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ABSTRACT

A study was conducted by Florida Keys Community College (FKCC) to determine employment needs in Monroe County as the basis for planning and revising programs at the college. Surveys were sent to a random sample of 475 employers, requesting information on the firm; the importance of programs offered in Monroe County by high schools, adult and employment programs, and FKCC in relation to employers' needs; the current number of workers employed and their job categories; and projected changes in employers' needs over the next five years. Survey responses from 42% of the employers indicated that the programs ranked highest in relation to employment needs were bookkeeping, accounting, secretarial, business administration and management, clerical, small business management, business mathematics, air conditioning and refrigeration, receptionist marketing and sales, auto mechanics, computer programming, registered nursing, checker/stocker, licensed practical nursing, electronics technician, and nursing aide. Current and projected employment opportunities in the county tended to be concentrated in the job categories of manager/administrator, clerical, computer operators and programmers, correction and law enforcement officers, emergency medical technicians, fire fighters and rescue personnel, nurses and nurses aides, retail sales clerks, secretaries, short-order cooks, and waitresses. The survey instrument and list of employers sampled are appended. (HB)

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A NEEDS ASSESSMENT TO DETERMINE
EMPLOYMENT NEEDS IN MONROE COUNTY, FLORIDA

STUDY UNDERTAKEN BY
FLORIDA KEYS COMMUNITY COLLEGE,
MONROE COUNTY SCHOOL DISTRICT,
and
MONROE COUNTY PLANNING COUNCIL

UNDER THE DIRECTION OF

ED J. MURASKI

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ABSTRACT

The planning process for education and vocational education specifically involves the gathering of data for analysis in formulating programs to meet upcoming needs. Monroe County, Florida, known as the "Keys" has not had a needs assessment in fourteen years. In order to undertake a comprehensive plan for education in the college and the county, the first step mandates a current assessment of the employment needs in the community.

Although the State provides state-wide needs data, the Superintendent of Monroe County School District and the President of Florida Keys Community College desired an undertaking of their own county assessment due to the obvious ambiguities in the State data. The Keys are not representative of the State of Florida, and are probably unique to most areas in the United States. Due to their unique characteristics, obscurity in the State Needs Assessment, and the College's need to do long range planning, the Monroe County Planning Council directed a sub-committee to undertake a needs assessment of the employment needs in Monroe County.

With the assistance of the sub-committee of the Planning Council, and the research specialists in the County School District Office, a plan and survey instrument were developed to implement the needs assessment. The survey forms were sent to a stratified random sampling of 475 employers in the community which after three follow-up efforts, obtained a forty-two percent (42%) return. This percentage of return is considered significant and a high percentage return for a survey of this nature.

Based on the obtained information we were able to isolate the occupations most needed in the employment community of Monroe County. In general, the following occupations were listed in the top quartile as having the highest need in Monroe County:

- Bookkeeping
- Accounting
- Secretary
- Business Administration & Management
- Clerk Typist
- Small Business Management
- Business Math
- Air Conditioning and Refrigeration
- Receptionist
- Marketing and Sales
- Auto Mechanic
- Computer Programmer
- Registered Nurse
- Checker/Stocker
- Licensed Practical Nurse
- Electronic Technology
- Nursing Assistant/Aide

Although other significant needs are identified, the occupations which appear in the top two quartile need to be prioritized by the educational agencies in the county.

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INTRODUCTION

Monroe County, Florida, is comprised of a unique series of islands called "Keys" stretching Southwest from the Southern tip of Florida. The islands or "Keys", as they are called, are connected by US-1 and stretch about one hundred and twenty-four (124) miles from the base of Southern Florida. "Key West", the Southern tip of the Keys is about one hundred and fifty (150) miles from Miami, Florida.

Although the Keys share some similar characteristics with the State as a whole such as; climate, ethnic groups, part-time residents, water recreation, and tourism, they are unique in most respects.

Geographically, no one in the Keys is more than seconds from the water. According to the Florida Department of Natural Resources there is approximately one boat from every four people in the Keys (1979). From a study by Florida International University (1979) only one percent of the businesses in the Keys are considered large employers. Although there are three composite communities in the Keys, only one Key, Key West, is incorporated; however two other small areas are incorporated.

There are no private vocational schools in Monroe County. Employers in the County use the skilled students trained in the High Schools, Community College, Adult Education or through the Comprehensive Employment and Training Act Programs, or, C.E.T.A.

According to a recent General Occupational Education Advisory Committee at Florida Keys Community College, new business, contractors, and employers hire a nucleus of two or three skilled employees from outside the Monroe County area and begin to train unskilled employees in the area to assume skilled jobs.

Background and Significance

In order to plan for the occupational needs of any area, a systematic procedure needs to be employed. A needs assessment should be one of the tools in systematic planning for career related programs (Kenneke, Nystram, Stadt, 73). In general the goals and objectives of an institution, which represents a social system, are determined principally on the needs of society, or in this case, the community (Lamar, 1978). Needs assessment is usually equated with planning and setting goals (Kaufman, 1967).

Patterson and Czajkowski in the Kappan defined needs assessment as "a systematic way of improving gaps between current program and desired results, then acting to reduce the gaps." The most current definition of a needs assessment use a discrepancy definition. The discrepancy definition describes a gap between what is and what ought to be or the actual and the ideal (Dale, 1979).

Merle E. Strong in the 1974 Yearbook on Vocational Education states "Programs should be planned to meet demonstrated needs." Too frequently, these needs are determined haphazardly and without sufficient data from the community being served. This is not always the fault of the institution; however, in large metropolitan areas, it is difficult to fully estimate the needs of a complex massive business and industrial area (Muraski, 1980).

Needs assessment for Vocational Education is limited to some specific areas of interest. A needs assessment for a college or school district could include a broad spectrum of information about the community and all of the environments which impact on it and the school or college. The needs assessment for Vocational Education, on the other hand, is concerned about occupational information. Vocational Education curriculum is linked more closely to demands and needs of the job market, and student interest and needs (Dale, 1979).

Although the majority of the literature describes, defines, and promotes the use of needs assessments for planning and development, there are concerns for its use and interpretation of its results. It has been said that most studies in private industry are skewed to promote the company's products rather than find the truth. While educators are not prone to sell a product, they sometimes become emotionally involved in their

research which may biase the results. K. Patricia Cross in A.H.E. speaks to that issue in this quote:

"Market surveys and needs assessments are undeniably helpful when properly used, but as many educators and legislators are using them today they are misleading and even dangerous. They help to destroy imagination and the creative development of new programs and services which educators who resist change can point to the "demand" for new innovative programs.

Every attempt has been made in this study to avoid these pit falls and provide some basic data for planning.

The Florida Guide, "The Vocational Education Planning Process" directs each local educational agency to make an assessment of the needs of its community when engaging in comprehensive vocational education planning. The South Florida Employment Training Consortium (S.F.E.T.C.) reported the occupations identified by the Job Opening Index (J.O.I.) in the Fall of 1980 as predictions for the 1981 year. Those J.O.I. predictions are listed in Appendix A. These predictions are not prioritized and although valuable for Comprehensive Employment and Training Act (C.E.T.A.) and high school programs, they are not reflective of college and technical education needs.

The Florida State Needs Assessment Information does not adequately reflect the needs of Monroe County, since Monroe County is not typical of a cross section of Florida. No needs assessment for Monroe County has been completed in the last

fourteen years. Because of the unique conditions of the Keys, and due to the need to provide significant data for planning, Dr. Henriquez, Superintendent of the Monroe County School District and Ed J. Muraski, Dean of Occupational Instruction at the College, determined that the District and the College would undertake to complete a needs assessment for the County this year. At our discussions about needs assessment at the Monroe County Planning Council, the Council elected to make this needs assessment a priority and elected a sub-committee consisting of Dr. A. Henriquez, Mr. Muraski, Mr. J. Knight, (Director of Employment Services) and Mary Elwood, Assistant Manager of Boulevard Bank. Peter Webber, County Administrator of C.E.T.A., showed interest in the Committee and was added as a consultant member. The Coordinating Council of Monroe County also elected to use the Needs Assessment data for the Vocational Education Plan required for the State Vocational Education reports. The Monroe County Planning Council sub-committee charged with undertaking the needs assessment gained the assistance of Otha Cox, Research Specialist, from the County School Office to assist in implementing the project.

It was evident from all of the input from several county agencies that a needs assessment was vital and of high priority to help all agencies providing vocational education to do accurate planning. In addition to those agencies needs, of which the

college is included, the President of Florida Keys Community College asked the Dean of Occupational Instruction to assess the needs of Monroe County.

PROCEDURES

The purpose of this study is to determine the needs of employers in Monroe County, Florida. In order to achieve this purpose, a survey of the employment community was undertaken. The author developed a questionnaire with the assistance of the Monroe County Planning Council Sub-Committee members (Appendix B). The Council Sub-Committee was composed of the following members:

- Dr. A. Henriquez, Superintendent, Monroe County School District
- Mr. E. Muraski, Dean, Occupational Instruction, Florida Keys Community College
- Mr. J. Knight, Director, Employment Services, Key West, Florida
- Ms. M. Elwood, Assistant Manager, Boulevard Bank
- Mr. P. Weber, County CETA Administrator, (Consultant Member)

The survey instrument in Appendix B consists of two parts. Part One, requests general information about the employer, and asks them to list specific job titles of positions in the company. Part One also requests that the respondent list the number presently employed, and gives the projected change in the next five years.

Part One identifies the respondent and verifies the total number of employees or positions in the company. This verification helps the evaluator determine the potential growth in that company, and what occupations or job titles will be the most demanded. Part One will be analyzed later in this study to determine how accurately the employers made their selection.

The second part, the back page of the first part, contains a list of job titles. This list was developed by combining all existing occupational education programs offered by any agency in Monroe County at the present time, and by adding those job titles or occupations which were in need of employees and listed with the Key West Branch of the Florida Employment Office. In addition, the Monroe County Planning Council Sub-Committee added six occupations which they predicted could be needed in the Keys area, but were

not present on the list. The occupations are mixed and listed alphabetically. A deliberate effort was made to avoid listing the occupations with the offering agency to eliminate contamination or bias the selection.

The Florida Employment Service office in Key West estimated that there are twenty-two thousand eight hundred (22,800) employers in the Keys and seven hundred and twelve (712) employers who pay workmans compensation. After a discussion with Dr. Cox of the School District, it was determined that a stratified random sample of four hundred and seventy-five (475) employers would be a significant number to obtain a representative sample of the employment community. A breakdown of the industrial classifications within the Keys was provided by the Florida Employment Services (F.E.S.) office in Key West. That breakdown is as follows:

EMPLOYMENT IN MONROE COUNTY

<u>Industrial Classification</u>	<u>Number of Employers</u>	<u>Exact Percentage</u>	<u>Rounded Percentage</u>
Manufacturing	800	.038	4.0
Construction	1,300	.057	6.0
Trans./Commerce	1,100	.052	5.0
Wholesale/Retail	6,200	.298	30.0
Finance/Insurance	1,100	.052	5.0
Services	5,600	.269	27.0
Government	4,800	.330	33.0
Misc.	1,900	.095	9.0

Since these classifications did not align with occupational education, the Industrial Classifications were broken down into the following vocational areas:

Vocational Areas	Actual Number of Employees	Percentage of Total	Actual Numbers Surveyed
1. Agriculture	1,999	.09	45
2. Consumer/Home Ec.	1,540	.07	35
3. Distributive Ed.	5,390	.25	173
4. Health Occupations	1,540	.07	35
5. Industrial Arts	-0-	-0-	-0-
6. Office Occupations	2,695	.12	59
7. Public Service	4,850	.23	114
8. Technical	420	.02	
9. Trade & Industrial	2,150	.10	40
10. Others	220	.01	5
TOTALS	20,800	100%	475

The numbers under the Vocational area in the left column above are listed below under the Industrial classification they were transferred to.

Vocational Areas

Industrial Classifications

9,8,6

Manufacturing

9,6

Construction

7,9,6

Transportation/Commerce

3,6,1

Wholesale/Retail

3,6

Finance/Insurance

7,3,6,2

Services

7,6,3,1,2

Government

1 - 9

Miscellaneous

The Industrial Arts area was determined not appropriate except for education, and was combined with number ten, (10), other. The survey instrument was distributed by mail to four hundred and seventy-five employers and distribution was based on the percentage of employers in each Vocational area in the County, as stated. For example, under number one, agriculture, there are nine percent (.09) of the people in the County employed in agriculture; therefore,

the survey instrument was sent to forty-five employers which represents nine percent of four hundred and seventy-five.

The Southern Bell Phone Company indicated that about ninety-five percent of all employers in the Keys are listed in the phone book. Using the Keys phone book, and the Key West phone book, it was determined that we select a minimum of four employers from each job title identified with those selected by the Committee on the questionnaire forms. In order to start the selection, the numbers one through five were written on a piece of paper and placed in a bowl. The numbers six through ten were also put in a bowl and again one selected. This procedure gave us an unbiased start for our sampling. The numbers picked were one and seven.

