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**Quarterly Report – Meeting #3**

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**ATTENDEES****Education & Industry Consortium (EIC) Members**

Maria Formoso, Kathleen Hagan, Richard Haughton, Rozeta Mahboubi, Marcy Mills-Matthews, Dr. Steven Tinsley, and Matthew Rocco, who chaired the meeting.

**CareerSource Broward Staff**

Carol Hylton, Ron Moffett, Rochelle Daniels, and Samantha Vazquez.

**Guest(s)**

Bert Fowles, Vice President of Marketing and Sales, Island Global Yachting

**PRESENTATIONS****1. State of the Marine Industry**

Bert Fowles, VP of IGY Marinas and Chairman of the US Superyacht Association (USSA) presented on emerging trends and recruitment challenges. Mr. Fowles emphasized the importance of a unified industry approach to marketing Broward County, which is currently recognized as the 'Yachting Capital.' He suggested expanding the branding to position the region as a broader 'maritime hub' or 'superyacht hub' to enhance its appeal and prominence within the global maritime industry.

The Consortium members expressed appreciation for Mr. Fowles' comprehensive and insightful presentation. Bert Fowles and the Consortium discussed the following workforce development strategies for the marine industry:

1. Create four (4) one-page case studies, each taking the form of a timeline for a specific job within the industry. These case studies will illustrate the journey from initial exposure to the industry's workforce to becoming a high-performing employee in that role. Kathleen Hagan and Bert Fowles volunteered to lead the development of these case studies.
2. CSBD to pen a letter acknowledging the important contributions of the marine industry to our local economy and to remind the industry's employers (including small businesses) that we welcome the opportunity to serve the maritime employers and encourage them to engage CSBD and the Marine Industries Association of South Florida to access employment services to 1) address skill gaps and 2) improve the talent pipeline and training needed for career pathways. Ms. Hylton indicated CSBD would draft the letter and share it with Mr. Fowles, Ms. Hagen and Board member Lori Wheeler to get their input prior to presenting it to the Employer Services Committee for their approval.

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3. Development of an industry-specific infograph to 1) strengthen employer engagement, 2) outline CSBD's services, and 3) incorporate value proposition data to enhance understanding. Ms. Hylton stated that the staff would ask the state for assistance and look at the feasibility and, if possible, bring an industry-specific infograph to the Consortium's next meeting.
  4. Marketing to recently graduated high school seniors who are unemployed and have no plans to pursue further education. Ms. Hylton indicated that the marine industries video will be 1) featured on our website and social media 2) sent to about 3,000 summer youth applicants to share with their parents and 3) shared with our youth providers who serve out-of-school youth.
  5. Seek out opportunities to engage with the Broward County Public Schools Career Champions and BRACE Advisors. Consortium member Maria "Loli" Formoso stated that Broward County has 29 Career Champions, one assigned to each high school. Each Champion oversees a pool of 200 to 300 students. Additionally, there are 29 BRACE Advisors, one per high school, who serve as full-time college and career advisors. Ms. Hylton stated that she would send information regarding job fairs and other CSBD events targeted to youth to Ms. Formoso to ensure that Career Champions and BRACE Advisors are kept informed. Ms. Hylton also offered to host the Career Champions at the south office. It was suggested that Career Champions and BRACE Advisors be connected with the Marine Industries Association of South Florida (MIASF) and its available programs. To facilitate this, Bert Fowles offered to host the Career Champions and BRACE Advisors at the USSA VIP Sky Lounge during the Fort Lauderdale International Boat Show. However, it was noted that entry fees for the Boat Show would still need to be addressed for this to come to fruition. Mr. Fowles indicated he would look into the matter and, if feasible, get back to CSBD with the details.

## **2. Marine Career Pathways Video**

Showcasing the various opportunities available in the marine industry, it highlights the yacht service technician apprenticeship program as one avenue through which job seekers can connect with these opportunities.

The Consortium viewed the video and afterward expressed enthusiasm for the video and discussed the following ongoing efforts and next steps for the video's marketing campaign:

1. CSBD has distributed and will continue to distribute the video to technical colleges and community partners such as Hispanic Unity, United Way, Mission United, etc.
2. CSBD has presented the video and will continue to promote the video at community events.
3. CSBD will provide Bert Fowles with the hyperlink to the video so that he may post it on the USSA website.
4. Maria Formoso will distribute the hyperlinks to both the video and WOW book and website to Career Champions and BRACE Advisors.

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## **NEW BUSINESS**

### **1. The 5/29 Meeting Quarterly Report**

Approval of the 3<sup>rd</sup> Quarter Report of 2024 from the 5/29 Consortium meeting.

