



**Broward Workforce Development Board
Strategic Planning Committee**
Tuesday, October 5, 2021
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID: 814 4552 2162
Zoom Password: 568285
Zoom Call In: 1-646-876-9923

CareerSource Broward Boardroom, 2890 W. Cypress Creek Road, Ft. Lauderdale, FL 33309

Due to Covid, in the interest of keeping our board, staff, and public safe, this meeting is also being held via Zoom video conference using the link below.

<https://us02web.zoom.us/j/81445522162?pwd=WHJ0bGJ6ZmV6ZmpKZXhA5WlxcQTNzdz09>

PROTOCOL FOR TELEPHONE/ZOOM USERS

1. Please state your name when making or seconding a motion. Such as “I move the item, and your name – “Jane Doe”. Please also identify yourself when asking a question.
2. Put your phone/microphone on mute when not speaking. Don’t forget to take it off when you wish to speak. Telephone users must press *6 to mute or unmute yourself.
3. Votes in the affirmative should be “aye” and in opposition should be “no” (delays in responding sometimes make it difficult to determine the intent of the vote).
4. Please be in a quiet area free of background noise, so we may hear you clearly when you are speaking. When using Zoom, please make sure the background is appropriate or choose one of their virtual backgrounds.
5. If you are calling and must leave the call, please don’t put your phone on hold. In some cases, we will get music or recorded messages and we will not be able to conduct business.
6. If you are using your phone for audio, please identify yourself on the screen and state the last 4 digits of the number you are calling from.
7. Please note the chat function has been disabled.

The Committee is reminded of the conflict of interest provisions. In declaring a conflict, please refrain from voting or discussion and declare the following information: 1) your name and position on the Board, 2) the nature of the conflict and 3) who will gain or lose as a result of the conflict. Please also fill out form 8B prior to the meeting whether or not you are able to attend the meeting if you have a conflict with any agenda items.

MEETING AGENDA

IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

SELF-INTRODUCTIONS

APPROVAL OF MINUTES

Approval of the Minutes of the 2/1/21 meeting.

| | |
|----------------|-------------------------------|
| RECOMM | Approval |
| ACTION | Motion for Approval |
| EXHIBIT | Minutes of the 2/1/21 Meeting |

Pages 5 – 8

NEW BUSINESS

1. 2022 BWDB Legislative Agenda

CSBD aligns its workforce legislative agenda with that of the Florida Workforce Development Association (FWDA). This year, the FWDA is not recommending adopting an agenda and instead FWDA members are encouraged to make concerted efforts to become better known to their legislative delegations. This is something that we have always done. We do have a number of ideas for better educating our delegation. Consideration to discuss and approve 1) additional legislative strategies to educate and apprise the County's Legislative and Intergovernmental Offices and 2) coordinate with our CSBD Council member lobbyists to assist in providing input to the implementation of HB 1507.

| | |
|-----------------|---|
| RECOMM | Approval |
| ACTION | Motion for Approval |
| EXHIBITS | Memo #11-21 (QA) 2022 Legislative Session Dates 2022 Broward Legislative Delegation Directory 2022 Board Legislative Contact Tracker |

Pages 9 – 25

2. **Request for Quotes for an Economist**

Consideration to approve releasing a Request for Quotes (RFQ) for up to \$25,000 of formula funds for an economist to provide us with a study, which will augment the economic data we get from the State. The information gained will 1) assist us in better localizing our labor market information to guide our resource investment recommendations for our Four-Year Plan 2) help us assess economic conditions in our workforce area 3) assess our workforce capabilities as this is a fundamental driver of local economic development and will help us work with our education partners in identifying areas for training for emerging jobs, thereby expanding the supply of prepared workers 4) answer board member questions, such as occupations seeing the most worker attrition and 5) provide us with information specific to our area, which we often need when we pursue discretionary grants.

| | |
|----------------|---------------------|
| RECOMM | Approval |
| ACTION | Motion for Approval |
| EXHIBIT | None |

