



**Broward Workforce Development Board
Employer Services Committee**
Monday, January 22, 2024
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID: 878 5061 3908
Zoom Password: 099014
Zoom Call-In: +1 646 876 9923

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

This meeting is being held in person. This meeting is also accessible via a Zoom video conference using the link below.

<https://us02web.zoom.us/j/87850613908?pwd=MFI0RFRRd2kzTGovbzIPSUtza0RiQT09>

The Committee is reminded of 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.

PROTOCOL FOR TELEPHONE/ZOOM MEETING

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 themselves.
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 ensure 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 four digits of the number you are calling from.
7. Please note the chat function has been disabled.

MEETING AGENDA

IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

APPROVAL OF MINUTES

Approval of the Minutes of the 11/20 Employer Services Committee meeting.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Minutes of the 11/20 meeting

Pages 8 – 14

NEW BUSINESS

1. Business Confidence Survey Questions

The committee approved adding a Business Confidence Indicator to the CSBD Economic Dashboard. Data for this new tile will be derived from the business community through a business confidence survey. CSBD's economist, Dr. Aaron Schmerbeck, researched the questions designed to measure the economic outlook in Broward County. It is recommended that the Employer Services Committee review, provide input, and approve the questions for a forthcoming Quarterly Business Confidence Survey.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Draft survey questions

Pages 15 – 16

2. CSBD Chatbot

Consideration to implement a Chatbot on the CSBD Website as a way to make the website more user-friendly for employers. The Chatbot is a form of artificial intelligence designed to simulate conversation with people using Natural Language Processing. The Chatbot can answer questions and provide information based on programmed algorithms or predefined responses. The Chatbot will help employers navigate our website to find the information they are looking for, and if successful, we will expand the Chatbot to assist job seekers. The estimated cost of doing this is less than \$10,000.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT None

3. Employer Services Committee Strategic Planning Matrix PY 23/24

Consideration to review and approve the updates to the Employer Services Committee Strategic Planning Matrix.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT Employer Services Committee Strategic Planning Matrix

Pages 17 – 23

REPORTS

1. Update on Chamber Marketing Initiative

Following a request for proposals to identify business associations willing to market, advertise, and promote CSBD employer services to their members, CSBD is in the process of finalizing contracts with the Greater Hollywood and the Miramar/Pembroke Pines Chambers of Commerce for up to \$55,000 and \$20,000 respectively. CSBD has finalized a contract with the Greater Fort Lauderdale Chamber of Commerce in the amount of \$65,000, as recommended by the BWDB Proposal Review Committee. The 3 Chambers will be working on getting commitments for work-based training and committing approximately \$350,000 in training funds divided proportionately among the 3 Chambers. The CSBD Business Services team has begun training the Chamber staff, and we expect to start seeing returns in the form of OJTs, internships, and incumbent worker training commitments around March. The contracts are aligned with our fiscal year and run from the date executed through September 30 to give the Chambers sufficient time to meet their deliverables. The funds awarded have been prorated to reflect the number of months between execution through September 30.

ACTION None
EXHIBIT None

2. Inaugural State of the Workforce Breakfast and Job Fair

CSBD, in partnership with the chambers of commerce in Fort Lauderdale, Hollywood, Pompano Beach, and Tamarac, is hosting the inaugural State of the Workforce Breakfast and Job Fair on 1/24/24 at the Broward County Convention Center. The event will feature a 1) networking breakfast where attendees will learn about the latest workforce trends and uncover the dynamic relationship between AI and the workforce 2) Business Marketplace showcasing local vendors that offer services designed to help the companies operate efficiently and 3) job fair where over 70 employers will discover top-notch talent by coming face-to-face with about 800 job seekers. Broward County Transit is providing complimentary transportation to job seekers from economically distressed zip codes. Marketing to employers and job seekers for the event is executed through 1) targeted digital advertisements through geofencing 2) social media and 3) e-blasts.

ACTION	None
EXHIBITS	Flyer - State of the Workforce Breakfast Flyer - State of the Workforce Job Fair and Bus Routes Press Release

3. Worlds of Work Youth Career Exploration Summit

CSBD, in partnership with the School Board of Broward County, will host the 2024 Worlds of Work (WOW) Youth Career Exploration Summit on 3/14, from 9:00 am to 12:30 pm at the Amerant Bank Arena. WOW is an immersive experiential learning event where over 800 youth in the 9th and 10th grades will learn about different career pathways that align with their interests. At the event, students will engage in several hands-on career experiences in nine growth industries, including aviation, healthcare, information technology, and public safety. We have several business, education, and community partners who have expressed an interest in supporting the event, including Broward Health, Memorial Healthcare, and Broward College.

ACTION	None
EXHIBIT	None

4. Industry Intermediary Report

This is an update on CareerSource Broward’s (CSBD) targeted industry initiatives and activities. CSBD has staff assigned to seven (7) targeted industries. The selected industries are aligned with the emerging sectors identified by the Greater Fort Lauderdale Alliance and Broward County Government.

