



**Broward Workforce Development Board
Employer Services Committee**
Monday, September 11, 2023 – 12:30 p.m. to 2:00 p.m.
Zoom Meeting ID: 898 3168 1715
Zoom Passcode: 544144
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/89831681715?pwd=RU13eHBjZUdUcU1VwY3hoTU1aLy9YUT09>

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

PRESENTATION

Leticia Latino van-Splunteren is the CEO of Neptuno USA Corp., a Hollywood-based company that has engineered over 10,000 Telecom Towers and Sites in the Americas. Ms. Latino serves on the Federal Communications Commission's (FCC) Working Group on Broadband Infrastructure Deployment Job Skills and Training Opportunities. The working group is focused on providing recommendations to the FCC on ways to improve and expand job skills training and development opportunities for the broadband infrastructure deployment workforce.

APPROVAL OF MINUTES

Approval of the Minutes of the 8/7 Employer Services Committee meeting.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Minutes of the 8/7 meeting

Pages 7 – 12

NEW BUSINESS

1. Registered Apprenticeship On-the-Job Training (OJT) Contract with Advanced Roofing

Consideration to approve entry into an upgrade OJT training contract with Advanced Roofing to train up to ten (10) employees participating in their registered apprenticeship program. The apprentices will receive training in roofing, including handling asphalt equipment, detail sheet metal fabrication, and installation. The contract will provide up to a 75% reimbursement for wages paid to the apprentices while in training, totaling up to \$150,000. Because Board member Kevin Kornahrens is employed by Advanced Roofing, 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.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	None

2. Selection of Business Intermediary Services Providers

Consideration to approve up to \$140,000 for 3 employer outreach and marketing contracts with 1) The Greater Fort Lauderdale for up to \$65,000, 2) The Greater Hollywood for up to \$55,000 and 3) Miramar Pembroke Pines Chambers of Commerce for \$20,000, following a Request for Proposals released on 7/17. Under the contracts, the Chambers will be selling work-based training services to their members and obligating CSBD funds. A Review Committee comprised of members of the Board met on 8/30 and, after hearing from each of the responding chambers, voted to recommend funding in differing amounts. The contracts will be for an initial 12-month period and may be renewed for two (2) one-year periods. As Committee members Lori Wheeler, Marie Suarez, and Denise Jordan and CSBD staff Tony Ash serve on the Chamber boards or are employed by a Chamber, they will be required to declare a conflict and abstain from the discussion and vote. The recommendation must also be approved by a 2/3 vote with an established quorum at a Board meeting.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Memo #04 – 23 (BR)

Pages 13 – 14

3. Local Employer Awareness and Satisfaction Survey Results

Every two years, CSBD conducts a survey to measure awareness and customer satisfaction among employers in the area. The last survey conducted was in 2021. This memo highlights the results of the 2023 Employer Awareness and Satisfaction Survey and outlines initiatives to address various components of the results. This year, 83% of employers responded that they were either Very Likely or Likely to recommend CSBD's employer services to other businesses. This is an increase compared to our 2021 survey, where 78% of employers responded the same. Further, evidence suggests that our social media campaigns are working since awareness through social media grew from 9% in 2021 to 17% this year. Workshops will be added to address the workforce challenges employers identified in the survey. Staff is asking the committee to review the strategies identified to increase employer awareness and to provide input on additional strategies.

RECOMM	Develop Additional Strategies
ACTION	Motion for Approval
EXHIBIT	Memo #05 – 23 (BR)

Pages 15 – 18

4. **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 19 – 24

REPORTS

1. **Update on Marketing Initiatives for PY 23/24**

CSBD executes marketing strategies to increase awareness of the valuable services we provide to employers and job seekers. We deliver our messaging strategically through the use of established 1) media channels 2) print marketing 3) outdoor 4) social media 5) other digital 6) speaking engagements, and 7) community events. These strategies have increased our brand awareness throughout the region, support the vision and mission of the organization, and drive increased foot traffic into our centers. Notably, a two-month job-seeker advertising campaign, “Get the Job You Want,” was undertaken (June/July) utilizing geo-fencing, bus sides/interiors, billboard, print, digital/search engine, and social media. The campaign targeted Veterans, recent high school and college graduates, and ‘job changers.’ As a result of the campaign efforts, there has been a 48% overall increase in foot traffic within the centers when compared to the same period last year. Additionally, we plan to implement an employer-focused campaign.

ACTION	None
EXHIBIT	Quarterly Marketing Campaign Report

Pages 25 – 38

2. **CareerSource Broward’s 2023 Paychecks for Patriots Veterans Hiring Fair**

CSBD will host its annual Paychecks for Patriots Veterans Hiring Fair on 11/8 at The City of Plantation Central Park. The first two hours of the event will be reserved for veterans and family members of veterans. The event will be marketed to job seekers and employers through social media, radio advertisements, distribution of flyers to community partners, advertising in the career centers, and word-of-mouth.

ACTION	None
EXHIBIT	None

3. First Annual State of Our Workforce Breakfast

CSBD, in partnership with the Broward County Council of Chambers, will host the inaugural State of Our Workforce Breakfast on 10/10 at the Broward County Convention Center. Businesses will learn about the latest workforce trends and available tools to grow their business. Staff would like to thank BWDB Chair Heiko Dobrikow for cultivating the idea for this event.

ACTION	None
EXHIBIT	Save The Date Flyer

Page 39

4. Registration Fee for CSBD Job Fairs

The board has previously approved charging a fee to employers for hiring and career fair events. Several years ago, we successfully piloted this practice to raise funds to offset costs associated with putting on these events, but we have not done so since the pandemic. To limit the draw against the General Fund for food, we will be charging a nominal registration fee of about \$25 per employer attending our recruitment events. The funds will be used to provide coffee, water, and a light lunch or breakfast for employer personnel who generally devote a significant portion of their day during recruitment events.

ACTION	None
EXHIBIT	None

5. Economic and Workforce Indicators in Broward County

Currently, there are 42,424 jobs available in Broward and 33,544 unemployed individuals seeking a job. Should every jobseeker become employed, we still have a deficit in the labor force. The good news is that year over year shows that the number of individuals employed in Broward increased by 2.9 percent. The top advertised occupation in July of 2023 was Registered Nurse, with over 1,636 ads. CSBD has added a new tile to provide information regarding trade data for Port Everglades. The supporting chart for this tile shows month-over-month import and export data displayed as financial totals. Port Everglades is one of the busiest ports in the world and supports the region with receiving and shipping a vast array of goods. This data provides the value of imports and exports that flow through the port and can be used as a leading indicator of economic activity for the region.

ACTION	Discussion
EXHIBIT	CareerSource Broward Dashboard

6. Broward County Unemployment

The unemployment rate in Broward County was 3.0 percent in July 2023. This rate was 0.1 percentage points greater than the region's year-ago rate. In July 2023, Broward County's unemployment rate was 0.8 percentage points lower than the national rate (3.8 percent). The labor force was 1,102,534, up 33,344 (+3.1 percent) over the year. There were 33,544 unemployed Broward County residents.

ACTION EXHIBIT

None
Broward County Labor Market Information

Pages 40 – 41

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 NOVEMBER 20, 2023



**Broward Workforce Development Board
Employer Services Committee**
Monday, August 07, 2023 – 12:30 p.m. to 2:00 p.m.
Zoom Meeting ID: 821 2982 7716
Zoom Passcode: 663109
Zoom Call in: 1-646-876-9923

MEETING MINUTES

CareerSource Broward 2600 W. Oakland Park Blvd, Oakland Park, FL 33311

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

<https://us02web.zoom.us/j/82129827716?pwd=RHpBWWFPdXFhWkF5QVhrWXV0Rk9ydz09>

ATTENDANCE

Employer Services Committee Members: Heiko Dobrikow, Lori Wheeler, Mark Schaunaman, Denise Jordan, Paul Farren, Marie Suarez, and Francois Leconte, who chaired the meeting.

Staff: Carol Hylton, Ron Moffett, Mark Klinecicz, Tony Ash, Andrew Skobinsky, and Natalie Oscar.

IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

APPROVAL OF MINUTES

Approval of the Minutes of the 6/5 meeting.

On a motion by Lori Wheeler and seconded by Mark Schaunaman, the Employer Services Committee unanimously approved the minutes of the 6/5 meeting.

NEW BUSINESS

1. CTS Engines (CTS) Incumbent Worker Training Grant Application

Considered the approval of an Incumbent Worker Training (IWT) grant with CTS in the amount of \$114,939 to train 88 employees to earn job-related certifications. Pursuant to the Workforce Innovation and Opportunity Act requirements, CTS will contribute 50% to the cost of the training by paying employee wages while they are in training, as well as contributing to the tuition cost. 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.

