



Education and Industry Consortium

Wednesday, May 29, 2024
12:00 p.m. – 1:30 p.m.

Zoom Meeting ID: 832 2267 5296

Zoom Password: 600227

Zoom Call-In: 1 646 876 9923

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

This meeting is being held in person.
This meeting is also accessible via a Zoom video conference.

MEETING AGENDA

CALL TO ORDER

IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

SELF-INTRODUCTIONS

Quarterly Report for Meeting on 3/5

**ACTION
EXHIBIT**

Review
Quarterly Report

Pages 5 – 7

NEW BUSINESS

1. High-Growth Industries

Broward County is home to a host of diverse industries, which together contribute to the economic prosperity of our workforce area, provide us with a competitive advantage, and continue to attract local, regional, and national investments. To ensure Broward County employers have a pipeline of trained and skilled employees, the committee is asked to review and discuss the list of industries and prioritize how we should organize the meetings going forward, such as 1) an analysis of two industries at each meeting 2) bringing in guest speakers on topical areas and 3) reviewing education statistics and emerging occupational training programs.

RECOMM	Dependent on Discussion
ACTION	Motion for Approval
EXHIBIT	None

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?

ACTION	Discussion
EXHIBIT	CSBD Economic and Workforce Dashboard

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. What industry sectors should be recommended to the Board for inclusion next year?

ACTION	Dependent on Discussion
EXHIBIT	WOW Video

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. The recommendations were presented and approved at the Board meeting held last Thursday. These goals and objectives will be incorporated into the matrices of the various board standing committees to work on during the year. The committee members are asked to review and discuss the goals and objects and provide input that we can bring to the committees that will be working on the action steps to operationalize the strategies.

ACTION Dependent on Discussion
EXHIBIT Memo #15 – 23 (QA)

Pages 8 – 11

5. Create Schedule for Quarterly Meetings

The Committee to establish dates and times of quarterly meetings.

Action Discussion
Exhibit None

REPORTS

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

Per Committee 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. In checking Lightcast and EmployFlorida, our Labor Market tools, the local demand is too low to add either occupation to the Targeted Occupations List (TOL).

Lightcast and EmployFlorida do indicate that marine mechanics and marine 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.

With respect to lagging wage information on the TOL the state said 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 committee members and also invite you to attend the public meeting.

ACTION None
EXHIBIT None

2. Broward County Unemployment

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.

ACTION	None
EXHIBIT	Broward County Labor Market Information

Pages 12 – 13

MATTERS FROM THE CONSORTIUM CHAIR

MATTERS FROM THE CONSORTIUM

MATTERS FROM THE PUBLIC

MATTERS FROM THE CSBD PRESIDENT

ADJOURNMENT

THE NEXT CONSORTIUM MEETING IS TBD

Quarterly Report – Meeting #1

Pursuant to the Reimagining Education and Career Help (REACH) Act, all local workforce boards in Florida are required to create an Education and Industry Consortium (EIC), whose members were to be appointed by the local workforce board chair. The EIC held its first meeting on March 5, 2024.

The purpose of the EIC is to convene local leaders who can provide information about education and workforce opportunities to businesses and job seekers. The goal is to align educational programming with industry needs at the local level.

Per state policy, discussions should focus on the local labor market needs including:

1. Industry representatives sharing their specific talent development needs or observations on talent in the local area.
2. Education representatives sharing what specific education offerings are available in the local area.

A report of the discussion of the EIC is required to be posted on the CSBD website and must contain 4 elements:

1. A record of the consortium members in attendance.
2. A summary analysis of the local labor market based on industry representative needs and education offerings.
3. Information on priority industry sectors and occupations for the local area.
4. Information on the status of existing talent pipelines for in-demand occupations and the need to expand or leverage existing and/or new resources.

This document is the required report.

A. Attendance

As of the first meeting, the EIC consists of six members, as listed below, all of whom were in attendance.