ACTION None
EXHIBIT Memo #11 – 23 (BR)

Pages 24 – 25

5. Update on the Summer Youth Employment Program

To date there are 1,641 youth who have registered for a summer job. In order to provide additional opportunities for youth to be matched with jobs aligned with their career interest, we are asking BWDB members and Chambers of Commerce to 1) host a youth for the summer and 2) encourage their business contacts to host a youth and provide a meaningful work experience. The youth flyer is provided to share as well.

ACTION None
EXHIBITS [SYEP Employer Flyer](#)
 [SYEP Youth Flyer](#)

6. Florida Atlantic University Outreach Partnership

CSBD recently met with Florida Atlantic University (FAU) representatives to brainstorm collaborative strategies for expanding awareness of our employer services among individuals served by FAU. A four-part workshop series on CSBD’s employer services will be conducted as a value-added service to entrepreneurs that utilize FAU’s Small Business Development Center.

ACTION None
EXHIBIT None

7. Construction Industry Job Fair

CSBD partnered with the Broward County Office of Economic and Small Business Development (OESBD) and Balfour Beatty to host a Construction Industry Job Fair on 1/17 at the Central Career Center. The job fair was to support the Greater Fort Lauderdale/Broward County Convention Center Expansion Project. BWDB member and director of the OESBD, Sandy McDonald, welcomed the employers and over 120 job seekers. BWDB member Rick Shawbell attended as a recruiter for electrical apprenticeship positions. Ten construction companies participated, including Southeast Mechanical Contractors, Conti Corp., and Lotspeich, with over 100 job openings from entry-level to managerial positions. Employers at the event shared that they were pleased with the number and skill of the applicants. Several expressed a desire to hold additional recruitment events and plan to attend the State of the Workforce Job Fair on 1/24.

ACTION None
EXHIBIT None

8. Broward County Economic Dashboard

Pursuant to committee direction, CSBD added a new economic indicator on cruise passenger data to the dashboard. At the recommendation of BWDB Board Chair Heiko Dobrikow, Dr. Schmerbeck met with representatives at Visit Lauderdale to discuss relevant data they could provide for our dashboard. A new tile was added to provide information regarding month-over-month cruise passenger data at Port Everglades. This information is useful in measuring the health of the local tourism industry, one of Broward’s main economic drivers. Cruise passengers contribute to the local economy by spending money on various goods and services. Two additional tiles are in process, the 1) aforementioned Business Confidence Indicator and 2) Hotel Lodging Index, which CSBD’s economist is finalizing to provide a year-over-year comparison of tax and revenue data to identify trends.

ACTION None
EXHIBIT [CareerSource Broward Dashboard](#)

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

MATTERS FROM THE FLOOR

MATTERS FROM THE PRESIDENT/CEO

ADJOURNMENT

THE NEXT EMPLOYER SERVICES COMMITTEE MEETING WILL BE HELD ON APRIL 1, 2024



Broward Workforce Development Board
Employer Services Committee
Monday, November 20, 2023
12:30 p.m. to 2:00 p.m.

Zoom Meeting ID: 834 8812 8544
Zoom Passcode: 996431
Zoom Call in: 1-646-876-9923

MEETING MINUTES

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

The Committee was reminded of the conflict-of-interest provisions.

This meeting was held in person and accessible via Zoom video conference using the link below:

<https://us02web.zoom.us/j/83488128544?pwd=bkozQTNJMmFaRW1HNIJScHNOU2lzd09>

ATTENDEES

Employer Services Committee Members: Heiko Dobrikow, Denise Jordan, Marie Suarez, Michael Goldstein, and Paul Farren, who chaired the meeting.

Staff: Carol Hylton, Ron Moffett, Tony Ash, Andrew Skobinsky, and Sonia Harriott.

Guest: Aaron Schmerbeck, Ph.D.

IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

APPROVAL OF MINUTES

Approval of the Minutes of the 9/11 meeting.

On a motion by Heiko Dobrikow and seconded by Michael Goldstein, the Employer Services Committee unanimously approved the minutes of the 9/11 meeting.

NEW BUSINESS

1. New Tiles to Be Added to Economic Dashboard

Considered the approval of adding three economic indicators to the CareerSource Broward (CSBD) dashboard 1) Hotel and Lodging 2) Cruise and 3) Business Confidence. The Dashboard currently showcases 19 "data titles" that tell the story of the tri-county area's labor market and

economic conditions. Adding this new information keeps the dashboard relevant and draws employers to our website, where economic information about Broward County and its neighbors can be found in one place.

CSBD's economist, Dr. Schmerbeck, provided an overview of the proposed three new indicators. He stated that for the first, Hotel and Lodging indicator, he would utilize industry tax and revenue data to provide a snapshot of the economic health of the tourism industry. Mr. Dobrikow stated that Visit Lauderdale has industry economic data on its website and recommended that Dr. Schmerbeck contact Tony Cordo of Visit Lauderdale to discuss their data and possibly use it for CSBD's dashboard.