Tony Ash stated that the training is for one of our targeted industries, Aviation, and informed the committee that our economic development partner, the Greater Fort Lauderdale Alliance, provided the grant lead.

Lori Wheeler added that the CTS facilities are first class and suggested that if anyone gets the chance, it's worth it to coordinate a visit. Ms. Wheeler also inquired if the 88 individuals to be trained are already employed with CTS or if they would need to be recruited and hired. Mr. Ash said the 88 individuals are current CTS employees requiring skill upgrades.

Mark Schaunaman asked if the employees would receive a certificate. Mr. Ash stated, yes, that they will receive industry-recognized certifications after completing training and passing tests related to maintenance and repair for GE and Pratt Whitney aviation engines.

On a motion by Mark Schaunaman and seconded by Lori Wheeler, the Employer Services Committee unanimously approved awarding CTS an IWT grant for \$114,939 to train 88 employees to earn job-related certifications.

2. Region 22 Targeted Occupations List (TOL) for Program Year 23/24

Considered the approval of the TOL for PY 23/24. CareerSource Broward (CSBD) received its preliminary TOL from the State on 5/17, which proposed both removing and adding occupations. As we always do, CSBD researched the preliminary list 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, CSBD sent the preliminary TOL to local education and business stakeholders, community partners, business leaders, and industry intermediaries and invited them to a publicly noticed meeting held on 7/11. Based upon our review and community input, CSBD recommends 1) retaining 34 occupations of the 49 proposed by the State for removal and 2) adding 21 new occupations proposed by the State.

Mr. Ash presented the TOL for PY 23/24 to the committee members. The TOL is essential because it directs where we will put resources for training through the scholarship program and work-based training. Tony explained that the State sends the preliminary list to us, and we compare it to the criteria developed by the BWDB. Based on research using tools such as JobsEQ and Employ Florida, as well as through a public meeting with business leaders and our partners in education, the recommendations are to retain 34 occupations proposed by the State for removal and add 21 new occupations proposed by the State.

Heiko Dobrikow requested adding the list of occupations that were proposed by the State for removal that were not retained. Ron Moffett said the updated list would be brought to the Executive Committee Meeting.

On a motion by Paul Farren and seconded by Mark Schaunaman, the Employer Services Committee unanimously approved the Targeted Occupations List for PY 23/24 1) retaining 34 occupations proposed by the State for removal and 2) adding 21 new occupations.

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

On 6/22, the Board approved the report from the planning session on the strategic goals and objectives for PY 23/24. Staff distributed the report to the appropriate Board committees. Each committee tracks progress on achieving the deliverables in the form of a strategic planning matrix.

The proposed PY 23/24 matrix is presented for your review. Consideration to 1) approve the matrix and 2) assign CSBD staff to develop the next steps and benchmarks and bring updates to the committee.

Mr. Ash highlighted several of the strategies in this year's matrix, including increasing marketing campaigns in the county, deploying multicultural marketing campaigns, and assisting employers in expanding recruitment efforts among special populations.

On a motion by Paul Farren and seconded by Denise Jordan, the Employer Services Committee unanimously approved the Employer Services Committee Strategic Planning Matrix for PY 23/24 and for staff to develop the next steps and benchmarks and bring updates to the committee.

REPORTS

1. Hospitality Employer Forum

CSBD held a hospitality employer forum on 7/25. The forum was attended by 20 individuals from a cross-section of industry, education, and workforce development. Based on feedback we received from employers, we invited a guest speaker to address concerns related to Florida Senate Bill 1718, E-Verify, and what it means for the industry. Mr. Robert Turk, attorney, and chair of the Labor and Employment Department at Stearns Weaver Miller Weissler Alhadeff & Sitterson, attended and provided an overview of the law and how it will influence employers' procedures for onboarding newly hired talent. The attendees also discussed how artificial intelligence is being integrated into the industry as it relates to recruitment and workforce development. Feedback from employers attending the forum was that the information was very insightful and timely.

Mr. Ash stated the forum was well received by the attendees. Mr. Turk, the guest speaker, provided a very informative presentation on Senate Bill 1718 and the E-Verify process in Florida. Mr. Leconte congratulated the staff on facilitating the discussion on SB 1718 and E-Verify. He added that many businesses may not understand what the bill entails and how it will affect them, including new immigrants. Ms. Hylton said Mr. Turk would be invited to present at a CSBD Workforce Wednesday Seminar.

In the forum, attendees also discussed Artificial Intelligence (AI) and its impact on the industry. Feedback in the forum was that AI has already been implemented through applicant tracking systems and website chat features.

Mr. Ash added that attendees in the forum agreed to hold a Hospitality Industry Job Fair in the fall. The tentative location is the Urban League during the first week of October when the facility is available. Mr. Dobrikow suggested inviting job seekers with transferable skills from other industries to the job fair, such as those with customer service skills from the Retail Industry.

Mr. Dobrikow recommended that staff contact Anthony Cordo of Visit Lauderdale for the latest contact list of hospitality employers to invite to future employer forums and the job fair. Mr. Ash stated that staff would follow up.

2. 2023 Tech Talent Fest Event

CSBD is participating in the South Florida Tech Hub "2023 Tech Talent Fest" on 8/30 at Florida Atlantic University in Boca Raton. South Florida Tech Hub is the local association representing employers and professionals across a wide range of industry verticals. The Tech Talent Fest is an industry job fair focusing on recruitment among occupations in artificial intelligence, cloud computing, cybersecurity, and more. Over 150 job seekers and industry professionals are expected to attend. CSBD's technology industry intermediary will present our services, including how employers can unlock our funding for work-based training and scholarship opportunities for individuals seeking industry certifications. We will also have a booth to exhibit our services.

Mr. Ash stated that the South Florida Tech Hub invited CSBD to participate as a presenter and exhibitor at the event. We will use this opportunity to increase our engagement with technology employers and invite them to attend our next technology employer forum.

Mr. Leconte encouraged the committee members to attend the Tech Talent Fest. Mr. Ash stated he would request the event flyer and forward it to the members.

3. Broward County Unemployment Information

The unemployment rate in Broward County was 2.9 percent in June 2023. This rate was 0.1 percentage points lower than the region's year-ago rate. In June 2023, Broward County's unemployment rate was 0.1 percentage points lower than the State's rate (3%). Out of a labor force of 1,096,242, up 27,411 (+2.6 percent) over the year, there were 32,092 unemployed Broward County residents.

Mr. Ash reviewed the unemployment information with the Committee members.

4. Economic and Workforce Indicators in Broward County

Currently, 41,389 jobs are available in Broward, and 32,092 unemployed individuals are seeking jobs. Should every jobseeker become employed, we still have a deficit in the labor force. The good news is that year-over-year data shows that the number of individuals employed in Broward increased by 2.7 percent. The top advertised occupation in June of 2023 was Registered Nurse, with over 1,593 ads. CSBD has added a new tile to provide information regarding trade data for Port Everglades. The supporting chart for this tile shows month-over-month import and export data displayed as financial totals. Port Everglades is one of the busiest ports in the world and supports the region with receiving and shipping a vast array of goods. This data provides the value of imports and exports that flow through the port and can be used as a leading indicator of economic activity for the region.

Mark Klincewicz reviewed the dashboard and noted that there had been no significant changes in the unemployment figures. Mr. Klincewicz reviewed the new data tile that was added to the dashboard. The tile, Port Everglades Import and Export, provides information on the movement of goods in and out of the port.

Mr. Dobrikow applauded Mr. Klincewicz on his leadership with the dashboard. Mr. Dobrikow added that the dashboard is becoming very robust and thanked staff for the information provided. He asked staff to explore adding passenger count data to the dashboard and comparison data

from Miami-Dade and Palm Beach. Mr. Klineciewicz stated he would research the data and the feasibility of including it on the dashboard. Mr. Dobrikow asked the committee members to speak to their peers to see what other types of economic or workforce information they would like to see on the dashboard.

Mr. Leconte congratulated the staff and said he was very impressed with the dashboard. He asked CSBD to continue marketing it to the community.

5. Central Career Center Tour

The committee toured the Employer Services Department at the Central Career Center, where employer recruitment events are held. The members engaged with employers holding recruitment events in the center and met frontline staff that provide services to employers and job seekers.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR

Mr. Dobrikow asked Andrew Skobinsky how CSBD measures employer engagement on social media platforms. His observation is that many people like the posts, but few leave comments. Mr. Dobrikow pointed out that on the posts with pictures and videos, the engagement is higher. Mr. Skobinsky replied that a report summarizing the growth of CSBD's social media engagement is in process and will be presented at the next committee meeting in September.