An attempt was made to select twenty-five percent from the Marathon area, twenty-five percent from the Coral Shores area or Upper Keys area and fifty percent from the Key West area, representing the population distribution. When a vocational area had limited employees listed in a given area, the first employer was selected from the middle, upper, and lower Keys areas and then the seventh employer listed in the phone book under Key West was selected. This was repeated picking up the tenth and fourteenth, if need be, until the actual number quota was reached.

The occupations were cut from the phone book and posted on a page corresponding with the vocational area they represented.

Duplications were eliminated and an employer was only listed once in the area determined appropriate. The author reviewed the distribution selection to assure that no single job title was listed with less than four (4) different employees. This assured an adequate return to satisfy a representative sampling. In following up on the returns, all efforts were made to obtain at least two responses for each job title.

A complete list of the employers selected for the survey are contained in Appendix C. Those employers with an "X" next to their name returned the survey instrument or were one of the twenty-three employers called in the last follow-up.

Limitations

Any limitations which became apparent during the course of the project were investigated to the extent possible. Whenever possible, modifications were made; however, several factors could not be controlled by the research study. They are as follows:

1. Some of the employers returned their survey form with their name but no information. They are listed as returned, however, no data will reflect their need.
2. Some employers checked more areas of interest and need than their company can hire in the future according to their company data on the front side of the survey. The combination of charts is designed to correct that discrepancy; however, some errors still exist.
3. The employers were asked to rank the occupations of interest and rank their priority either one, two or three. This was structured to encourage the employer to place

some thought into that selection, however, the significance of that priority listing does not seem to have any meaning to our data findings.

4. This survey represents a sample of the employers. If the employer indicates a need for a total of ten (10) welders, the significance of ten (10) is meaningless. The survey did not survey the total employers who hire welders. Only the priorities listed can be of some meaning for planning purposes. In order to use the raw score, all employers must be sampled.

Findings

Of four hundred and seventy-five (475) employers selected for the survey one hundred and seventy-eight (178) returned the survey. This response was achieved by mailing three follow-up letters and by making twenty-three (23) follow-up telephone calls. The phone calls plus all returns add up to two hundred and one (201) surveys for a forty-two percent (42%) return.

Table One on page 14 lists the occupations in order of preference as selected by the employers. The numbers to the left of the occupations are as follows:

1. The first number to the left represents the order in which the job title was listed on the questionnaire.
2. The second number represents the total number of employers who checked that occupation.
3. The next three series of numbers indicates the preference the employers gave that selection.

1 = lowest priority
3 = highest priority

4. The last number indicates the mean of the employers selection of 1, 2 or 3.

For example, on Table One the first occupation listed is Bookkeeping. It was the ninth occupation listed on the survey. One hundred and sixteen (116) employers selected that as their choice of areas. Sixty-five gave it a three (3) high priority and forty-five (45) selected it low. The average of 1, 2 and 3 selections was 2.50.

In Table Two the job titles are listed by their highest mean ranking on either 1, 2 or 3. Although the ranking is similar, there are some differences.

On Table Three we attempted to screen out the employers who randomly checked the occupations without much discretion. Table Three reflects only one hundred and seventeen (117) employers who selected ten or less occupational needs on the survey form. Although there are some differences, they do not appear to be significant.

LIST OF OCCUPATIONS IN ORDER OF PREFERENCE

SORTED BY TOTAL NUMBER.

NUM	TOT	1	2	3	AVG	PROGRAM
9.	116.	6.	45.	65.	2.50	Bookkeeping
1.	107.	16.	33.	58.	2.39	Accounting
59.	90.	11.	34.	45.	2.37	Secretary
10.	86.	12.	25.	49.	2.43	Business Administration & Management
16.	84.	10.	31.	43.	2.39	Clerk Typist
11.	69.	16.	21.	32.	2.23	Business Machines
64.	69.	11.	22.	36.	2.36	Small Business Management
12.	64.	9.	25.	30.	2.32	Business Math
54.	63.	17.	23.	18.	2.01	Receptionist
41.	58.	11.	23.	24.	2.22	Marketing & Sales
29.	52.	12.	16.	24.	2.23	Financial Management
2.	50.	20.	10.	20.	2.00	Air Conditioning & Refrigeration
20.	49.	15.	16.	18.	2.06	Computer Programmer
14.	44.	13.	19.	12.	1.97	Carpenter
34.	43.	14.	19.	10.	1.90	Groundskeeping
3.	42.	15.	20.	7.	1.80	Advertising Art
5.	41.	15.	8.	18.	2.07	Auto Mechanics
24.	41.	16.	12.	13.	1.92	Electronic Technology
15.	39.	17.	8.	14.	1.92	Checker & Stocker
39.	39.	19.	5.	15.	1.89	Licensed Practical Nurse
47.	38.	18.	6.	14.	1.89	Nursing Assistant or Nurses Aide
55.	38.	16.	3.	19.	2.07	Registered Nurse
31.	37.	15.	8.	14.	1.97	Food & Beverage Management
21.	36.	17.	7.	12.	1.86	Cooking
32.	36.	14.	12.	10.	1.88	Gasoline Engine Technology
52.	36.	14.	8.	14.	2.00	Radio & Television Maintenance & Repair
67.	36.	10.	15.	11.	2.02	Welding
28.	35.	16.	9.	10.	1.82	Executive Housekeeping
19.	34.	16.	9.	9.	1.79	Commercial Food Service
4.	33.	17.	7.	9.	1.75	Auto Body & Fender
23.	33.	18.	8.	7.	1.66	Drafting
37.	33.	17.	7.	9.	1.75	Hotel & Motel Management
42.	33.	18.	2.	13.	1.84	Marine Diesel Technician
60.	33.	16.	11.	6.	1.69	Security Guard
63.	33.	13.	17.	3.	1.69	Sign Painting
17.	32.	18.	8.	5.	1.59	Commercial Art
33.	32.	15.	5.	12.	1.90	Geriatric Care
44.	32.	19.	4.	9.	1.68	Marine Parts Counterperson
58.	32.	19.	9.	4.	1.53	Seamanship & Navigation - Captain Certification
25.	31.	15.	6.	10.	1.83	Emergency Medical Technician
43.	31.	17.	2.	12.	1.83	Marine Fiberglass Repairs & Construction
46.	31.	12.	13.	6.	1.80	Nursery Landscape Operation
49.	31.	14.	11.	6.	1.74	Photography
27.	30.	17.	8.	5.	1.60	Environmental Marine Technology
38.	30.	19.	9.	2.	1.43	Library Technical Assistant
56.	30.	21.	6.	3.	1.40	Scuba Diving
35.	29.	13.	8.	8.	1.87	Heavy Equipment Operator
45.	29.	15.	9.	5.	1.65	Mason
48.	29.	15.	5.	9.	1.79	Paramedic
51.	29.	14.	6.	9.	1.82	Police Science & Administration
53.	29.	17.	2.	10.	1.75	Real Estate
65.	29.	11.	10.	8.	1.89	Small Electrical Appliance Repair
7.	28.	16.	4.	8.	1.71	Banking - New Account Counselors
18.	28.	17.	4.	7.	1.64	Commercial Fishing Operations
26.	28.	15.	6.	7.	1.71	Engineering Tech.
62.	28.	14.	8.	6.	1.71	Sheet Metal
8.	27.	16.	4.	7.	1.66	Banking - Savings & Loan Counselors
13.	27.	14.	9.	4.	1.62	Cabinet Maker
57.	27.	23.	2.	2.	1.22	Repair & Maintenance of Scuba Equipment
68.	27.	11.	8.	8.	1.88	Woodworking
30.	25.	16.	5.	4.	1.52	Fire Science
36.	25.	16.	5.	4.	1.52	Home Economist
40.	25.	17.	3.	5.	1.52	Machinist
6.	24.	19.	4.	1.	1.25	Aviation Ground School
61.	24.	16.	6.	2.	1.41	Sewing
22.	23.	18.	4.	1.	1.26	Cosmetologist
66.	23.	17.	4.	2.	1.34	Underwater Photography
50.	22.	20.	1.	1.	1.13	Plastic

LIST OF OCCUPATIONS BY HIGHEST MEAN RANK

SORTED BY THREES						PROGRAM
NUM	TOT	1	2	3	AVG	
9.	116.	6.	45.	65.	2.50	Bookkeeping
1.	107.	16.	33.	58.	2.39	Accounting
10.	86.	12.	25.	49.	2.43	Business Administration & Management
59.	90.	11.	34.	45.	2.37	Secretary
16.	84.	10.	31.	43.	2.39	Clerk Typist
64.	69.	11.	22.	36.	2.36	Small Business Management
11.	69.	16.	21.	32.	2.23	Business Machines
12.	64.	9.	25.	30.	2.32	Business Math
29.	52.	12.	16.	24.	2.23	Financial Management
41.	58.	11.	23.	24.	2.22	Marketing & Sales
2.	50.	20.	10.	20.	2.00	Air Conditioning & Refrigeration
55.	38.	16.	3.	18.	2.07	Registered Nurse
5.	41.	15.	8.	18.	2.07	Auto Mechanics
20.	49.	15.	16.	18.	20.6	Computer Programmer
54.	63.	17.	23.	18.	2.01	Receptionist
39.	39.	19.	5.	15.	1.89	Licensed Practical Nurse
15.	39.	17.	8.	14.	1.92	Checker & Stocker
31.	37.	15.	8.	14.	1.97	Food & Beverage Management
47.	38.	18.	6.	14.	1.89	Nursing Assistant or Nurses Aide
52.	36.	14.	8.	14.	2.00	Radio & Television Maintenance & Repair
24.	41.	16.	12.	13.	1.92	Electronic Technology
42.	33.	18.	2.	13.	1.84	Marine Diesel Technician
14.	44.	13.	19.	12.	1.97	Carpenter
21.	36.	17.	7.	12.	1.86	Cooking
33.	32.	15.	5.	12.	1.90	Geriatric Care
43.	31.	17.	2.	12.	1.83	Marine Fiberglass Repairs & Construction
67.	36.	10.	15.	11.	2.02	Welding
25.	31.	15.	6.	10.	1.83	Emergency Medical Technician
28.	35.	16.	9.	10.	1.82	Executive Housekeeping
32.	36.	14.	12.	10.	1.88	Gasoline Engine Technology
34.	43.	14.	19.	10.	1.90	Groundkeeping
53.	29.	17.	2.	10.	1.75	Real Estate
4.	33.	17.	7.	9.	1.75	Auto Body & Fender
19.	34.	16.	9.	9.	1.79	Commerical Food Service
37.	33.	17.	7.	9.	1.75	Hotel & Motel Management
44.	32.	19.	4.	9.	1.68	Marine Parts Counterperson
48.	29.	15.	5.	9.	1.79	Paramedic
51.	29.	14.	6.	9.	1.82	Police Science & Administration
7.	28.	16.	4.	8.	1.71	Banking - New Account Counselors
35.	29.	13.	8.	8.	1.82	Heavy Equipment Operator
65.	29.	11.	10.	8.	1.89	Small Electrical Appliance Repair
68.	27.	11.	8.	8.	1.88	Woodworking
3.	42.	15.	20.	7.	1.80	Advertising Art
8.	27.	16.	4.	7.	1.66	Banking - Savings & Loan Counselors
18.	28.	17.	4.	7.	1.64	Commerical Fishing Operations
23.	33.	18.	8.	7.	1.66	Drafting
26.	23.	15.	6.	7.	1.71	Engineering Tech.
46.	31.	12.	13.	6.	1.80	Nursery Landscape Operation
49.	31.	14.	11.	6.	1.74	Photography
60.	33.	16.	11.	6.	1.69	Security Guard
62.	28.	14.	8.	6.	1.71	Sheet Metal
17.	32.	18.	8.	5.	1.59	Commerical Art
27.	30.	17.	8.	5.	1.60	Environmental Marine Technology
40.	25.	17.	3.	5.	1.52	Machinist
45.	29.	15.	9.	5.	1.65	Mason
13.	27.	14.	9.	4.	1.62	Cabinet Maker
30.	23.	16.	5.	4.	1.52	Fire Science
36.	25.	16.	5.	4.	1.52	Home Economist
58.	32.	19.	9.	4.	1.53	Seamanship & Navigation - Captain Certification
56.	30.	21.	6.	3.	1.40	Scuba Diving
63.	33.	13.	17.	3.	1.69	Sign Painting
38.	30.	19.	9.	2.	1.43	Library Technical Assistant
57.	27.	23.	2.	2.	1.22	Repair & Maintenance of Scuba Equipment
61.	24.	16.	6.	2.	1.41	Sewing
66.	23.	17.	4.	2.	1.34	Underwater Photography
6.	24.	19.	4.	1.	1.25	Aviation Ground School
22.	23.	18.	4.	1.	1.26	Cosmetologist
50.	22.	20.	1.	1.	1.13	Plastic