Regarding the second, a Port economic indicator, Dr. Schmerbeck stated he has identified export/import data, as well as cruise passenger data, on Port Everglades' website that may be useful. He stated that the data on the website is provided annually and that he plans to contact Port Everglades to determine if they are able to provide it in more real time.

Dr. Schmerbeck indicated the data for the third new tile, the Business Confidence indicator, would be researched through surveys to the business community to gather feedback on the local economy. Dr. Schmerbeck added that he would leverage the methodologies used with surveys performed by the University of Florida and the University of Michigan. Ms. Hylton asked Dr. Schmerbeck how often the survey should be distributed. He stated quarterly or biannually.

Mr. Dobrikow congratulated CSBD for providing Broward County's economic and labor market information in one place, and in five years, he predicts that our dashboard will be the most robust source of data in one place.

On a motion by Denise Jordan and seconded by Michael Goldstein, the Employer Services Committee unanimously approved adding the three new tiles to the CSBD Economic Dashboard 1) Hotel and Lodging 2) Cruise and 3) Business Confidence.

2. Incumbent Worker Training (IWT) Contract with Locality Bank

Considered the approval of entry into an IWT contract with Locality Bank to provide sales training for up to fifty (50) employees. The employees will receive training in sales processes, prospecting, sales cycles, managing sales teams, and accountability. The contract will provide for up to \$120,000 for the cost of the training through June 2024. Pursuant to the Workforce Innovation and Opportunity Act requirements, Locality Bank will contribute 10% to the cost of the training by paying employee wages while they are in training. Because Board member Keith Costello is a partner in the Bank, this recommendation must be approved by a 2/3 vote of the Board members present at a meeting with an established quorum and by the State following board approval.

Ms. Hylton stated that Mr. Costello offered to include CSBD staff in the sales training and she thanked him for the offer. Mr. Farren replied that it was a great idea and also thanked Mr. Costello.

Mr. Dobrikow declared a conflict as he is a shareholder in Locality Bank and abstained from the discussion and vote.

On a motion by Paul Farren and seconded by Denise Jordan, the Employer Services Committee unanimously approved the Incumbent Worker Training (IWT) contract with Locality Bank.

3. WIOA Youth Work Experience Contract Approval for Locality Bank

Considered the approval of the Workforce Innovation and Opportunity Act Youth Work Experience (WEX) contract with Locality Bank for Program Year 23/24. WEX contracts are non-financial, as CSBD is the employer of record. Youth will be placed in clerical positions working with database management. Because Board member Keith Costello is a partner in the Bank, this recommendation must be approved by a 2/3 vote of the Board members present at a meeting with an established quorum.

Mr. Dobrikow declared a conflict as he is a shareholder in Locality Bank and abstained from the discussion and vote. There was no further discussion.

On a motion by Paul Farren and seconded by Marie Suarez, the Employer Services Committee unanimously approved the WIOA Youth Work Experience contract with Locality Bank.

4. Broward Health Work-Based Training

Considered the approval of work-based training assistance with Broward Health in the amount of up to \$250,000. Healthcare occupations are in high demand in Broward County. To assist individuals entering these occupations, Broward Health, a part of the Broward County public health system, will work with CSBD to provide Internships, On-the-Job Training (OJT), and Incumbent Worker Training (IWT). These training efforts will be supported by the Health Care Initiative discretionary funding and WIOA if needed. We anticipate obligating up to \$250,000 across these work-based options. Because Board member Shane Strum serves as the President/CEO of Broward Health, a 2/3 vote of the Board members present at a meeting with an established quorum is required. The internship contracts are non-financial in nature; however, the OJT and IWT contracts will be submitted to Florida Commerce for their approval as required under the state's contracting policy for related parties.

On a motion by Heiko Dobrikow and seconded by Denise Jordan, the Employer Services Committee unanimously approved obligating up to \$250,000 for work-based training assistance with Broward Health.

5. World Emblem Inc. Incumbent Worker Training Grant Application

Considered approval to award World Emblem Inc. an Incumbent Worker Training (IWT) grant in the amount of \$82,000 to train 12 employees to learn Lean Practitioner methodologies. Pursuant to the Workforce Innovation and Opportunity Act requirements, World Emblem Inc. will contribute 50% to the cost of the training by paying employee wages while they are in training. In accordance with governing boards' policy, IWT grant applications of \$50,000 or more and recommended by the rating committee go to the Employer Services and the Executive Committees for consideration, with a report to the BWDB/CSBD Council of Elected Officials at their next meeting.

Mr. Farren asked what type of training was involved with Lean Practitioner methodologies. Mr. Ash replied that the training is on reduction of waste and process improvement, based on the Lean Six Sigma curriculum. He added that World Emblem, Inc., is an embroidery company that is based in Broward County and has been in business for thirty years.

Mr. Ash stated the grant would support training in the employer's sales, marketing, and research/development divisions, and the occupations to be trained are on the Broward County

Targeted Occupations List. The wages that average \$49.00 an hour will have a positive impact on our WIOA performance.