3. **Input on the Board 2022 Planning Session**

Consideration to approve the thought questions for the 2022 Board Planning Session and 2) to develop additional questions. This information will help us prepare for next year's planning session so we can 1) discuss workforce issues affecting our community 2) review the goals and objectives of the preceding year and 3) make planning recommendations for the upcoming year, including for our state required Four-Year Strategic Plan.

| | |
|----------------|------------------------------|
| RECOMM | Develop Additional Questions |
| ACTION | Motion for Approval |
| EXHIBIT | Memo #12-21 (QA) |

Pages 26 – 27

4. **The CEDS SWOT – Workforce Development Perspective**

CSBD has been included in the South Florida Regional Planning Council's (SFRPC) Comprehensive Economic Development Strategy (CEDS) Development Group. They have forwarded their Strengths, Weaknesses, Opportunities, and Threats (SWOT) survey to us for input. We have considered the SWOT from the perspective of workforce development and are seeking the Strategic Planning Committee's input before submitting the survey to the SFRPC.

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|----------------|---------------------------------|
| RECOMM | Approval |
| ACTION | Discussion for Additional Input |
| EXHIBIT | Memo # 14-21 (QA) |

Pages 28 – 30

REPORTS

1. Board Strategic Planning Committee Matrix

Strategic Planning Committee matrix, which reflects the committee's objectives and tasks by CSBD for 2022.

| | |
|----------------|--|
| ACTION | None |
| EXHIBIT | Strategic Planning Committee Matrix for 2022 |

Pages 31 – 34

2. Broward County Unemployment Information – August 2021

The unemployment rate in Broward County was 4.9 percent in August 2021. The rate was 4.6 percentage points lower than the region's rate a year ago of 9.5 percent. In August 2021, Broward County's unemployment rate was .1 percent lower than the state rate (5.0 percent) and .4 percent lower than the national rate (5.3 percent). Out of a labor force of 1,054,310, there were 46,437 unemployed Broward County residents.

| | |
|----------------|------|
| ACTION | None |
| EXHIBIT | None |

MATTERS FROM THE STRATEGIC PLANNING COMMITTEE

MATTERS FROM THE FLOOR

MATTERS FROM THE PRESIDENT/CEO

ADJOURNMENT

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|--|
| THE NEXT COMMITTEE MEETING IS TO BE DETERMINED. |
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MEETING MINUTES

Due to COVID-19 and in the interest of keeping our committee members, staff, and public safe, this meeting was held via Zoom.

THE COMMITTEE WAS REMINDED OF CONFLICT OF INTEREST PROVISIONS.

ATTENDANCE:

SPPDLAR Committee Members: Steve Tinsley, Gary Arenson, Josie Bacallao, Michael Carn, Kristen Cavallini-Soothill, and Pam Sands.

Staff: Carol Hylton, Ron Moffett, Rochelle Daniels, Michael Bateman, and Elizabeth Messler were present.

Guests: Marti Coley of PinPoint Results, LLC; Darnelle Daverman, Charlene Talbot, Carlos Rodanes, and Ryan Swartz of New Horizons of South Florida.

PRESENTATION

Marti Coley of PinPoint Results, LLC, represents the Florida Workforce Development Association (FWDA) on matters related to the Florida Legislature and the State. Ms. Coley provided an update on the upcoming State Legislative Session, especially as it concerns workforce development issues.

Marti Coley discussed the FWDA's legislative talking points and provided her insight. She indicated the FWDA will be primarily focused on 1) promoting local control that allows local boards to be innovative and agile, to be able to respond quickly to the region's workforce needs and 2) making sure the legislature understands how important local boards are and what they do to serve their constituents.

Carol Hylton added that we must have the local flexibility so we can be responsive to the workforce needs in our region. Dr. Tinsley agreed.