SCREENED EMPLOYERS LIST OF OCCUPATIONS

SORTED BY THREES						
NUM	TOT	1	2	3	AVG	PROGRAM
9.	57.	2.	26.	29.	2.47	Bookkeeping
1.	50.	10.	20.	20.	2.20	Accounting
59.	37.	2.	15.	20.	2.48	Secretary
64.	27.	2.	9.	16.	2.51	Small Business Management
16.	33.	4.	14.	15.	2.33	Clerk Typist
10.	28.	6.	11.	11.	2.17	Business Administration and Management
5.	11.	0.	3.	8.	2.72	Auto Mechanics
2.	11.	1.	3.	7.	2.54	Air Conditioning & Refrigeration
54.	21.	3.	11.	7.	2.19	Receptionist
55.	10.	1.	2.	7.	2.60	Registered Nurse
11.	18.	5.	7.	6.	2.05	Business Machines
41.	17.	0.	11.	6.	2.35	Marketing & Sales
12.	13.	2.	6.	5.	2.23	Business Math
15.	10.	3.	2.	5.	2.20	Checker & Stocker
20.	10.	1.	4.	5.	2.40	Computer Programmer
24.	10.	1.	4.	5.	2.40	Electronic Technology
39.	8.	1.	2.	5.	2.50	Licensed Practical Nurse
42.	8.	2.	1.	5.	2.37	Marine Diesel Technician
44.	7.	1.	1.	5.	2.57	Marine Parts Counterperson
47.	10.	1.	4.	5.	2.40	Nursing Assistant or Nurses Aide
4.	6.	1.	1.	4.	2.50	Auto Body & Fender
32.	7.	2.	1.	4.	2.28	Gasoline Engine Technology
48.	5.	0.	1.	4.	2.80	Paramedic
51.	5.	0.	1.	4.	2.80	Police Science & Administration
52.	5.	0.	1.	4.	2.80	Radio & Television Maintenance & Repair
14.	8.	1.	4.	3.	2.25	Carpenter
23.	7.	2.	2.	3.	2.14	Drafting
25.	3.	0.	0.	3.	3.00	Emergency Medical Technician
33.	5.	1.	1.	3.	2.40	Geriatric Care
34.	5.	0.	2.	3.	2.60	Groundskeeping
35.	4.	0.	1.	3.	2.75	Heavy Equipment Operator
43.	4.	1.	0.	3.	2.50	Marine Fiberglass Repairs & Construction
49.	4.	1.	0.	3.	2.50	Photography
53.	3.	0.	0.	3.	3.00	Real Estate
56.	5.	0.	2.	3.	2.60	Scuba Diving
58.	7.	0.	4.	3.	2.42	Seamanship & Navigation - Captain Certification
60.	4.	0.	1.	3.	2.75	Security Guard
62.	5.	1.	1.	3.	2.40	Sheet Metal
67.	7.	0.	4.	3.	2.42	Welding
7.	2.	0.	0.	2.	3.00	Banking - New Account Counselors
13.	3.	0.	1.	2.	2.66	Cabinet Maker
18.	4.	0.	2.	2.	2.50	Commercial Fishing Operations
21.	2.	0.	0.	2.	3.00	Cooking
26.	3.	1.	0.	2.	2.33	Engineering Tech.
31.	5.	0.	3.	2.	2.40	Food & Beverage Management
36.	2.	0.	0.	2.	3.00	Home Economist
38.	6.	2.	2.	2.	2.00	Library Technical Assistant
46.	3.	0.	1.	2.	2.66	Nursery Landscape Operation
61.	2.	0.	0.	2.	3.00	Sewing
63.	4.	1.	1.	2.	2.25	Sign Painting
3.	6.	2.	3.	1.	1.83	Advertising, Art
17.	2.	1.	0.	1.	2.00	Commercial Art
19.	2.	0.	1.	1.	2.50	Commercial Food Service
22.	1.	0.	0.	1.	3.00	Cosmetologist
28.	1.	0.	0.	1.	3.00	Executive Housekeeping
29.	8.	1.	6.	1.	2.00	Financial Management
30.	2.	0.	1.	1.	2.50	Fire Science
37.	1.	0.	0.	1.	3.00	Hotel & Motel Management
45.	2.	0.	1.	1.	2.50	Mason
57.	2.	1.	0.	1.	2.00	Repair & Maintenance of Scuba Equipment
65.	3.	0.	2.	1.	2.33	Small Electrical Appliance Repair
68.	3.	0.	2.	1.	2.33	Woodworking
6.	1.	0.	1.	0.	2.00	Aviation Ground School
8.	0.	0.	0.	0.	0.00	Banking - Savings & Loan Counselors
27.	3.	2.	1.	0.	1.33	Environmental Marine Technology
40.	1.	1.	0.	0.	1.00	Machinist
50.	0.	0.	0.	0.	0.00	Plastic
66.	1.	0.	1.	0.	2.00	Underwater Photography

Data for Tables One through Table Three came from the back of the survey instrument (Appendix B). Data for Table Four came from the front of the survey instrument (Appendix B) and requested the job titles presently employed by the company responding.

Table Four gives the listing of occupations or job titles employers have now and will need in the next five years. Space does not allow us to list all of the responses. Some were illegible, some were one title showing no change and some were unique titles. The titles were grouped wherever possible and listed for determination of needs.

From Table Four the following job titles seem to have the highest number of requests for employment in Monroe County; they are not listed in order of priority, but alphabetically.

Manager/Administrator
 Clerical
 Computer Operator Programs
 Correction/Law Enforcement
 E.M.T. (Emergency Medical Technician)
 Fire Rescue and Fighters
 L.P.N. (Licensed Practical Nurse)
 R.N. (Registered Nurse)
 Nurses Aide
 Retail Sales Clerks
 Secretaries
 Short-order Cook
 Waitresses

The number of employees can not be validated. These numbers do not represent the total number of employees needed in the County, nor should it be construed to represent that.

We must be reminded that this is a sampling. Employers identify themselves for the survey which can be followed up for validation. It is important to note that of the listings above which were significant, all appeared on Tables 1, 2, and 3, except waitresses.

TABLE 4

A COMPOSITE LIST OF EMPLOYER JOB TITLES AND THE FIVE YEAR PLAN

JOB TITLES	PRESENTLY	NEED	JOB TITLES	PRESENTLY	NEED
	EMPLOYED	5 YEARS		EMPLOYED	5 YEARS
Accounting	13	15	Night Auditor	1	2
Administrators	54	80	Night Manager	1	5
Advertising Manager	8	12	Nuclear Density Inspectors	2	4
Air Conditioning			Nurses Aides	111	158
Service & Installation	4	5	Office Machine Technician	0	5
Attorneys	2	4	Office Manager	17	21
Auto Mechanics	3	5	P H N I	6	10
Bookkeeping	47	47	P H N II	2	5
Cargo Agent/Captain	20	15	Sign Painters	0	1
Carpenter Skilled	2	5	Park Ranger	26	25
Clerical	15	30	Paramedics	13	5
Clerical Office	41	52	Pastor	1	0
Clerk Typist	101	127	Photographic Technician	7	10
Computer Operators			Reporters Photographers	5	8
Programers	30	58	Plumbers	3	6
Corrections Officers	31	40	Professional Counselors	35	45
Cosmetologist	2	3	Project Engineers	2	0
Deputy Sheriffs	80	110	Qualified Staff Announcers	6	2
Front Desk	12	20	R N	1	3
Draftsman	2	5	Real Estate Salesmen	5	5
Electric Office Machine			Receptionist	7	11
Technician	0	5	Registered Nurse	65	98
Electronic Technician	0	2	Restaurant Management	15	25
Electrician Carpenter	2	5	Retail Sales Clerk	73	90
Emergency Medical Technician	50	175	Routemen	5	7
Engineering	125	150	Sales & Marketing	12	20
Fiberglass Mold Lay Up	3	10	Sales Managers	2	5
Fire Chiefs	10	10	Salespersons	80	82
Fire Fighters	225	375	Savings Counselors	4	7
Fire Resp Rescue Personnel	75	150	Security Guards	25	17
Fish Filleting	6	8	Secretary	110	145
Food Handlers	25	40	Servicemen on Major		
Heavy Equipment Operators	20	20	Appliances	3	3
Heavy Equipment Mechanics	5	10	Short Order Cook	3	20
Housekeepers	49	72	Shrimphoat Captain	7	15
Maids	2	5	Surveyors	1	3
Instructors	19	25	Sworn Deputies	25	40
Insurance Underwriters &			Teachers Aid	1	4
Secretaries	12	20	Technicians Installers	11	22
Inspectors	4	10	Tellers	42	30
Landscapers	3	10	Training Instructors	21	30
Legal Assistant	3	7	Truck Drivers	33	34
LPN'S	22	46	Typesetter	1	2
Maintenance Worker	35	20	Waitress	15	200
Assistant Manager	25	50	Ward Clerks	10	13
Managers	57	92	Watch Engineer	6	6
Marine Electronics					
Technician	13	16			
Mechanics	6	12			

Table Five represents a combination of the data using Table Two as the master listing. The first thirty (30) program occupations were listed and the ranking of each table is represented. Since Table Four does not have data which can be ranked, a check represents that listing. All of the job titles listed as priorities on Table Four are represented on Table Five except Police Science Administration (ranked No. 38), Fire Science (ranked No. 72) and Waitress.

The only job title which appears to be out of order is Financial Management which ranked fifty sixth (56th) on Table Three, and was not selected as having a high need on the data represented on Table Four.

From a survey of the Chamber of Commerce in the Keys and the Key West and Marathon Service Clubs a significant number of employers were identified as small business (Muraski, 1982). From that survey 99.9% of the employers in the Keys are considered small business, based on the guidelines set up by the Small Business Administration which defines a small business as one under two hundred (200) employees. This ratio is high and significant; the national average is about 97% (SBA Facts, 1975).

TABLE 5

A COMPOSITE LISTING OF OCCUPATIONS RANKED HIGHEST FROM TABLES 1-4

1	3	4	2
1	1		1. BOOKKEEPING
2	2		2. ACCOUNTING
4	6	x	3. BUSINESS ADMINISTRATION & MANAGEMENT
3	3	x	4. SECRETARY
5	5	x	5. CLERK TYPIST
7	4		6. SMALL BUSINESS MANAGEMENT
6	11		7. BUSINESS MACHINES
8	13		8. BUSINESS MATH
11	56		9. FINANCIAL MANAGEMENT
10	12		10. MARKETING & SALES
12	8		11. AIR CONDITIONING & REFRIGERATION
22	10	x	12. REGISTERED NURSE
17	7		13. AUTO MECHANICS
13	15	x	14. COMPUTER PROGRAMMER
9	9		15. RECEPTIONIST
20	17	x	16. LICENSED PRACTICAL NURSE
19	14		17. CHECKER & STOCKER
23	45	x	18. FOOD & BEVERAGE MANAGEMENT/WAITRESS
21	20	x	19. NURSING ASSISTANT OR NURSES AIDE
26	25		20. RADIO & TELEVISION MAINTENANCE AND REPAIR
18	16		21. ELECTRONIC TECHNOLOGY
33	18		22. MARINE DIESEL TECHNICIAN
14	26		23. CARPENTER
24	43	x	24. COOKING
37	29		25. GERIATRIC CARE
41	32		26. MARINE FIBERGLASS REPAIRS AND CONSTRUCTION
27	39		27. WELDING
40	28	x	28. EMERGENCY MEDICAL TECHNICIAN
28	55		29. EXECUTIVE HOUSEKEEPING
25	22		30. GASOLINE ENGINE TECHNOLOGY

Table Six gives a breakdown of the top ranked occupational areas selected by the employers. All three charts are combined to give the rank order of priority.

The only other occupational area which may have been slighted is waitress. The title of waitress appeared on Table Four. Waitress was not listed on the second page of the survey form, primarily because the turn-over in this occupation is so high and no educational agency provides training in this area. Employers wrote in waitress as one of their positions on the front of the survey form. The data on this occupation is also questionable. Two employers listed combined needs for over one hundred and fifty waitresses, however, neither company employed over thirty people. It is possible that the companies were indicating a need for this many waitresses due to turn-over, however, the survey asked for "new positions".