On a motion by Heiko Dobrikow and seconded by Marie Suarez, the Employer Services Committee unanimously approved the World Emblem Inc. Incumbent Worker Training Grant application in the amount of \$82,000 to train 12 employees to learn Lean Practitioner methodologies.

6. Employer Services Committee Strategic Planning Matrix PY 23/24

Considered the approval of the updates to the Employer Services Committee Strategic Planning Matrix.

Mr. Ash reviewed the updates to the Strategic Planning Matrix and provided an overview of the progress made on the next steps and benchmarks. Mr. Ash explained that with matrix item 1.0, we have been successful in securing donated refreshments for participating employers.

Mr. Ash elaborated on Section 2.0 pertaining to regionalism, stating we are in the process of engaging CareerSource Palm Beach about holding a joint job fair for employers that have hiring needs in both counties.

Mr. Ash explained that we have not engaged CareerSource South Florida in Miami as they are currently going through realignment under the REACH Act, and the State is giving them a year regarding regional collaborations.

For section 2.0, he explained that CSBD is on track to hold our first annual State of the Workforce Breakfast in partnership with the Broward County Council of Chambers.

Mr. Dobrikow thanked the participating Chambers for the collaboration, including Marie Suarez and the Greater Hollywood Chamber of Commerce and Denise Jordan and the Greater Fort Lauderdale Chamber of Commerce. He added that this is a great opportunity for the Council of Chambers to create a signature event for the county, partnering with CSBD to provide content. He indicated that Adrienne Johnston, president/CEO of CareerSource Florida, will be one of the keynote speakers, and we are planning to have another speaker on the subject of artificial intelligence in the workplace.

Mr. Dobrikow congratulated Mr. Ash on the presentation this month to the Fort Lauderdale Rotary Club. The feedback from the Rotarians in attendance was very positive.

On a motion by Denise Jordan and seconded by Heiko Dobrikow, the Employer Services Committee unanimously approved the updates to the Employer Services Committee Strategic Planning Matrix.

7. Employer Services Committee Meeting Schedule

Considered approval of the 2024 Employer Services Committee meeting schedule. We have scheduled six meetings for the upcoming year. Meetings are in person. On occasion, if necessary, a committee member can attend via Zoom.

On a motion by Heiko Dobrikow and seconded by Paul Farren, the Employer Services Committee unanimously approved the Employer Services Committee Meeting Schedule for 2024.

REPORTS

1. Hospitality Career Fair

To support employers in the hospitality industry as they prepare for peak season, which started in the Fall and runs through Spring, CSBD hosted a Hospitality Job Fair at the Urban League. Fourteen hospitality companies, including Riverside Hotel, Pelican Grand Resort, Holiday Inn Express Ft. Lauderdale Cruise Airport, and Margaritaville Resort, with job openings from entry-level to management. Board Chair Heiko Dobrikow and Carol Hylton, President/CEO, welcomed the employers and about 200 job seekers. Employers at the event shared that they were pleased with the number, quality, and skill of applicants.

Mr. Ash thanked Mr. Dobrikow and Ms. Hylton for providing welcoming remarks to the employers at the career fair.

A video of the event was shared with the committee. Mr. Dobrikow commended the team on a well-executed event and recommended that the video be shown at the State of the Workforce Breakfast in January.

2. Non-Custodial Parent (NCP) Program Employer Outreach

The program is designed to assist non-custodial parents who are under or unemployed and have difficulty meeting child support obligations to receive occupational and work-based training that will remove barriers to employment so they may obtain a higher-paying job. Through our intermediaries, employers in our targeted industries were sent informational materials on how CSBD can help defray the cost of occupational and work-based training for their employees who are non-custodial parents. Information was shared with various Chambers of Commerce to send out to their network of employers and community partners. A multi-faceted marketing campaign will begin in December.

Ms. Hylton stated that we have \$900,000 for this program and that we have started a marketing and outreach campaign to employers to make them aware that we can assist them with investing in skills upgrade training for their employees who are non-custodial parents. She added that staff met with the Broward County Sheriff's Office about a collaboration to provide training to returning citizens. Ms. Hylton asked the committee to share the flyer link with their employer network. Mr. Dobrikow asked if the information would be provided on social media. Ms. Hylton replied yes, as well as through eblast and targeted geofenced digital ads. She added that the flyer will be translated into Spanish and Haitian Creole and will be distributed in those communities.

Mr. Dobrikow asked if the faith-based community would be included in the outreach campaign. Ms. Hylton replied yes, and that we have a database of places of worship that staff is currently engaging.

3. CSBD's 2023 Paychecks for Patriots Veterans Hiring Fair

CSBD held our 11th annual Paychecks for Patriots Veterans Job Fair on 11/8, with over 500 job seekers and more than 100 employers in attendance. It was a great event with employers recruiting, such as Broward Health, Advanced Roofing, Broward County Government, Memorial Healthcare, Seminole Hard Rock, Broward County Public Schools, Coca-Cola, Miami Heat, various law enforcement agencies like Fort Lauderdale Police, Broward Sheriff's Office, and Pembroke Pines Police, and many more. Feedback from employers and job seekers was very positive, and a highlight video is in production.