Pam Sands suggested that we create a video message for the legislators. Gary Arenson stated that a video would offer a concise message. Steve Tinsley noted that he had worked with CSBD staff on preparing video and messaging content for general consumption before the pandemic and they were excellent in getting the message across. Carol Hylton supported the idea, noting that last year we also did a milestone report video. Michael Carn asked Marti Coley whether DEO has been leaning heavily on the workforce boards over the past year because of a few bad players, and whether this is driving the consideration for integration. Marti agreed it was a factor. She noted that DEO's new leadership has evidenced a greater willingness to treat the workforce boards as a partner and part of the solution. Carol Hylton noted that Marti Coley will also present at the next Board meeting.

APPROVAL OF MINUTES

Approval of the Minutes of the 11/19/19 SPPDLAR Committee meeting.

On a motion by Gary Arenson and seconded by Kristen Cavallini-Soothill, the SPPDLAR Committee unanimously approved the minutes of the 11/11/19 SPPDLAR Committee Meeting.

NEW BUSINESS

1. 2021 Draft BWDB Legislative Agenda

Considered approval of 1) the draft 2021 BWDB Legislative Agenda and 2) identification of Committee members who can reach out to our local delegation to present our agenda. To better focus our efforts, we have limited the items to those associated with local workforce-related issues identified by the Florida Workforce Development Association (FWDA).

Carol Hylton discussed the draft 2021 BWDB Legislative Agenda items which include supporting: maintaining our SNAP and TANF funding; apprenticeship expansion, such as by having pre-apprenticeships covered by state workers' compensation and to allow Bright Futures Scholarships to fund apprenticeships and career and technical education; and full use of the Sadowski Act funding. Carol noted that community partner legislative agendas have been provided separately to allow us to focus on our core issues.

Gary Arenson inquired about Level 2 background checks. Carol Hylton explained that the master agreement we signed requires all regions to do a Level 2 background check on certain staff, however regions are not recognized as an entity to be able to perform these checks.

Josie Bacallao recommended distinguishing which of our legislative items we are going to take the 1) lead on 2) support or 3) monitor, and to limit our legislative agenda to a few priority items.

On a motion by Pam Sands and seconded by Josie Bacallao, the SPPDLAR Committee unanimously approved the 2021 Draft BWDB Agenda subject to the recommended prioritization changes made by Josie Bacallao.

2. 2021 Community Partner Legislative Agendas

To fulfill our role as conveners, we selected the workforce development related items from our community partners' legislative agendas. The Committee is invited to recommend additional items for incorporation into our BWDB Legislative Agenda.

Carol Hylton discussed the excerpts from community partner legislative agendas on pages 34-37. These include those items involving workforce and economic development. Carol asked the committee to review and advise if they wanted any of these items added to our legislative agenda. Steve Tinsley affirmed the county's position to support apprenticeship and workforce funding, which is already on our legislative agenda.

Rochelle Daniels emphasized that while we support these other agendas, we should stay focused on our workforce agenda. Michael Carn agreed with Rochelle's suggestion not to include these community partner legislative agendas with our agenda. Steve Tinsley agreed that we need to focus on our lead items.

On a motion by Gary Arenson and seconded by Kristen Cavallini-Soothill, the SPPDLAR Committee unanimously approved to lead with our workforce issues, support our community partner issues, and monitor related issues.

3. Board Member Template Letter to Broward Delegation and Congressional Representatives

Considered the approval of a letter from the BWDB to our Congressional Representatives, asking that they support a role for the local workforce delivery system in infrastructure and climate control initiatives. The local workforce system has been instrumental in bringing together job seekers and employers quickly and seamlessly through the American Job Center system and can be catalysts for matching these projects with workers, especially those hardest hit by the pandemic.

Rochelle Daniels stated workforce boards would like to be at the table on those discussions.

On a motion by Josie Bacallao and seconded by Gary Arenson, the SPPDLAR Committee unanimously approved the Letter to Broward Delegation and Congressional Representatives.

4. BWDB SPPDLAR Committee Matrix

SPPDLAR strategic planning matrix, which reflects the committee's objectives and tasks by CSBD for 2021.