1. Matthew Rocco, South Florida Manufacturers Association (Manufacturing)
2. Maria Formoso, School Board of Broward County (K-12 Education)
3. Kathleen Hagen, FHG Marine Engineering (Marine)
4. Richard Houghton, Houghton Media Management (Aviation)
5. Rozeta Mahboubi, Florida Restaurant Lodging Association, Broward Chapter (Hospitality)
6. Marcy Mills-Matthews, Broward Health (Healthcare)

CareerSource Broward (CSBD) staff Carol Hylton, President/CEO, Ron Moffett, Executive Vice President, Rochelle Daniels, General Counsel and Samantha Vazquez, were also in attendance.

The EIC is chaired by Mr. Matt Rocco who facilitated the meeting and asked CSBD staff to talk about CSBD's governance structure and CSBD's programs and services.

B. Summary analysis of the local labor market based on the industry representative needs and education offerings.

CSBD has created a dashboard of local economic and workforce data, which is updated regularly, and is posted on our website. EIC members were shown how to access the information about occupations in demand on the dashboard. Members were also provided with the CSBD's eligible training provider list (ETPL) so they could see how training options for CSBD customers track with demand occupations. CSBD also informed the EIC regarding workplace-based training.

Following the presentation of the information and tools described above, the committee members expressed their endorsement of the dashboard, which they said can help all employers and job seekers make better business and career decisions. They then compared jobs in demand with the CSBD ETPL and concluded that occupational training offerings were robust and responsive to the local labor market, which continues to be tight.

C. Information on priority industry sectors and occupations for the local area.

The CSBD Targeted Occupations List (TOL) and information on the targeted industries in Broward County was presented to the committee. It was explained that CSBD could only fund training for occupations on the list.

As the committee considered the TOL, Mr. Haughton directed the committee's attention to the occupational titles "Airline Pilots, Copilots, and Flight Engineers," stating that Flight Engineers are no longer in demand for commercial airlines. The committee also noted that the TOL occupational wage information was outdated or lagging, as in Broward employers have had to increase wages to address inflation and the high cost of living. The committee discussed the 1) tight labor market 2) aging of the workforce and 3) importance of developing and keeping local talent. The members recognized the role of the workforce board as being critical to matching talent with business needs.

Ms. Hylton said CSBD would bring the EIC feedback to CareerSource Florida to see if more updated wage information was available and that we would bring any new information back to the consortium.

D. Information on the status of existing talent pipelines for in-demand occupations.

The committee reviewed local labor market information and addressed pipeline needs in the following areas:

1. The Marine Industry

The marine industry currently relies on recruiting automotive diesel mechanics and engineers. Marine engines and their components are significantly different from their automotive counterparts, which limits the workers' transferable skills. The marine industry is moving toward using different fuel systems. So, while demand exists for workers trained in diesel fuel engines, there is an emerging need for training in cleaner fuel technologies that are starting to become more mainstream.

2. Aviation

Drone piloting is the fastest-growing field in aviation. Manufacturing drones and their electrical components is a growing field, and there are a number of companies in Pompano and Hollywood that specialize in their manufacture.

Ms. Hylton asked Ms. Hagen and Mr. Houghton, the experts on the EIC for marine and aviation, to provide us with any additional information they may have describing the knowledge, skills, and abilities required for those jobs in the occupations discussed. Ms. Hylton stated that CSBD will look into local demand and research the availability of occupational training programs in Broward County in these 2 areas.

Memorandum #15 – 23 (QA)

To: Broward Workforce Development Board, Inc./CareerSource Broward Council of Elected Officials

From: Carol Hylton, President/CEO

Subject: Report on 2024 Broward Workforce Development Board (BWDB) Planning Session

Date: May 14, 2024

SUMMARY

Consideration to adopt the strategic goals and objectives for program year 24/25 developed during the Broward Workforce Development Board (Board) annual planning session held on 4/25. During the session, the Board had a chance to review the year's highlights and hear from the FloridaCommerce Deputy Secretary, Ms. Lindsay Volpe. Then, the Board, Council members, and guests formed workgroups to discuss goals and objectives for the upcoming year. The planning session ended with each group reporting their recommendations. Approved at the 5/13 Executive Committee meeting.

BACKGROUND

This year's annual planning session was held on 4/25, during which our governing boards discussed workforce issues affecting our community and strategized on goals for the upcoming year. 27 Board, Council members, and guests attended.