Mr. Ash thanked Mr. Dobrikow and BWDB members Zac Cassidy and Rick Shawbell for attending the event. He added that several elected officials or their representatives visited the event, including Broward County Commissioners Steve Geller and Michael Udine and a representative from U.S. Senator Marco Rubio's office, and all expressed how impressed they were by the organization, scope, and size of the job fair. Mr. Dobrikow commended the event's project coordinator, Deborah Nunez, and staff for an outstanding job in making P4P enormously successful.

The committee viewed a slideshow video from the event as the video is not yet final.

4. Summer Youth Employment Program Employer Engagement

CSBD's Summer Youth Employment Program (SYEP) has been successful in placing youth between the ages of 16 to 18 in summer employment with private employers, not-for-profit organizations, and municipalities. For summer 2024, we plan to serve more than 1,000 youth and have opened the employer portal to expand our work sites. We have shared the employer flyer with various Chambers of Commerce to forward to their members. We are asking the committee members to share the Employer Flyer with their business community.

Ms. Hylton stated that the employer portal is open and asked the committee to share the employer flyer with their network. She added that the Children's Services Council is again awarding CSBD an additional \$1.4 million, similar to last year because we did so well in developing work sites for the youth. Mr. Dobrikow recommended that the link for employers to register be made more prominent on the CSBD website. Ms. Hylton indicated that we would make that adjustment.

Mr. Farren asked about the start date and duration of the program. Mr. Dobrikow replied the program starts at the end of June and lasts eight weeks.

5. National Apprenticeship Week Proclamation

On 11/14, CSBD and BWDB member Lori Wheeler of the Marine Industries Association of South Florida (MIASF) were recognized by the Broward County Board of County Commissioners during the proclamation ceremony recognizing 11/13 – 11/19 as National Apprenticeship Week. CSBD places a strong emphasis on the importance of cultivating registered apprenticeship programs as a cornerstone of professional development. MIASF created the Yacht Service Technician Registered Apprenticeship Program, the first of its kind in the State and which CSBD supports with OJT funding.

Mr. Moffett stated that registered apprenticeship is an option in our toolkit to help employers train their workforce and develop their pipeline. He expressed appreciation to the Board of County Commissioners for CSBD's recognition.

6. Employer Marketing Campaign

As recommended by the committee, an employer-focused marketing campaign to 1) expand awareness of our work-based training programs and 2) increase the number of employers that register in Employ Florida will begin in December. Paid advertisements on LinkedIn, print and digital advertising, and ads in various Chamber events' programs are planned including a 12-month weekly ad on WLRN public radio during morning drive-time hours.

Mr. Skobinsky provided an overview of the marketing campaign, including targeted digital ads to employers using geofencing.

7. Broward County Economic Dashboard

CSBD created a dashboard allowing website visitors to review the current and historical economic and workforce status of Broward County. The dashboard is a value-added resource allowing businesses and those looking to move to Broward the ability to make data-informed decisions.

Heiko commented that the labor deficit is shrinking and moving in the right direction.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR

None

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

Ms. Hylton informed the committee that the Worlds of Work Youth Summit is scheduled for March 2024. We are pending final confirmation on the date from the venue, Amerant Arena. The event will be an experiential, interactive event for approximately 800 9th and 10th graders. There will be hands-on career exploration opportunities among 10 top industries for the youth to experience at the event.

Ms. Hylton stated the outreach contracts with the Chambers are in the final stages of development and will start next month.

Ms. Hylton shared that she and other CSBD staff recently participated in a Thanksgiving Meal distribution in the Washington Park community, where we served several hundred people. We were joined by CSBD Council of Elected Officials Vice-Chair and City of Hollywood Mayor Josh Levy, Eugen Bold, aide to Broward Commissioner Tim Ryan, and State Representative Marie Woodson at the community service event.

ADJOURNMENT 1:51 p.m.

THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS TBD
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CareerSource Broward
2024 Business Confidence Survey Questions

1. In what **industry** does your company operate?

- | | |
|---|--|
| <input type="checkbox"/> Administrative and Waste Services | <input type="checkbox"/> Management of Companies and Enterprises |
| <input type="checkbox"/> Agriculture, Forestry, Fishing and Hunting | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Arts, Entertainment, and Recreation | <input type="checkbox"/> Marine |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Mining |
| <input type="checkbox"/> Aviation/Aerospace | <input type="checkbox"/> Professional and Technical Services |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Public Administration |
| <input type="checkbox"/> Educational Services | <input type="checkbox"/> Real Estate and Rental and Leasing |
| <input type="checkbox"/> Finance and Insurance | <input type="checkbox"/> Restaurant/Food Service |
| <input type="checkbox"/> Health Care and Social Assistance | <input type="checkbox"/> Transportation and Warehousing |
| <input type="checkbox"/> Hotel/Lodging | <input type="checkbox"/> Utilities |
| <input type="checkbox"/> Information Technology | <input type="checkbox"/> Retail Trade |
| <input type="checkbox"/> Life Sciences | <input type="checkbox"/> Wholesale Trade |
| | <input type="checkbox"/> Other _____ |