**On a motion made by Richard Haughton and seconded by Marcy Mills-Matthews, the EIC unanimously approved the 3rd Quarter Report.**

### **2. Education and Industry Consortium Strategic Goals and Objectives for PY 24/25**

Considered adoption of strategic goals and objectives to align educational programming with industry needs to provide a framework for the business of the Consortium using the CSBD Planning Matrix for program year 24/25. The Matrix will identify 1) objectives 2) next steps 3) benchmarks and performance measures 4) due dates and 5) status updates.

Consortium Chair Matthew Rocco expressed his support and requested that staff bring updates back to the committee at the next meeting.

**On a motion made by Maria Formoso and seconded by Kathleen Hagan, the EIC unanimously approved 1) the use of the Matrix template and 2) to initiate its development by incorporating key points from the meeting's discussion as outlined in this report.**

### **3. Industry Employer Forums**

Considered the inclusion of Consortium representation at the CSBD Employer Forums. CSBD holds industry employer forums that bring together education and business leaders. This past year, forums were held encompassing the following sectors 1) information technology 2) manufacturing 3) healthcare 4) construction and 5) financial services. Discussions focus on trends, skill gaps, and training needs in each industry. Based on the insights shared at the forums, strategies are proposed to assist employers in building their talent pipeline.

**On a motion made by Marcy Mills-Matthews and seconded by Maria Formoso, the EIC unanimously approved including Consortium representation at the CSBD Employer Forums.**

### **4. CSBD Infograph July 2023 – June 2024**

Considered the inclusion of industry-specific information for regional use on the CSBD Infograph. The CSBD Infograph provides an overview of our metrics at a glance. As can be seen from the latest infograph, CSBD hosted 110 recruitment events and job fairs, assisted Broward employers with nearly \$4.5 million in work-based training, and provided over \$3.9 million in occupational training scholarships for eligible participants. We use the infograph to inform the public, local elected officials, the State, and congressional delegations about our activities. Consortium input is requested regarding suggestions for additions or improvements.

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The members reviewed the infograph and after discussion agreed that the current format and the information provided was exactly what was needed. They complimented Ms. Hylton and the staff on the current design. Ms. Hylton thanked the members and encouraged them to reach out to either herself or Ron Moffett at any time with ideas for additional uses or distribution methods for the infograph.

**On a motion made by Richard Haughton and seconded by Marcy Mills-Matthews, the EIC unanimously approved the CSBD Infograph.**

## **5. Speakers Template**

Considered approval of a template for speakers to use when presenting at Consortium meetings. The template provides guidance on the types of topics to be addressed by speakers invited to the meetings. Consortium input is requested for 1) suggestions on additions or improvements and 2) recommendations for the industry discussion at our next meeting.

CSBD will send Nikki Cabus the template to provide to her selected industry speaker for the next meeting.

**On a motion made by Marcy Mills-Matthews and seconded by Richard Haughton, the EIC unanimously approved the template for speakers to use when presenting at Consortium meetings.**

## **REPORTS**

### **1. Region 22 Targeted Occupations List (TOL) for Program Year (PY) 24/25**

Every Region has an approved TOL. Individuals seeking CSBD-funded training are limited to occupations on the TOL. CSBD reviewed the State's preliminary list and compared it to the Board-approved criteria. The State list was sent to local education and businesses, the Education and Industry Consortium members, and community partners who were also invited to the publicly noticed meetings held 7/8 and 7/31. Based upon responses received, CSBD added forty-four (44) new occupations proposed by the State to the TOL and retained thirty-one (31) occupations that would have otherwise been removed. Changes to our local area's TOL for PY 24/25 were approved by the BWDB and Council of Elected Officials at their meeting on 8/22. The CSBD governing boards are able to add and remove occupations on the list at any time to keep the list current.

The Consortium members were encouraged to review the TOL and not hesitate to contact Carol Hylton or Ron Moffett with suggestions for any changes, including emerging occupations. Upon submission of the recommendations, CSBD will conduct research and present findings to the Board for their approval.

### **2. Employer Services Committee Strategic Planning Matrix PY 24/25**

On 6/3, the Employer Services Committee approved their strategic goals and objectives for PY 24/25. The committee tracks progress on achieving the deliverables in the form of a

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strategic planning matrix which is updated and reported on by CSBD staff throughout the year. This is the updated Matrix presented to the Employer Services Committee at their meeting on 8/5.