Council Chair and Hollywood Mayor Josh Levy opened the planning session, and Board Chair Heiko Dobrikow and CSBD President/CEO Carol Hylton welcomed the members and guests. We then heard from Ms. Lindsay Volpe, FloridaCommerce Deputy Secretary, who provided perspective regarding the current state and future of the workforce. Other guests included Ms. Germain Smith-Baugh, CEO of the Urban League of Broward County; Ms. Jennifer O'Flannery-Anderson, CEO of the Community Foundation of Broward; Mr. Joe Cox, CEO of the Museum of Discovery and Science; and Ms. Monica Cepero, Broward County Administrator, in addition to CSBD staff.

DISCUSSION

Following CSBD President Carol Hylton's presentation of the year's highlights, BWDB members and guests separated into two workgroups to discuss the thought questions and brainstorm ideas that form the basis for the Board's goals and objectives for the upcoming year. Each workgroup reported on its recommendations. The recommendations have been combined to eliminate duplication and are presented below.

- 1. Upskilling and Reskilling our Workforce - As conveners of workforce services what can CSBD do to educate employers and assist in upskilling their workforce?**
 - Explore creating podcasts and/or lunch and learns for employers.

- Consider inviting board members who are subject matter experts to present to employers using venues such as podcasts, lunch and learns, and workforce Wednesdays.

2. Connecting more effectively with local elected officials and educating them on our services - What additional strategies can be employed to educate our community partners and local delegation regarding CSBD's work and services?

- Continue on the path set in 23/24.
- Consider outreach to additional groups such as the Rotary Club, Toastmasters, smaller chambers, PTAs, or faith-based organizations.
- Continue to expand the use of social media and research methods to measure the impact through a unique QR code or other mechanism.
- Explore additional ways to share information regarding our services with all 31 Broward cities and all 17 chambers.
- Consider ways to build on our relationship with Broward County and, as they identify workforce needs, seek ways to partner.

3. Automation, AI, and robotics are raising demand for people with the technical skills in these occupational areas.

a) How can we encourage in-school youth (ISY) and out-of-school youth (OSY) to enter into these occupations?

- Research NOVA's robotic bus to see if we can develop partnership opportunities.
- Consider ways to partner with the Museum of Discovery and Science to present careers and sustainable jobs in aviation, marine, and environment industries.
- Explore ways to dialog with younger youth (late elementary and middle school), their teachers, and parents to encourage career/job exploration.
- Consider creating a presence in the library or malls, such as strategically placed kiosks.
- Consider additional ways to reach out to caregivers and parents as a way to inform youth about locally in-demand and emerging occupations.
- Market career ladders and career pathways in emerging occupations, such as AI, to create a more resilient economy.

b) Given that job skill requirements are rapidly changing, what initiatives should we consider to assist employers and job seekers so that they can remain competitive?

- Explore alternative ways to market Incumbent Worker Training to employers to provide additional upskilling for OSY they hire.
- Explore opportunities to work with local education partners to bring training for emerging occupations, such as Robotics and AI.
- Explore marketing campaigns targeting distressed communities to engage barriered populations to make them aware of our services, including occupational and work-based training.
- Research partnering with bigger companies to create training courses on emerging jobs within these industry sectors (i.e., Apple, Amazon).

4. Ambassadors in the community - What are some ways Board members can promote CSBD to the business community?

- Continue to use testimonials and real examples from customers and employers.
- Create a social media kit that board members can use.

- Produce short videos to highlight services.
- Create and send a link to board members to be added to members' signature lines in their work emails as a way to promote CSBD.
- Consider forwarding Outlook invites to the board members for CSBD events that may be of interest to them and encourage members to share with fellow business leaders.
- Forward upcoming business events and meetings board members may receive to CSBD so that we can make arrangements to attend if it will further our goals and objectives.

5. New economic needs are creating new opportunities - What additional strategies can CSBD adopt to support economic growth through communication, coordination, and collaboration among employers, economic development, and community partners?