2. What is the current size of your company?

- 1 to 50 employees
 51 to 250 employees
 251+ employees

3. Do you currently have any job openings?

- Yes No

4. In the next three months, do you have any plans to hire additional staff?

- Yes No

5. We'd appreciate the opportunity to connect with you. How can we best reach you for **follow-up?** – Logic – only asked if answers YES to Q3 or Q4

- Contact Person Name _____
- Company/Organization Name _____
- Email _____
- Phone _____

6. In the next 3 months, do you plan on making any significant capital investments?

- Yes No

7. Do you feel you have adequate access to capital?

- Yes No

8. Is now a good time to expand your business?

Yes No

9. Do you expect the next 3 months of real sales (number of units) to be higher than the same period one year ago?

Yes No

10. On a scale of 1 to 10, where 1 is 'Not optimistic at all' and 10 is 'Extremely optimistic,' how would you rate your optimism about your industry's growth potential over the next three months?

1 2 3 4 5 6 7 8 9 10



BROWARD WORKFORCE DEVELOPMENT BOARD

EMPLOYER SERVICES COMMITTEE

Strategic Planning Matrix for PY 23/24

Heiko Dobrikow,
Board Chair

Francois Leconte,
Employer Services Chair

Carol Hylton,
President/CEO



**Building For
Our Future**

The Next 50
Years 17

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.

Employer Services Committee Goal:

To provide a broad range of workforce information, job matching, and employee training services customized to meet industry demands; develop initiatives that educate employers on best practices critical for maintaining a strong, stable workforce; and foster collaborative partnerships with the business community.

CareerSource Broward Strategic Goal #1:

Improve the Sustainability of the Workforce System Through Increase Funding, Efficiency, Technology, and Relevancy.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>1.0 Consider seeking out sponsors to help fund some of our workforce development initiatives.</p>	<p>1.0.1 Research other entities i.e., Chambers of Commerce, community-based non-profits, and workforce boards, on how they raise funds through donations and sponsorships to pay for items and supplies that can be used at events such as career fairs.</p>	<p>Research is conducted by contacting a minimum of 4 Chambers, 4 community-based non-profits and 5 workforce boards.</p> <p>If feasible, one or more donation/sponsorship program initiatives are implemented for CSBD signature events.</p>	<p>1/24</p>	<p>On Target:</p> <p>Sponsorships/Donations were secured for the following CSBD events:</p> <p><u>Hospitality Industry Job Fair 10/5:</u></p> <p>Delaware North provided box lunches for the participating employers.</p> <p><u>Paychecks For Patriots 11/8:</u></p> <p>Delaware North provided box lunches for the participating employers. Several businesses, including Marriot Harbor Beach, Allied Universal Security Services, and SafeGuard Impact Windows & Doors, provided bottled water. Early Morning Coffee provided coffee.</p> <p><u>Construction Industry Job Fair 1/17:</u></p> <p>Balfour Beatty provided box lunches for the participating employers.</p> <p><u>Workforce Boards</u></p> <p>Contacted CareerSource Northeast Florida (Region 8, Jacksonville). They are exploring “fee for service” to employers that use the career center multiple times a month. They have not implemented the fee for service as of the end of 2023. They also participate in Tobacco Free Florida through the Florida Department of Health, where the workforce board receives \$50 per referral in unrestricted income for up to 25 referrals per quarter.</p> <p>CareerSource Palm Beach (CSPB) generally does not pursue sponsors for their events. When they partner with other community organizations, such as the United Way or Palm</p>

STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.

CareerSource Broward Strategic Goal #1:

Improve the Sustainability of the Workforce System Through Increase Funding, Efficiency, Technology, and Relevancy.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>1.0 Consider seeking out sponsors to help fund some of our workforce development initiatives. cont.</p>	<p>1.0.2 Create a Sponsorship Letter to use for soliciting donations and sponsors.</p>	<p>Sponsorship Letter created and used for Paychecks for Patriots and the Youth Summit.</p>	<p>1/24</p>	<p>Beach State College, CSPB relies on them to solicit sponsorships.</p> <p>CareerSource South Florida has used sponsors for their events to cover the costs of refreshments. They generally used a sponsorship letter to engage potential sponsors.</p> <p>CareerSource Pinellas responded that they have not engaged sponsors for their recent events. However, they are planning to solicit sponsors for upcoming events and will utilize direct mail and phone calls to engage businesses. They will also engage members of the Board for sponsorships.</p> <p><u>Chambers</u></p> <p>The Greater Fort Lauderdale Chamber of Commerce, Greater Hollywood Chamber of Commerce, Greater Pompano Beach Chamber of Commerce, and Tamarac North Lauderdale Chamber of Commerce offers sponsorship levels that include various written and verbal recognition, guest tickets to the event, sponsor logo displayed on printed and online event materials, website ads, an ad in the event program, and a contact list of guests and sponsors.</p> <p>Research with other Chambers of Commerce, workforce boards, the Urban League of Broward County, and Hispanic Unity is in process.</p> <p>A sponsorship letter was created and used for the Paychecks for Patriots Career Fair. It will be used for the Youth Summit in March.</p>