TABLE 6TOP RANKED OCCUPATIONAL AREAS SELECTED BY EMPLOYERS

<u>JOB TITLE</u>	<u>MEAN RANK SCORE</u>
1. Bookkeeping	1
2. Accounting	2
3. Secretary	3
4. Business Administration & Management	4
5. Clerk Typist	5
6. Small Business Management	6
7. Business Machines	8
8. Business Math	10
9. Air Conditioning & Refrigeration	10
10. Receptionist	11
11. Marketing & Sales	11
12. Auto Mechanics	12
13. Computer Programmer	14
14. Registered Nurse	15
15. Checker & Stocker	17
16. Licensed Practical Nurse	18
17. Electronic Technology	18
18. Nursing Assistant/Aide	20
19. Carpenter	21
20. Marine Diesel Technician	24
21. Radio & Television Maintenance	24
22. Financial Management	25
23. Gasoline Engine Technology	26
24. Geriatric Care	30
25. Cooking	30

Sixty-eight occupations are listed on the survey instrument in Appendix B. If we divide that in fourths, a quartile or one fourth, would represent seventeen. If we add waitresses, that brings the total to sixty-nine. The top eighteen on Table Six also represents most of the job titles ranked by employers as having the highest number of requests from page 13 and are listed on Table Four. The exceptions are corrections, E.M.T., Fire Rescue & Fighters, Short Order Cook and Waitresses. Table Seven represents that combined list of seventeen from Table Six plus number eighteen also on Table Four would represent the top quartile of employment needs in this survey.

Table Seven should represent the occupations which have the highest need. These are the occupations the educational agencies in Monroe County should make an effort to provide vocational education in. It seems valid to conclude that Table Seven represents the occupations needed most by the employers responding to the survey instrument.

TABLE 7TOP QUARTILE, REPRESENTING HIGHEST EMPLOYMENT NEEDS

Bookkeeping
Accounting
Secretary
Business Administration & Management
Clerk Typist
Small Business Management
Business Math
Air Conditioning and Refrigeration
Receptionist
Marketing and Sales
Auto Mechanic
Computer Programmer
Registered Nurse
Checker/Stockler
Licensed Practical Nurse
Electronic Technology
Nursing Assistant/Aide

Table Eight lists those occupations in the bottom quartile. These occupations listed on Table Eight represent the seventeen (17) occupations which appeared in the bottom quartile most consistently when comparing Tables One, Two, Three and Four. The occupations might be considered for vocational education in Monroe County, or certainly for limited occupational needs. The areas might also be considered for courses rather than programs and for continuing and adult education. It is important to remember that the Monroe County Planning Council Sub-Committee who compiled the list of occupations did not consider this an exhaustive list of occupations in the County. Many of these occupations listed on Table Eight may still have needs, but on a smaller level than the top quartile in Table Seven.

TABLE 8

BOTTOM QUARTILE, REPRESENTING LOWEST EMPLOYMENT NEEDS

Library Technical Assistant
Commercial Art
Environmental Marine Technology
Sheet Metal
Sign Painting
Repair/Maintenance of Scuba Equipment
Machinist
Cabinet Maker
Home Economist
Woodworking
Small Electrical Appliance Repair
Mason
Banking - Savings & Loan Counselors
Aviation Ground School
Cosmetology
Plastic
Underwater Photography

In addition to the data gleaned from this needs assessment we have looked at other data and publications which bear upon the college and its planning for future community needs. The Southern Florida Employment Training Consortium (SFETC) Annual Program Plan, Conceptual Plans for the Redevelopment of Truman Annex (C.P.R.T.A.) and the Employer Needs Assessment (E.M.A.) - Broward County, are three documents which have been analyzed. The minutes of the Florida Keys Community College General Occupational Education Advisory Committee meeting are also helpful in determining needs. These documents support the findings in Table Seven.

The completion of this needs assessment was delayed in hopes that some decision might be made on the status of the Redevelopment of Truman Annex. The implementation of that project will have a significant impact on the Keys employment. The C.P.R.T.A. project will, when approved, redevelop several acres of excessed Navy property into commercial, residential, historical and marine facilities for the City of Key West and Monroe County. The C.P.R.T.A. plan submits three alternative modes in which the project could undertake. The most conservative plans would employ three thousand five hundred and eighty, (3,580) semi-skilled and skilled employees. One thousand eight hundred and twenty, (1,820) of these are in construction, while the others span

a spectrum of occupations. The C.P.R.T.A. employment data has not been included in this study due to the fact that the plans developed in December of 1979 have not yet been approved.

It is not appropriate to discuss the political actions involved in the proposed redevelopment project. It is important, however, to analyze the employment implications. Although some of these employees needed can be brought in from out of the County, the high cost of living will mandate that the educational agencies plan for the needs addressed in the C.P.R.T.A. Plan. None of the educational agencies prepare individuals for any phase of the construction industry which comprises almost fifty percent of the projected need for this project. Upon implementation the construction employees will be needed first. The C.P.R.T.A. will need employees and plans must be made to address their needs.

Summary and Conclusion

From past experience in conducting surveys of this nature, a forty-two percent (42%) return is much higher than average. The Florida International University survey expected a fifteen percent (15%) return and indicated that twenty to twenty-five percent (20-25%) is an average return for these surveys.

That percentage for the Monroe County survey becomes even more significant when you analyze that the population surveyed is ninety-nine percent (99%) small business. Large businesses have a staff to respond to surveys while small companies do not. The community should be commended for their efforts.

Much of the information obtained was evident from experience in projecting employment needs. The General Occupation Education Advisory Committees for Florida Keys Community College also confirmed several findings this study brought out. This report attempts to bring together all of the data into a logical and meaningful statistical report for planning occupational education needs in Monroe County.

After correlating and combining all data for validity, the occupations with the highest demand in Monroe County can be found on Table Seven. Although some employers needs may have been missed, in general, the majority of the employers in Monroe County have submitted data which points the the need for employees who have skills and/or experience related to the occupations on Table Seven. Some of the popular college and high school vocational education programs showed a low need on the survey results. It is conceivable that the needs are low, because the needs are being met; however, if the educational programs were discontinued the need for employees would increase.

All of the occupations in the top quartile are offered in either the college or the high school except for checker/stocker and L.P.N. The educational agencies in the county must look at the top two quartile and plan programs which provide skilled employees to meet those needs.

The employees on the other hand must collaborate with the educational agencies to assist them in meeting these needs. Occupational education in Monroe County may need additional financing, human resources, equipment and facilities to provide additional training.

As mentioned, all of the occupations listed on Table Seven are presently being offered by the college or the High School, except for two, However, the number of skilled graduates completing programs each year in several programs are minute. Consideration of these constraints must be studied.

The new Joint Site Vocational Center under construction in Marathon will provide an increase in several occupational education program areas. This center could be the answer to the need of providing more skilled employees in several areas. The programs planned for that Marathon Center are:

Automechanics
 Bookkeeping/Accounting
 Clerical and Secretarial
 Consumer and Homemaking
 Drafting and Commercial Arts
 Marine Technology

Other programs can and probably will be provided in the Joint Site facility; however, the above programs will have specially designed labs for occupational education.

The author again reminds the community that additional needs will have to be addressed if the Redevelopment of Truman Annex materializes. The educational agencies today are not equipped to meet all of these needs. This study should be helpful in prioritizing these needs.

NEED FOR FURTHER STUDIES

A comprehensive needs assessment calls for several components. This study satisfies a major part, but further studies will need to follow and they are listed below:

1. A study must be undertaken to analyze the interest of students in occupational programs.
2. Some data needs to be compiled to determine the number of students who remain in the Keys and how many.
3. A composit report needs to be assembled which brings to bear all data needed for educational planning.
4. A study should be undertaken to analyze what areas may not have responded to the survey instrument in the needs assessment.
5. Since the instrument and process have been developed it would be wise to resample Monroe County in five years.

All of these studies may not be undertaken; however, many questions still remain unanswered.

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APPENDIX

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E.....	Needs Assessment Plan of Activities

APPENDIX A

The South Florida Employment and Training Consortium

Listed below are the occupations identified by the J.O.I.* as likely to be in greatest demand in Monroe County in Fiscal Year '81. All of these occupational areas in an entry level position require no more than a high school education for placement.

OCCUPATIONAL AREAS* IN GREATEST DEMAND, FISCAL YEAR '81
MONROE COUNTY

Clerical:

Clerk, General
Secretary, All
Bookkeeper
Cashier
Typist
Receptionist
Accounting Clerk
Teller, Financial

Machine Trades:

Auto Mechanic
Heating, A/C, Refrig, Mech.

Medical:

Hospital Attendant

Miscellaneous:

Material Handler
Heavy Truck Driver
Light Truck Driver
Warehouse Worker
Net, Seine, Trap Fishers

Services:

Cook
Landscaping
Guard, Security
Child Care Worker
Hotel Clerk
Laundry Worker
Gardener
Guide

Structural:

Carpenter and Apprentice
Construction Worker
Painter and Apprentice
Heavy Equipment Operator
Auto Body Repairer
Roofer
Maintenance Worker, Bldg.

* Job Outlook Index

APPENDIX B

MONROE COUNTY EDUCATIONAL AGENCIES/
MONROE COUNTY PLANNING COUNCIL

December 5, 1980

Dear Employer:

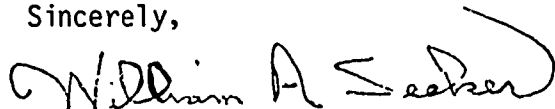
You are probably aware that the Florida Keys Community College, the Monroe County District School Board (Vocational and Adult programs), the Florida State Employment Agency, and the Comprehensive Employment Training Act Program (C.E.T.A.) provide many vocational programs designed to prepare employees for your company and others in the community.

In order for us to determine the need for new programs or the revision or deletion of programs it is very important that we have your company's suggestions and recommendations. You are, therefore, kindly requested to complete the enclosed survey form, which may be completed in approximately ten minutes. The success of the Needs Assessment depends, in a large measure, upon your response, especially since we are using a sample of companies rather than all companies.

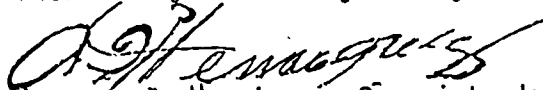
A self-addressed envelope has been enclosed for your convenience in returning the completed survey.

Please take a few moments to help us help you in the future.

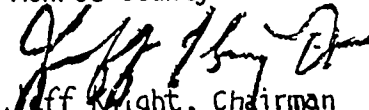
Sincerely,



William A. Seeker, President
Florida Keys Community College



Armando J. Henriquez, Superintendent
Monroe County Public Schools



Jeff Knight, Chairman
Monroe Planning Council

Enc.

PLEASE NOTE! KINDLY RETURN THE SURVEY FORM TO ED MURASKI BY
DECEMBER 15, 1980.

APPENDIX B Continued
NEEDS ASSESSMENT SURVEY

Directions: Please fill in the blanks and answer the questions as accurately as possible. If you have any questions don't hesitate to call (see information at bottom). Upon completion please return the questionnaire as noted on the back.

1. Name of person filling out survey: _____
2. Telephone No. _____ 3. Title: _____
4. Company Name: _____
5. Company Address: _____
6. Total Number of Employees In the Company: _____
7. Please give the main purpose of your company; such as small business - craft sales, manufacturing - boat construction, auto repair, marine electronics, hotel-motel, restaurant, etc.

8. List the job titles of the major positions in your company which may need training upgrading, retraining. Also list the needed increase of new positions and positions you anticipate needing during the next five years.

<u>Job Title:</u>	<u>Number Presently Employed</u>	<u>Need In 5 Years</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Project Coordinator: Ed J. Muraski
Dean of Occupational Instruction
Florida Keys Community College
(305) 296-9081 Ext. 295

NOTE: TURN OVER TO REVERSE
SIDE FOR No. 9

APPENDIX B Continued

9. Below is a list of the combined programs being offered by the three High Schools and adult programs in Monroe County, Florida Keys Community College and C.E.T.A. Look at all the programs first and then rank them according to their importance to your employment needs by circling either: 1 - Low, 2 - Medium, 3 - High. Remember to grade only those programs that apply to your own business. In addition, add any programs you feel we should consider in the next five years and how many employees you would hire from that program.

