
Quarterly Report – Meeting #2

ATTENDEES**EIC Members**

Matthew Rocco, South Florida Manufacturers Association (Manufacturing) Chair of the EIC
Nikki Cabus, South Florida Tech Hub (Information Technology)
Maria Formoso, School Board of Broward County (Career and Technical Education)
Kathleen Hagan, FHG Marine Engineering (Marine)
Richard Haughton, Haughton Media Management (Aviation)
Rozeta Mahboubi, Florida Restaurant Lodging Association, Broward Chapter (Hospitality)
Marcy Mills-Matthews, Broward Health (Healthcare)

CareerSource Broward Staff

Carol Hylton, President/CEO
Ron Moffett, Executive Vice President,
Rochelle Daniels, General Counsel
Samantha Vazquez, Executive Secretary

NEW BUSINESS**1. High-Growth Industries**

To ensure Broward County employers have a pipeline of trained and skilled employees, the Consortium was asked to review and discuss the list of industries and prioritize how we should organize the meetings in the future to hear from all the industries. The consortium members developed the plan below:

- a) Analyze two industries at each meeting and address the gaps between the needs of the industry, the available education programs, and available talent to fill the jobs.

Kathleen Hagan suggested reviewing the industries based on their alignment with the greatest demand for workers.

Maria Formoso stated that she plans to share the analysis with the appropriate School Board staff so they may better advise high school students on the skills needed and for consideration when making curriculum changes.

The importance of considering supply chains was discussed, noting that no single industry operates in isolation. The need to promptly monitor emerging trends to update college curriculums and CSBD's training services was acknowledged.

The group selected the Marine and Technology industries for discussion at the next EIC meeting.

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- b) Invite industry experts as guest speakers on topical areas.

Prior to each quarterly EIC meeting, CSBD will reach out to the EIC members representing the industries selected for discussion to identify possible speakers. A template will be provided to the speakers so they can target their remarks and cover the state of their industry, emerging trends, and recruitment challenges.

- c) Review education statistics and emerging occupational training programs.

Matt Rocco cited to CSBD's Industry Employer Forums as a resource to identify industry needs and guest speakers. He also talked about the challenge of analyzing industries like manufacturing and technology, which encompass multiple sectors each with distinct needs.

Rozeta Mahboubi shared the Florida Restaurant Lodging Association's initiatives, including high school programs like HTMP and ProStart, and an "adopt a school" initiative where industry professionals regularly engage with students, providing comprehensive knowledge and mentorship. Upon graduation, students are offered internships, mentorships, and scholarships, preparing them for their careers. She suggested that similar partnerships between local industries and educational institutions could ensure a steady pipeline of skilled employees.

Richard Haughton noted that the aviation industry hosts one of the world's largest trade shows, 'Sun and Fun,' in Lakeland, Florida, held annually in April. He proposed that organizing a school district field trip to this event would expose students to the aviation industry. Mr. Haughton also discussed Haughton Media Management's aviation initiatives aimed at exposing youth to the aviation industry and emphasized the importance of sparking early interest. Initiatives now include involvement starting in middle school, with demonstrations reaching out to elementary school students.

Marcy Mills-Matthews added that the Healthcare industry similarly needs to engage youth early on.

2. Broward County Labor Supply and Demand

As can be seen by the Dashboard's *Labor Supply and Demand* Tile the demand for workers is trending down. The news reports job listings on job boards such as *Indeed* are down by 1/3 as compared to the same time last year. The Federal Reserve is still refraining from lowering the interest rates in order to slow inflation and cool the economy. AI is quickly replacing many entry-level workers. Given these indicators, what information and assistance would be important to employers and job seekers in our local area?

Ron Moffett shared that while the supply of workers remains steady, demand has decreased from April 2023 to April 2024, with job postings falling from 44,000 to 38,000.

Rochelle Daniels noted that technology is replacing many entry-level workers, making mid-skilling and up-skilling crucial. Businesses are reducing labor to cut costs and increase profits.

Carol Hylton pointed out that the hospitality industry has begun to utilize robots for tasks traditionally done by people. The post-COVID hiring frenzy has stabilized, leading to a return to normalcy with an unemployment rate of around 3.1%.

Kathleen Hagan expressed concerns about retention, noting that employees frequently move between competitors without upskilling, which is unsustainable for small businesses.

Nikki Cabus stated that while technical skills are increasing, salaries remain stagnant, leading talent to move to higher-paying regions.

Richard Haughton mentioned that training in the aviation industry takes a long time, and despite the high demand for pilots and mechanics, the training process cannot be expedited.

Nikki Cabus pointed out the rapid pace of technological advancement and the challenge educational institutions face to keep up. She stressed the value of boot camps for quick, hands-on training and acknowledged that traditional degree programs are often outdated when students graduate. Yet, employers still prefer the traditional 4-year degree. There is a gap between what is taught and emerging technologies like AI and data science.

Marcy Mills-Matthews highlighted a shortage of imaging technicians, specifically radiology, cardiovascular, and ultrasound technicians, with few local training programs available. Carol Hylton indicated that we can also review our Targeted Occupations List (TOL) to ensure these occupations are on it.

