



**Broward Workforce Development Board
Employer Services Committee**
Monday, January 3, 2022 – 12:30 p.m. to 2:00 p.m.
Meeting ID: 848 7314 1484
Passcode: 391034
Dial By Phone: 1-646-876-9923

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

This meeting is being held in person. Due to COVID-19, in the interest of keeping our committee members, staff, and public safe, this meeting is also accessible via a Zoom video conference using the link below.

<https://us02web.zoom.us/j/84873141484?pwd=c2Rj25Zk2dvd3q2azF5djBScGFQZz09>

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 yourself.
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 make sure 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 4 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 9/1/21 Employer Services Committee meeting.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Minutes of the 9/1/21 meeting

Pages 5 – 8

NEW BUSINESS

1. Humane Society of Broward County Incumbent Worker Training Grant Application

Consideration to award the Humane Society of Broward County (HSBC) an Incumbent Worker Training (IWT) grant in the amount of \$41,560. In accordance with the Workforce Innovation and Opportunity Act requirements HSBC will contribute 25% to the cost of the training by paying employee wages while they are in training. The IWT grant will be used to train six (6) employees who will earn a Veterinarian Technician certification. In accordance with governing boards' policy, IWT grant applications below \$50,000 are emailed to the Employer Services Committee (ESC) for individual review and comment. If no issues or concerns are raised by any member of the ESC, the application goes to the President/CEO for review and approval. However, the timing of the application enabled us to put it on the agenda instead of emailing to the committee members as is the usual process.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Memo #04-21 (CBR)

Pages 9 – 10

2. Employer Services Committee Strategic Planning Matrix for PY 21 - 22

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 11 – 23

3. Employer Services Committee Meeting Calendar for 2022

Consideration to approve the Employer Services Committee’s 2022 calendar year meeting schedule. The Committee generally meets the first Monday of the month at 12:30 p.m. There are two exceptions due to holidays for 1) the July meeting which is moved to Tuesday, 7/5 and 2) for the September meeting which is moved to Tuesday, 9/6. The meetings will be hybrid which means attendees will have the option of attending in person or virtually using Zoom.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT Memo #05-21 (CBR)

Page 24

4. On-the-Job Training (OJT) Marketing Initiatives

CareerSource Broward (CSBD) will be advertising the OJT program with a refreshed emphasis on marketing the fiscal value of the program and its benefits to an employer’s competitive edge. An overview of the marketing initiatives is provided. Staff is asking the committee to recommend additional marketing strategies.

ACTION Discussion
EXHIBIT Memo #06-21 (CBR)

Pages 25 – 26

5. Summer Youth Employment Program Private Employer Engagement

CareerSource Broward (CSBD) is asking the committee for ideas in increasing awareness of the Summer Youth Employment Program among their peers and colleagues in the business community so youth will have a broader range of occupations to experience.

ACTION Discussion
EXHIBITS Memo #07-21 (CBR)
SYEP Marketing Flyer to Employers

Pages 27 – 28

REPORTS

1. Broward County Unemployment Information

The unemployment rate in Broward County was 3.8 percent in November 2021. This rate was 1.4 percentage points lower than the region's year ago rate of 5.2 percent. In November 2021, Broward County's unemployment rate was 0.1 percentage point lower than the national rate (3.9 percent). Out of a labor force of 1,053,694, there were 39,980 unemployed Broward County residents.

ACTION Discussion
EXHIBIT Unemployment Overview of Broward County

Pages 29 – 30

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

MATTERS FROM THE FLOOR

MATTERS FROM THE PRESIDENT/CEO

ADJOURNMENT

THE NEXT ESC MEETING IS SCHEDULED FOR MARCH 7, 2022 AT 12:30 PM

Employer Services Committee
January 3, 2022



Broward Workforce Development Board
Employer Services Committee
Wednesday, September 1, 2021
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID: 885 2600 5894
Zoom Password: 357595
Zoom Call in: +1 646 876 9923

MEETING MINUTES

Due to Coronavirus, in the interest of keeping our board, staff, and public safe this meeting was held via a Zoom video conference.

THE COMMITTEE WAS REMINDED OF CONFLICT OF INTEREST PROVISIONS.

ATTENDANCE:

Employer Services Committee Members: Jim Ryan, Janet Wincko, Paul Farren, Kristen Cavallini-Soothill, and Denise Jordan

Staff: Carol Hylton, Ron Moffett, Tony Ash, Jack Bennings, and Natalie Oscar

Guest: Chris Ruggere

APPROVAL OF MINUTES

Approval of the Minutes of the 7/6/21 meeting.