Mr. Dobrikow requested staff take a look at the CSBD website's Calendar of Events. He noted there were many workshops for jobseekers but not much activity on the calendar for employers.

Mr. Dobrikow also encouraged the committee members to review the website from time to time and give staff feedback on how to enhance the website. Ms. Hylton remarked that committee members' feedback about the CSBD website is valuable and always welcomed. Mr. Dobrikow asked if events from other organizations could be added to the CSBD Calendar of Events. Ms. Hylton replied that the staff would check with CSBD's General Counsel to determine if this was allowable. Ms. Hylton added that staff would also explore surveying employers to get feedback on the website.

Mr. Dobrikow asked if CSBD has a standard social media on LinkedIn related to Employ Florida (EF). He added that a small percentage of all Broward County employers use EF for their job listings. Ms. Hylton stated that CSBD is planning an employer marketing campaign through our firm, Goodman PR. Marketing towards EF will be included in the campaign with an emphasis on reaching employers through LinkedIn.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None.

MATTERS FROM THE FLOOR

None.

MATTERS FROM THE PRESIDENT/CEO

Ms. Hylton informed the committee that staff continues to meet and engage with community stakeholders. We recently met with State Representative Marie Woodson to highlight Broward services and update her on the single mothers program. Representative Woodson was excited to learn about the career training and job placement services provided to single mothers. Ms. Hylton also recently met with State Representative Daryl Campbell and attended a community outreach event with him.

Ms. Hylton recognized Mr. Skobinsky for arranging CSBD's input on a recent article published by the South Florida Business Journal, where she was quoted several times on workforce and recruitment matters.

Staff is in the process of finalizing a highlight video on this year's Summer Youth Employment Program. The video will include testimonials from youth and employers about their experiences this summer.

Ms. Hylton is planning to meet with the new Broward County Public Schools (BCPS) Superintendent to discuss the outstanding partnership between CSBD and BCPS and upcoming collaborative initiatives, including a youth summit focused on career pathways targeted to high school freshmen and sophomores. This event was initiated in response to employers' feedback emphasizing the importance of engaging and inspiring young individuals about their careers at an earlier stage, ultimately enhancing their future success.

Ms. Hylton indicated that at the recommendation of Board Chair Heiko Dobrikow, CSBD is collaborating with the Council of Chamber of Commerce Presidents to hold a State of Our Workforce Summit in the fall to highlight the county's economic and workforce development progress.

Mr. Dobrikow added that CSBD has several value propositions for employers, and partnering with the council will increase the number of employers we can expose to our messaging. This event will also be an excellent vehicle for updating the business community on the local economic conditions.

Ms. Suarez stated she has spoken with Dan Lindblade, the president of the Greater Ft. Lauderdale Chamber of Commerce, about the event and is excited. She said it is tentatively scheduled at the Broward County Convention Center in October. Mr. Leconte agreed this is a great idea and looks forward to participating in the event.

ADJOURNMENT

1:37 p.m.

THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS SCHEDULED FOR SEPTEMBER 11, 2023

Memorandum #04 – 23 (BR)

To: Employer Services Committee

From: Carol Hylton, President/CEO

Subject: Selection of Greater Fort Lauderdale, Greater Hollywood, and Miramar
Pembroke Pines Chambers of Commerce to Increase Work-Based
Training

Date: September 5, 2023

SUMMARY

Consideration to approve up to \$140,000 for 3 employer outreach and marketing contracts with 1) The Greater Fort Lauderdale for up to \$65,000 2) The Greater Hollywood for up to \$55,000 and 3) Miramar Pembroke Pines Chambers of Commerce for \$20,000, following a Request for Proposals (RFP) released on 7/17. Under the contracts, the Chambers will be selling work-based training services to their members and obligating CSBD funds. A Review Committee comprised of members of the Board met on 8/30, and, after hearing from each of the responding chambers, voted to recommend funding in differing amounts. The contracts will be for an initial 12-month period and may be renewed for two (2) one-year periods. As Committee members Lori Wheeler, Marie Suarez, and Denise Jordan and CSBD staff Tony Ash serve on the Chamber boards or are employed by a Chamber, they will be required to declare a conflict and abstain from the discussion and vote. The recommendation must also be approved by a 2/3 vote with an established quorum at a Board meeting.

BACKGROUND

To build on last year's successful pilot with the Chambers, we released an RFP on 7/17 seeking responses from economic development entities, chambers, and employer associations. The purpose of the RFP was to engage business associations with direct lines of communication to their employer members to sell the work-based training services listed below and to obligate CSBD funds for training:

- customized training
- work experience
- incumbent worker training
- on-the-job training
- upgrade on-the-job training

CSBD would also be included in all the association events and be promoted at the events and on the business association websites. CSBD would be responsible for finalizing any paperwork related to the work-based training.

DISCUSSION

On 8/11, the closing date for RFP responses, CSBD received three (3) proposals from the 1) Greater Fort Lauderdale 2) Greater Hollywood and 3) Miramar Pembroke Pines Chambers of Commerce. The review committee, comprised of board members Dawn Liberta (Chair), Rufus James, Dr. Lisa Knowles, and Mark Schaunaman, was convened on 8/30 to rate and rank the proposals. All three proposers gave a short presentation to the Committee.

The Committee individually rated each of the proposals and ranked them. They then discussed how the funds might be allocated among the 3 responders. After a lively discussion, all three proposals were recommended for funding, subject to negotiation.

The Review Committee's final recommendations were as follows 1) \$65,000 for the Greater Fort Lauderdale Chamber to obligate \$250,000 of CSBD funds for training 2) \$55,000 for the Greater Hollywood Chamber to obligate \$200,000 in training expenditures and 3) \$20,000 for the Miramar Pembroke Pines Chambers of Commerce to obligate \$35,000 in work-based training expenditures.

The contracts will be for a one-year period and for up to two (2) renewable one-year terms. As Committee members Lori Wheeler, Marie Suarez, and Denise Jordan and CSBD staff Tony Ash serve on the Chamber boards or are employed by a Chamber, they will be required to declare a conflict and abstain from the discussion and vote. The recommendation must also be approved by a 2/3 vote with an established quorum at a Board meeting.

RECOMMENDATION

Approve entering into contracts with the 1) Greater Fort Lauderdale Chamber of Commerce for up to \$65,000 2) Greater Hollywood Chamber of Commerce for up to \$55,000 and 3) Miramar Pembroke Pines Chamber of Commerce for up to \$20,000, subject to negotiation. The contracts will be for an initial one-year period and for two (2) renewable one-year terms.

Memorandum #05 – 23 (BR)

To: Employer Services Committee

From: Carol Hylton, President/CEO

Subject: 2023 Employer Awareness and Satisfaction Survey Results

Date: August 31, 2023

SUMMARY

Every two years, CareerSource Broward (CSBD) conducts a survey to measure CSBD's awareness and customer satisfaction among employers in the area. The last survey conducted was in 2021. This memo highlights the results of the 2023 Employer Awareness and Satisfaction Survey and outlines initiatives to address various components of the results. This year 83% of employers responded that they were either Very Likely or Likely to recommend CSBD's employer services to other businesses. This is an increase compared to our 2021 survey, where 78% of employers responded the same. Further, evidence suggests our social media campaigns are working since awareness through social media grew from 9% in 2021 to 17% this year. Workshops will be added to address the workforce challenges employers identified in the survey. Staff is asking the committee to review the strategies identified to increase employer awareness and to provide input on additional strategies.

BACKGROUND

In order to hear the voice of the customer, CSBD conducts surveys to measure awareness and satisfaction levels among local employers across various industries. The survey is conducted using web-based surveying technology and is completely anonymous (unless the employer chooses to reveal contact information). The last survey conducted was in 2021. In that survey, we learned that social media was an effective medium for getting the word out and building awareness of our services. As a result, we have intentionally increased our foot print in that area.

We collaborate with various chambers of commerce and the Greater Fort Lauderdale Alliance to share the survey with companies they work with, therefore, increasing the number of employers we are able to solicit for feedback.

DISCUSSION

In June 2023, CSBD conducted an email-based survey to measure brand awareness and our effectiveness with Broward County employers. CSBD also used this opportunity to survey employers' satisfaction with our services. One hundred thirty-eight (138) employers responded to the survey. The majority (76%) were comprised of small businesses with 50 or fewer employees, which is consistent with the percentage of employers who responded in 2021.