Carol Hylton discussed the SPPDLAR Strategic Planning Matrix and how it maps out what we need to do over the next months. Josie Bacallao suggested changing the due dates to April 30th. Gary Arenson noted that some items are ongoing. Josie also suggested adding a start date for tasks.

On a motion by Gary Arenson and seconded by Josie Bacallao, the SPPDLAR Committee unanimously approved the BWDB SPPDLAR Committee Matrix to include the necessary modifications of adding start dates for matrix items and noting end dates no later than April 30th or as ongoing, as appropriate.

REPORTS

1. Broward County Unemployment Information – December 2020

The unemployment rate in Broward County was 6.6 percent in December 2020. The rate was 4.0 percentage points higher than the region's rate a year ago of 2.6 percent. In December 2020, Broward County's unemployment rate was .5 percent higher than the state rate (6.1 percent) and .1 percent lower than the national rate (6.7 percent). Out of a labor force of 1,007,605, there were 66,482 unemployed Broward County residents.

Carol Hylton reviewed the State labor market information.

MATTERS FROM THE SPPDLAR COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

Carol Hylton thanked the committee members for their time and participation.

ADJOURNMENT - 2:25 p.m.

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| <p>The NEXT SPPDLAR COMMITTEE MEETING IS TO BE DETERMINED.</p> |
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Memorandum #11 – 21 (QA)

To: Strategic Planning Committee

From: Carol Hylton, President/CEO

Subject: BWDB 2022 Legislative Agenda

Date: October 1, 2021

SUMMARY

Generally, CSBD aligns its workforce legislative agenda with that of the Florida Workforce Development Association (FWDA). This year, the FWDA lobbyist has recommended that FWDA refrain from adopting an agenda and instead FWDA members are encouraged to make concerted efforts to become better known to their legislative delegations. This is something that we have always done. We do have a number of ideas for better educating our delegation and the committees, which oversee our workforce legislation as described below. However, there are some concerns we have surrounding HB 1507 implementation and we are recommending coordination with our CSBD Council member lobbyists to assist in providing input to the bill's implementation.

BACKGROUND

The FWDA lobbyist, Marti Coley, is recommending that FWDA members refrain from adopting a legislative agenda, as it is unlikely that there will be additional workforce legislation this session. As board members may recall, major changes to workforce delivery implementation were adopted in the last session resulting in the passage of HB 1507. Ms. Coley recommends that members spend time strengthening their relationships with their legislative delegations.

DISCUSSION

- A. Currently, we provide our legislative delegation with our infograph and our newly minted newsletter. We visit legislative offices locally and when we are in Washington D.C. To further the recommendation of the FWDA Lobbyist, we will:
1. Invite our legislators to tour our one-stop career centers.
 2. Give aggregate data of our successes in their districts.
 3. Cross reference board members with the delegation and arrange joint visits.
 4. Provide a presentation to the Broward League of Cities.
 5. Invite a representative from the Governor's Office to our Board Planning Session.

B. Implementation of HB 1507 raises concerns above and beyond the cap on board member terms, which we have discussed in detail with our members. This includes:

1. A “no wrong door policy,” which might allow other organizations to enroll individuals into the WIOA program. This might allow outside entities to encumber our funds and to enroll individuals not ready for our programs because they lack the qualifications (per WIOA, such as educational foundation, resources to be able to attend training, and stable food, clothing and shelter) to successfully participate in our programs.
 - One way of addressing this is to provide sufficient funds to outstation individuals trained with respect to the WIOA requirements by CSBD.
 - Another way would be to enhance technological connections that would virtually bridge the customer wherever they are with our one-stop centers.
2. Issuing local board report cards with letter grades: A, B, C and D. This could be a problem if the criteria are not in alignment with our WIOA performance measures. Some of the board members may remember that this is what happened with the state’s performance improvement pilot initiative. (That initiative was voluntary, however, we needed to withdraw from the pilot as it was not aligned with our federal performance measures).
 - Rather, CSBD is recommending that the letter grade criteria are aligned with our federal performance measures, for which we are accountable, while this part of HB 1507 is in the rule-making process.