On a motion made by Paul Farren and seconded by Janet Wincko, the Employer Services Committee unanimously approved the minutes of the 7/6/21 meeting.

NEW BUSINESS

1. Opportunity Zone On the Training (OJT) Wage Reimbursement Waiver Request

CareerSource Broward sought approval to engage in a discussion with the Florida Department of Economic Opportunity to request a waiver from the United States Department of Labor. The waiver will increase our OJT wage reimbursement rate from 75% to 90% for 1) employers in an Opportunity Zone or distressed zip code and 2) for employers willing to hire and train participants that reside in these targeted areas.

Mr. Tony Ash explained the reimbursement waiver request, indicating that it will assist employers and job seekers in low-income communities by providing an added incentive to hire in these targeted areas. This is also in alignment with the boards' emphasis on assisting employers in establishing and reestablishing their workforce as the result of the pandemic.

On a motion made by Paul Farren and seconded by Denise Jordan, the Employer Services Committee unanimously approved CSBD to engage in a discussion with the Florida Department of Economic Opportunity to request a waiver from the United States Department of Labor to increase our OJT wage reimbursement rate from 75% to 90% for 1) employers in an Opportunity Zone or distressed zip code and 2) for employers willing to hire and train participants that reside in these targeted areas.

2. The Greater Fort Lauderdale Alliance Economic Sourcebook Ad

Considered approval to place an advertisement in the Greater Fort Lauderdale Alliance (GFLA) 2022 Economic Sourcebook to increase employer awareness of our business services. The cost of the ad is \$3,823. GFLA is a partner in the Sourcebook and will realize about \$380.00 from the ad. Because Board member, Bob Swindell, represents GFLA, which will realize a pecuniary benefit, State and WIOA conflict rules require that this item be approved, by a 2/3 vote of the Board after a quorum has been seated and a conflict has been declared.

Mr. Ryan inquired if we can track the leads we have received from the advertisement? Ms. Hylton responded that when employers contact us we generally inquire how they heard about us.

On a motion made by Paul Farren and seconded by Janet Wincko, the Employer Services Committee unanimously approved placing an advertisement in the Greater Fort Lauderdale Alliance Economic Sourcebook.

3. Employer Services Committee Strategic Planning Matrix for PY 21 – 22

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

Mr. Ash highlighted the various key objectives and updates to the matrix. He explained that in response to the hospitality industry's challenges with recruitment for open positions, CSBD convened a task force to address the issues facing the industry. This led to collaboration with the local and state industry associations on outreach to potential talent for the industry. CSBD also held several recruitment events onsite at employers' locations such as the Riverside Hotel, Margaritaville Hollywood Beach Resort, and the Doubletree Gallery One. The employers were very satisfied with the turnout and quality of candidates.

On a motion made by Paul Farren and seconded by Denise Jordan, the Employer Services Committee unanimously approved the updates to the Employer Services Committee Strategic Planning Matrix for PY 21 – 22.

REPORTS

1. **Employer Services Updates on Various Initiatives**

To further our role as conveners of workforce development services and to increase outreach and visibility to businesses within the targeted industries, CSBD has assigned staff to six (6) 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, and Hospitality/Tourism industries. This is an update on CSBD's employer services initiatives and activities.

Mr. Ash stated that in the construction industry we are working with the local air conditioning association to expand registered apprenticeships in HVAC. We are assisting the association with coordinating a job fair for employers seeking to hire apprentices. CSBD will be a featured speaker at the event presenting on the benefits of our registered apprenticeship OJT program.

In the Marine Industry, we are working with the city of Dania beach to help them design a registered apprenticeship program for Marine Mechanics. Candidate recruitment will also be provided for this program.

In the Aviation industry, a job fair is currently being planned for a number of the concessioners at the airport that currently have several vacancies. We will be going in and helping those employers with their recruitment as the aviation industry rebounds.

Mr. Ryan suggested that CSBD make a connection with the Tech Hub to explore ideas for expanding technology jobs in Broward, including women and minorities. Mr. Ash indicated that CSBD is a member of Tech Hub and our technology intermediary attends their membership meetings and works closely with their Executive Director, Nikki Cabus.

Ms. Hylton added that CSBD is applying for the Get There Faster Grant which would be used for IT Rapid Credentialing including training for women and minorities and veterans.

2. **cTORQ (Transferable Occupation Readiness Quotation) Assessment Software to Assist Job Seekers**

CSBD utilizes software to assist job seekers with skills assessments in relation to the in-demand skills sought by employers. We use cTORQ at a cost of \$31,000 a year for these assessments and have an unlimited number of licenses. The tool helps identify careers that match their skill set. CSBD received quotes from two (2) other vendors. cTORQ was the least expensive and best met the needs of our customers. This is being reported in accordance with our board policy to report single purchases over \$10,000.