The majority of the businesses that responded were in the following industries:

Healthcare & Social Assistance	14%
Professional and Technical Services	11%
Hospitality and Lodging	9%
Educational Services	9%
Construction	9%

The survey results for the awareness and satisfaction components are summarized below.

Employer Awareness

- **Result:** Although the majority of employers heard of our services through word-of-mouth, their awareness about us through social media grew from 9% in 2021 to 17% this year – a solid sign that our social media campaigns are working.
 - **Response:** Staff is in the process of working with a creative agency to continue to raise our brand awareness among employers through social media and direct marketing.
 - **Response:** Additionally, CSBD is proposing to contract with three large Chambers of Commerce to engage the business community and increase the number of employers utilizing our services. All of them have a membership of over 700 employers.

CSBD Employer Effectiveness

- **Result:** 83% of employers responded that they were either “Very Likely” or “Likely” to recommend CSBD’s employer services to other businesses. This is an increase compared to our 2021 Employer Awareness Survey, when 78% stated they would refer another business to us for services.
- **Result:** Of the employers who received services from CSBD in the last two years, 77% of them responded that we were either “Very Effective” or “Effective” in addressing their workforce needs and challenges. The top three services they utilized were: Job Postings, Recruitment Events, and Job Fairs.
- **Result:** The overall comments made by the employers were positive. A few employers did comment on the struggle to find qualified applicants for their vacancies.
 - **Response:** The struggle to find qualified talent is expected to improve as more people return to the workforce post-pandemic.
 - **Response:** Furthermore, through our employer forums, CSBD is educating employers about additional pools of talent to recruit from, including youth workers, individuals with disabilities, returning citizens, and senior workers.
 - **Response:** We will continue to leverage our memberships with 14 of the largest Chambers of Commerce in the county to present CSBD’s services to employers.

Employer Needs/Interests

This year's survey included questions related to employer needs and future interests including 1) the workforce challenges businesses have faced or are currently facing 2) employers' awareness of and interest in the use of emerging technology, such as Artificial Intelligence (AI), and 3) employer input on regional collaborative initiatives. The following information is based on employers' responses:

- **Result:** 75% of employers indicated they experienced current or recent workforce challenges. The top three challenges they identified were a) filling vacant positions b) handling the demand for increased wages and c) managing employee retention.
 - **Response:** CSBD is scheduling guest speakers to address these challenges in the Workforce Wednesday Seminars and Employer Industry Forums. Additionally, we will add topics on relevant subject matter such as accessing and using labor market data, leveraging Employ Florida as an online recruiting tool, how to maximize Work Opportunity Tax Credits, and more to expand CSBD's role in providing just-in-time information to the business community.
- **Result:** 68% of employers expressed an awareness of AI-powered chat systems, such as ChatGPT, to provide real-time assistance with employment-related queries, and 69% were interested in exploring innovative tools and platforms provided by CSBD.
 - **Response:** CSBD is planning a LinkedIn marketing campaign to employers on the use of Employ Florida (EF), the state's interactive online job portal designed to connect employers with qualified workers. Benefits of using EF, such as access to a large candidate pool, job matching technology, and the availability of labor market information will be highlighted in the ad.
- **Result:** 43% of employers felt that holding regional job fairs with the neighboring workforce boards and other organizations would most benefit South Florida employers, followed by 30% indicating partnering on joint marketing initiatives and 22% on having regional business summits.
 - **Response:** CSBD took the lead and partnered with CareerSource Palm Beach 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.
 - **Response:** Staff is in the process of engaging representatives with CareerSource Palm Beach and CareerSource South Florida to further explore collaboration with job fairs, marketing, and other initiatives.
 - **Response:** CSBD is partnering with the Broward County Council of Chambers to hold the first annual State of the Workforce Event in October, to highlight the county's workforce activities, economic growth, and our services to the business community.

Additionally, 60 respondents provided their contact information and indicated an interest in receiving additional information about CSBD's business services. The contact information will be divided among the CSBD employer services team to follow up and meet with employers about available services.

RECOMMENDATION

Staff is asking the committee to approve the strategies outlined in the memo to increase employer awareness and effectiveness and 2) to provide input on additional strategies.



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

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.

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
1.0 Consider seeking out sponsors to help fund some of our workforce development initiatives.	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.	Research is conducted by contacting a minimum of 4 Chambers, 4 community-based non-profits and 5 workforce boards. If feasible, one or more donation/sponsorship program initiatives are implemented for CSBD signature events.	1/24	On Target: 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 are also considering participating in Tobacco Free Florida to raise funds. We are following up with them for more details on these initiatives. Research with several Chambers of Commerce, the Urban League of Broward County, and Hispanic Unity is in process.
	1.0.2 Create a Sponsorship Letter to use for soliciting donations and sponsors.	Sponsorship Letter created and used for Paychecks for Patriots and the Youth Summit.	1/24	

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

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
2.0 Explore a multi-year plan approach as a strategy for regionalism.	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).	A survey is developed and made available to employers. Responses are analyzed, and findings are shared with CSPB and CSSF.	6/23 9/23	On Target: Employers were surveyed in June. A majority of the respondents indicated two primary areas for a regional workforce approach: <ol style="list-style-type: none"> 1. Job fairs and 2. Joint marketing. 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. With Board Chair Heiko Dobrikow’s input, we met with Peter Mason, Chair of the Broward County Council of Chambers, and Dan Lindblade, president/CEO of the Greater Fort Lauderdale Chamber of Commerce, and have begun the event planning. The event is scheduled for 10/10/23 at the Broward County Convention Center.
	2.0.2 Meet with CSPB and CSSF to review the employer feedback and develop short, medium, and longer-range strategies for regional collaborations.	Schedule a meeting with our sister regions to explore if they have an interest in developing regional collaborations.	3/24	
	2.0.3 Determine the feasibility of holding joint job fairs with CS Palm Beach and CS South Florida.	A minimum of 1 joint fair is held.	3/24	
	2.0.4 Determine the feasibility of developing joint marketing initiatives with CSPB and CSSF.	A minimum of 1 joint marketing initiative is developed.	3/24	
	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.	The first annual Chamber of Commerce / State of the Workforce event is held.	10/23	

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

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
2.1 Continue outreach and engagement activities to job seekers, the local municipalities, elected officials, and business groups.	2.1.1 Launch a CSBD Newsletter	The inaugural bi-monthly CSBD e-Newsletter is launched.	9/23	On Target: The format and content for the first edition are complete and being finalized. Back-of-house technical support for individual content elements (stories, images, video, etc.) is in process.
	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.	The updated contact list is created.	9/23	Updating the contact list is in process and on target to be completed by the end of September.
	2.1.3 Execute targeted, multicultural marketing campaigns to job seekers.	Fast Facts/Infograph document & Annual Highlights booklet produced.	10/23	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.
		A Proclamation for "Workforce Development Month" recognizing 50 years of service to Broward Country is shared with the public information officers and elected officials.	10/23	Proclamation issued 9/7.
		A regular cadence of ads published in Spanish/Haitian Creole publications and their online versions is established.	10/23	Multilingual radio campaign planned for P4P event (taking place 11/8). WLRN contract in process to include weekly addition of advertising time on Haitian Creole programming.

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

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
5.0 Continue outreach to the business community about hiring from special populations.	5.0.1 Survey employers about their willingness to broaden their candidate pool by recruiting youth, returning citizens, older workers, and persons with disabilities.	The survey was completed, and the results are analyzed. Feedback is implemented.	8/23	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.
	5.0.2 Marketing campaign to employers utilizing social media, mass email, and podcasts about hiring from special populations.	Scripts and materials are developed. A marketing campaign to employers is deployed utilizing social media, mass email, and podcasts about hiring from special populations.	11/23	A marketing flyer and multiple social media campaigns are in development. Also, 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 the employer forums and Workforce Wednesday seminars.
	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	Information about the benefits of hiring from special populations and opportunities to serve as internship sites is sent to employers and incorporated into the handout material at the employer forums and Workforce Wednesday seminars.	9/23	Marketing material to employers about paid internships through CSBD's OSY Program is being updated.

