



**RICK SCOTT**  
GOVERNOR

November 3, 2015

TO: College and University Presidents  
College and University Trustees  
Florida Board of Governors

cc: Florida League of Mayors  
Florida Association of Counties  
Enterprise Florida Board of Directors  
Florida Chamber of Commerce  
Florida Chamber Foundation  
Florida Realtors  
Florida TaxWatch  
Associated Industries of Florida  
NFIB Florida  
Florida Council of 100  
Urban League  
CareerSource Florida  
Manufacturers Association of Florida  
Local Chambers of Commerce  
Local Economic Development Councils

Dear Friends:

Thank you for all you are doing to keep higher education affordable so that graduates in our state are not burdened with heavy debt as they launch their careers. Since becoming Governor in 2011, I have worked to ensure our higher education system is properly funded while also working to make college more affordable for our students. We are taking steps to ensure our graduates have the tools needed to excel in high paying jobs in their field of interest, without the draining burden of student debt.

One of the topics I discuss with companies doing business in Florida and considering expanding in our state is the quality of our workforce. A major consideration is whether our graduates have the education and skills needed to work for companies that are growing and competing in a global economy.

As students are choosing their majors, we have a responsibility to help them understand which jobs after graduation will provide them the best opportunities to achieve their goals and dreams. To help you compare the value of the degrees our graduates are receiving to the job opportunities in Florida, several charts are available as links below for your review:

1. [Top 10 bachelor's degrees provided by state college](#)
2. [Top 10 bachelor's degrees provided by state university](#)
3. [Top 10 job areas in Florida requiring a bachelor's degree](#)
4. [List of Florida's fastest growing job areas requiring a bachelor's degree](#)
5. [Pay scale for jobs in Florida requiring a bachelor's degree](#)

One example of how we can increase graduates in high demand fields while making college more affordable is through online education. This growing opportunity allows us to increase the number of qualified and talented graduates without the increased cost of building new facilities on our campuses. There are many additional ways to ensure we are able to compete in a global economy, and I would appreciate your consideration of the following topics:

1. Are we offering programs that meet the demand of our current job openings, and are we implementing programs that will meet the demand of our fastest growing jobs and companies?
2. Have we eliminated or downsized programs where our graduates experience difficulty obtaining jobs in their degree area?
3. Are we providing students with adequate information about the salary they can expect for their degree choice?
4. Have we looked at all of our costs to discover ways to reduce operating or capital costs in higher education?
5. Have we moved courses online where we can, and reduced building and operating costs?
6. When considering capital investments, have you considered whether the program can be provided online?
7. When considering capital projects for a new degree program, are you considering eliminating other programs?
8. Have we considered refurbishing existing buildings if it is more cost effective than building new ones?
9. Are there operations we provide which should be outsourced because of costs and the quality of service or focus?
10. Are we providing our institutions' workforce with information about their productivity?
11. Have we reviewed long-term contracts to determine whether those contracts are in the best interests of our students?

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12. Do we have unused assets we should sell in order to re-allocate those resources?

As you look for ways to lower the costs of higher education for our students and ways to make sure our students are prepared to compete in the global economy, please inform me of any ideas you have regarding the above questions to help ensure that our graduates are able to get great jobs and pursue their dreams in our state. Thank you for your hard work and for helping us make Florida the global destination for business and job creation.

Sincerely,

A handwritten signature in blue ink, appearing to read "Rick Scott", with a large, stylized flourish at the beginning.

Rick Scott  
Governor