



**Broward Workforce Development Board
Education and Industry Consortium**
Tuesday, August 26, 2025
12:30 p.m. – 2:00 p.m.

3rd QUARTER REPORT
CareerSource Broward Main Conference Room
2890 West Cypress Creek Road, Ft Lauderdale, FL 33309

ATTENDEES: Maria Formoso, Richard Haughton, Marcy Mills-Matthews, Michael Smith, and Matthew Rocco, who chaired the meeting.

STAFF: Ron Moffett, Rochelle Daniels, Johnell Beckford and Michell Williams.

GUESTS: Deven Silverman, Evelyn Gonzalez and Paul Greenbaum

PRESENTATION

1. State of the Industry

Deven Silverman, Executive Director of Talent Acquisition, and Evelyn Gonzalez, Career Navigator, Broward Health, presented on the state of the healthcare industry, emerging trends, and recruitment challenges. *(This aligns with the Consortium's requirement to review information on the status of existing talent pipelines and the need to expand or leverage existing and/or new resources.)*

Deven Silverman discussed the challenges of meeting the talent and skills demand in the healthcare industry. Ms. Silverman relayed that working with CareerSource Broward through initiatives such as the Healthcare Industry Video, Worlds of Work, Learn Work Win, and the Summer Youth Employment Program has helped to expose students, job seekers, and employers to what's out there in the healthcare industry. These solutions are a step in the right direction toward improving the talent pipelines.

Ms. Silverman stated that employers are concerned that key skills gaps are missing, especially for those applicants who graduate from online programs. New hires do not have clinical competency and technical fluency, and are missing soft skills such as empathy, emotional intelligence, critical thinking, and conflict resolution. New graduates are often unprepared and unsuccessful in the workplace, with the pace of the job and stress levels in the hospital setting. Externships help, but they are costly and limited.

Ms. Silverman shared that more healthcare systems are providing in-house training and apprenticeships. She indicated that with support from CareerSource Broward, Broward Health continues to use On-the-Job Training (OJT) and apprenticeships to prepare graduates better and expose them early on to the work while they are still in their training program.

Evelyn Gonzalez stated she has seen a shift in demand in certain healthcare sectors, such as automation, tech augmentation, and outsourcing diagnostic services due to AI. AI is here to stay, so they are looking at preparing the talent pipeline system to keep up with the faster pace and changes in the workplace.

Ms. Gonzalez explained that the healthcare industry faces disruptors like online pharmacies and Amazon. She mentioned exploring healthcare collaboratives, and one of the models she liked was the US Chamber of Commerce Foundation's TPM Academy model, which was built on best practices and employer-led solutions.

Ms. Gonzales emphasized that we must continue to support employers with training grants such as OJT, paid internships, and incumbent worker training grants, so people do not continue to have massive debt. A crucial resource for resolving workforce shortages was OJTs. In partnership with CareerSource Broward, Broward Health has identified nine (9) entry-level positions that could be aligned with the OJT to help people avoid substantial debt when they complete the training.

Ms. Gonzalez shared that Broward Health was partnering with the local school board to provide insight on how they can build on preparing younger students for future goals in the healthcare industry and the opportunities available.

Ms. Gonzalez mentioned that the creator of Khan Academy created an AI product for teachers to use in the classroom. Maria Formoso added that the program is called Khanmigo, which Khan Academy provides, and teachers use the tool in the classroom. The program helps teachers with lesson plans, research tasks, and assignments. With the help of funding from CareerSource Broward, teachers were trained during the summer on how to use AI and to teach their students how to use AI.

Mr. Moffett asked Ms. Formoso how the School Board is addressing teaching students soft skills. Ms. Formoso responded that one thing they have adopted is the Florida Ready To Work platform, and through C.T.A.C.E. they ensure all of their students receive soft skills training where they can work through the platform and earn badges demonstrating proficiency in soft skills.

She added that new for this school year, the School Board provided 29 of their high schools with a Career Technical Education Advisor who would work with students on their professional development and provide sessions to help connect students with possible career tech careers or their post-secondary goals.

Ms. Silverman asked Ms. Formoso to share a list of the advisor's contact information so they could connect with them and share some of the work Broward Health does. Ms. Formoso replied that she would do so once the advisors were hired.

Mr. Moffett mentioned that CSBD was excited to partner with Broward Health and co-locate at one of their Pompano facilities. CareerSource would have a resource room in the facility as an innovative approach to ensure services are provided to job seekers when needed.

Mr. Rocco asked Ms. Silverman what the trend has been over the last five years regarding the shortage of nurses. Is it getting better or worse? Ms. Silverman replied that it has stabilized

a little, but the real problem is retention, and finding high-skilled specialty nurses continues to be a challenge. Ms. Mills-Matthews added that finding sufficient faculty for nursing programs has also been challenging.

Mr. Moffett asked Michael Smith if he had any advice for the healthcare industry on effectively marketing apprenticeships. Mr. Smith suggested starting a pre-apprenticeship program to help filter potential candidates and those who may not be in it long term. He suggested applying for grants and having a great grant writer to secure additional funding for apprenticeship programs.