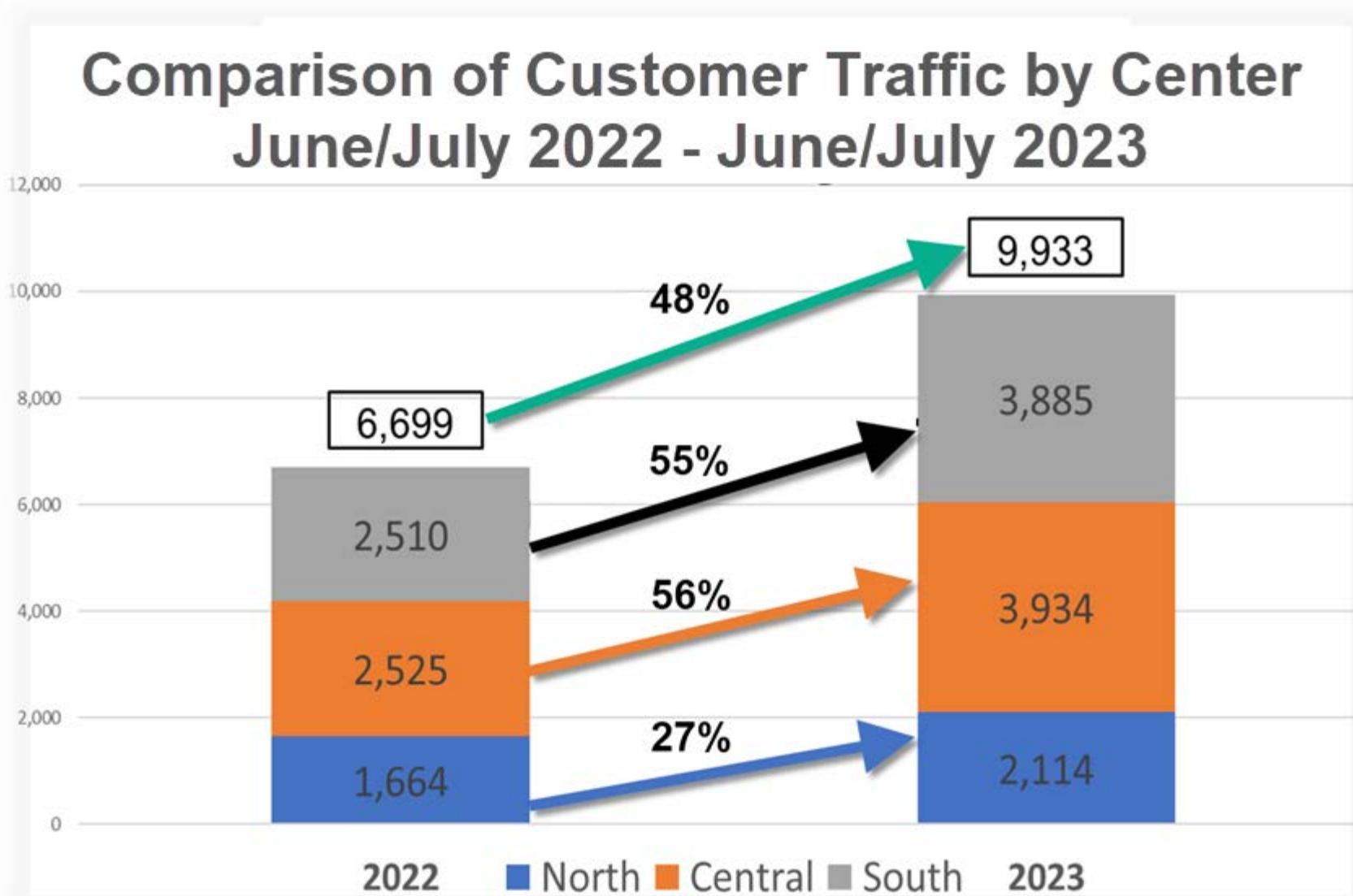


GET THE JOB YOU WANT

Post Campaign Report

First Quarter, Program Year 23/24

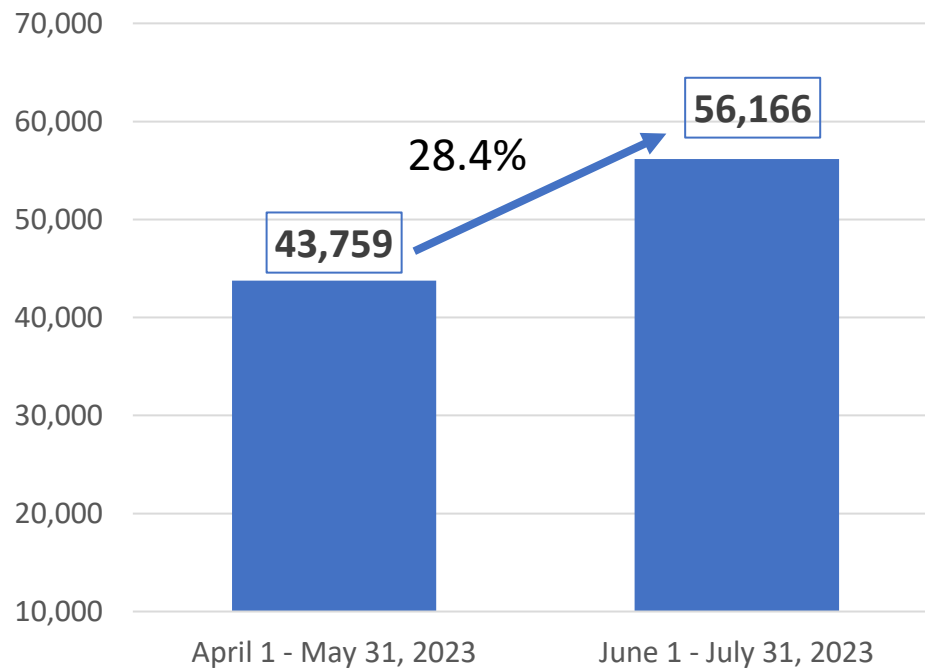
INCREASED FOOT TRAFFIC IN CAREER CENTERS



INCREASED WEBSITE TRAFFIC

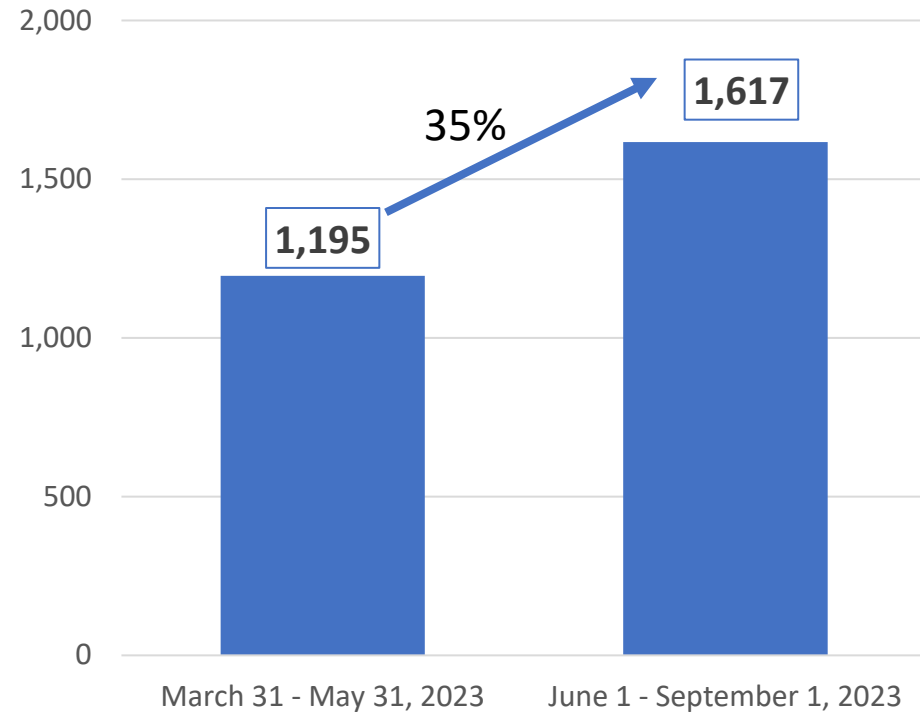
WWW.CAREERSOURCEBROWARD.COM

Website Visitor Traffic Up



INCREASED WORKSHOP ATTENDANCE

In-Person and Virtual Workshop Participation Up



Targeted Audiences

- Veterans
- College Graduates
- High School Graduates
- Career Changers



CareerSource BROWARD
CareerSourceBroward.com

GET THE JOB YOU WANT

Veterans and their spouses may be eligible to receive up to \$12,000 in scholarships, plus resume assistance and career counseling at no cost.