- Continue to strengthen bonds that we have already established.
- Explore partnerships with Small Business Development Committees, colleges, and universities like FAU and SCORE.
- Research ways to reach small businesses (consider attending a small business summit) and consider how to be more of a resource to small businesses (businesses with at least 3 employees), particularly those that have not used our services, and develop a different service package for them.
- Determine the feasibility of approaching small business and start-up entrepreneur lenders to explain our services and pass information about our services to their customers.
- Consider sharing the success of the partnership with the Greater Fort Lauderdale and Hollywood Chambers of Commerce to get other chambers to share our services with their businesses.
- Explore developing a survey for organizations, chambers, etc., to learn about their engagement with CSBD and their additional needs.

6. Making employers aware of the value proposition they can gain by using our services - Based on the value proposition provided below, is introducing a value proposition to employers a good idea?

Let CSBD increase your bottom line by:

- ✓ \$8,830 that CSBD will incur on your behalf for candidate recruitment **every time** we fill your vacancy or \$10,000 when you participate in a Job Fair.
- ✓ \$16,990 **every time** you engage an intern whose wages are paid by CSBD.
- ✓ \$19,000 **per employee** when CSBD fills your vacancy through our On the Job/ Apprenticeship training program where up to 75% of the employee wage is paid by CSBD.
- ✓ \$4,000 (est.) **per employee** when CSBD trains your current labor force through our Incumbent Worker Training Grant.

Is the above suggestion a good option? Are there other options we should consider?

- Yes, this should be considered, as it will help employers to understand the value instead of "free" services.
- Consider building an interactive landing page with a calculator marketing our value proposition on the CSBD website. The user can use the tool to calculate our value. Example: 2 interns or OJTs will provide this much value to your company.
- Explore contracting a marketing company to simplify our message.
- Include testimonials and real examples from customers and employers.

- Post testimonials from employers on our website so others will learn of the value of our services.
- Make sure our language is understandable to our audience, using plain talk and simplification.
- Research employers who recently started a business in Broward and meet with them to engage in our services.

7. Our organization's vision and mission statement - Are any changes or modifications needed to our vision and mission statements or to the Board's goals at this time?

- No suggestions were received from either workgroup.

EVALUATION

Every year, the attendees at the Board planning session are provided with an evaluation, so CSBD staff can gauge the success of the planning session. Based on the evaluation results obtained from the members, 100% of the respondents were **very satisfied** overall with this year's planning session. Some of the comments received, in which satisfaction was expressed, included:

- The breakout sessions are always productive, great content and the review presentations are also notable.
- The interaction in our breakout group was fantastic.
- Great team participation in the breakout sessions.
- The wonderful collaboration, networking, great guest speaker, and focused direction for moving forward.
- Great content and planning.
- New and innovative ideas.
- Thank you very much for the productive retreat experience and the great food.
- Carol and her team are great! Let's hear it for the staff!!

The board planning concluded with Heiko Dobrikow and Carol Hylton providing closing remarks and thanking the Board and staff. Carol also reminded the Board that the recommendations would be presented at the next Board meeting, after which the goals and objectives will be incorporated into the matrices of the various board committees to work on during the year.

RECOMMENDATION

That the Board adopt the strategic objectives.

Overview of the CareerSource Broward Region
Not Seasonally Adjusted
May 17, 2024

- The unemployment rate in the CareerSource Broward region (Broward County) was 3.1 percent in April 2024. This rate was 0.7 percentage point greater than the region's year ago rate of 2.4 percent. The region's April 2024 unemployment rate was 0.1 percentage point lower than the state rate of 3.2 percent. The labor force was 1,095,618, up 18,549 (+1.7 percent) over the year. There were 33,772 unemployed residents in the region.

