# Budget Detail Request - Fiscal Year 2016-17

**Your request will not be officially submitted unless all questions and applicable sub parts are answered.**

1. Title of Project: <u>The Idea Center</u>
2. Date of Submission: <u>01/05/2016</u>
3. House Member Sponsor(s): <u>Jose Diaz</u>

**4. DETAILS OF AMOUNT  REQUESTED:**

    a.   Has funding been provided in a previous state budget for this activity?     <u>No</u>

        ***If answer to 4a is ?NO? skip 4b and 4c and proceed to 4d***

    b.   What is the most recent fiscal year the project was funded?

    c.   Were the funds provided in the most recent fiscal year subsequently vetoed?  <u>No</u>

    d.   Complete the following Project Request Worksheet to develop your request  (Note that Column E will be the total of Recurring funds requested and Column F will be the total Nonrecurring funds requested, the sum of which is the Total of the Funds you are requesting in Column G):

| FY: | Input Prior Year Appropriation for this project for FY **2015-16** (If appropriated in FY 2015-16 enter the appropriated amount, even if vetoed.) | | | Develop New Funds Request for FY **2016-17** (If no new Recurring or Nonrecurring funding is requested, enter zeros.) | | | |
|---|---|---|---|---|---|---|---|
| Column: | A | B | C | D | E | F | G |
| Funds Description: | Prior Year Recurring Funds | Prior Year Nonrecurring Funds | Total Funds Appropriated (Recurring plus Nonrecurring: Column A + Column B) | Recurring Base Budget (Will equal non-vetoed amounts provided in Column A ) | **INCREASED or NEW Recurring Requested** | **TOTAL Nonrecurring Requested** (Nonrecurring is one time funding & must be re-requested every year) | **Total Funds Requested Over Base Funding** (Recurring plus Nonrecurring: Column E + Column F) |
| Input Amounts: | | | | | 0 | 4,494,000 | 4,494,000 |

    e.   New Nonrecurring Funding Requested for FY 16-17 will be used for:
        ☐Operating Expenses    ☑Fixed Capital Construction    ☑Other one-time costs

    f.   New Recurring Funding Requested for FY 16-17 will be used for:
        ☐Operating Expenses    ☐Fixed Capital Construction    ☐Other one-time costs

5. Requester:

a. Name:  Victoria Hernandez
b. Organization:  Miami Dade College
c. Email:  vhernand@mdc.edu
d. Phone #:  (305)298-4878

6. Organization or Name of Entity Receiving Funds:
a. Name:  Miami Dade College
b. County (County where funds are to be expended)  Miami-Dade
c. Service Area (Counties being served by the service(s) provided with funding) Miami-Dade

7. Write a project description that will serve as a stand-alone summary of the project for legislative review.   The description should summarize the entire project?s intended purpose, the purpose of the funds requested (if request is a sub-part of the entire project), and most importantly the detail on how the funds requested will be spent - for example how much will be spent on positions and associated salaries, specifics on capital costs, and detail of operational expenses. The summary must list what local, regional or statewide interests or areas are served.  It should also document the need for the funds, the community support and expected results when applicable.   Be sure to include the type and amount of services as well as the number of the specific target population that will be served (such as number of home health visits to X, # of elderly, # of school aged children to receive mentoring, # of violent crime victims to receive once a week counseling etc.)

The Idea Center was founded in 2014. Its mission is to serve as a hub for innovation, creativity and entrepreneurship for Miami Dade College and our community. At the Idea Center, students from a range of disciplines have the opportunity to connect, collaborate, explore and grow their skills and ideas, working with business experts and state-of-the-art resources. The center organizes and promotes entrepreneurship-related events directed to students and faculty, and also to the community-at-large as appropriate. In its 2015 report, the Ewing Marion Kauffman Foundation reported that Miami was the No. 2 city in the U.S., after Austin, TX, for entrepreneurial activity. With support from the Florida Legislature, MDC proposes to build a thriving and creative environment for students and aspiring entrepreneurs.

The Idea Center has embarked on a mission of fulfilling the gap in technology skills by training MDC students and the community in needed skills to retain Miami?s best talent. According to reports by the Florida Department of Economic Opportunity, information technology is the fourth largest middle-skill occupation family with evidence of employment growth. By the same report, there is currently a gap of -358 jobs in computer systems analysis, -54 in computer programming, -401 in entry level computer support and -143 in all other computer related occupations. The goal of the Center is to train 1,400 students in computer science:

?       500 students enrolled in the CS50x Miami program
?       200 students enrolled in the Full Stack Boot camp program
?       300 students enrolled in the GenerationIT computer support training program

The Center also has a goal of training 200 digital marketers through the MarketHack: Digital Marketing program, and 200 students through its MakeONE prototyping program.