CareerSource BROWARD
CareerSourceBroward.com

GET THE JOB YOU WANT

Graduating high school? We can help you find the right job or you may be eligible for up to \$12,000 in scholarships at no cost to you!



Veterans Welcome!

CareerSource BROWARD
CareerSourceBroward.com

GET THE JOB YOU WANT

Graduating college? We can help you find the right job, provide resume assistance or career counseling at no cost to you!



Veterans Welcome!

CareerSource BROWARD
CareerSourceBroward.com

GET THE JOB YOU WANT

Seeking a new career? We can help you find the right job or you may be eligible to receive up to \$12,000 in scholarships to train for a new career.

Campaign Strategy

- Bus Advertising
- Sun-Sentinel / Digital
- Billboards (I-95)
- Digital Marketing
*(includes 'geofencing' –
targeted digital mobile
advertising)*
- Facebook/Google
Advertising



BUS INTERIOR/EXTERIOR SIGNAGE

Impressions (number of views)*:

- 2 Bus Sides (curbside): 1,957,568
- 98 Bus Interiors: 1,591,520
- Total Impressions: 3,549,088

**Based on industry standard demographic information for location/duration/ridership, etc.*



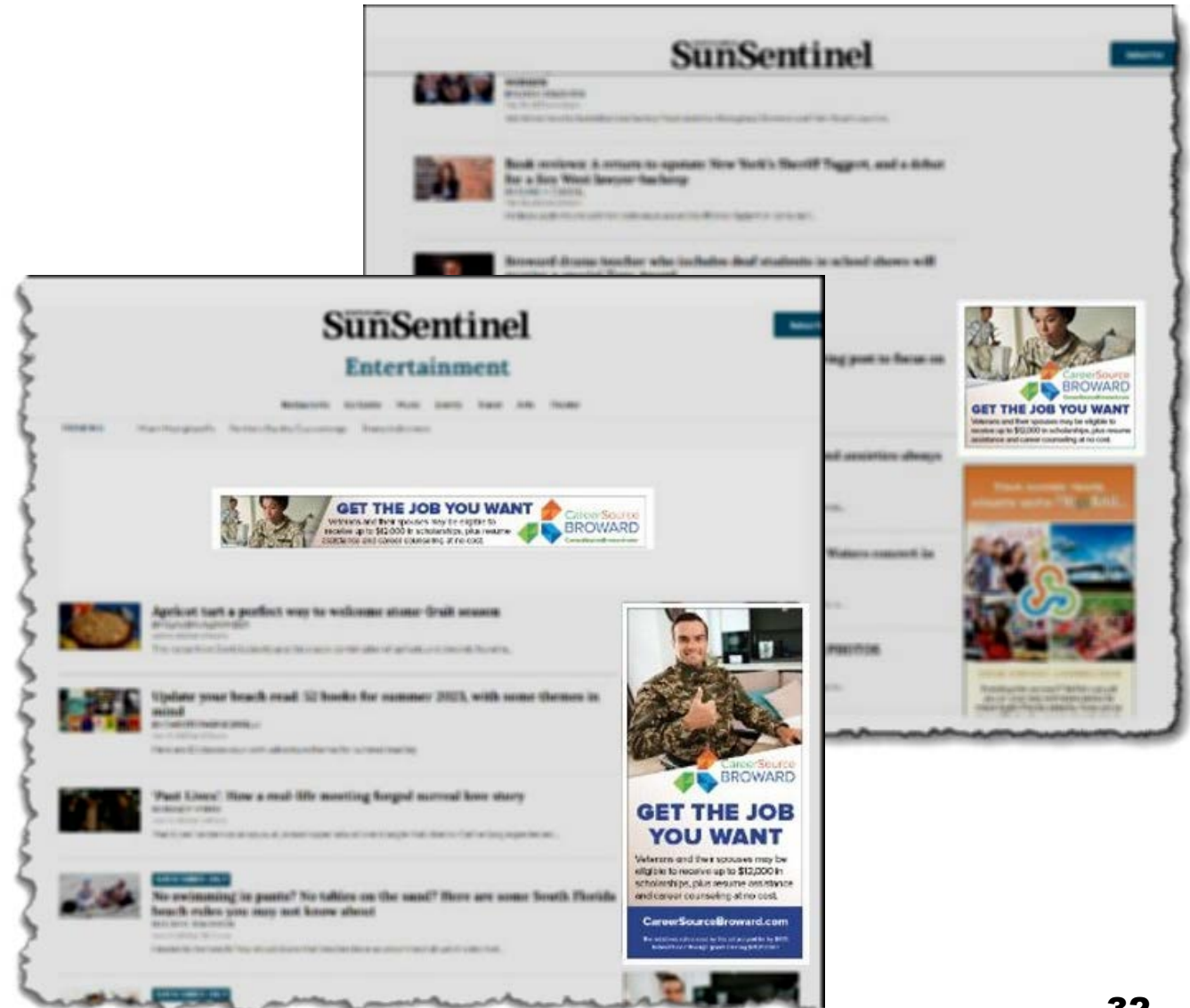
SUN-SENTINEL.COM

Online Banner Ads

- Total Impressions: 299,989

Targeted Display

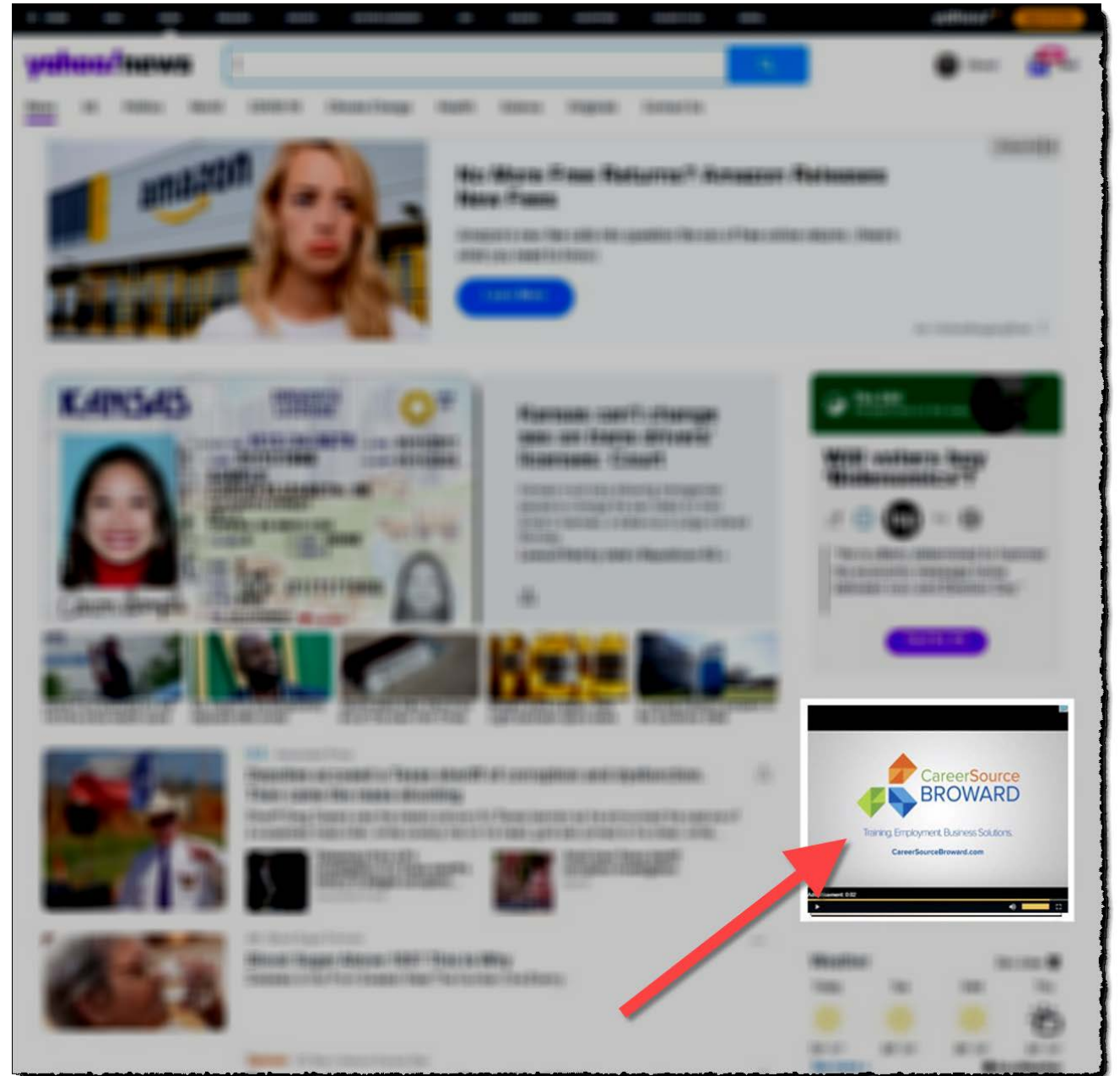
- Total Impressions: 150,004
- Channels: Sports, News, Business, Military



