



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2019-2020

LFIR#: 2036

1. **Title of Project:** LaunchCode’s Florida Tech Training Initiative

2. **Senate Sponsor:** Jeff Brandes

3. **Date of Submission:** 02/18/2019

4. **Project/Program Description:**

LaunchCode’s Florida Tech Talent Training Initiative will provide computer programming education & tech apprenticeship placement services to individuals in the Tampa Bay and Miami-Dade regions within one year, at no cost to job seekers. LaunchCode's mission is to build a skilled workforce by creating pathways for driven people seeking careers in technology. Our nonprofit provides job training through a 6-month, part-time class known as LC101, and places graduates into paid technical apprenticeships with leading-edge employers, from start-ups to Fortune 500 corporations. Participants receive these services at no charge. With support from the the State of Florida, LaunchCode will enroll at least 100 individuals in our Tampa Bay training classes and at least 100 individuals in our south Florida training class in FY19. By June 30, 2020, LaunchCode will have placed at least 40 apprentices with local businesses in the Tampa Bay region and at least 20 apprentices in south Florida.

5. **State Agency to receive requested funds :** Department of Economic Opportunity

State Agency Contacted? No

6. **Amount of the Nonrecurring Request for Fiscal Year 2019-2020**

Type of Funding	Amount
Operations	1,000,000
Fixed Capital Outlay	
<b>Total State Funds Requested</b>	<b>1,000,000</b>

7. **Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)**

Type of Funding	Amount	Percent
Total State Funds Requested (from question #6)	1,000,000	100.00%
Federal		0.00%
State (excluding the amount of this request)		0.00%
Local		0.00%
Other		0.00%
<b>Total Project Costs for Fiscal Year 2019-2020</b>	<b>1,000,000</b>	<b>100.0%</b>

8. **Has this project previously received state funding?** Yes

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		
2017-18		500,000	2198A	No

9. **Is future-year funding likely to be requested?** Yes



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a. If yes, indicate non-recurring amount per year. 1,000,000

#### 10. Details on how the requested state funds will be expended

Spending Category	Description	Amount
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits		
Other Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
<b>Operational Costs:</b>		
Salary and Benefits	"On the ground" company relations managers (2 TPA, 1 SFL). "On the ground" impact managers (2 TPA, 1 SFL). Allocated support costs such as recruiting, platform development, curriculum development, and technical sales support.	690,000
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study	Direct administration of LC101 through contracted instructors and teaching assistance, space if not provided, and recruitment of classes through social media.	310,000
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>1,000,000</b>

#### 11. Program Performance:

a. **What is the specific purpose or goal that will be achieved by the funds requested?**

The LaunchCode Foundation sees the dearth of tech talent and the underemployment rates in Florida as an opportunity to solve two problems at once. Through our training courses and apprenticeship program, LaunchCode provides an on-ramp for non-traditional tech candidates to self-sustained and economically-stable careers, a process which improves livelihoods through increased wages and economic independence. By building a skilled, in-demand workforce, businesses have greater options to fill critical tech roles and grow locally. Our programs provide an affordable, low-risk opportunity for employers to recruit diverse, reliable, and driven junior-level developers trained out of the communities in which their businesses operate. Through LaunchCode's Florida's Tech Talent Training Initiative, we will enroll at least 200 Floridians in our free training classes between July 1, 2019 and June 30, 2020.

b. **What are the activities and services that will be provided to meet the intended purpose of these funds?**

LaunchCode has developed a 28-week tech training course that is offered to the public at no cost to participants. This LC101 course equips community members with the foundational computer programming skills and professional soft skills to land a junior-level tech apprenticeship with local companies. Once students



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graduate from these training courses they are offered the opportunity to apply for our apprenticeship program, where they will work with our company relations managers, who maintain relationships with 250+ tech employers between Tampa Bay & South Florida, to be placed as an apprentice at a local company. While serving as an apprentice, our candidates are paired with a mid-to-senior level developer who will mentor the apprentice until they are familiar with the systems and processes of the company. Apprentices are paid a minimum of \$15/hour for an apprenticeship period of 90 days; if successful, apprentices convert to permanent employment at that point.

**c. What are the direct services to be provided to citizens by the appropriations project?**

A \$1,000,000 budget appropriation from the State of Florida for FY19 would allow LaunchCode to offer two training programs: one LC101 cohort in the Tampa Bay region and one LC101 cohort in Miami Dade County between July 1, 2019, and June 30, 2020. Additionally, the funding would support the operations of our apprenticeship program in both markets. Regarding the LC101 courses, funding would support contracted course instructors and teaching assistants, full-time candidate engagement managers who oversee course management, space rental, supplies/materials, marketing/advertising and the cost of public relations, technology, course development/management, and marketing support from our HQ staff in St. Louis, MO. Regarding the apprenticeship program, funding would support our company relations managers as they help locate job opportunities, forge new partnerships & place individuals into apprenticeships.

**d. Who is the target population served by this project? How many individuals are expected to be served?**

All participants in our LC101 training programs (100 in Tampa Bay and 100 in South Florida) and will commit to placing at least 40 apprentices in Tampa Bay and at least 20 apprentices in South Florida (nearly triple previous appropriation agreement). The historical demographics of our South Florida students: 61.5% male, 38.5% female, 46.7% Hispanic, 14.4% African-American, 14.4% Caucasian, 16.7% Multiracial, 4.5% Asian/Pacific Islander, 3.3% Other, 54.6% without degree, 65.4% <\$30k annually. The historical demographics of our Tampa Bay students: 68% male, 32% female, 12.6% Hispanic/Latino, 16.5% African-American, 48.5% Caucasian, 7.8% Multiracial, 2.9% Asian/Pacific Islander, 2.9% Other, 42.7% without degrees, and 70.9% <\$30k annually.

**e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?**

LaunchCode's 2017-18 appropriation required 25 enrolled & trained, and 10 job placements in the Tampa Bay area, and 10 enrolled & trained, and five job placements in the South Florida market. With the 2019-20 appropriation, LaunchCode will enroll at least 200 Floridians total in our LC101 training programs (100 in Tampa Bay and 100 in South Florida) and will commit to placing at least 40 apprentices in Tampa Bay, and at least 20 apprentices in South Florida (double previous appropriation agreement). We measure the success of our programs based on the number of students who complete LC101, the number of job seekers placed into apprenticeships, and the number of apprentices hired into full-time positions. To track candidates throughout their educational journey to apprenticeship placement, we utilize Canvas Learning Management System and a custom digital platform that includes a detailed profile on each apprenticeship candidate & records activities while in the job search.

**f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?**

Standard contract penalties.



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**12. The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owner(s) of the facility and the entity.**

N/A

**13. Requestor Contact Information:**

- a. **Name:** Jeff Mazur
- b. **Organization:** The LaunchCode Foundation
- c. **E-mail Address:** jeff@launchcode.org
- d. **Phone Number:** (573)301-8198

**14. Recipient Contact Information:**

- a. **Organization:** The LaunchCode Foundation
- b. **County:** Statewide
- c. **Organization Type:**
  - For Profit
  - Non Profit 501(c) (3)
  - Non Profit 501(c) (4)
  - Local Entity
  - University or College
  - Other (Please specify)
- d. **Contact Name:** Jeff Mazur
- e. **E-mail Address:** jeff@launchcode.org
- f. **Phone Number:** (573)301-8198

**15. Lobbyist Contact Information**

- a. **Name:** Slater Bayliss
- b. **Firm Name:** The Advocacy Group at Cardenas Partners
- c. **E-mail Address:** swb@cardenaspartners.com
- d. **Phone Number:** (850)222-8900