Funding for Idea Center Programs

Funding will be used to purchase the equipment and the technological infrastructure needed to properly educate students. Thus ensuring that graduates of the Idea Center become highly skilled IT professionals and also learn how to become successful entrepreneurs. The programs are the following:

Innovation & Entrepreneurship Programs

21st Century Skills Programs:

? CodePRO

The Idea Center?s CodePRO offers a suite of computer science programs to make the world?s best education affordable and accessible to our community, and put the unemployed and underemployed on a pathway to launching successful careers. CodePRO encompasses 3 major programs:

1) CS50x Miami - an in-person, teacher assisted version of CS50, Harvard University's most popular course. Since its inception, three cohorts of CS50x Miami were established during the summer and fall at The Idea Center, in Kendall and in Homestead, expanding the geographic outreach of the training program;

2) Full-Stack Boot camp - an end-to-end web development program, and

3) GenerationIT - a computer IT and network support program offered in partnership with McKinsey & Co., the trusted advisor and counselor to many of the world's most influential businesses and institutions.

Upon successful completion of the Coder programs, participating students will qualify for the Launch Code job placement program, earning an exclusive, paid internship where they can apply their newly obtained skills.

? MarketHack: Digital Marketing

MarketHack aims to fill the gap in the South Florida marketplace for highly skilled and broadly knowledgeable digital marketers, a key discipline for any enterprise. Participants, through 16-weeks of dynamic programming, are learning how to influence customers in the digital era, create connections, sell products and ultimately grow their businesses. Leading marketing and advertising agency, Rep?blica became a strategic partner early in its development, establishing the value of this sold-out program.

? Experiential Learning Programs

? The speaker series Pioneers@MDC is a monthly gathering where a leading successful entrepreneur is invited to come before a panel of aspiring student entrepreneurs. Pioneers@MDC has inspired students with landmark innovators such as Jim McKelvey (Square & Launch Code), Cesar Conde (NBCUniversal) and

Travis Kalanick (Uber).

?          Recognizing that many ideas do not require vast capital to get started, the Idea Center offers the Startup Challenge. After a rigorous and competitive assessment of the business idea, $5,000 of seed money is awarded to a student or a team of students to launch their business. Over the course of 2 competitions in the last year, over 177 student teams over participated in the Startup Challenge.

?          CREATE Accelerator (Center for Research and Transformative Entrepreneurship), MDC?s Idea Center fosters innovation and new business development through an individualized curriculum. CREATE supports startup teams with the potential for scalability, profitability and significant measurable impact. Participants are provided with workspaces, coaching, custom business planning, market analysis, feasibility, mentorship and connections to funding. During the last year, 20 ventures have participated in the CREATE Accelerator program.

Launching spring 2016, the MakeONE Prototyping Lab will further expand the arena where students will progress from an embryonic idea to building a real working prototype. Recognizing MDC students increasing interest in entrepreneurship and prototyping methods, we have developed a demanding prototyping program, modeled after labs at Babson College and MIT,

21st Century Skills Technology Programs

1.          CodePRO - largest coding academy in South Florida.

2.          Expansion of the MarketHack ? 21st Century Skills Digital Marketing program:
According to McKinsey and Company reports, by 2018 there will be 140,000 to 190,000 jobs unfulfilled in the area of digital marketing. Programs such as MarketHack provide tools for entry level marketers and seasoned career marketers alike to stay knowledgeable. By late spring 2016, the Idea Center will launch additional program verticals driven by workforce demand, including data analytics, Search Engine Optimization and social media marketing. This will put the Idea Center on a pathway to training 200 digital marketers, in the next year.

3.          Building the MakeONE Prototyping Lab: The MakeOne Prototyping Lab will provide experiential entrepreneurial training to 200 students in hands on

prototyping skills over the next year. During the course, students will learn modern design methods using state-of-the-art CAD/CAM technology and design optimization. Students will be exposed to design thinking methods throughout the product development cycle. As the technology and demand progresses we will need increased funding for3D Printing equipment, robotics, traditional craftsmanship and green and sustainable technologies.

Idea Center Program Partnerships

Some of the businesses in the community that are a part of the Idea Center Board of Advisors are: Inktel Holdings, Accenture, Jeb Bush & Associates, Liberty Power Company, JRD & Associates Inc, MIT Skoltech Initiative, Massachusetts Institute of Technology, Commercial Interior Contractors, The Easton Group, Networking for Teaching Entrepreneurship South Florida, Richmond Global LLC, Endeavor Miami, Medina Capital, Comprehensive Health Center, Benworth Capital Partners LLC, The Fresh Diet, Deloitte Financial Advisory Services LLP, Trove, BioHeart Inc.
The center also has academic partnerships with Harvard University, Babson College, Tel Aviv University and MIT amongst other prestigious institutions.

8. Provide the total cost of the project for FY 2016-17 from all sources of funding:
   Federal: 0
   State: 0  (Excluding  the requested Total Amount in #4d, Column G)
   Local: 0
   Other: 0

9. Is this a multi-year project requiring funding from the state for more than one year?
   No