DIGITAL NEWS

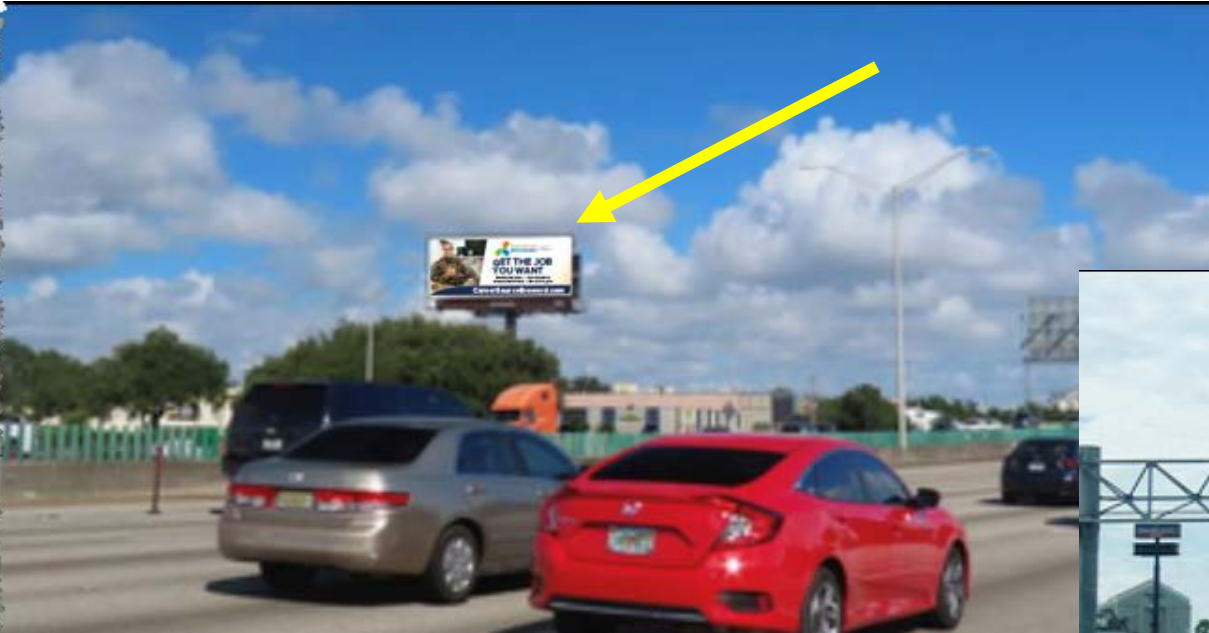
DIGITAL MARKETING WITH VIDEO

- Total Impressions: 96,051
- Video Views: 19,997
- Video Completion Rate: 62%



BILLBOARD ADVERTISING

I-95 - 2 Locations



4 weeks x 620,739
impressions per week =
2,482,956 impressions

*Impressions are based on industry standard demographic
information for location/duration, etc.*

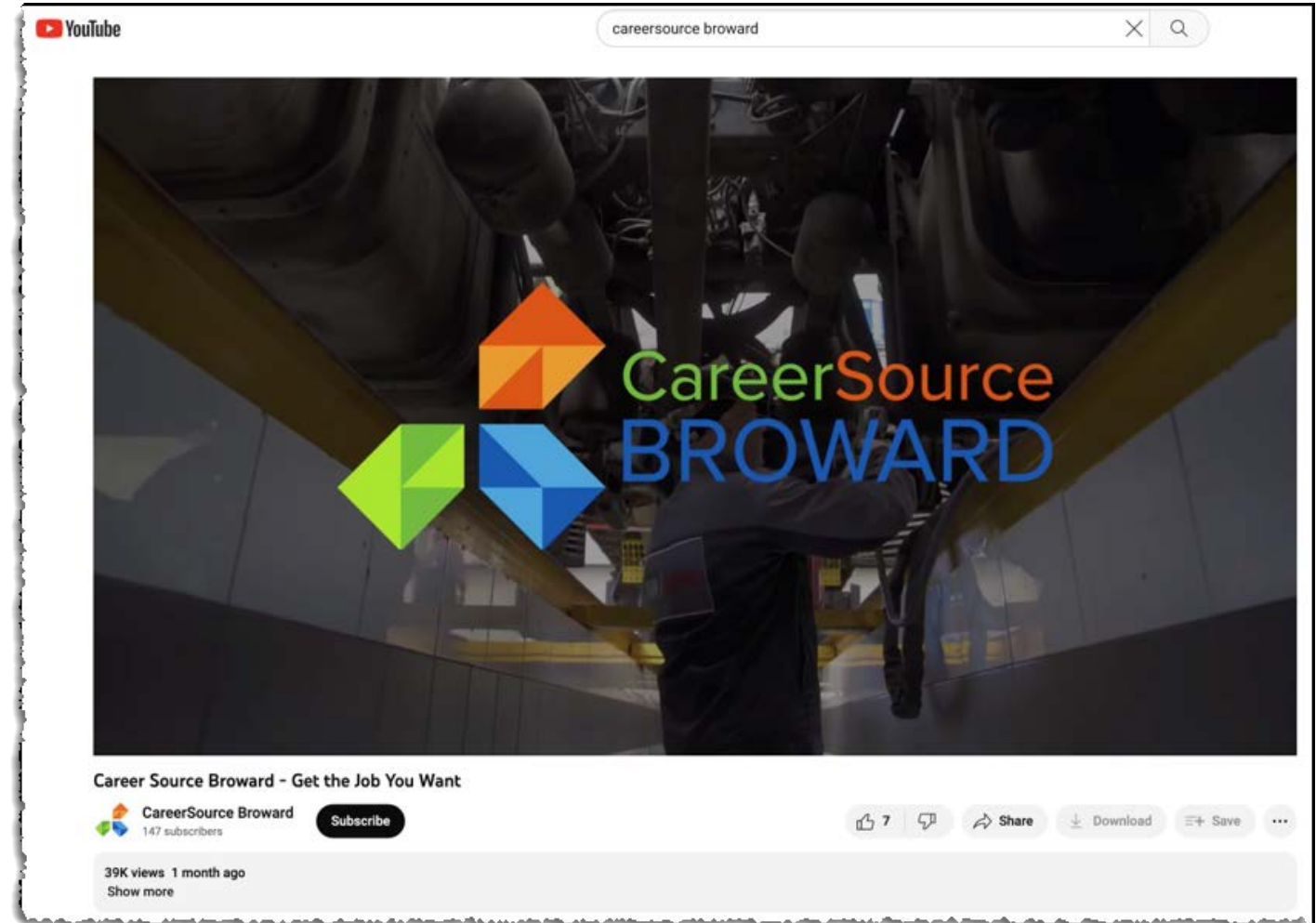


4 weeks x 1,027,935
impressions per week =
4,111,740 impressions

DIGITAL MARKETING

YouTube Campaign

- Total Impressions: 374,708
- Total Clicks: 1,930
- Total Video Views: 39,948
- Total 100% Video Views: 22.35%



DIGITAL MARKETING

Streaming Campaign

- Total Impressions: 246,079
- Total Views: 244,165
- Video Completion: 240,788
- Completion Rate: 98.62%



DIGITAL MARKETING

Mobile In-App Graduation Ceremony Geofencing Campaign

34 HS graduations

College graduations: Atlantic Tech, McFatter,
and Sheriden Tech

- Device IDs Captured: 4,048
- Impressions: 1,731,610
- Video Views: 3,750
- Video Completion Rate: 57.17%