			PROGRAMS				
Low	Medium	High		Low	Medium	High	
1	2	3	Accounting	1	2	3	Machinist
1	2	3	Air Conditioning & Refrigeration	1	2	3	Marketing & Sales
1	2	3	Advertising Art	1	2	3	Marine Diesel Technician
1	2	3	Auto Body & Fender	1	2	3	Marine Fiberglass Repairs & Construction
1	2	3	Auto Mechanics				
1	2	3	Aviation Ground School	1	2	3	Marine Parts Counterperson
1	2	3	Banking - New Account Counselors	1	2	3	Mason
1	2	3	Banking - Savings & Loan Counselors	1	2	3	Nursery Landscape Operation
1	2	3	Bookkeeping	1	2	3	Nursing Assistant or Nurses Aide
1	2	3	Business Administration & Management	1	2	3	Paramedic
1	2	3	Business Machines	1	2	3	Photography
1	2	3	Business Math	1	2	3	Plastic
1	2	3	Cabinet Maker	1	2	3	Police Science & Administration
1	2	3	Carpenter	1	2	3	Radio & Television Maintenance & Repair
1	2	3	Checker & Stocker				
1	2	3	Clerk Typist	1	2	3	Real Estate
1	2	3	Commercial Art	1	2	3	Receptionist
1	2	3	Commercial Fishing Operations	1	2	3	Registered Nurse
1	2	3	Commercial Food Service	1	2	3	Scuba Diving
1	2	3	Computer Programmer	1	2	3	Repair & Maintenance of Scuba Equipment
1	2	3	Cooking				
1	2	3	Cosmetologist	1	2	3	Seamanship & Navigation - Captain Certification
1	2	3	Drafting				
1	2	3	Electronic Technology	1	2	3	Secretary
1	2	3	Emergency Medical Technician	1	2	3	Security Guard
1	2	3	Engineering Tech.	1	2	3	Sewing
1	2	3	Environmental Marine Technology	1	2	3	Sheet Metal
1	2	3	Executive Housekeeping	1	2	3	Sign Painting
1	2	3	Financial Management	1	2	3	Small Business Management
1	2	3	Fire Science	1	2	3	Small Electrical Appliance Repair
1	2	3	Food & Beverage Management	1	2	3	Underwater Photography
1	2	3	Gasoline Engine Technology	1	2	3	Welding
1	2	3	Geriatric Care	1	2	3	Woodworking
1	2	3	Groundskeeping	1	2	3	_____
1	2	3	Heavy Equipment Operator	1	2	3	_____
1	2	3	Home Economist	1	2	3	_____
1	2	3	Hotel & Motel Management	1	2	3	_____
1	2	3	Library Technical Assistant	1	2	3	_____
1	2	3	Licensed Practical Nurse	1	2	3	_____

PLEASE RETURN IN THE ENCLOSED SELF-ADDRESSED ENVELOPE.

APPENDIX C

- A-1 Auto Body
1618 N. Roosevelt Blvd.
Key West, Fla. 33040
- X A-1 Beauty Shop
1411-B 1st Street
Key West, Fla. 33040
- A-1-A Employment Inc.
536 N. Miami Ave.
Miami, Fla.
- A&A Transfer & Storage
Maloney Avenue
Key West, Fla. 33040
- X A & B Exterminators
10935 Overseas Hwy.
Marathon, Fla.
- A C Television Service
322 Margaret Street
Key West, Fla. 33040
- AA Answering Service
Tavernier, Fla.
- X AA&B Fish Co.
700 Front Street
Key West, Fla. 33040
- AAA Flowers
230 174th st.
Miami Beach, Fla.
- X AAMCO Automatic Transmissions
18200 S. Dixie Hwy.
Perrine
Marathon, Fla.
- Abbey Medical
3101 NW 79 Ave.
Miami, Fla.
- X The Accounting House
210 Townsquare Mall
Marathon, Fla.
- Accurate Scrap Metal
1814 SW 31st Ave.
Hollywood, Fla.
- Aim Battery & Electric
263 15 St. Ocean
Marathon, Fla.
- X Air Florida
Key West International Airport
Key West, Fla. 33040
- Alco General Contractors
917 Frances St.
Key West, Fla. 33040
- X All Animal Clinic & Hospital
Fifth Avenue
Stock Island
Key West, Fla. 33040
- Joseph B. Allen
604 Whitehead St.
Key West, Fla. 33040
- X Almac Plastics Inc.
1588 NW 159th St.
Miami, Fla.
- Aloha Reef Trips
25 Rolfes Trailer Park
Key West, Fla. 33040
- Joseph Amdu, MD
1516 Venera Avenue
Coral Gables, Fla.
- American Servicenter
1890 Roosevelt Blvd.
Key West, Fla. 33040
- Rev Fletcher Anderson
1304 Truman Avenue
Key West, Fla. 33040
- X Anglers Boat Rentals
Stock Island
Key West, Fla. 33040
- Animal Clinic of the Keys
Mile Post 97.9 Rock Harbor
Key Largo, Fla.
- Annette's Upstairs Hair Affair
Town Square Mall
11400 Overseas Hwy.
Key West, Fla. 33040

APPENDIX C Continued

	Ansa-Rite 821 Duval Street Key West, Fla. 33040	X	Barber J. Eugenie Leeside Building Key Largo, Fla.
X	Appel's Clothing 926 Duval Street Key West, Fla. 33040		Barkett Computer Services 7989 NW 56th Street Miami, Fla.
X	Applied Marine Ecological Serv. 600 Grapetree Drive Key Biscayne, Fla.		Bavarian Bakery 3210 N Roosevelt Blvd. Key West, Fla. 33040
X	Associated Court Reporters 513 Fleming St. Key West, Fla. 33040		Sandy Bazo Monroe Co. Courthouse Key West, Fla. 33040
X	Art Gallery by the Sea Mile Marker 56½ Valhalla Island Florida		Be My Guest Catering Service 1622 Overseas Hwy. Marathon, Fla.
X	Atlantic Key West Ambulance Service 827 White Street Key West, Fla. 33040		Fred A. Bee Cunningham Building 2975 Overseas Hwy. Key West, Fla. 33040
	Atlantis Marine 105 Overseas Hwy. Layton Islamorada, Fla	X	Beiswenger Hoch & Associates Consulting Engineers 3rd Avenue Stock Island Key West, Fla. 33040
	Aviation Agency Key West Airport Key West, Fla. 33040	X	BEN & IRMA Draperies Grassy Key Marathon, Fla.
	B & C Grocery Store 316 Petronia St. Key West, Fla. 33040		Frank V. Bervaldi DDS 1224 6 Street Key West, Fla. 33040
X	Badcock's Home Furnishing 210 Krome Avenue Florida City Marathon, Fla.		Better Business Bureau of So. Fla. 8600 NE 2nd Ave. Miami, Fla.
X	Bailey Jewelers, Inc. 11020 Overseas Hwy. Marathon, Fla.		The Bicycle Center 523 Truman Avenue Key West, Fla. 33040
X	Baker Marine Electronics Overseas Hwy. at 114st. Marathon Shores, Fla. 33052		Big Pine Coffee Shop Big Pine Key, Fla.
X	Banner Tire of Key West 2312 N. Roosevelt Blvd. Key West, Fla. 33040	X	Big Pine Key Fishing Lodge Big Pine Key, Fla.
		X	Bill Ussery Motors Inc. Mercedes Benz 3800 Overseas Hwy. Marathon, Fla.

APPENDIX C Continued

Billie's Bar & Restaurant 407 Front Street Key West, Fla. 33040	X	Bradford Construction & Awning 1406 2 Street Key West, Fla. 33040
Bitner Mosley Interiors 1025 White Street Key West, Fla. 33040	X	Bransford Ross Mobile Marine 4000 State Rd. 941 Key West, Fla. 33040
Black Angus Restaurant & Lounge 3824 North Roosevelt Blvd. Key West, Fla. 33040		Breitstein Richard DPM Homestead Professional Bldg. Suite 109 Homestead, Fla.
X Blanchard Machinery Inc. 2025 NE 143 St. Miami, Fla.	X	Brothers Betty M. Reg Real Estate Broker Little Torch Key Box 456 Big Pine Key, Fla. 33043
X Blossoms Wholesale 408 White Street Key West, Fla. 33040		Bud'n Mary's Marina Islamorada, Fla.
X Blue Runner Guide Boat 2924 Patterson Avenue Key West, Fla. 33040	X	Budget Travel 1107 Key Plaza Shopping Ctr. Key West, Fla. 33040
Bob's Used Motorcycle Parts Hwy. 1 Big Coppitt, Fla.	X	Fred Butner 3600 N Roosevelt Blvd. Key West, Fla. 33040
X Bone Fish Harbor Food Market Grassy Key, Fla. Marathon, Fla.		Buzogany J Designs Jewelry 114 Fitzpatric Street Key West, Fla. 33040
Book Emporium 5195 Overseas Hwy. Marathon, Fla.	X	C & E Constuction Co. Tavernier, Fla.
X Boulevard Bank John Koenig, President 3406N. Roosevelt Blvd. Key West, Fla. 33040	X	Cadiz Diesel 9699 Overseas Hwy. Marathon, Fla. 33050
Boulevard Travel 811 Peacock Plaza Key West, Fla. 33040	X	Cake Box Bakery 5109 Overseas Hwy. Marathon, Fla. 33040
X Alfred Bowen C MD 5701 Overseas Hwy. Marathon, Fla. 33040		John F. Calleja MD 422 Fleming Street Key West, Fla. 33040
X Boyd's Campgrounds & Trailer Maloney Ave. Stock Island Key West, Fla. 33040		Candlelight AC & Construction 160 8th St. Key Colony Beach Marathon, Fla.
Boza Accounting Service 2226 Harris Avenue Key West, Fla. 33040		Candlelight Apartments 160 8th St. Key Colony Beach Marathon, Fla.

APPENDIX C Continued

X	Capt. Cliff's Seafood Market 1415 Ocean View Ave. Marathon, Fla.	Champion Health Club & T-Shirts 1111 Key Plaza Shopping Center Key West, Fla. 33040
	Carey's Welding & Machine Shop X 107 Simonton Street Key West, Fla. 33040	Charles H. Anderson Photographers Key Colony Beach Marathon, Fla.
X	Carpet & Casuals 406 Duval Street Key West, Fla. 33040	Charlies Barber Shop 1710 Overseas Hwy. Marathon, Fla.
	Carpet & casuals of Marathon 11530 Overseas Hwy. Marathon, Fla. 33040	Charter Boat Bill Fisher 2828 Seidenberg Ave. Marathon, Fla.
	Carrero's Office Supplies 2233 Overseas Hwy. Marathon, Fla.	Chevron Products Overseas Hwy. Tavernier, Fla.
	Casa Blanca Apt. House 1317 Duval St. Key West, Fla. 33040	Children's Home Society 800 NW 15 St. Miami, Fla.
X	Casa Marina John DeMant., General Mgr. 848 Seminole Avenue Key West, Fla. 33040	Childrens School of Key West 1214 Varela Avenue Key West, Fla. 33040
	Juan Cavanzon 1420 White Street Key West, Fla. 33040	X Christine's House of Flowers 819 Simonton Street Key West, Fla. 33040
	Century Rope Company 8926 SW 129th St. Miami, Fla.	Chucks Rex One Stop No. 5 Store 26730 Overseas Hwy. Marathon, Fla.
	Cessna Aircraft 28700 SW 217 Ave. Homestead, Fla.	X City Electric System 535 Eaton St. Key West, Fla. 33040
X	Ceta Administration Public Service Bldg. Wing 11 Rm. 200 Stock Island Key West, Fla. 33040	X City Fish Market 11711 Overseas Hwy. Marathon, Fla.
	Flora R. Chablin Real Estate 2279 Overseas Hwy. Marathon, Fla.	Cobo Pharmacy 937 Fleming Street Key West, Fla. 33040
X	Greater Marathon Chamber of Commerce 3330 Overseas Hwy. Marathon, Fla.	X Coca-Cola Bottling Co. 101 Simonton Street Key West, Fla. 33040
		Commercial Credit 916-A Kennedy Drive Key West, Fla. 33040

APPENDIX C Continued

- | | | | |
|---|---|---|---|
| X | Community Mental Health Clinic
of the Lower Keys
Harry S. Truman Annex
P.O.Box 488
Key West, Fla. 33040 | | Cuba Club
1108 Duval Street
Key West, Fla. 33040 |
| | Computer Data Inc.
3240 Flagler Ave.
Key West, Fla. 33040 | X | Culligan Water Conditioning
Marathon, Fla. |
| | Computer Data Inc.
3247 Flagler Ave.
Key West, Fla. 33040 | | Custom Quality Cabinets
10701 6 Ave. Gulf
Marathon, Fla. |
| | | | Dadeland Family Planning Ctr.
6950 SW 88 St.
Miami, Fla. |
| X | Conch Coin Co.
Harbor House
Key West, Fla. 33040 | | K.M. Davidson, M.D.
702 South Street
Key West, Fla. 33040 |
| | Conch Pool Company
10670 Lindahl Street
Marathon, Fla. | | Davis Sales & Extinguisher Ser.
Key Largo, Fla. |
| X | Conch Tour Trains
501 Front St.
Key West, Fla. 33040 | | Del Valle Signs
1209 Truman Ave.
Key West, Fla. 33040 |
| | Conn's Camera & Card Center
3232 N. Roosevelt Blvd.
Key West, Fla. 33040 | | The Deli
Mile Marker 88
Plantation Key, Fla. |
| X | Consolidated Electric Supply
504 Angela Street
Key West, Fla. 33040 | X | Dennis Pharmacy Flagler Inc.
3229 Flagler Ave.
Key West, Fla. 33040 |
| X | Convalescent Center
927 White Street
Key West, Fla. 33040 | | Department of Forestry
1315 Whitehead Street
Key West, Fla. 33040 |
| X | Coral Reef Park Co.
Bahia Honda Division
Bahia Honda Key, Fla. | X | DePoo Hospital
Key West, Fla. 33040 |
| | | | Diesel Injector Service of Key West
212 1 Avenue
Key West, Fla. 33040 |
| X | Coral Shrimp Company
Jeanett Toomer Cooper
Stock Island
Key West, Fla. 33040 | | Robert T. Dion
510 Southard St.
Key West, Fla. 33040 |
| X | Corrections Dept. of Probation &
Parole
500 Duval Street
Key West, Fla. 33040 | | Diversified Arts Company
417 Greene St.
Key West, Fla. 33040 |
| | Cross Animal Clinic
619 Fleming Street
Key West, Fla. 33040 | | Division of Recreation
and Parks
Big Pine Key, Fla. 33043 |