Mr. Moffett thanked Marcy Mills-Matthews, Ms. Gonzalez and Ms. Silverman on behalf of CareerSource Broward for putting together the presentation. Mr. Moffett asked Ms. Formoso to consider presenting for the SBBC at the next EIC meeting scheduled for November and she agreed.

2. Information Technology (IT) Career Pathways Video

The video showcases the various opportunities available in the IT industry and highlighted careers such as Help Desk Technicians, IT Analysts, and AI Specialists due to their high demand and gaps in talent pipelines. The video was made possible through the generous support of LAN Infotech. *(This aligns with the Consortium's requirement to emphasize priority industry sectors and occupations for the local area.)*

The Consortium members viewed the IT Career Pathways Video and collectively expressed accolades for its quality and messaging.

NEW BUSINESS

1. The 5/28 Quarterly Report

Considered approving the 2nd Quarterly Report of 2025 from the 5/28 Consortium meeting. *(This aligns with the Consortium's requirement to provide a quarterly report to the Broward Workforce Development Board.)*

Mr. Rocco introduced the item and reviewed the report.

On a motion made by Maria Formoso and seconded by Richard Haughton, the EIC members unanimously approved the 2nd Quarter Report.

2. Artificial Intelligence (AI) Resource Page for Employers

CSBD is developing a new webpage to serve as a resource for local employers interested in leveraging artificial intelligence to enhance their business operations. The page would feature descriptions and links to user-friendly tools such as ChatGPT and others, as well as links to local support resources. It would also feature the AI Playbook for Small and Medium Employers, which we are developing. We are requesting input from the consortium members on the content and design of the webpage.

Mr. Rocco introduced the item and asked Mr. Moffett to lead the discussion.

Mr. Moffett explained that an AI Resource page was in development and that the idea was to complement the AI Playbook as a resource for small and medium employers. Mr. Moffett indicated the committee could also email him after the meeting. Mr. Rocco suggested providing an update on the webpage's status during the next EIC meeting. Mr. Moffett replied, "Yes, an update will be provided."

Mr. Rocco determined that no vote on this item was needed, and the members agreed.

REPORTS

1. Targeted Occupation List (TOL) for Program Year 25/26

CSBD researched the state's preliminary TOL and compared it to the Board-approved criteria. To get input and feedback on the state's proposed list and gather additional relevant labor market data, we sent the preliminary TOL to 1) members of the Education and Industry Consortium 2) local education and business stakeholders 3) community partners and 4) business leaders and invited them to a publicly noticed meeting held on 7/17. At the meeting, we provided an overview of the PY 25/26 TOL and the governing board's criteria for updating the TOL. Based upon our review and community input, CSBD recommended adding twelve (12) new occupations proposed by the state and retaining forty-one (41) occupations proposed by the state for removal. *(This aligns with the Consortium's requirement to emphasize priority industry sectors and occupations for the local area.)*

Mr. Moffett explained that the TOL can be updated throughout the year and the recommendation would go to the Board on Thursday, 8/28. Mr. Moffett stated that adding training programs to our Individual Training Account list starts with identifying in-demand occupations.

2. AI Playbook for Small and Medium Employers

On 7/14, a rating committee comprised of BWDB Chair Jim Ryan and members Michael Goldstein and Tara Williams met to evaluate proposals for the development of the AI Playbook for Small and Medium Employers. The Playbook will include 1) employer input gathered from at least three stakeholder engagement sessions 2) real-life examples and case studies of practical applications of AI across industries and 3) employee use of AI tools. The committee unanimously selected Gilead Sanders, a local digital transformation firm with expertise in AI strategy and executive training, to develop the AI Playbook.

Mr. Moffett explained that many small to medium-sized employers do not have the time to figure out how to integrate AI. The Playbook will provide guidance on where to start and how to implement AI into their workforce and business operations. The vendor selected is Gilead Sanders, and we are in negotiations with them to move this initiative forward.

3. Artificial Intelligence (AI) IWT Pilot Program Grant

Due to our successful promotion of this program, which generated strong employer demand, CareerSource Florida extended the AI Incumbent Worker Training Pilot Program through 6/30/26. CSBD will continue to use the funds to assist with training costs to retrain and upskill workers whose jobs are at risk due to automation and AI advancements.

Mr. Moffett asked the EIC members, as ambassadors, to let their network of employers know that this grant is still available and we are accepting applications. Ms. Formoso inquired if the SBBC could apply for a second round of incumbent worker training under the grant. Mr. Moffett replied “yes”.

4. The Source Podcast

CSBD released its fourth podcast episode, which addressed an area of focus approved by the Employer Services Committee. In this episode, Business Services Manager Doug Saenz spoke with Rocio Vargas, Director of Product Line Management at Cleva Technologies, who shared how partnering with CSBD for On-the-Job Training assisted in meeting their company's workforce needs. The podcast series supports CSBD's digital marketing strategy and is now available to stream on Spotify, making it even more accessible to the community. Coming up next, we're turning the mic toward our job seeker services, highlighting the tools, support, and guidance we offer to help individuals succeed.

