



Think Smart!sm

Teachers in Greater Fort Myers/Naples, Florida

Smart Facts

Understand what makes this marketplace unique!

Action → Highlight the following in the information below:

- trends that will lead to conversation openers,
- names of centers of influence,
- language cues or statistics for future reference, and
- potential niches within the market.

- Florida is home to the nation's fourth largest school system, serving nearly 2.3 million students enrolled in grades pre-K through 12 throughout 67 public school districts.
- According to a 2007 report, Florida will need to fill approximately 20,000 teaching jobs per year between 2007-08 and 2016-17, resulting from increased student enrollment and anticipated baby boomer retirements.
- Approximately 160,000 Florida teachers will reach retirement age in the next ten years.

Above facts: http://www.fldoe.org/evaluation/pdf/tchr_proj_feb07_text_rpt.pdf

- Florida is recruiting minority teachers in order to accommodate the state's diverse racial and ethnic populations.
Source: <http://www.teachinflorida.com/support/AboutTeachInFlorida.asp>
- Lee County had the highest increase in enrollment of any school district in Florida.
Source: <http://www.leeschools.net/info/about.htm>
- Salaries in the three counties surrounding the Greater Fort Myers/Naples metropolitan area are all well above the average Florida teacher's salary of \$41,590.
Source: <http://www.fldoe.org/eias/eiaspubs/pdf/tchsal06.pdf> and <http://www.nea.org/edstats/RankFull06b.htm>
- Collier County has one of the highest average teacher salaries in Florida at \$50,804; this compares very favorably with the national average teacher salary of \$47,674.
Source: <http://www.fldoe.org/eias/eiaspubs/pdf/tchsal06.pdf>
- Of approximately 150,000 Florida teachers, over 75% were white, however, over 50% of the 2.6 million student body belonged to an ethnic minority.
Source: <http://www.fldoe.org/eias/eiaspubs/pdf/minoritytch.pdf>

Trigger Ideas

Trigger Ideas

- One unique idea that temporarily relieves the teacher shortage in Florida is to turn the problem of retiring baby boomers into a solution by offering incentives to return to the classroom through restructured pension plans.
- Upon becoming eligible for retirement, a new option has emerged for Florida teachers - a Deferred Retirement Option Plan (DROP).
- Florida's DROP program was created to encourage retirement-age teachers to continue working for five more years; as a trade off, pension benefits are diverted to a tax-deferred savings account that earn interest during the participation period.
- At the end of the five year program, participants then have three options for receiving their benefits; they can withdraw the funds, roll the funds into a tax-deferred annuity, or receive funds along with regular retirement benefits

Above facts: <http://www.nctr.org/pdf/tchrshortage.pdf>

Network Smart

The following organizations support various professionals and specialties in the market and may represent excellent networking and marketing opportunities.

Action → *Prioritize the groups that you think would be of the most interest and jot down a few ideas about how you will gain access or learn more about specific organizations.*

Florida Education Association

State Affiliate of the National Education Association and the American Teachers Federation

<http://www.feaweb.org/>

View the Local Affiliates page for contact information:

<http://www.feaweb.org/Affiliates.aspx>

Collier County Education Association

<http://ccea.naples.net/>

CCEA advocates for excellence in public education and to enhance the teaching profession through a proactive relationship with school system and the Collier Community. A calendar events is available on the website.

Island Coast FEA – Lee County

<http://www.islandcoastfea.org/>

This website is dedicated to teachers and education professionals in Hendry and Lee Counties. A calendar of events is available on the website.

Charlotte County FEA

1475C Collingsworth Blvd

Port Charlotte, FL 33948-4022

Phone: (941) 743-7972, Fax: (941) 743-4989

Robert B. Zipf, President

No website noted

Florida Education Foundation

<http://www.floridaeducationfoundation.org/recognition.cfm>

The Florida Education Foundation is a charitable corporation established to support public schools Pre-K-12 and serves as a direct support organization for the Florida Department of Education.

Florida African-American Education Alliance

<http://aaedalliance.org/>

The Alliance is an outreach organization designed to encourage the involvement and partnership of African American students, teachers, and communities toward the continued improvement of education in Florida.

Southwest Florida Music Teachers Association

<http://www.swfmta.org/>

The association works to enrich Southwest Florida's independent and collegiate music teachers and their students.

The Florida Department of Education

<http://www.fldoe.org/>

The FLDOE website contains links for educators in each school district throughout the state, current news, and a calendar of upcoming events.

TeachinFlorida.com

<http://www.teachinflorida.com/default.asp>

The website provides useful links to Florida teachers, helps recruit and place new teachers, has salary information by county, and provides financial services to teachers.

District School Board of Collier County

<http://www.collier.k12.fl.us/index.aspx>

School District of Lee County

<http://www.leeschools.net/info/about.htm>

Charlotte County Public Schools

<http://www.ccps.k12.fl.us/>

The three school board websites contain links for staff, topical issues related to public education, and a list of upcoming events, for each respective county.

Colleges and Universities

The following colleges and universities have education programs in Southwest Florida, offering diverse opportunities for networking with faculty, administrators and teachers who are obtaining masters or doctoral degrees.