APPENDIX C Continued

	Divorce Kit - Do It Yourself 521 SE 16 Ave. Pompano, Fla.		Farraldo Enterprises 212 1st Ave. Stock Island Key West, Fla. 33040
	Dowlings Welding 1109 Windsor Lane Key West, Fla. 33040	X	Farrington Galleries of Key West 711 Duval Street Key West, Fla. 33040
X	Duncan Ford Lincoln Mercury 1618 N Roosevelt Blvd. Key West, Fla. 33040	X	Fenton's Family Store 2357 Overseas Hwy. Marathon, Fla.
	EA/EO Office 2015 Seidenberg Key West, Fla. 33040	X	First Federal Savings & Loan 1010 Kennedy Drive Key West, Fla. 33040
	East Coast Fisheries 3502 Overseas Hwy. Marathon, Fla.		First Federal Savings & Loan Islamorada Branch 82787 Overseas Hwy. Islamorada, Fla.
	Eckerd Drugs 1118 Key Plaza Shopping Center Key West, Fla. 33040	X	First Federal Savings & Loan Association of Florida Keys 11290 Overseas Hwy. Marathon, Fla. 33040
	Department of Education David Hart 1315 Whitehead Street Key West, Fla. 33040	X	First National Bank 5601 Overseas Hwy. Marathon, Fla. 33050
X	Dir EL Corp Ext Serv. Tom Murray P.O. Box 2545 Key West, Fla. 33040	X	Fisherman's Hospital 3301 Overseas Hwy. Marathon, Fla. 33050
	Electricians Local Union 349 - Union No. 1 1514 Bertha Street Key West, Fla. 33040	X	Fisherman's Package Store 11000 Overseas Hwy. Marathon, Fla.
	Eula's Yarn & Gift Paradise 3221 Flagler Avenue Key West, Fla. 33040		Flameproofing Co. 4500 E 11th Ave. Hialeah, Fla.
	Evenings Delight Fireplaces 4238 SW 75 Ave. Miami, Fla.		Florida Dept. of Agriculture Big Pine Key, Fla.
	Fabric City 1117 Key Plaza Shopping Center Key West, Fla. 33040	X	Florida Health Related & Professional Services, Inc. Islamorada, Fla.
X	Fabric World 613 Simonton St. Key West, Fla. 33040	X	Florida Keys Aqueduct Authority 1100 Kennedy Drive Key West, Fla. 33040
	Family Tree Nursery Islamorada, Fla.		Florida Keys Aqueduct Authority Marathon, Fla.

APPENDIX C Continued

Florida Keys Chinch Bug Control 714 South Street Key West, Fla. 33040	X	Florida State of Vocational Rehabilitation 1315 Whitehead St. Key West, Fla. 33040
Florida Keys Color Labs Inc. 524 Southard St. Key West, Fla. 33040	X	Floridian Pest Control 1401 White Street Key West, Fla. 33040
X Florida Keys Electric CoOp Assoc. Tavernier, Fla.		The Flower Shop Islamorada, Fla.
X Florida Keys First State Bank 1201 Simonton Street Key West, Fla. 33040		Ford Contractors Eqpt. 15 S Flagler Ave. Homestead, Fla.
X Florida Keys Memorial Hospital Stock Island Key West, Fla. 33040	X	Tom Fouts Real Estate 82685 Overseas Hwy. Islamorada, Fla. 33036
X Florida Keys Memorial Nursing Home 600 Junior College Road Key West, Fla. 33040		Kris Freund DC Chambers Building 11399 Overseas Hwy. Key West, Fla. 33040
X Florida Keys Offset Printing P.O. Box 4125 Key West, Fla. 33040		William Gamble Jewelers 600 Duval Street Key West, Fla. 33040
Florida Keys Wholesalers Printing & Publishers 601 Fleming Street Key West, Fla. 33040	X	Gemini Island Boutique 517 Duval Street Key West, Fla. 33040
Florida Marine Patrol Rt.1 Box 175 Big Pine Key, Fla. 33043	X	General Business Service 513 Fleming St. Key West, Fla. 33040
Florida Dept. of Health & Rehabilitative Services 90180 Overseas Hwy. Islamorada, Fla.	X	General Electric Customer Service Abrams Appliances, Inc. 5494 Overseas Hwy. Marathon, Fla.
X Florida State Dept. of Natural Resources 11400 Overseas Hwy. Box 776 Long Key, Fla. 33001	X	General Finance Corp. 2504 Roosevelt Blvd. Key West, Fla. 33040
Florida State of Corrections Dept. of Probation & Parole 2815 Overseas Hwy. Marathon, Fla.		Glass Bottom Boat 2 Duval Street Key West, Fla. 33040
X Florida State Employment Division 3100 Flagler Avenue Key West, Fla. 33040	X	Glynn Archer Elementary School 1302 White Street Key West, Fla. 33040
Florida State Employment Services 11400 Overseas Hwy. Marathon, Fla.	X	Grace Jones Day Care Center 41st Street Gulf Marathon, Fla.
	X	Grace Lutheran School 2713 Flagler Avenue Key West, Fla. 33040

APPENDIX C Continued

	Greene Street Graphics 1028 Truman Avenue Key West, Fla. 33040	X	Holiday Isle Resort of Marathon 4650 Overseas Hwy. Marathon, Fla.
X	The Greenery 9 Mile Marker Rockland Key, Fla.		Holsum Bakers 3440 Duck Avenue Key West, Fla. 33040
X	Hank's Diesel Stock Island Key West, Fla. 33040	X	Holy Innocents Episcopal Church 901 Flagler Avenue Key West, Fla. 33040
X	Hagopian Air Conditioning P.O.Box 804 Key Largo, Fla.		Homestead Manor 1330 NW 1 Ave. Homestead, Fla.
	Hampson Ray & associates Islamorada, Fla.		Hooper Sales 1733 Overseas Hwy. Key West, Fla. 33040
X	Handley Paint Co. 6681 Overseas Hwy. Marathon, Fla.	X	David Paul Horan 513 Whitehead Street Key West, Fla. 33040
	Hargreaves, Kathleen J Business Service 3717 Paula Avenue Key West, Fla. 33040		Household Finance Corp. 605 Duval Street Key West, Fla. 33040
	Hargreaves Secretarial Services 3255 Flagler Avenue Key West, Fla. 33040	X	Housing Authority of Key West 1400 Kennedy Drive Key West, Fla. 33040
X	Health Systems Agency Meg Wise 300 Simonton Street Key West, Fla. 33040	X	Hukilau Polynesian Restaurant 1990 N Roosevelt Blvd. Key West, Fla. 33040
	Henderson L E 2513 Staples Ave. Key West, Fla. 33040		Information Referral Service of Monroe County 3103 Overseas Hwy. Marathon, Fla.
	Hertz Rent A Car 10990 Overseas Hwy. Marathon Shores, Fla.		INTARC 1207 Virginia St. Key West, Fla. 33040
	Hi Way Mobile Homes 1931 Overseas Hwy. Marathon, Fla.		Intensive Culture Inc. P.O. Box 1123 Key West, Fla. 33040
	Dept. of Highway Safety & Motor Vehicles 3380 Overseas Hwy. Marathon, Fla.	X	Intensive Culture Systems Inc. US 1 Sugarloaf Key, Fla.
	Holiday Inn N Roosevelt Blvd. Key West, Fla. 33040	X	International House of Pancakes 3420 Roosevelt Blvd. Key West, Fla. 33040

APPENDIX C Continued

- X Irene & George's Dept. Store
81981 Overseas Hwy.
Islamorada, Fla.
- Islamorada Photo Service
Islamorada, Fla.
- Islamorada Steel Fab
160 Industrial Drive
Islamoradam, Fla.
- Island Bike & Sport Shoppe
Marshall Bldg.
Mile Marker 30.5
Big Pine Key, Fla.
- X Island Cab Company
9575 Overseas Hwy.
Marathon, Fla.
- X Island Chriatian School
83520 Overseas Hwy.
Islamorada, Fla.
- X Island City Electric
P.O.Box 2027
Key West, Fla. 33040
- Island City Flying Service
1900 S. Roosevelt Blvd.
Key West, Fla. 33040
- Island Hooper Courier Service
821 Duval Street
Key West, Fla. 33040
- Jack's Gulf Service
1900 Roosevelt Blvd.
Key West, Fla. 33040
- X Jeans & Things
MM 91
Tavernier Towne Shopping Ctr.
Tavernier, Fla.
- Jeluso's Italian Bakery
3740 Overseas Hwy.
Marathon, Fla.
- Jerroid J. Weinstock, MD
3235 Flagler Avenue
Key West, Fla. 33040
- Edward B Johnson Jr
410 Fleming St.
Key West, Fla. 33040
- Yvonne L. Johnson
716 Olivia St.
Key West, Fla. 33040
- Johnsons Insurance Agency
12222 Overseas Hwy.
Marathon, Fla.
- James Jude MD
730 Eaton
Key West, Fla. 33040
- Keeper of the Keys Gift Shop
13100 Overseas Hwy.
Marathon, Fla.
- X Kelly Tractor Co.
Caterpillar Equipt.
Truman Annex P.O. Box 1238
Key West, Fla. 33040
- Kevinmade Cabinets
2 Stock Island
Key West, Fla. 33040
- Key Bowl Lanes
1801 S. Roosevelt Blvd.
Key West, Fla. 33040
- Key Colony Beach Police
Key Colony Beach
Marathon, Fla. 33050
- X Key Iron Works
2nd Avenue
Key West, Fla. 33040
- X Key Karpet
3320 N Roosevelt Blvd.
Key West, Fla. 33040
- Key Largo Automotive Repair
Key Largo, Fla.
- Key largo Fenco Co. & Home
Improvements
Tavernier, Fla.
- Key Largo Fisheries
Key largo, Fla.
- Key Lime Reality Inc.
507 Whitehead St.
Key West, Fla. 33040
- Key Tex Shrimp Co., Inc.
Shrimp Road
Key West, Fla. 33040
- X Key West Airlines Inc.
Key West International Airport
Key West , Fla. 33040

APPENDIX C Continued

- | | | | |
|---|---|---|---|
| X | Key West By the Sea
2601 S. Roosevelt Blvd.
Key West , Fla. 33040 | X | Key West Police Dept.
P.O. Box 1550
Key West, Fla. 33040 |
| | Key West Chrysler Plymouth Dodge
1722 N Roosevelt Blvd.
Key West, Fla. 33040 | | Key West Pro Dive Shop
1605 N. Roosevelt Blvd.
Key West, Fla. 33040 |
| X | Key West Cigar Factory
316 William Street
Key West, Fla. 33040 | | Key West Raw Bar
No 1 Lands End Village
Key West, Fla. 33040 |
| | Key West Citizen
515 Greene Street
Key West, Fla. 33040 | | Key West Toyota Inc.
1600 Roosevelt Blvd.
Key West, Fla. 33040 |
| | Key West Conch Shell in the Old
Island
703 Duval Street
Key West, Fla. 33040 | | Key West Trader
513 Duval Street
Key West, Fla. 33040 |
| X | Key West Golf Course
Stock Island
Key West, Fla. 33040 | X | Key West Welding & Fabrication
1 Avenue
Key West, Fla. 33040 |
| X | Key West Insurance Inc.
Continental Insurance Companies
3104 Flagler Avenue
Key West, Fla. 33040 | | Key West Women's Club
3817 Flagler Ave.
Key West, Fla. 33040 |
| | Key West Jaycees
3825 Flagler Ave.
Key West, Fla. 33040 | X | Keynoter Publishing Company
Bill Martin
30105 Overseas Hwy.
Marathon, Fla. 33036 |
| X | Key West Oceanside Marina
Stock Island
Key West, Fla. 33040 | X | Keys Animal Clinic
11425 Overseas Hwy.
Marathon, Fla. |
| | Key West Office Systems
2510 N Roosevelt Blvd.
Key West, Fla. 33040 | X | Keys Electric and Air Condition
20 Coco Plum Drive
Marathon, Fla. |
| | Key West Optician
817 Peacock Plaza
Key West, Fla. 33040 | | Keys Electronics
Key Largo, Fla. |
| | Key West Pepsi Cola Bottling Co.
McDonald Avenue
Key West, Fla. 33040 | | Keys Meat & Deli
120 49 St. Ocean
Marathon, Fla. |
| X | Key West Perfumes
524 Front Street
Key West, Fla. 33040 | | Keys Title & Abstract Co.
631 Whitehead Street
Key West, Fla. 33040 |
| X | Key West Plasma Inc.
2506-B N. Roosevelt Blvd.
Key West, Fla. 33040 | X | Kiddie Kollege
825 Georgia Street
Key West, Fla. 33040 |
| | | | The Kitchen Gallery
3218 N. Roosevelt Blvd.
Key West, Fla. 33040 |