Ron Moffett provided an overview of the planning matrices used by the various committees to track progress on the objectives approved by the Board that stemmed from the annual planning session. He encouraged the members to review the Employer Services Committee Strategic Planning Matrix and not hesitate to reach out to himself or Carol Hylton with their thoughts and suggestions for the Education and Industry Consortium matrix. Additionally, Ron stated that the One-Stop Services Committee Strategic Planning Matrix will be brought to the Consortium at the next quarterly meeting.

### **3. Tobacco Free Florida Employer Outreach**

CSBD is partnering with Nova Southeastern University to support the State's efforts through the Tobacco Free Florida program to reduce tobacco use by Floridians. The program offers 1) individualized quit plans and 2) a 4-week supply of nicotine patches and gum. CSBD will receive \$50 for each individual referred to the program. We plan to share the information on social media and collaborate with the Chambers, industry associations, and community partners to inform the business community. This is an expansion of the program currently in place. CSBD has set up an online registration portal for interested individuals.

Ms. Hylton elaborated that the members could distribute the flyer with their employees, emphasizing they would only need to scan the QR code on the flyer and register to begin the process and benefit from this support service at no cost to employer or employee.

### **4. Broward County Unemployment and Economic Dashboard**

The unemployment rate in Broward County was 3.6 percent in July 2024. This rate was 0.5 percentage points higher than the region's year-ago rate. In July 2024, Broward County's unemployment rate was 0.2 percent less than the State's rate. Out of a labor force of 1,095,776, up 7,081 (+0.7 percent) over the year, there were 39,130 unemployed Broward County residents. The dashboard is a value-added resource allowing businesses the ability to make data-informed decisions.

Bert Fowles expressed recognition of the usefulness of this data and indicated he would share it within his circles.

Richard Haughton informed everyone that data may be available from the Fort Lauderdale executive airport that may be of interest. Ms. Hylton agreed and stated that staff would research acquiring data from the Fort Lauderdale Executive Airport and incorporating it into the dashboard.

## **MATTERS FROM THE CONSORTIUM CHAIR**

**None.**

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## MATTERS FROM THE CONSORTIUM

The following upcoming event information was provided:

- **FHG Marine Engineering Grand Opening & MIA SF Member Mingle**
  - **Consortium Contact:** Kathleen Hagan
  - **When:** Thursday, Sept. 19, 2024 – 5:30 pm to 7:30 pm
  - **Where:** 2004 NW 25<sup>th</sup> Ave. Pompano Beach, FL 33069
  - **Registration and more information:** <https://www.miasf.org/event-rsvp/15039>
  
- **CTACE Meeting with Career Champions**
  - **Consortium Contact:** Maria Formoso
  - **When:** Fall, 2024 (additional details pending)
  
- **SFMA Women in MFG Speaker Series**
  - **Consortium Contact:** Matthew Rocco
  - **When:** Thursday, Sept. 26, 2024 – 5 pm to 7:30 pm
  - **Where:** Location – Lauderdale Yacht Club – 1725 SE 12<sup>th</sup> St, Ft. Lauderdale, FL 33316
  - **Registration and more information:** <https://sfma.org/events/wim-lutoff/>
  
- **Fort Lauderdale International Boat Show**
  - **Consortium Contact:** Kathleen Hagan
  - **When:** Thursday, Oct. 30 to Nov. 3, 2024
  - **Where:** Bahia Mar Yachting Center – 801 Seabreeze Boulevard, Fort Lauderdale, FL, USA, 33316
  - **Registration and more information:** <https://www.flibs.com/en/home.html>
  
- **Aviation Event**
  - **Consortium Contact:** Richard Haughton
  - **When:** December 2024 (additional details pending)
  
- **Career Fair for High School Seniors**
  - **Consortium Contact:** Maria Formoso
  - **When:** May 2025 (additional details pending)

## MATTERS FROM THE PUBLIC

None.

## MATTERS FROM THE CSBD PRESIDENT

- Development of Additional Career Pathways Videos – Ms. Hylton stated the Marine video is the first of four, with the development of Healthcare, Information Technology, and Manufacturing underway. An additional video targeted toward veterans is also planned. CSBD will distribute each video to the consortium members as it is completed.

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- CSBD Signature Events – Planning for Worlds of Work (WOW) (March 2025) and the State of the Workforce Breakfast and Job Fair (January 2025) is underway. The Consortium’s participation and attendance are strongly encouraged, even if just for an hour, to see the significant impact these events have on the community, particularly on the youth at the WOW.
  - CSBD Podcasts – Efforts toward incorporating podcasting into our marketing strategies are underway.
  - CSBD Website’s Chatbot – The CSBD website has recently launched a new chatbot named Sam. It can be found in the bottom right-hand corner of all pages on the website.

**THE NEXT CONSORTIUM MEETING IS NOVEMBER 19, 2024**