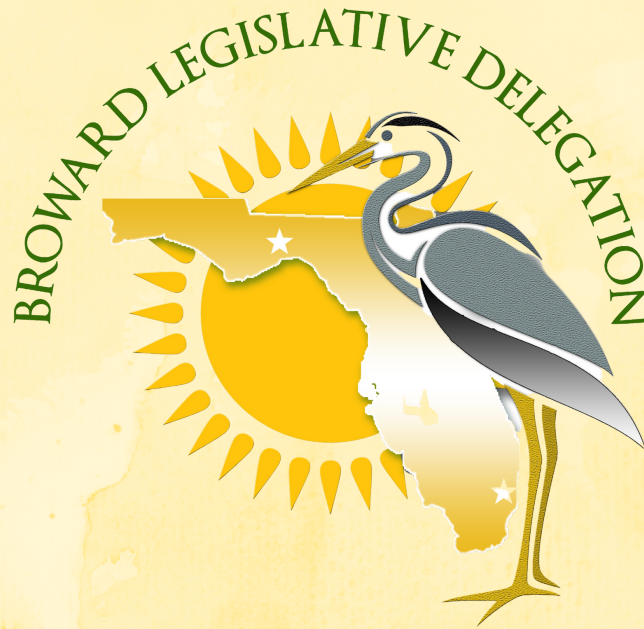
We believe that it is critical that we have a voice in the development of the policies for implementing these initiatives. To do this, it is recommended we approach Broward County’s Legislative and Intergovernmental Offices, as well as those of our other consortium partners, to apprise them of the impact the legislation may have and ask to be included as a part of their legislative agenda. We have done this in the past and it is a way for us to leverage assistance with our advocacy initiatives without incurring any costs.

RECOMMENDATION

Discuss and approve 1) additional legislative strategies to educate and apprise the County’s Legislative and Intergovernmental Offices and 2) coordinate with our CSBD Council member lobbyists to assist in providing input to the bill’s implementation.

2022 SESSION DATES

- December 3, 2021 5:00 p.m., deadline for submitting requests for drafts of general bills and joint resolutions, including requests for companion bills
- January 7, 2022 5:00 p.m., deadline for approving final drafts of general bills and joint resolutions, including companion bills
- January 11, 2022 Regular Session convenes (Article 111, section 3(b), State Constitution) 12:00 noon, deadline for filing bills for introduction (Rule 3.7(1))
- February 26, 2022 Motion to reconsider made and considered the same day (Rule 6.4(4))
All bills are immediately certified (Rule 6.8)
- March 1, 2022 50th day – last day for regularly scheduled committee meetings (Rule 2.9(2))
- March 11, 2022 60th day – last day of Regular Session (Article III, section 3(d), State Constitution)



2022

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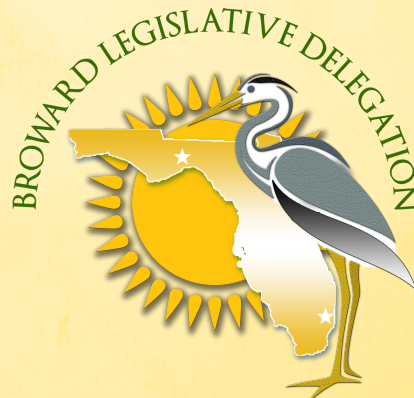
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Subcommittee • Secondary Education & Career Development
Subcommittee • Redistricting Committee

16

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• Local Administration & Veterans Affairs Subcommittee • Regulatory
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Operations Subcommittee • State Administration & Technology Appropriations
Subcommittee • Redistricting Committee