APPENDIX C Continued

- | | | | |
|---|---|---|---|
| X | <p>Knight Realty
336 Duval Street
Key West, Fla. 33040</p> <p>Knights of Columbas
809 Truman Avenue
Key West, Fla. 33040</p> <p>La Terraza DeMarti
1125 Duval Street
Key West, Fla. 33040</p> <p>Ladies First Medical Group
7100 Hollywood Blvd.
Pembroke Pines
Miami, Fla.</p> <p>Lange's Sailing Center
1990 Roosevelt Blvd.
Key West, Fla. 33040</p> | X | <p>Makepeace Office Equipt.
204 107th St. P.O.Box 2738
Gulf
Marathon Shores, Fla.</p> <p>Management Recruiters of Key
Largo
Key Largo, Fla.</p> |
| | | X | <p>Marathon Ace Hardware
2745 Overseas Hwy.
Marathon, Fla. 33040</p> |
| | | X | <p>Marathon Auto Supply
6677 Overseas Hwy.
Marathon, Fla.</p> |
| | | | <p>Marathon Electric
J Street
Marathon, Fla.</p> |
| X | <p>Leach Diesel Sales & Service
1000 15 St. Ocean
Marathon, Fla.</p> | | <p>Marathon Florist & Plant Shop
12221 Overseas Hwy.
Marathon, Fla. 33040</p> |
| X | <p>Leto's Painting
3709 Donald Avenue
Key West, Fla. 33040</p> | | <p>Marathon, Garbage Service, Inc.
4290 Overseas Hwy.
Marathon, Fla.</p> |
| X | <p>Loguns Lobster House
1420 Simonton St.
Key West, Fla. 33040</p> | | <p>Marathon Liquors & Plaza Lounge
5101 Overseas Hwy.
Marathon, Fla.</p> |
| | <p>Lopez Torres
1500 United Street
Key West, Fla. 33040</p> | | <p>Marathon Lumber & Bldg. Supplies
11401 1st Avenue
Gulf
Marathon, Fla.</p> |
| | <p>Lower Keys Plumbing
1014 White Street
Key West, Fla. 33040</p> | X | <p>Marathon Pawn Shop
9585 Overseas Hwy.
Marathon, Fla.</p> |
| X | <p>Lum's Restaurant
2338 N Roosevelt Blvd.
Key West, Fla. 33040</p> | | <p>Marathon Shores Barber Shop
10959 Overseas Hwy.
Marathon, Fla.</p> |
| | <p>M & H Auto Parts
Stock Island
Key West, Fla. 33040</p> | | <p>Marathon Tropical Nursery
1248 Overseas Hwy.
Marathon, Fla.</p> |
| X | <p>M & W Ent.
P.O. Box 2001
Key West, Fla. 33040</p> | | <p>Marathon Upholstery Shop
2264 Overseas Hwy.
Marathon, Fla.</p> |
| | <p>Mail O Matic Printing Corp.
690 83 St. Hialeah
Hialeah, Fla.</p> | | <p>Margo Nursery & Garden Supplies
Ramrod Key
Florida</p> |
| X | <p>Maintenance Supervisor
1720 Bahama Drive
Key West, Fla. 33040</p> | | <p>Marine Electr. & Hardware
900 Caroline St.
Key West, Fla. 33040</p> |

APPENDIX C Continued

	Martha's Place for Steaks 1801 S. Roosevelt Blvd. Key West, Fla. 33040		Monroe County Animal Shelter Aviation Blvd. Marathon, Fla.
	Mary Immaculate High School Truman Avenue Key West, Fla. 33040		Monroe County Board of Public Instruction 310 Fleming Street Key West, Fla. 33040
	The Master Angler US Highway 1 Key West, Fla. 33040		Monroe County Clerks Office 3317 Overseas Hwy. Marathon, Fla.
X	Maucks Drafting Service Waupaca Elevators 243 109th St. Ocean Marathon, Fla.		Monroe County Courthouse Key West, Fla. 33040
X	McArthur Dairy Inc. 18100 S Dixie Hwy. Miami, Fla.		Monroe County Emergency Medical Technican 3103 Overseas Hwy. Marathon, Fla.
	McKillip Construction Co. Stock Island Key West, Fla. 33040	X	Monroe County Health Dept. 3285 Overseas Hwy. Marathon, Fla.
	McMahan Mickey Key West By the Sea Key West, Fla. 33040		Monroe County Mosquito Control College Road Stock Island Key West, Fla. 33040
X	AAA Best Distributor Division of MCR Lumber Co. 26140 S Dixie Hwy. Homestead, Fla.	X	Monroe County Public Library Islamorada Branch Islamorada, Fla.
	Meiselman Herbert & Co. Tavernier, Fla.	X	Monroe County School District Fred Shaw 310 Fleming Street Key West, Fla. 33040
	Mesa's Nursery 1500 Virginia Street Key West, Fla. 33040	X	Monroe County Sheriff's Department 500 Whitehead Street Key West, Fla. 33040
	Middle Keys Marine Construction 2001 Overseas Hwy. Marathon, Fla.		Monroe Office Supply Inc. 529 Southard St. Key West, Fla. 33040
	Mister Doughnut 3026 N Roosevelt Blvd. Key West, Fla. 33040		Captain Moore N.I.P.S. N.A.S. Boca Chica Key West, Fla. 33040
X	Mohler Commercial Equipt. Sales 1010 Truman Avenue Key West, Fla. 33040		Moore's Paint & Body Shop 513 Greene Street Key West, Fla. 33040
X	Mohler Electrical Contracting 1010 Truman Avenue Key West, Fla. 33040		Loyal Order of the Moose Bar 700 Eisenhower Drive Key West, Fla. 33040
	Monroe Agency P.O. Box 362 Islamorada, Fla. 33036		

APPENDIX C Continued

- | | | | |
|---|--|---|--|
| X | <p>Mosquito Control Distr.
Station
506 106 St. Gulf
Marathon Airport
Marathon, Fla. 33050</p> <p>Dept. of Motor Vehicles
Drivers License
82681 overseas Hwy.
Marathon, Fla.</p> | X | <p>Dr. Otto Roger
922-B Kennedy Drive
Key West, Fla. 33040</p> <p>Palms Memorial Park
27100 Old Dixie Hwy.
Naranja, Fla.</p> <p>Papa Joe's Bar & Restaurant
Islamorada, Fla.</p> |
| X | <p>Murray Marine Inc.
Junior College Road
Key West, Fla. 33040</p> | X | <p>Parker Refrigeration
615 Greene Street
Key West, Fla. 33040</p> |
| X | <p>N.A.S.- Personnel
Boca Chica
Key West, Fla. 33040</p> <p>NaLeen Boutique
3214 N. Roosevelt Blvd.
Key West, Fla. 33040</p> | X | <p>Betty Patterson PhD
3428 Roosevelt Blvd.
Key West, Fla. 33040</p> <p>Paul's Gulf Service
2040 Overseas Hwy.
Marathon, Fla. 33040</p> |
| X | <p>Natural Resources Dept. of
Recreation
Long Key State Recreation
Long Key, Fla.</p> <p>Naughty N Nice Party Shop
Key Largo, Fla.</p> <p>MGR Navy KWST Federal CRE
Harry Truman Annex
Key West, Fla. 33040</p> | X | <p>Penninsular Marine Enterprises
Penninsular Avenue
Stock Island
Key West, Fla. 33040</p> <p>Perdue Dean Marine
P.O.Box 500
Tavernier, Fla. 33037</p> <p>Pets & Pisces
11399 Overseas Hwy.
Marathon, Fla.</p> |
| X | <p>Norman's Handicraft
Mile Marker 90.2
Plantation Key, Fla.</p> <p>Ocean Farming Systems Inc.
Plantation Key, Fla.</p> <p>Oceanside Marine of Marathon
1015 15 St. Ocean
Marathon, Fla. 33050</p> | X | <p>Pier House Inn & Beach Club
1 Duval Street
Key West, Fla. 33040</p> <p>Pirate's Chest Gifts
Islamorada, Fla.</p> <p>Pizza Hut -
1980 N Roosevelt Blvd.
Key West, Fla. 33040</p> |
| X | <p>Offender Rehab. Dept. of
Big Pine Road Prison
P.O.Box 509
Big Pine Key, Fla. 33043</p> <p>Orkin Exterminating Co.
Maloney Ave.
Key West, Fla. 33040</p> <p>Manuel P. Ortega
1418 Rose Street
Key West, Fla. 33040</p> | X | <p>Plantation Key Flower Shop
P.O.Box 496
Tavernier, Fla.</p> <p>Posada's Little Store
67 Avenue E
Key West, Fla. 33040</p> <p>The Pottery
12221 Overseas Hwy.
Marathon, Fla.</p> |

APPENDIX C Continued

	The Printed Word MM No 106 Key Largo, Fla.		Reliable Dealers Fedders Air Conditioning 604 Truman Avenue Key West, Fla. 33040
	The Printery 2510 Roosevelt Blvd. Key West, Fla. 33040		Roadrunner Sports Store 855 NE 8th St. Homestead, Fla.
	Property Appraisers Office 3105 Overseas Hwy. Marathon, Fla.		Thomas H. Robinson MD Suite B 1100 Kennedy Drive Key West, Fla. 33040
X	Public Defenders Office 11400 Overseas Hwy. Marathon, Fla.		Richard Rothstein DMD Mile Marker 100 Key Largo, Fla.
	Public Gas Company 11th Street Marathon, Fla.		Roy's Auto Parts 2334 Roosevelt Blvd. Key West, Fla. 33040
	Public Library Marathon, Fla.		S & D Photographic Inventory 5 Sugarloaf Blvd. Sugarloaf, Fla. 33040
	Public Works Dept. Aviation Blvd. Marathon, Fla.		Same Ole Wood Shop 907 Caroline Street Key West, Fla. 33040
	Radiant Marine & Ind. Supply Key Largo, Fla.		Jose T. Sanchez 605 United Street Key West, Fla. 33040
X	Ramada Inn 3420 N Roosevelt Blvd. Key West, Fla. 33040	X	Sandhammer Income Tax Cons. South Hammock Drive Islamorada, Fla.
X	Raymond James & Associates Inc. 1100 Kennedy Drive Key West, Fla. 33040		Sands W Leon Real Estate 1601 Roosevelt Blvd. Key West, Fla. 33040
	Ray's Bike Shop 906 Truman Ave. Key West, Fla. 33040		Ron Saunders, Esq. 516 Southard St. Key West, Fla. 33040
X	Recreation & Parks Dept. Bahia Honda Key, Fla.		Sea Store 614 Greene Street Key West, Fla. 33040
	The Reef Queen Foot of Duval Street Key West, Fla. 33040		X Sears Roebuck & Co. 3202 N Roosevelt Blvd. Key West, Fla. 33040
	Reef-Runner 915 Eisenhower Drive Key West, Fla. 33040	X	X Seaside Plumbing Co. Inc. P.O. Box 503 Key Largo, Fla. 33037
X	Regan Insurance Agency, Inc. Rte. 1 Box 22 Tavernier, Fla.		
	Reliable Advertising Products P.O. Box 4003 Key West, Fla. 33040		

APPENDIX C Continued

X	Senior Citizens Nutrition Program Public Service Bldg. Wing 111 Stock Island Key West, Fla. 33040	Southern Bell Telephone Co. Public Relations Director 109 NE 8 Street Homestead, Fla.
	Senior Citizens Nutrition Prog. 3400 Overseas Hwy. Marathon, Fla.	Southernmost Insurance Agency 517 Whitehead Street Key West, Fla. 33040
	Sheriff's Sub Station 3103 Overseas Hwy. Marathon, Fla.	X Sportsmen Inn 8320 N Roosevelt Blvd. Key West, Fla. 33040
X	Silver Shores Realty Co. Mile Marker 96 Key Largo, Fla.	X St. Bede's Catholic Church 2700 Flagler Avenue Key West, Fla. 33040
	Simmons Beauty Rest 4350 SW 75 Ave. Miami, Fla.	X St. Marys Star of the Sea School 700 Truman Avenue Key West, Fla. 33040
X	Singleton Fleets, Inc. 1 Front Street Key West, Fla. 33040	X St. Mary Star of the Sea 1010 Windsor Lane Key West, Fla. 33040
	Sirco Tru-valu Hardware McDonald Avenue Key West, Fla. 33040	X State Attorneys Office P.O. Box 1086 Key West, Fla. 33040
	SKL Tire & Service, Inc. 825 Duval Street Key West, Fla. 33040	X State Attorney 2805 Overseas Hwy. Marathon, Fla.
X	Rev. Lindell Smith Business & Individual Crisis Center P.O.Box 2402 Key West, Fla. 33040	X Steadman's Accounting & Tax 701 Palm Ave. Key West, Fla. 33040
	Social Services Dept. 3103 Overseas Hwy. Marathon, Fla.	X Steadman's Boat Yard 701 Palm Ave. Key West, Fla. 33040
	South Dade Auto Tag Agency 120 W Mowry St. Homestead, Fla.	Suds & Vaccum Home Care Co. 1401 United Street Key West, Fla. 33040
	Southeast Periodical & Books 10100 NW 25th St. Miami, Fla.	Sugarloaf Country Store US Hwy. 1 Sugarloaf, Fla.
X	Southern Bell Telephone Co. Willie Knowles 530 Southard Street Key West, Fla. 33040	Sugarloaf Key Volunteer Fire Dept. Sugarloaf Key, Fla.
		Sunbeam Christian School 1311 5 Street Key West, Fla. 33040