Facebook/Instagram/Linked In/Google Ads

Facebook/Instagram Ads

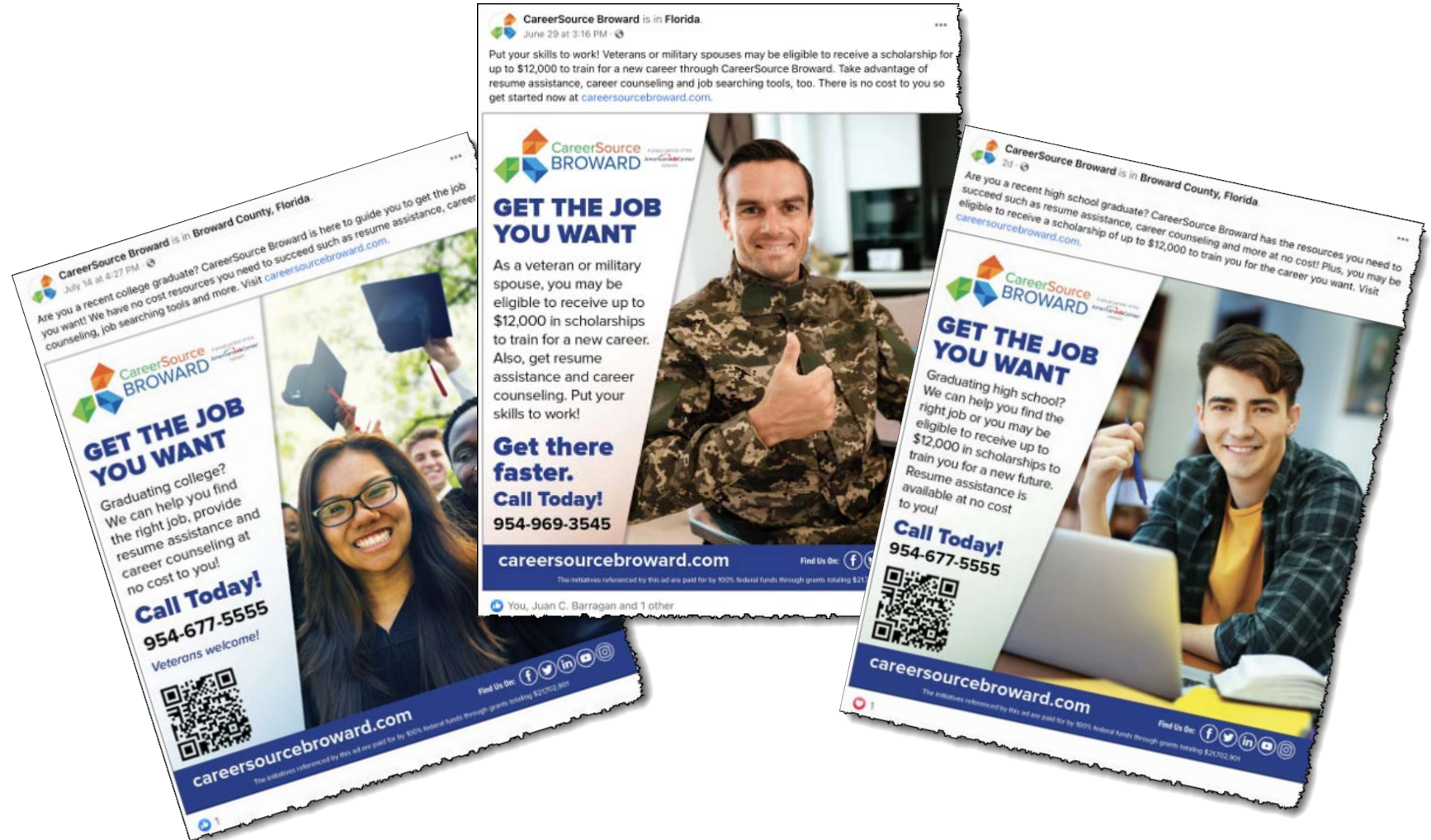
- Impressions: 1,477,257
- Engagements: 67,987

Google Ads

- Impressions: 828,902
- Clicks: 28,430

LinkedIn Ads

- Impressions: 25,288
- Clicks: 19,150



SAVE THE DATE



1st Annual State of Our Workforce Breakfast



TUESDAY, OCTOBER 10, 2023, 8 AM
BROWARD COUNTY CONVENTION CENTER
(registration begins at 7:30 am)

**Learn about the latest workforce trends from the experts;
tools available to you for growing your business**

PRESENTED BY



Register at www.ftlchamber.com/workforce

Overview of the CareerSource Broward Region
Not Seasonally Adjusted
August 18, 2023

- The unemployment rate in the CareerSource Broward region (Broward County) was 3.0 percent in July 2023. This rate was 0.1 percentage point greater than the region's year ago rate of 2.9 percent. The region's July 2023 unemployment rate was 0.1 percentage point lower than the state rate of 3.1 percent. The labor force was 1,102,534, up 33,344 (+3.1 percent) over the year. There were 33,544 unemployed residents in the region.

Fort Lauderdale-Pompano Beach-Deerfield Beach Metro Division

- In July 2023, nonagricultural employment in the Fort Lauderdale-Pompano Beach-Deerfield Beach MD was 896,500, an increase of 16,900 jobs (+1.9 percent) over the year.
- The Trade, Transportation, and Utilities (+3.0 percent); Financial Activities (+2.9 percent); and Professional and Business Services (+2.8 percent) industries grew faster in the metro area than statewide over the year.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD was tied for the second highest annual job growth compared to all the metro areas in the state in the Trade, Transportation, and Utilities (+6,000 jobs) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the second fastest annual job growth rate compared to all the metro areas in the state in the Trade, Transportation, and Utilities (+3.0 percent) 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 Financial Activities (+2,100 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 Financial Activities (+2.9 percent) industry.
- The industries gaining jobs over the year were Trade, Transportation, and Utilities (+6,000 jobs); Professional and Business Services (+4,700 jobs); Education and Health Services (+3,800 jobs); Financial Activities (+2,100 jobs); Leisure and Hospitality (+1,700 jobs); and Other Services (+700 jobs).
- The industries losing jobs over the year were Construction (-1,300 jobs); Information (-300 jobs); Government (-300 jobs); and Manufacturing (-200 jobs).

Note: Items may not add to totals or compute to displayed percentages due to rounding. All data are subject to revision.
Source: Florida Department of Commerce, Bureau of Workforce Statistics and Economic Research.

Unemployment Rates			
(not seasonally adjusted)	Jul-23	Jun-23	Jul-22
CareerSource Broward (Broward County)	3.0%	2.9%	2.9%
Florida	3.1%	3.0%	3.0%
United States	3.8%	3.8%	3.8%

Nonagricultural Employment by Industry (not seasonally adjusted)	Ft. Lauderdale-Pompano Beach-Deerfield Beach Metropolitan Division				Florida			
	Jul-23	Jul-22	change	percent change	Jul-23	Jul-22	change	percent change
Total Employment	896,500	879,600	16,900	1.9	9,655,700	9,339,600	316,100	3.4
Mining and Logging	#N/A	#N/A	#N/A	#N/A	5,900	5,600	300	5.4
Construction	47,900	49,200	-1,300	-2.6	614,400	605,800	8,600	1.4
Manufacturing	30,300	30,500	-200	-0.7	424,700	411,500	13,200	3.2
Trade, Transportation, and Utilities	207,300	201,300	6,000	3.0	1,968,500	1,917,300	51,200	2.7
Wholesale Trade	54,500	52,900	1,600	3.0	395,600	379,100	16,500	4.4
Retail Trade	108,900	107,700	1,200	1.1	1,141,500	1,121,100	20,400	1.8
Transportation, Warehousing, and Utilities	43,900	40,700	3,200	7.9	431,400	417,100	14,300	3.4
Information	20,200	20,500	-300	-1.5	157,100	156,900	200	0.1
Financial Activities	74,000	71,900	2,100	2.9	682,800	668,900	13,900	2.1
Professional and Business Services	174,200	169,500	4,700	2.8	1,634,300	1,594,600	39,700	2.5
Education and Health Services	116,900	113,100	3,800	3.4	1,471,600	1,374,700	96,900	7.0
Leisure and Hospitality	95,400	93,700	1,700	1.8	1,302,700	1,244,400	58,300	4.7
Other Services	34,600	33,900	700	2.1	353,500	343,000	10,500	3.1
Government	95,600	95,900	-300	-0.3	1,040,200	1,016,900	23,300	2.3

Population	2022	2021	change	percent change
CareerSource Broward (Broward County)	1,947,026	1,935,729	11,297	0.6
Florida	22,244,823	21,828,069	416,754	1.9

Average Annual Wage	2022	2021	change	percent change
CareerSource Broward (Broward County)	\$66,749	\$63,542	\$3,207	5.0
Florida	\$63,811	\$60,299	\$3,512	5.8

Note: Items may not add to totals or compute to displayed percentages due to rounding. All data are subject to revision.
Source: Florida Department of Commerce, Bureau of Workforce Statistics and Economic Research.