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& Veterans Affairs Subcommittee • Secondary Education
& Career Development Subcommittee • State Legislative Redistricting
Subcommittee • State Affairs Committee •
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Committee • Secondary Education & Career Development Subcommittee
• State Administration & Technology Appropriations Subcommittee •
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Government Operations Subcommittee • Commerce Committee • Justice
Appropriations Subcommittee • Insurance & Banking Subcommittee •
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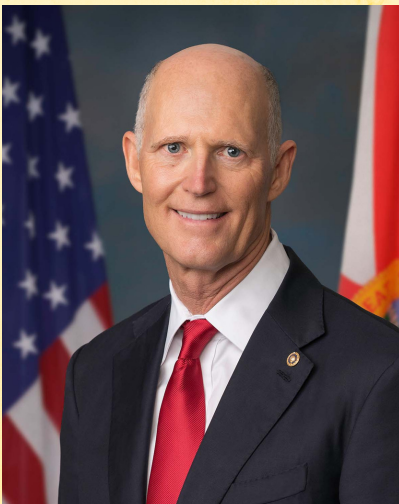
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Memorandum #12 – 21 (QA)

To: Strategic Planning Committee

From: Carol Hylton, President/CEO

Subject: Input on the Board 2022 Planning Session Thought Questions

Date: October 1, 2021

SUMMARY

Each year the Board holds a planning session to 1) discuss workforce issues affecting our community, 2) review the goals and objectives of the preceding year and 3) make planning recommendations for the upcoming year, including for our state required Four-Year Strategic Plan. To begin preparations for the planning session, we would like to begin by getting input from the Strategic Planning Committee.

BACKGROUND

Each year the Board holds a planning session to 1) discuss workforce issues affecting our community, 2) review the goals and objectives of the preceding year and 3) make planning recommendations for the upcoming year, including for our state required Four-Year Strategic Plan.

DISCUSSION

As we recover from the effects of the pandemic, job seekers and businesses will need more assistance than ever in finding, training, and retaining talent. Businesses across industry sectors continue to report they're having difficulty finding workers with the right skills for their jobs. Our work plays a central role in building and meeting talent pipeline needs.

As workforce board members, we help our economy grow by developing and deploying our workforce in ways that maximize their productive potential. This year we are seeking to involve our Strategic Planning Committee in the beginning of the process, which starts with the development of our thought questions.

Some possible topics include:

1. How can we maximize the productive potential of our workforce?
2. Should participant financial empowerment and capability be a goal of the Board? If yes, what goals should be set to address financial education/literacy, development of career ladders in the financial services sector and entry into educational opportunities in this sector?
3. How can we more effectively utilize our intermediaries to connect high schools, community colleges, higher education institutions, and in-demand skills providers with businesses in key growth sectors in our workforce area?

4. A Federal Reserve article states that low-income and hard-to-employ individuals represent diverse segments of the population, each requiring unique and different assistance to access quality jobs. This includes youth, disabled, homeless, ex-offenders, less-educated, rural, and minority workers who are over-represented among the unemployed and have lower labor force participation rates. What strategies should CSBD employ to assist individuals with these characteristics to access quality jobs?
5. What business strategies can we adopt and employ to increase our organizational agility, business engagement, and meaningful one-stop partner coordination?
6. What workforce supports would be most valued by employers and how could they effectively be marketed?
7. Currently, we provide our legislative delegation with our infograph and our newly minted newsletter. We visit legislative offices at home and when we are in Washington, D.C. What additional types of communications and educational initiatives can be employed to familiarize legislators and other elected officials with the work we do?
8. How can CSBD align the investment of some of its resources to further the strategic objectives of our council members and their governmental units?

There may be other topics we should consider and the floor will be open for committee input and discussion to assure the success and effectiveness of this year's planning session.

RECOMMENDATION

Discuss and approve the 1) thought questions for the 2022 Board Planning Session and 2) to develop additional questions.