APPENDIX C Continued

	The Swank Shoppe 705½ Duval Street Key West, Fla. 33040	X	U.S. Government Coast Guard 1800 Overseas Hwy. Marathon, Fla.
	Tavernier Hotel & Apts. Tavernier, Fla.	X	U.S. Govt. Fish & Wildlife Service Big Pine Key, Fla.
	Tax Collector's Office Marathon, Fla.	X	U.S. Govt. Post Office Big Pine Key, Fla.
X	Carl N Taylor DDS 1215 Simonton Street Key West, Fla. 33040		U.S. Dept. of Health, Education, & Welfare Public Health Service Marathon, Fla.
X	Tele Media Co. of Key West 1704 N Roosevelt Blvd. Key West, Fla. 33040		U.S. National Park Service Ranger Station Rock Harbor, Fla.
	Temple Christian School Stock Island Key West, Fla. 33040	X	U.S. Naval Hospital S. Roosevelt Blvd. Key West, Fla. 33040
X	Tender Loving Care Nursery 7435 Overseas Hwy. Marathon, Fla.	X	Veterans Affairs Office Aviation Blvd. Marathon, Fla.
X	Tom Thumb Food Store No 10 26th St. Ocean Marathon, Fla.		Wesley House Community Ctr. Pool Thomas Street Key West, Fla. 33040
X	Toppino Construction P.O. Box 787 Key West, Fla. 33040		West Provision Co. 804 White Street Key West, Fla. 33040
	Transportation Department Weight Station Islamorada, Fla.	X	Williams Paint & body Shop 701 Whitehead Street Key West, Fla. 33040
	Transportation Service 3103 Overseas Hwy. Marathon, Fla.		Williams Plastering Co. 87645 Old Highway Key Largo, Fla.
X	Treasure Harbor Commercial Divers Plantation Key, Fla.	X	WKIZ Radio Station Stock Island Key West, Fla. 33040
	Truman Sandwich Shop 1100 Truman Avenue Key West, Fla. 33040		Woodlawn Park Cemetery 3260 SW 8th St. Miami, Fla.
X	Underseas Inc. Welding P.O. Box 319 Big Pine Key, Fla.		WXOS FM Radio Station Plantation Key, Fla.
X	United Way 510 Southard Street Key West, Fla. 33040		

APPENDIX C Continued

Your Girl Friday
513 Fleming Street
Key West, Fla. 33040

- X Zenith TV & Radio Service
Cavanah's Marathon Radio &
TV Service
3000 Overseas Hwy.
Marathon, Fla.

Zoning Board
Aviation Blvd.
Marathon, Fla.

- X City of Key West
525 Angela Street
Key West, FL 33040

- X Hawk Aviation Corp.
Homestead General Airport
22500 S.W. 288th Street
Homestead, FL 33030

- X Key West Electronics, Inc.
102 2nd St.
Stock Island
Key West, FL 33040

- X Monroe County Board of Commisioners
Emergency Services Section
3131 Overseas Hwy.
Marathon, FL 33050

- X Monroe County Sherrif's Dept.
P.O. Box 398
Marathon, FL 33050

- X Tony's Sheet Metal & Roofing Co.
P.O. Box 602
Key West, FL 33040

APPENDIX D

Implication For The College

Table Nine shows how the college programs fared on the total ranking of employment needs. All of the college programs ranked in the top twenty-five (25) except for Commercial Art, Environmental Marine Science and Real Estate.

It is satisfying to note that the new Small Business Management program developed this year ranked very high (No. 3 overall) among employment needs in Monroe County. This ranking parallels with the high number of small businesses in the Keys as noted previously.

Other programs which the college has been asked to look into this year ranked as follows:

PROGRAM	TABLES			
	1	2	3	4
HOTEL/MOTEL MANAGEMENT	32	35	58	
FOOD & BEVERAGE MANAGEMEN	23	18	18	
DRAFTING	31	46	27	
WELDING	27	27	39	
AUTO MECHANICS	17	13	7	
L.P.N.	20	16	17	+
SEAMANSHIP & NAVIGATION	39	59	36	
FIRE SCIENCE	65	37	57	

The College cannot afford to embark on implementing all of these programs or any additional programs without considering the dropping of others.

This document will be helpful in determining the needs of the community. The college needs that data for program planning to make decisions about adding or deleting programs. It is apparent that additional time will be required to totally analyze the data. The follow-up study took considerably longer than expected; however, the returns were encouraging and valuable.

TABLE 9

CAREER AND OCCUPATIONAL EDUCATION

TABLES				COLLEGE PROGRAMS*
1	2	3	4	
2	2	2		ACCOUNTING
38	36	19		AUTO/MARINE PARTS COUNTERPERSON
1	1	1		BOOKKEEPING
4	3	6	x	BUSINESS ADMINISTRATION
5	5	5	x	CLERK TYPIST
36	52	52		COMMERCIAL ART
13	14	15	x	COMPUTER SCIENCE (Data Processing)
18	21	16		ELECTRONICS TECHNOLOGY
11	9	56		FINANCIAL MANAGEMENT
25	30	22		GASOLINE ENGINE TECHNOLOGY
3	4	3		LEGAL SECRETARY
33	22	18		MARINE DIESEL TECHNOLOGY
41	16	32		MARINE FIBERGLASS MAINTENANCE & REPAIR
44	53	65		MARINE SCIENCE (Environmental Technology)
3	4	3		MEDICAL SECRETARY
22	12	10	x	NURSING (R.N.)
50	38	24	x	POLICE ADMINISTRATION
51	32	34		REAL ESTATE
3	4	3	x	SECRETARIAL SCIENCE
7	6	4		SMALL BUSINESS MANAGEMENT

* Listed in alphabetical order not ranked by need.

APPENDIX E

FLORIDA KEYS COMMUNITY COLLEGE
Occupational Instruction Division
NEEDS ASSESSMENT PLAN OF ACTIVITIES

1. Develop Preliminary Plan
2. Send for resource materials, plus:
 - State plan done in 1978
 - Local Labor Market plan done in 1979 by C.E.T.A.
 - Example of Needs Assessment plans developed in the State
3. Form an ad-hoc committee
4. Gain support and input for plan from committee and make suggested modifications
5. Survey High School students:
 - Survey Interest
 - (Use student
6. Implement Plan:
 - Develop instruments
 - Test instruments
 - Survey students
 - Survey employers
 - Compile Data
 - Prepare oral and written report
7. Present oral report to cabinet for input
8. Present report to ad-hoc committee
9. Finalize Data
10. Prepare written report
11. Present report to the Board
12. Follow up on the recommendation of the report

- continued - . . .

Possible Committee make-up:

Dr. Massey
Jeff Knight
Julie Kellogg
Beth Smith
Greg O'Berry
Debbie Warfield
Harry Sandford

or/ a committee from the Monroe Planning Council and labor market
specialists

Members incorporated from the following categories:

Minority
Women
College
Employers
Board Members
Instructors
Counselors
County School District
Federal Agencies
Labor

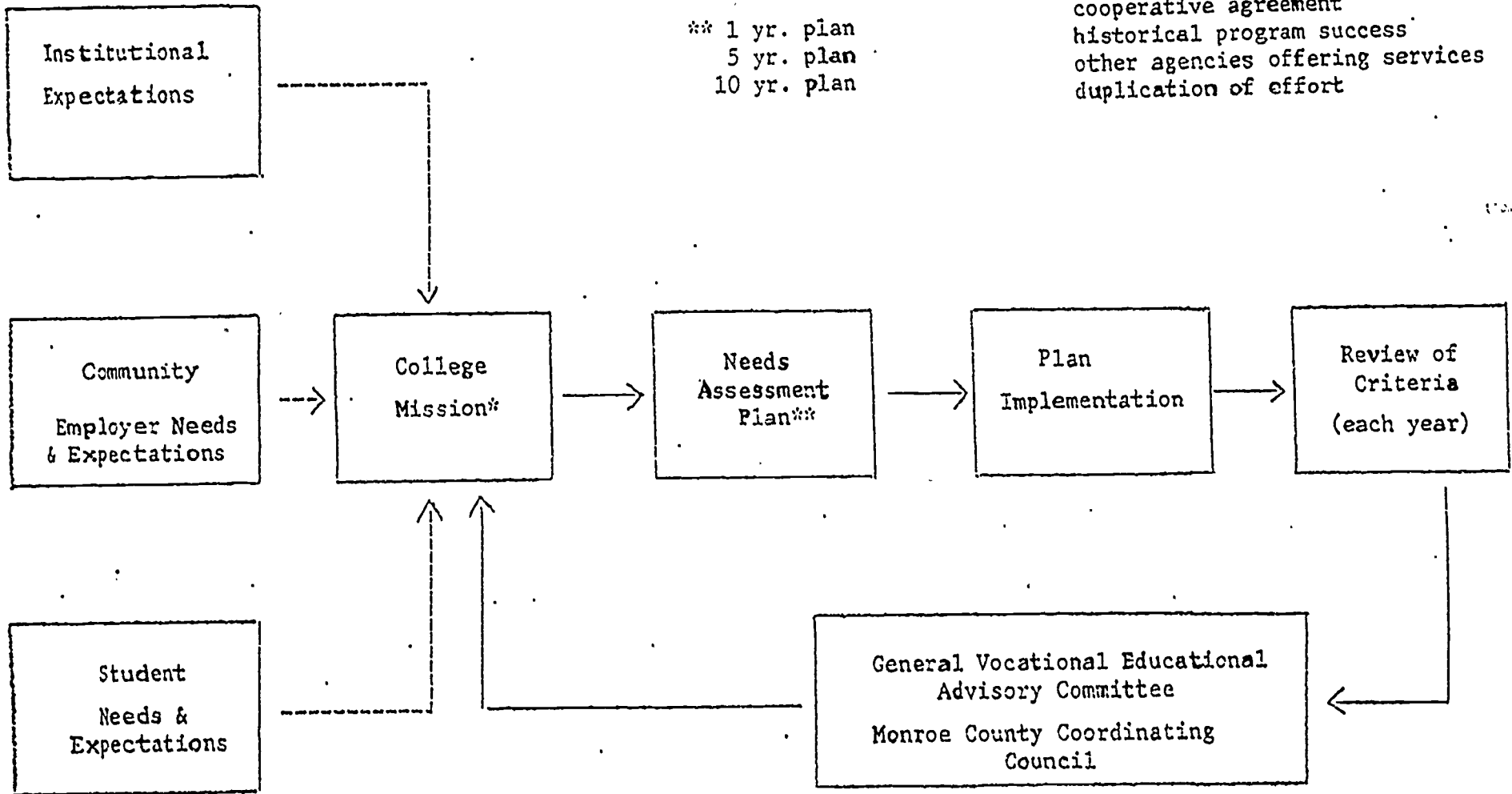
Other possibilities:

John DeMott or staff
Ann Otto

FLORIDA KEYS COMMUNITY COLLEGE
Occupational Instruction Division
A PRACTICAL NEEDS ASSESSMENT PLAN

* College Mission includes: financial limitations
cooperative agreement
historical program success
other agencies offering services
duplication of effort

** 1 yr. plan
5 yr. plan
10 yr. plan



Appendix E (Con't)

FLORIDA KEYS COMMUNITY COLLEGE
Occupational Instruction Division

CONTENT OF THE NEEDS ASSESSMENT SURVEY & ANALYSIS

1. Survey Community Employers
2. Survey employment potential outside of the immediate area
3. Analyze mobility of students
4. Survey interest in programs of students
(Use student follow-up)
5. Survey other agencies providing occupational education in the area
6. Analyze the mission of the institution
7. Analyze the financial implication of the proposals
8. Analyze the funding potential of the institution

EMr 8-8-80

ERIC Clearinghouse for Junior Colleges
96 Powell Library Building
University of California
Los Angeles, California 90024

JAN 14 1983