Mr. Moffett stated that the podcast was a part of our digital marketing initiative and was available on Spotify. He encouraged the EIC members to listen in.

5. Industry Employer Forums Update

CSBD held industry employer forums in 1) marine 2) healthcare 3) manufacturing 4) construction and 5) hospitality. The objective of the forums was to a) discuss the skill gaps and training needs of each industry b) identify strategies to address the skill gaps c) examine the impact of AI on the workforce and d) identify opportunities to adapt through upskilling and innovation. We developed specific strategies to assist employers in each of these targeted industries. CSBD's intermediaries are following up with the forum attendees to put the strategies discussed into action.

Mr. Moffett reviewed the report and stated that CareerSource Broward is working on strategies to provide workforce employment solutions for the employers we've already met with, and is also scheduling additional forums.

6. Aviation and Marine Job Fair

On 6/24, CareerSource Broward hosted a "neighborhood" job fair, spotlighting the thriving Aviation and Marine industries. Held at the South One-Stop Center, this event brought together 10 top-tier employers and attracted over 70 enthusiastic job seekers eager to launch or advance their careers. Participating employers included industry leaders such as 2Lyons Aerospace, Banyan Air Services, Swissport USA, Dayton-Granger, HEICO, Marine International Diesels, and Offshore Marine Towing, each actively recruiting for positions ranging from technical roles to specialized trades. Employers and attendees gave positive feedback. This job fair was one of the strategies developed as a direct result of our industry forums. We will continue to follow up with the employers as candidates move through the interview process.

Mr. Moffett explained that based on the results shared from the surveys, both employers and job seekers like the smaller neighborhood job fair events compared to the bigger job fairs.

7. Summer Youth Employment Program 2025

The Summer Youth Employment Program had a remarkable year, receiving over 3,000 applications and placing nearly 1,200 youth at more than 400 worksites across Broward County. These opportunities provided real-world career exploration in 1) Information Technology 2) skilled trades and 3) public service. From helping Broward County schools with software upgrades to contributing to the City of Tamarac's metaverse project to learning plumbing and electrical skills alongside journeymen, the youth made a lasting impact while gaining valuable experience. This year also marked the launch of CSBD's new electronic timesheet system - a true game changer that streamlined the program for both youth and employers.

Mr. Moffett expounded on the success of this year's youth participation rate and the launch of the new electronic timesheets developed in-house by CareerSource Broward.

8. Paychecks For Patriots (P4P) Update

CSBD will host its annual Paychecks for Patriots Veterans Hiring Fair on 11/7 at the Tamarac Community Center. The first hour of the event will be reserved for veterans and family members of veterans. The event will be marketed to job seekers and employees through social media, radio advertisements, distribution of flyers to community partners, advertising in the career centers, and word of mouth. We are currently looking for sponsors to support this not-to-be-missed job fair!

Mr. Moffett reminded the EIC members about the upcoming Paycheck For Patriots job fair on 11/7, which the city of Tamarac will host at their Community Center. He asked the members to mark their calendars and spread the word.

9. Education and Industry Consortium (EIC) Directory

To promote communication, coordination, engagement, and networking, CSBD created the EIC Directory that lists the consortium members along with their relevant details and contact information.

Mr. Mofett asked the EIC members to review the EIC member directory and if they would like their headshots updated to provide them to him or Michell Williams.

10. CSBD Infographs July 2024 – June 2025

CSBD's Job Seeker and Employer Services Infographs were created to convey information about the delivery of our services to employers and job seekers quickly and clearly through visual elements. The infograph is ideal for enhancing our storytelling and increasing the shareability of content across various platforms.

Mr. Moffett provided an overview of the job seeker and employer services infograph.

11. Broward County Unemployment and Economic Dashboard

The unemployment rate in Broward County was 3.8 percent in July 2025. This rate was 0.2 percentage points higher than the region's year-ago rate. In April 2025, Broward County's

unemployment rate was 0.3 lower than the state's rate. Out of a labor force of 1,094,935, up 3,122 (+0.3%) over the year, there were 41,650 unemployed Broward County residents. The dashboard is a value-added resource allowing businesses the ability to make data-informed decisions.

Mr. Moffett encouraged the EIC members to review the economic dashboard. He mentioned that we have noticed a decline in online postings, but job postings are expected to pick up in the fall and winter months when hospitality and retail hire staff. Ms. Daniels added that unemployment has increased nationally, but Broward County's unemployment rate was still less than the national average.

MATTERS FROM THE CONSORTIUM CHAIR: Mr. Rocco suggested rescheduling the next EIC meeting for earlier in November, as the scheduled date is during the week of Thanksgiving. Ms. Formoso agreed.

Mr. Moffett replied that he would look at the schedule, contact Mr. Rocco with alternative dates, and then notify the EIC members of the revised date.

MATTERS FROM THE CONSORTIUM: None

MATTERS FROM THE CAREERSOURCE BROWARD PRESIDENT: None

MATTERS FROM THE PUBLIC: None

ADJOURNMENT – 1:53 p.m.

THE NEXT EDUCATION AND INDUSTRY CONSORTIUM MEETING IS TO BE DETERMINED.
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