



January 15, 2016

The Honorable Rick Scott  
Governor of the State of Florida  
The Capital, Plaza Level 05  
400 South Monroe Street  
Tallahassee, Florida 32301

Re: Status Report for 2015 – Florida Concrete Masonry Education Council, Inc., (the “Council”)

Dear Governor Scott,

The Council’s mission is to establish a voluntary funding mechanism among industry producers of concrete masonry units for the purpose of raising money to provide educational, training, and job opportunities for persons in and interested in the concrete masonry profession.

This report is made pursuant to section 446.53 of the Florida Statutes that provides as follows:

The Council shall submit a report to the Governor, the President of the Senate, and the Speaker of the House of Representatives by January 15 of each year outlining the revenues received by the Council, the percentage of the industry participating in the programs, the use of funds received, the goals and objectives for the year and the methods of achieving such goals and objectives, the number of individuals who have received training or assistance from the programs supported by the Council, and information relating to job placements and industry workforce needs.

Revenues Received by the Council – For the year ending December 31, 2015, the Council has received gross contributions of \$822,276.00.

Percentage of the Industry Participating in the Programs – Currently 41% of industry producers have signed the Producer Commitment Agreement and began contributing to the Council as of April 1, 2015. These Producers represent 67% of the operating plants and 76% of the production in Florida.

Use of Funds Received – By the efforts of the Council and its Executive Director, the Council’s funds were used to foster and strengthen strategic relationships with other industry associations, e.g., the Masonry Association of Florida, the Florida Masonry Apprentice and Educational Foundation, local workforce investment boards, high schools, technical schools, and colleges. Funds were also used to bolster the administrative and financial operations and oversight of the Council by procuring and contracting with a Florida company to serve as the Council’s Administrative Entity.

Goals and Objectives for the Year – the Council’s Strategic Plan identifies the following Strategic Initiatives:

1. Increasing the number of masons and their wages in Florida. This also includes increasing the wages of apprentice and mason tenders who are training to become masons by engaging a wide variety of contractor-members whose purpose it is to employ and train masonry apprentices;
2. Enhancing and ensuring access to masonry programs in as many school districts, regions, and population centers as possible, particularly those that are underserved;
3. Increasing enrollment in the Masonry Apprenticeship Program, while also ensuring those served represent a diverse population across socio-economic and demographic lines;
4. Coordinating educational programs with national programs or programs of other states; to include taking advantage of federal funds available for workforce development and apprenticeship training; and
5. Increasing the demand for concrete masonry block in the State of Florida, through education of the consumer and professionals, in order to grow job opportunities afforded by the Concrete Masonry Education Program.

Methods of Achieving Such Goals and Objectives – for each Strategic Initiative described above, the Council will accomplish these Initiatives by:

1. Creating, funding, maintaining, and promoting training and apprenticeship programs;
2. Identifying and implementing organizational and training standards for classrooms and apprenticeship programs consistent with national best practices and Florida Statutes;
3. Engaging companies to create apprentice places or hire apprentices, and assist with training and funding of training programs;
4. Creating and supporting training opportunities proportional to local demand for concrete masons;
5. Sizing local training opportunities to meet local demand for training by individuals seeking employment in the field of concrete masonry;
6. Developing definitions and standards of diversity inclusiveness
7. Creating, funding, maintaining, and promoting a diversity outreach program to encourage participation;
8. Engaging national and other state programs to coordinate development and incorporation of program standards and best practices;
9. Determining the sustainability and economic benefits of concrete masonry products;

10. Creating, funding, maintaining, and promoting an awareness program to promote the sustainability and economic benefits of concrete masonry products;
11. Increasing the number of companies participating in the voluntary assessment/contribution program; and
12. Increasing the level of annual funding through the voluntary assessment/contribution program.

Number of Individuals Who Have Received Training or Assistance from the Programs Supported by the Council – The Council has provided subject matter expertise and support to a number of industry associations, local workforce investment boards, and educational institutions to help these entities assess training and market needs and projections of financial support.