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	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.0 Explore a multi-year plan approach as a strategy for regionalism.</p>	<p>2.0.1 Survey employers for their feedback on areas employers would benefit from collaboration between CSBD, CareerSource Palm Beach (CSPB), and CareerSource South Florida (CSSF).</p>	<p>A survey is developed and made available to employers.</p>	<p>6/23</p>	<p>Completed:</p> <p>Employers were surveyed in June. A majority of the respondents indicated two primary areas for a regional workforce approach:</p> <ol style="list-style-type: none"> 1. Job fairs and 2. Joint marketing. <p>We took the lead and partnered with CSPB to coordinate and conduct a joint presentation of the available workforce services at the South Florida Tech Hub “Tech Talent Fest” event held on 8/30.</p> <p>We are pending guidance from CareerSource Florida pursuant to the regional planning councils required per the REACH Act. Additional regional initiatives will be implemented as a result of the planning council.</p> <p>The State of the Workforce Breakfast and Job Fair will be held on 1/24/24 at the Broward County Convention Center. The event will open with a networking breakfast where attendees will learn about the latest workforce trends and uncover the dynamic relationship between AI and the workforce. Over 70 employers and about 800 job seekers have pre-registered for the job fair. Additional employers and job seekers are being processed. In addition to the networking breakfast and job fair, there will be a Business Marketplace where attendees will have the opportunity to learn about local vendors that offer services designed to help them conduct business effectively.</p>
	<p>2.0.2 Meet with CSPB and CSSF to review the employer feedback and develop short, medium, and longer-range strategies for regional collaborations.</p>	<p>Schedule a meeting with CSSF to explore if they have an interest in developing regional collaborations.</p>	<p>11/23</p>	
	<p>2.0.3 Determine the feasibility of holding joint job fairs with CS Palm Beach and CS South Florida.</p>	<p>A minimum of 1 joint fair is held.</p>	<p>12/23</p>	
	<p>2.0.4 Determine the feasibility of developing joint marketing initiatives with CSPB and CSSF.</p>	<p>A minimum of 1 joint marketing initiative is developed.</p>	<p>3/24</p>	
	<p>2.0.5 Participate in an annual signature event in partnership with the Chambers of Commerce to highlight our partnership, workforce activities, economic impact, and CSBD services.</p>	<p>The first annual Chamber of Commerce / State of the Workforce event is held.</p>	<p>3/24</p>	
			<p>1/24</p>	

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	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.1 Continue outreach and engagement activities to job seekers, the local municipalities, elected officials, and business groups.</p>	<p>2.1.1 Launch a CSBD Newsletter</p>	<p>The inaugural quarterly CSBD e-Newsletter is launched.</p>	<p>11/23</p>	<p>On Target: The digital newsletter was launched on 11/9.</p>
	<p>2.1.2 Update the contact list and implement a strategic information campaign targeting the public information officers and elected officials (commissioners and council persons) for Broward County and in each of Broward’s 31 municipalities.</p>	<p>The updated contact list is created.</p>	<p>9/23</p>	<p>The contact list for the elected officials and public information officers of the 31 municipalities is updated.</p>
		<p>Fast Facts/Infograph document & Annual Highlights booklet produced.</p>	<p>2/24</p>	<p>The Fast Facts/Infograph document has been drafted and is being finalized with a “rolling year” for measurements and an increased focus on employer outreach. The annual Highlights booklet is in the design phase.</p>
		<p>A Proclamation for “Workforce Development Month” recognizing 50 years of service to Broward Country is shared with the public information officers and elected officials.</p>	<p>11/23</p>	<p>Proclamation issued 9/7. It was included in the new CSBD newsletter, which was sent to the public information officers and elected officials.</p>
	<p>2.1.3 Execute targeted, multicultural marketing campaigns to job seekers.</p>	<p>A regular cadence of ads published in Spanish/Haitian Creole publications and their online versions is established.</p>	<p>2/24</p>	<p>A successful Geofenced ad campaign in Spanish and Haitian-Creole was executed, targeting job seekers for the Paychecks for Patriots Career Fair. A Haitian-Creole ad was also placed in the Caribbean Today publication.</p> <p>Ads in the El Sentinel and Le Floridien publications will be run during subsequent job seeker marketing campaigns.</p>

CareerSource Broward Strategic Goal #5:

To align Broward County community services (social services and education) to maximize employment and work opportunities for targeted populations (veterans, youth, individuals with disabilities, older workers, and ex-offenders).