Fort Lauderdale-Pompano Beach-Deerfield Beach Metro Division

- In April 2024, nonagricultural employment in the Fort Lauderdale-Pompano Beach-Deerfield Beach MD was 932,000, an increase of 23,200 jobs (+2.6 percent) over the year.
- The Other Services (+9.6 percent); Leisure and Hospitality (+4.4 percent); Education and Health Services (+4.3 percent); Government (+4.3 percent); and Trade, Transportation, and Utilities (+3.3 percent) industries grew faster in the metro area than statewide over the year.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the highest annual job growth compared to all the metro areas in the state in the Government (+4,500 jobs) and Other Services (+3,400 jobs) industries.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the fastest annual job growth rate compared to all the metro areas in the state in the Other Services (+9.6 percent) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the second highest annual job growth compared to all the metro areas in the state in the Trade, Transportation, and Utilities (+6,700 jobs) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the third highest annual job growth compared to all the metro areas in the state in the Leisure and Hospitality (+4,300 jobs) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the third fastest annual job growth rate compared to all the metro areas in the state in the Leisure and Hospitality (+4.4 percent) and Trade, Transportation, and Utilities (+3.3 percent) industries.
- The industries gaining jobs over the year were Trade, Transportation, and Utilities (+6,700 jobs); Education and Health Services (+5,200 jobs); Government (+4,500 jobs); Leisure and Hospitality (+4,300 jobs); Other Services (+3,400 jobs); and Construction (+1,300 jobs).
- The industries losing jobs over the year were Professional and Business Services (-1,400 jobs); Financial Activities (-400 jobs); Manufacturing (-300 jobs); and Information (-100 jobs).

Unemployment Rates			
(not seasonally adjusted)	Apr-24	Mar-24	Apr-23
CareerSource Broward (Broward County)	3.1%	3.2%	2.4%
Florida	3.2%	3.3%	2.4%
United States	3.5%	3.9%	3.1%

Nonagricultural Employment by Industry (not seasonally adjusted)	Ft. Lauderdale-Pompano Beach-Deerfield Beach Metropolitan Division				Florida				Annualized Avg. Wages Broward County, Q3 2023
	Apr-24	Apr-23	change	percent change	Apr-24	Apr-23	change	percent change	
Total Employment	932,000	908,800	23,200	2.6	9,968,400	9,753,600	214,800	2.2	\$62,544.97
Mining and Logging	#N/A	#N/A	#N/A	#N/A	6,000	5,700	300	5.3	\$72,990.42
Construction	52,500	51,200	1,300	2.5	643,700	623,500	20,200	3.2	\$69,797.25
Manufacturing	30,400	30,700	-300	-1.0	427,800	419,100	8,700	2.1	\$69,298.68
Trade, Transportation, and Utilities	209,300	202,600	6,700	3.3	2,005,400	1,946,200	59,200	3.0	\$61,688.66
Wholesale Trade	55,900	54,000	1,900	3.5	402,100	388,000	14,100	3.6	\$87,494.19
Retail Trade	108,500	106,700	1,800	1.7	1,171,800	1,135,000	36,800	3.2	\$44,667.00
Transportation, Warehousing, and Utilities	44,900	41,900	3,000	7.2	431,500	423,200	8,300	2.0	\$74,900.68
Information	20,500	20,600	-100	-0.5	159,900	159,000	900	0.6	\$115,566.38
Financial Activities	72,200	72,600	-400	-0.6	675,700	680,700	-5,000	-0.7	\$100,382.82
Professional and Business Services	171,000	172,400	-1,400	-0.8	1,628,900	1,627,500	1,400	0.1	\$74,299.27
Education and Health Services	125,300	120,100	5,200	4.3	1,524,500	1,470,900	53,600	3.6	\$65,513.97
Leisure and Hospitality	101,800	97,500	4,300	4.4	1,349,500	1,316,200	33,300	2.5	\$34,213.96
Other Services	38,900	35,500	3,400	9.6	376,700	366,300	10,400	2.8	\$48,707.25
Government	110,000	105,500	4,500	4.3	1,170,300	1,138,500	31,800	2.8	\$81,198.97

Population	2023	2022	change	percent change
CareerSource Broward (Broward County)	1,962,531	1,946,889	15,642	0.8
Florida	22,610,726	22,245,521	365,205	1.6

Average Annual Wage	2022	2021	change	percent change
CareerSource Broward (Broward County)	\$66,754	\$63,542	\$3,212	5.1
Florida	\$63,781	\$60,313	\$3,469	5.8