Information Relating to Job Placements and Industry Workforce Needs – The aftermath of the economic downturn of 2008 saw the weakening of the vibrant construction industry with its pool of skilled workers. Many of these workers, with no expectation of jobs to fill, have left the industry for other work, moved out of the State, or retired. Our sense of urgency is built upon the need to find new workers to address the increasing demand for these occupations.

The following information is from the United States Department of Labor, Bureau of Labor Statistics and Projections Central. Projections Central is the U.S. Employment and Training Administration's (ETA) site for collecting and displaying state-level occupational employment projections. The information below pertains to Brick Masons and Block Masons, in Florida.

Each State Employment Security Agency, in cooperation with the Bureau of Labor Statistics, uses the Occupational Employment Statistics (OES) report to gather occupational employment data. These OES data are the basis for the staffing patterns used in the projections. The data collected reflect the Standard Occupational Classification (SOC).

Employment opportunities for Brick Masons and Block Masons are expected to increase by 10.5% in 2016 and by 57.1% by 2022.

Over the long run, more masonry workers will likely be needed to build hospitals, schools, factories, and other residential and nonresidential structures to meet the demands of a growing population. Additionally, masons will be needed to repair and renovate existing and other aging structures.

The use of concrete for buildings is increasing because its strength is an important asset in areas prone to severe weather. For example, residential construction in Florida is using more concrete as building requirements are changed in reaction to the increased frequency and intensity of hurricanes. Concrete use needs to expand into other hurricane-prone areas as the durability of the Florida homes is demonstrated.

Other notable achievements during 2015 that supported the mission of the Council were:

- Held regular meetings in the ‘Sunshine’ throughout 2015;
- Held a signing ceremony on March 4, 2015 by Council leadership to signify their commitment to a program that will help fund masonry education and promotion in Florida;
- Adopted Bylaws, Code of Ethics, and a Conflict of Interest Policy;
- Created and approved a Producer Agreement that includes a definition of “concrete masonry units” to enable the determination by participating Producers of their voluntary assessments/contributions;
- Began collecting voluntary assessments/contributions on April 1, 2015;
- Submitted its Strategic Plan to the Florida Department of Economic Opportunity (DEO), which was subsequently approved by the DEO;
- Executed a Memorandum of Agreement with the DEO;
- Hired an Executive Director;
- Received its 501(c)(3) status;
- Competitively procured via an Invitation to Negotiate and contracted with an Administrative Entity to provide administrative, financial, and grant services for the Council;
- Created and approved a Procurement Policy;
- Competitively procured via an Invitation to Negotiate (ITN) organizations that will:
  - Plan, implement, and conduct programs of education for the purpose of training individuals in the field of concrete masonry;
  - Enhance and ensure access to the program in as many school districts, regions, and population centers as possible, particularly those that are underserved;
  - Increase enrollment in the Masonry Apprenticeship Program, while also ensuring those served represent a diverse population across socio-economic and demographic lines;
  - Coordinate educational programs with national programs or programs of other states; to include taking advantage of federal funds available for workforce development and training;
  - Increase the demand for concrete masonry block in the State of Florida, through education of the consumer, in order to grow job opportunities afforded by the Concrete Masonry Education Program; and
  - Other innovative programs that meet the Council’s purpose as defined in its By laws, e.g., participation on the Florida Home Builders Association’s Construction Industry Shortage Task Force and participation in an upcoming round table discussion with the Construction Education Foundation of Georgia; and
  - Negotiating contracts with two ITN respondents to provide the services described above.

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The Council has made considerable progress in 2015 and enters 2016 with strong and focused leadership, operational stability, and financial resources to execute its mission and achieve its Strategic Initiatives.

Respectfully submitted,



Jim Painter  
Executive Director

cc: Mr. Andy Gardiner  
President, Florida Senate  
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Tallahassee, FL 32399

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Speaker, Florida House of Representatives  
420 The Capitol  
402 S. Monroe Street  
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Contributing Producers

Mr. James Finch, DEO

Ms. Kay Clement, DEO

Council Board Members