Nikki Cabus stressed the growing need for healthcare tech professionals and the challenge of finding individuals with both tech and medical backgrounds. She shared that many leaders in health tech fell into their roles by chance rather than through planned career paths.

Matt Rocco reiterated the importance of discussing these issues in quarterly presentations to better inform employers and develop solutions.

3. Worlds of Work (WOW) Youth Career Exploration Event

CSBD, in partnership with the School Board of Broward County, hosted the 2024 WOW at the Amerant Bank Arena. WOW was an immersive experiential learning event where over 1,100 youth in the 9th and 10th grades engaged in hands-on career exploration in nine industry clusters 1) aviation 2) healthcare 3) information technology 4) manufacturing 5) construction, energy and utility 6) hospitality 7) logistics, transportation and automotive 8) marine and 9) public safety and service. The event allowed students to explore different career paths and gain practical field experience. The committee considered and discussed what additional industry sectors should be recommended to the Board for inclusion next year?

Maria Formoso highlighted the event's unique appeal due to its hands-on approach, remarking that students desired more time at each station. Carol Hylton concurred and stated that, if possible, we want to involve parents in future events to enhance the experience.

Nikki Cabus suggested educating parents about a broader range of career pathways, moving beyond the limited options they traditionally consider acceptable, to guide their children's career choices better.

Matt Rocco mentioned the trend of trade schools becoming more popular than 4-year colleges. Rochelle Daniels highlighted wage data showing young people making just as much with tech college credentials as those with four-year degrees.

Maria Formoso and Nikki Cabus suggested adding 1) Education 2) Government 3) Banking and 4) Finance to the next WOW event and the members concurred.

4. 2024 Planning Session Report

At their annual strategic planning session in April the Broward Workforce Development Board developed the strategic goals and objectives for program year 24/25 listed in the attached exhibit which were subsequently approved by the governing Boards. The goals and objectives are incorporated into the matrices of the various board standing committees to work on during the year. The committee is asked to review and discuss the goals and objectives so that we can bring suggestions to the committees.

Carol Hylton provided an overview of the goals and objectives. Matt Rocco, indicated that this is a real opportunity for the Consortium to collectively brainstorm and strategize, not only from the perspective of what we discussed at the last meeting, but also the ideas that came out of the Board planning session. Mr. Rocco indicated that he saw a lot of great strategies and initiatives that came out of the planning session and so he put together a PowerPoint for the members to go through. He shared the presentation to guide the discussion. Themes included:

- Educating youth early on about career pathways and the interconnectivity between industries and interests.
- Assisting employers and job seekers with 1) upskilling and 2) reskilling to create upward mobility and new opportunities.
- CSBD's value proposition. Consortium members were requested to think of methods to promote CSBD and expose employers and industries to its services and financial incentives. He provided examples such as reposting on social media, capturing and sharing testimonials, and including CSBD segments on the members' existing podcasts.

Mr. Rocco requested that Ms. Hylton share the presentation with the group, which we did. Ms. Hylton pointed out that we plan to conduct podcasts in the coming year as well.

Nikki Cabus recommended including students' input in the podcasts to give them a voice and create an opportunity to reach more youth. Richard Haughton agreed and suggested we invite youth to also be on a podcast.

The Consortium members discussed a current successful partnership with NOVA Southeastern University and an interest in developing additional partnerships with entities such as Rotary Clubs, Toast Masters, and the Civil Air Patrol.

5. Create a Schedule for Quarterly Meetings

The Consortium discussed establishing set dates and times for the quarterly meetings.

The Consortium members agreed to hold the next meeting at 12 p.m. on August 27th and the last meeting of the year on Tuesday, November 19th.

REPORTS

1. Follow-up to the Quarterly Report for Meeting on 3/5

Per Consortium direction, staff connected with the State to follow up on Drone Pilots, Electromechanical, and Mechatronics Technologists and Technicians to 1) identify the availability of training programs and 2) determine local demand. We found that a drone pilot training program, Master Your Drone, is located in Coral Springs. We were unable to identify any drone repair training programs in Broward. Upon Richard Haughton's clarification, we have identified the need to develop add-on drone piloting credentials as skill job seekers can use when applying for other occupations.

Staff reviewed both Lightcast and EmployFlorida databases and was able to confirm marine and diesel engine mechanics are currently in demand. There are two (2) marine programs on our ITA List 1) Broward College and 2) McFatter Technical College to address the demand.

Concerning lagging wage information on the TOL the State indicated they are working to update the wage information. We expect to receive our TOL for program year 24/25 in a few weeks and will share it with the Consortium members. The Consortium members will be invited to attend a Regional Targeted Occupations List (TOL) meeting and provide input to inform the recommendation the Board will consider in approving the TOL for PY 24/25.

2. Broward County Unemployment

The members reviewed the latest unemployment report. The unemployment rate in Broward County was 3.1 percent in April 2024. This rate was 0.7 percentage points higher than the region's year-ago rate. Also in April 2024, Broward County's unemployment rate was 0.1 percent less than the State's rate. Out of a labor force of 1,095,618, which is an increase of 18,549 workers or 1.7% over last year. Currently 33,772 individuals are unemployed. This information is updated on our dashboard to enable our workforce area businesses to make data-informed decisions.

THE NEXT CONSORTIUM MEETING IS AUGUST 27, 2024