Florida Gulf Coast University, Fort Myers

<http://www.fgcu.edu/>

The BA in Elementary Education is an integrated program at FGCU; it includes coursework and extensive experience in elementary school settings in Charlotte, Collier, and Lee Counties to enable students to integrate theory with practice.

Edison Community College, Fort Myers & Punta Gorda

<http://www.edison.edu/>

The Florida Board of Education has authorized Edison College to award bachelor's degrees in Secondary Biology Education and Secondary Mathematics Education, to begin in 2008.

Walden College, North Naples

www.waldenu.edu

Victoria Reid is the Vice-President of the College of Education, a program that has attracted more than 25,000 educators because, in part, the curriculum is focused on helping educators develop as leaders by earning masters and doctoral degrees.

Smart Lists

The charts in this section list the number of businesses per topic and also address total sales and average number of employees per establishment. This can be useful in helping to define the size and scope of a target market. In terms of a general range for typical markets, individual target markets should be in the range of 350 – 700 individuals or units per producer. Analyzing the numbers in this way can provide guidance as to whether your market is too broad or too narrow to sustain your prospecting for the long-term.

Counts of establishments are provided below. Names and addresses of businesses can be purchased through zapdata.com or similar prospecting lists. For some markets, however, it will be necessary to further narrow a purchased list to a particular niche of interest.

Action → *Based on this assessment of counts, circle the opportunity that presents the most interesting market to you in terms of size and scope.*

Elementary and Secondary Schools

Elementary and secondary schools furnishing academic courses, ordinarily for kindergarten through grade 12. Included in this business are parochial schools and military academies furnishing academic courses for kindergarten through grade 12, and secondary schools which furnish both academic and technical courses.

Metro Area	No. of Businesses	Percentage Total	Total Employees	Total Sales	Avg. Employees per Est.	Avg. Sales Per Est.
Fort Meyers-Cape Coral	145	0.1	7,426	413.1	76	14.8
Naples	70	0	2,299	499.9	62	31.2
Punta Gorda	33	0	1,515	9.9	69	1.7

Junior Colleges

Junior colleges and technical institutes furnishing academic, or academic and technical, courses and granting associate academic degrees, certificates, or diplomas. The requirement for admission is at least a high school diploma or equivalent general academic training.

Metro Area	No. of Businesses	Percentage Total	Total Employees	Total Sales	Avg. Employees per Est.	Avg. Sales Per Est.
Fort Meyers-Cape Coral	1	0	560	16	560	16
Naples	1	0	75	N/A	75	N/A
Punta Gorda	1	0	47	N/A	47	N/A

Colleges and Universities

Colleges, universities, and professional schools furnishing academic courses and granting academic degrees. The requirement for admission is at least a high school diploma or equivalent general academic training.

Metro Area	No. of Businesses	Percentage Total	Total Employees	Total Sales	Avg. Employees per Est.	Avg. Sales Per Est.
Fort Meyers-Cape Coral	11	.1	160	25.8	27	12.9
Naples	5	0	271	19.8	54	9.9
Punta Gorda	2	0	1	0.1	1	0.1

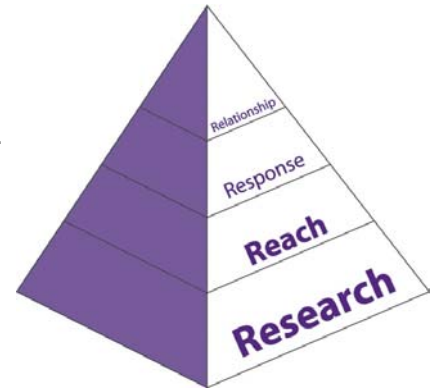
Source: D&B zapdata.com. November 26, 2007

Act Smart

Now that you have more **Think Smart!**sm information, it's time to put your great thinking into action! The list below will help you organize your activities from researching your market to reaching out to your market. For tools to help you reach out to the market, gain better appointments and sustain long-term relationships, contact The Gallagher Group at 888-Gg-Pulse.

Initial checklist:

- Narrow your niches to a reasonable size and scope.
- Visit websites and flag the best ones for ongoing reference.
- Conduct informational interviews and/or networking appointments with potential strategic alliances also active in the market. Ask for personal introductions others in the market.
- Subscribe to industry magazines and note calendar dates and influential contacts.
- Determine which association(s) is most worthwhile and attend networking events; obtain meeting with Association Director. (Call Gg for a tool to help you guide your conversation.)
- Determine a Unique Value Statement that appeals to the market and sets you apart from the competition.
- Announce your presence in the market through letters, ads, and press releases.
- Obtain membership lists for ongoing cultivation. Look into targeted list buying as appropriate.
- Organize a mix of cultivation pieces. For ex., avoid sending *all* email or all "snail" mail. Aim for six touch-points per year.
- Explore what types of seminar topics and/or guest speakers are of interest to the market.
- Contact local business journals and find out if they plan on dedicating a special issue to the profession where you can advertise and/or get an article published.



For further ideas, or to request a custom marketing plan for your market, visit

The Gallagher Group website: <http://www.thegallaghergroup.net> or call 1-888-Gg Pulse.