Chris Ruggere the CSBD Regional Workforce and Training & Development Manager demonstrated the functionality of the software. Mr. Ryan thanked Chris for an excellent presentation.

3. Qualtrics Survey Software

CSBD has purchased online survey software to obtain feedback from our job seeker customers, employers, partners, staff, and board members. Qualtrics costs \$15,000 a year. CSBD received four (4) quotes and this was the least expensive. This is being reported in accordance with our board policy to report single purchases over \$10,000.

4. Broward County Unemployment Information

The unemployment rate in Broward County was 5.1 percent in July 2021. This rate was 8.5 percentage points lower than the region's year ago rate (13.6). In July 2021, Broward County's unemployment rate was 0.6 percentage points lower than the national rate (5.7 percent). Out of a labor force of 1,058,552, there were 54,181 unemployed Broward County residents.

Tony Ash reviewed the unemployment information with the committee.

Mr. Ryan indicated that the unemployment numbers continue to decline even with Florida being an epicenter for the Delta variant. It will be interesting to see next month's report.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

Ms. Hylton informed the committee that today is Workforce Development Professionals Day and the month of September is celebrated as Workforce Development month where we recognize those professionals who are committed to workforce development.

Ms. Hylton informed the committee that she has been invited by Broward County Mayor Steven Geller to join the South Florida Regional Planning Council's Comprehensive Economic Development Strategy Committee. The purpose of the committee is to look forward to the next five years and identify the primary regional economic issues that should be addressed. Mr. Ryan responded that this is a very exciting opportunity and congratulated Ms. Hylton on being invited to participate.

ADJOURNMENT 1:07 p.m.

<p>THE NEXT ESC COMMITTEE MEETING WILL BE HELD ON DECEMBER 6, 2021.</p>
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Memorandum #04-21 (CBR)

To: Employer Services Committee

From: Carol Hylton, President/CEO

Subject: Humane Society of Broward County Incumbent Worker Training Grant Application

Date: December 22, 2021

SUMMARY

Consideration to award the Humane Society of Broward County (HSBC) an Incumbent Worker Training (IWT) grant in the amount of \$41,560. In accordance with the Workforce Innovation and Opportunity Act (WIOA) requirements the employer HSBC will contribute 25% to the cost of the training by paying employee wages while they are in training. The IWT grant will be used to train six (6) employees who will earn a Veterinarian Technician certification. In accordance with governing boards' policy, IWT grant applications below \$50,000 are emailed to the Employer Services Committee (ESC) for individual review and comment. If no issues or concerns are raised by any member of the ESC, the application goes to the President/CEO for review and approval. However, the timing of the application enabled us to put it on the agenda instead of emailing to the committee members as is the usual process.

BACKGROUND

IWT is a work based training option under WIOA to assist companies in remaining competitive by upgrading existing employee's skills. Employees must have been employed by the employer for at least six (6) months and employers must contribute to the cost of the training based upon the number of their employees.

DISCUSSION

HSBC is a private, non-profit organization that provides shelter, aid and responsible adoptions to animals entrusted to their care. They have submitted an IWT Application to train 6 employees at a cost of \$41,560. Employees will earn a Veterinarian Technician certification as a result of the training. HSBC will contribute 25% to the cost of the training by paying employee wages while they are in training. HSBC has obtained quotes for the training and has selected Penn Foster as their course offerings best suit HSBC and they were the lowest quote received.

Veterinarian Technician is on the Targeted Occupations List for Broward County. Employees will earn \$17.00 an hour upon completion of the training. The training is projected to start in February 2022 and be completed by September 2022. In accordance with governing boards' policy, IWT grant applications are reviewed by staff members who were not involved in assisting with the application. A CSBD rating committee did review the application and is recommending the IWT for funding.

IWT grant applications below \$50,000 are emailed to the Employer Services Committee (ESC) for individual review and comment. If no issues or concerns are raised by any member of the ESC, the application goes to the President/CEO for review and approval. However, the timing of the application enabled us to put it on the agenda instead of emailing to the committee members as is the usual process.

RECOMMENDATION

It is recommended that HSBC be awarded an IWT Grant in the amount of \$41,560 to train six (6) employees to be certified as Veterinarian Technicians.

BROWARD WORKFORCE DEVELOPMENT BOARD



EMPLOYER SERVICES COMMITTEE

Strategic Planning Matrix for PY 21-22

Frank Horkey,
Board Chair

Jim Ryan,
Committee Chair

Carol Hylton,
President/CEO

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.