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>5.0 Continue outreach to the business community about hiring from special populations.</p>	<p>5.0.1 Survey employers about their willingness to broaden their candidate pool by recruiting youth, returning citizens, older workers, and persons with disabilities.</p>	<p>The survey was completed, and the results are analyzed. Feedback is implemented.</p>	<p>8/23</p>	<p>On Target: Employers were surveyed, and a majority indicated they were interested in learning about the benefits of hiring youth, returning citizens, older workers, and persons with disabilities. Information was sent to the employers in an eblast.</p>
	<p>5.0.2 Marketing campaign to employers utilizing social media, mass email, and podcasts about hiring from special populations.</p>	<p>Scripts and materials are developed. A marketing campaign to employers is deployed utilizing social media, mass email, and podcasts about hiring from special populations.</p>	<p>11/23</p>	<p>An informational one-pager about the benefits of hiring from special populations was created, including how to connect with CSBD, and was incorporated into the handout material at employer forums and Workforce Wednesday seminars. The one-pager is also used as a script of topics to cover when meeting with employers about hiring from special populations.</p> <p>The Special Populations promotional flyer has appeared weekly on CSBD LinkedIn since November.</p> <p>During the Business Connect Podcast with the City of Miramar, staff discussed ways in which employers can expand their candidate pool by recruiting from special populations.</p>
	<p>5.0.3 Provide information in the employer industry forums and Workforce Wednesday seminars about opportunities to serve as internship sites for the CSBD Out of School Youth (OSY) Program</p>	<p>Information about the benefits of serving as internship sites is sent to employers and incorporated into the handout material at the employer forums and Workforce Wednesday seminars.</p>	<p>2/24</p>	<p>Marketing material to employers about paid internships through CSBD's OSY Program is being updated.</p> <p>The announcement of the opening of the SYEP Employer Job Order Portal was shared with over 20 Chambers of Commerce and industry associations to share with their business member network.</p>

Memorandum #11-23 (BR)

To: Employer Services Committee
From: Carol Hylton, President/CEO
Subject: Industry Intermediary Report
Date: January 19, 2024

SUMMARY

This is an update on CareerSource Broward's (CSBD) targeted industry initiatives and activities.

BACKGROUND

To further our role as conveners of workforce development services and to increase outreach and visibility to businesses within the targeted industries, CSBD has staff assigned to seven (7) targeted industries. The selected industries are aligned with the emerging sectors identified by the Greater Fort Lauderdale Alliance and Broward County Government. The industries are Healthcare, Technology, Construction, Marine, Aviation/Aerospace, Finance, and Hospitality. This has enabled us to become entrenched in the targeted industries and provide just-in-time solutions to their workforce needs.

DISCUSSION

CSBD has developed several industry-related workforce initiatives based on intelligence gleaned from the series of employer industry forums and from research conducted by the staff intermediaries. Below is an update on some of the initiatives this program year:

Hospitality

- Held an employer forum in July where over 30 industry professionals received a presentation on E-Verify from Robert Turk of Stearns Weaver Miller, a firm that specializes in Labor and Employment Law.
- In September, hosted the CSBD Hospitality Job Fair where 14 employers, including Riverside Hotel, Pelican Grand Resort, Holiday Inn Express Ft. Lauderdale Cruise Airport, and Margaritaville Resort, recruited among almost 200 job seekers in attendance.
- Our intermediary is in the process of developing paid internship opportunities with several hotels and our WIOA customers.

Construction

- Developed over \$100,000 in work-based training grants to assist employers in the industry train and upskill their workforce.
- In January, held the CSBD Construction Industry Job Fair in partnership with the Broward County Office of Economic and Small Business Development (OESBD) and Balfour Beatty to support the Greater Fort Lauderdale/Broward County Convention Center Expansion Project. Over 120 job seekers attended and met with employers recruiting to fill over 100 job openings.

- CSBD's Construction Intermediary and Vice President of Business Relations recorded a podcast with the City of Miramar to discuss CSBD Employer Services.

Technology

- Presented CSBD employer services at South Florida Tech Hub's Tech Talent Fest Event and also served as a guest panelist to discuss how workforce development can address training needs resulting from the growth of artificial intelligence and cybersecurity.
- Assisted Creative Designs, a local software company, with the approval of a new registered apprenticeship program for software development training. CSBD will provide support to the On-the-Job Training (OJT) portion of the program.

Marine

- Partnering with the Marine Industries of South Florida (MIASF) and employers participating in MIASF's to expand registered apprenticeship OJTs in the program. The apprentices will graduate from the program with all proficiencies in yachting general maintenance.

Healthcare

- Partnering with Broward Health to provide work-based training in high-demand occupations. These training efforts will be supported by the Health Care Initiative discretionary funding and WIOA if needed. We anticipate obligating up to \$250,000 across Internships, OJT, and Incumbent Worker Training (IWT).
- In the process of developing work-based training grants with Memorial Healthcare and Cleveland Clinic to train newly certified nurses.

Aviation

- Developed nearly \$115,000 in IWT grants to upskill aviation mechanics.

Finance

- Collaborating with Locality Bank to provide skills upgrades through an IWT grant of up to \$120,000 to train up to 50 employees. They will receive training in sales processes, prospecting, sales cycles, managing sales teams, and accountability.
- Partnering with Locality Bank to provide paid internships to out-of-school youth. They will be placed in clerical positions working with database management.

RECOMMENDATION

None. For information purposes only.