and an Advanced Technical Certificate (ATC).

Certifications and Degrees			
Program	Certification, Degrees, etc. resulting from Completion of Program	CIP Code	% for each CIP
Business Intelligence Industry Certifications (Non-Credit)	MOS Microsoft Office Certifications and SAS or Power BI	1691011016	75%
FinTech Associate of Science Degree (12 credit hours)	Technical Certificate; MOS Microsoft Office Certifications	0252080303	75%
FinTech Technical Certificate (12 credit hours)	Technical Certificate; MOS Microsoft Office Certifications	0252080303	75%
Business Intelligence Technical Certificate (12 credit hours)	MOS Microsoft Office Certifications and SAS or Power BI	1691011016	75%
FinTech Advanced Technical Certificate (24 credit hours)	Advanced Technical Certificate	TBD (new)	80%

In addition, non-credit offerings include:

- Microsoft Data Analyst Associate Certification
- Accredited Claims Adjuster (6-20)
- CompTIA A+ Help Desk Technician

CompTIA Network+

JAVA Programming (OCAJ)

Microsoft Technology Associate (MTA) Introduction to Programming Using Python

Additional programs may be added to meet industry demand during project implementation with pre-approval from FDEO.

-
- I. **Does this project have a local match amount?** Yes No

If yes, please describe the entity providing the match and the amount. (Do not include in-kind.)

J. Provide any additional information or attachments to be considered for the proposal.

3. Program Budget

(If additional space is needed, attach a word document with your entire answer.)

Estimated Costs and Sources of Funding: Include all applicable workforce training costs and other funding sources available to support the proposal.

1.) **Total Amount Requested** **\$ 4,742,798**

Florida Job Growth Grant Fund

A. Other Workforce Training Project Funding Sources:

City/County	\$	
Private Sources	\$	
Other (grants, etc.)	\$	
Total Other Funding	\$	

Please Specify:

B. Workforce Training Project Costs:

Equipment	\$233,926
Personnel	\$2,026,867
Facilities	\$499,500
Tuition	\$626,340
Training Materials	\$25,000
Other	\$1,331,165 - Please Specify: <u>Testing Fees (\$144,000), Marketing (\$95,000), Support Services (\$4,000), Equipment Subject Matter Experts, Bootcamp and Online Development (\$95,000), Indirect (\$993,165)</u>
Total Project Costs	\$4,742,798

Note: The total amount requested must be calculated by subtracting the total other workforce training project funding sources in A. from the total workforce training project costs in B.

- C. Provide a detailed budget narrative, including the timing and steps necessary to obtain the funding, how equipment purchases will be associated with the training program, if applicable, and any other pertinent budget-related information.**

Please see the attached detailed Budget which includes timing.

All equipment purchased will be used by the programs in support of student learning in FinTech.

4. Approvals and Authority

(If additional space is needed, attach a word document with your entire answer.)

- A. If entity is awarded grant funds based on this proposal, what approvals must be obtained before it can execute a grant agreement with the Florida Department of Economic Opportunity (e.g. approval of a board, commission or council)?**

Please see attached College Rule 6XH-10-6.08- Procurement Authority, which provides that the College President has the authority to sign contracts reflecting action by the Board as appropriate to execute this program.

- B. If approval of a board, commission, council or other group is needed prior to execution of an agreement between the entity and the Florida Department of Economic Opportunity:**

- i. Provide the schedule of upcoming meetings for the group for a period of at least six months.**
- ii. State whether entity is willing and able to hold special meetings, and if so, upon how many days' notice.**

No other approval is necessary.

- C. Attach evidence that the undersigned has all necessary authority to execute this proposal on behalf of the entity. This evidence may take a variety of forms, including but not limited to: a delegation of authority, citation to relevant laws or codes, policy documents, etc.**

Please see attached College Rule 6XH-10-6.08- Procurement Authority, which provides that the College President has the authority to sign contracts reflecting action by the Board as appropriate to execute this program.

I, the undersigned, do hereby certify that I have express authority to sign this proposal on behalf of the above-described entity and to the best of my knowledge, that all data and information submitted in proposal is truthful and accurate and no material fact has been omitted.

Name of Entity: Hillsborough Community College

Name and Title of Authorized Representative: Dr. Ken Atwater, College President

Representative Signature: *Ken Atwater*

Signature Date: 08/30/21