Memorandum #14 – 21 (QA)

To: Strategic Planning Committee
From: Carol Hylton, President/CEO
Subject: The CEDS SWOT – Workforce Development Perspective
Date: October 1, 2021

SUMMARY

CSBD has been included in the South Florida Regional Planning Council's (SFRPC) Comprehensive Economic Development Strategy (CEDS) Development Group. They have forwarded their Strengths, Weaknesses, Opportunities, and Threats (SWOT) survey to us for input. We have considered the SWOT from the perspective of workforce development and are seeking Strategic Planning Committee input before submitting the survey to the SFRPC.

BACKGROUND

The SFRPC's mission is to identify long-term challenges and opportunities for South Florida to assist the region's leaders in developing and implementing creative strategies that result in prosperous and equitable communities, a healthier and cleaner environment, and a more vibrant economy.

The CEDS for south Florida is a roadmap to diversify and strengthen the regional economies of Broward, Miami-Dade and Monroe Counties. The regional CEDS will guide federal and state investment priorities and delineate lead organizations' responsibilities in the execution of the CEDS.

The SFRPC has initiated work on its 5-year update to the CEDS for 2022 – 2027 and has requested feedback from CSBD for its SWOT analysis.

DISCUSSION

The development of the CEDS is a locally based, regionally driven economic development planning process that successfully engages community leaders, private sector partners, Economic Development Districts (EDDs), and other stakeholders in planning for our region's future.

We have identified a number of workforce issues, which we would like to recommend be incorporated into the SWOT and we are seeking committee input with respect to the following:

1. What are the top workforce development strengths in our region?
 - a. Based on our target industries, we are developing a pipeline of talent for the region.
 - b. We vet and maintain a comprehensive list of occupational courses of training to connect job seekers with the skills needed to qualify for our occupations in demand.
 - c. The role of the workforce board as a convener among local government, education, economic development and community-based organizations to address workforce needs in our local area.
2. What are the top workforce development weaknesses in our region?
 - a. Providing a bridge for the development of the talent of those in the most distressed communities to assure they are a part of the economic growth and prosperity of the region.
 - b. Transportation (particularly east/west routes) to connect workers to jobs/education, especially entry level workers.
 - c. Assuring early identification of emerging industries to be able to prepare the workforce for new occupations.
3. What are the top workforce development opportunities in our region?
 - a. The CareerSource Career Centers, which provide universal job assistance to the community and free skill identification, workforce training, and placement.
 - b. Growing small business and entrepreneurship.
 - c. Expanding apprenticeship programs.
 - d. Jobs related to trade opportunities.
 - e. Solar and renewable energy job opportunities.
4. Question: What are the top workforce development threats in our region?
 - a. Sufficient funding to meet the needs of our job seekers and businesses.
 - b. State limitations on local flexibility in the delivery of the program services.
 - c. Ability to meet employer skills needs on a timely basis.
 - d. Inflation that will erode gains in worker wages.

- e. Need for more robust education opportunities that attract and encourage corporations to locate to South Florida.
 - f. Slow recovery of workers for hospitality and tourism businesses, which are still experiencing a shortage of workers.
5. Performance Metrics that should be included in the CEDS. Staff has identified the items marked. What additional categories should be included?

- ☒ Average Wages per Job
- ☒ High School Graduation
- ☐ Gross Domestic Product
- ☐ Tourism Development Tax Collections
- ☐ Trade Imports and Exports
- ☒ Population Counts, Estimates and Projections
- ☐ Annual Building Permits
- ☐ Daily Vehicle Miles Traveled
- ☒ Average Annual Unemployment Rates
- ☒ Employment by Industry
- ☒ Employment by Sector or Occupation
- ☒ Average Annual Wages by Industry
- ☐ Registered 501(c)3 Organizations – Public and Private Foundation Charities
- ☐ Real Personal Per Capita Income
- ☐ Relative Housing Price
- ☒ Percent of Persons Living in Poverty
- ☐ Shift-Share
- ☐ Location Quotients
- ☐ Innovation Index
- ☒ Third Grade Reading Performance
- ☒ Other: # of New Businesses

RECOMMENDATION

Discuss and approve the 1) CEDS Strengths, Weaknesses, Opportunities, and Threats (SWOT) survey and 2) to provide additional input to the survey.

BROWARD WORKFORCE DEVELOPMENT BOARD



STRATEGIC PLANNING COMMITTEE

Strategic Planning Matrix for 2022

Frank Horkey,
BWDB Chair

Mayor Frank Ortis,
Strategic Planning Chair

Carol Hylton,
President/CEO

CareerSource Broward Mission:

To provide innovative solutions through the professional delivery of quality services, which consistently and effectively meet workforce needs.

CareerSource Broward Vision:

To be the premier workforce agency facilitating better jobs and providing quality workers that enhances the quality of life and builds a sustainable economy for Broward County.

Strategic Planning Committee Goal:

To formulate strategic plans and shape and champion local policy, aligned with state and federal workforce development legislations and statewide administrative issues and collaborative partnerships.

STATE STRATEGIC GOAL: Lead the nation in global competitiveness as a location for talent, business, innovation and tourism.

BWDB/CareerSource Broward Strategic Goal #6: Develop and utilize a legislative agenda to improve employment services and opportunities in Florida.

| Objective | Success Strategies | Benchmark / Performance Measures | Start Date | Anticipated Due Date | Comments |
|---|--|--|------------|----------------------|----------|
| <p>6.0</p> <p>Develop talking points to provide to the advocates of the County's Legislative and Intergovernmental Offices, as well as those of the Cities of Hollywood and Fort Lauderdale for state and federal advocacy.</p> | Provide talking points for advocacy purposes. | Talking points developed and distributed to CSBD Leadership and Board members. | 10/15/2021 | 11/15/2021 | |
| | Update a list to match board members to legislators with those they have an existing relationship. | List of matched legislative contacts with BWDB members updated. | 10/15/2021 | 11/15/2021 | |

STATE STRATEGIC GOAL: Lead the nation in global competitiveness as a location for talent, business, innovation and tourism.

BWDB/CareerSource Broward Strategic Goal #2: Maintain our role as workforce development leaders through advocacy by the board, collaboration, and providing information and intelligence to stakeholders with feedback from the community.

| Objective | Success Strategies | Benchmark / Performance Measures | Start Date | Anticipated Due Date | Comments |
|---|---|--|------------|----------------------|----------|
| <p>2.0</p> <p>Assure CSBD is included in The Prosperity Partnership (i.e., 6 Pillars Broward version 2.0) strategic planning process.</p> | Determine the appropriate Prosperity Partnership committee and assign a CSBD staff member to participate. | CSBD is actively involved with Prosperity Partnership and applicable committees. | 10/30/2021 | Ongoing | |

STATE STRATEGIC GOAL: Lead the nation in global competitiveness as a location for talent, business, innovation and tourism.

BWDB/CareerSource Broward Strategic Goal #2: Maintain our role as workforce development leaders through advocacy by the board, collaboration, and providing information and intelligence to stakeholders with feedback from the community.

| Objective | Success Strategies | Benchmark / Performance Measures | Start Date | Anticipated Due Date | Comments |
|---|---|---|--------------|----------------------|----------|
| <p>2.1</p> <p>Educate the Broward County Delegation, Broward League of Cities, and the Governor's Office about CSBD and what it is doing.</p> | Continue to provide a unified message to communicate to legislators. | <p>Increase knowledge of CSBD services by Broward County Delegation.</p> <p>CSBD information disseminated to legislators.</p> | 10/15/2021 | Ongoing | |
| | Provide CSBD information to Board members. | Unified message published and distributed to Board members. | 11/15/2021 | Ongoing | |
| | CSBD Senior Leadership and BWDB members will attend local and legislative events (either in person or virtually) to develop better relationships with champions in committees related to workforce development. | CSBD Senior Leadership and BWDB members attend workforce development events. | As available | Ongoing | |