SIX PILLARS: Talent Supply and Education and Innovation and Economic Development

BWDB/CareerSource Broward Strategic Goal #2:

Maintain Our Roles as Workforce Development Leaders Through Advocacy By the Board, Collaboration, Providing Information and Intelligence to Stakeholders with Feedback from the Community.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.0 Outreach to cities and municipalities to explore ways to partner on the American Rescue Plan Act to identify infrastructure programs within the municipalities to assist employers and job seekers. Encourage the first source hiring local ordinances that can be incorporated into all infrastructure project agreements that emphasize the advantage of using CSBD.</p>	<p>Send letters to the municipalities informing them that we would like to assist them with their recruitment, hiring, and training needs related to their infrastructure projects.</p> <p>Research the public works directors in the various municipalities in Broward and engage them with CSBD services.</p>	<p>Letters have been written and sent out to all thirty cities in Broward County.</p> <p>Schedule individual meetings with public works directors and provide assistance with hiring and training related to infrastructure projects. A minimum of 10 meetings are held.</p>	<p>March 2022</p>	<p>In process</p> <p>Letters to the municipalities were mailed in July.</p> <p>Meetings were held with the public works directors of the following municipalities to learn about their upcoming infrastructure plans and discuss how CSBD can assist with recruitment and training:</p> <ul style="list-style-type: none"> • 12/28/21 – City of Hollywood <p>Meetings with additional municipalities are in the process of being scheduled as some of the municipalities asked to reschedule their original meeting date.</p>

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

SIX PILLARS: Talent Supply and Education and Innovation and Economic Development

**BWDB/CareerSource Broward Strategic Goal #3:
Encourage Employers by Engaging and Identifying their Needs, Educating and Connecting them to the Workforce System to Produce Innovative Workforce Solutions.**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>3.0 Continue to educate employers on the advantages of using CSBD employer services to list jobs and recruit workers.</p>	<p>Continue to leverage LinkedIn to share information with employers about the benefits of utilizing CSBD services for their recruitment needs.</p> <p>Explore holding open house events for employers in the career centers.</p>	<p>Messaging posted on LinkedIn regularly that highlights the services we offer.</p> <p>Research is done and if feasible, a minimum of one open house in each center is held.</p>	<p>March 2022</p>	<p>In process</p> <p>Posts about the benefits of using employer services such as job posting, holding recruitment events, and utilizing training grants to save on the costs of training were posted on:</p> <ul style="list-style-type: none"> • 10/29 • 11/5 • 11/13 • 11/16 • 11/23 • 12/01 • 12/08 • 12/14 • 12/21 • 12/28 <p>The following open house events are scheduled:</p> <p>North – 2/3/22 South – 2/16/22 Central – 2/24/22</p> <p>Employer outreach for each event is in process.</p>

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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>3.1 Explore regional opportunities for media outreach with CareerSource Palm Beach and/or CareerSource South Florida.</p>	<p>Determine which employers have a presence in all three counties.</p> <p>Explore partnering with CS Palm Beach and/or CS South Florida on holding a joint recruitment event for the employers.</p> <p>Coordinate with the two workforce boards to have press releases go out on the same day related to the recruitment events.</p>	<p>Research is done and a list of employers is compiled.</p> <p>Our neighboring regions are contacted and engaged in discussion about holding recruitments on the same day in each region for employers that cross tri-county lines.</p> <p>A joint recruitment event is held.</p>	<p>February 2022</p>	<p>In process</p> <p>A list of employers that have job opportunities across the tri-county area has been compiled. It was determined that the employers were mainly from healthcare including HCA, Baptist Health, and Tenet.</p> <p>CSBD is planning a joint virtual healthcare job fair with CareerSource Palm Beach (CSPB) on 2/17/22.</p> <p>The event will be marketed jointly with CSPB.</p>
<p>3.2 Consider creating “day in the life” multimedia presentations about occupations in CSBD’s targeted industries.</p>	<p>Identify emerging occupations in each of the targeted industries.</p> <p>Secure a video production company.</p>	<p>Using tools such as Jobs EQ, and from information gathered by our intermediaries and the Greater Fort Lauderdale Alliance occupational research is conducted and a list is created of occupations to target.</p> <p>A video production company is retained.</p>	<p>March 2022</p>	<p>In process</p> <p>Research was conducted and the following occupations are being considered for the videos:</p> <p><u>Marine:</u></p> <ul style="list-style-type: none"> • Marine Engine Technicians <p><u>Hospitality</u></p> <ul style="list-style-type: none"> • Chefs

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**BWDB/CareerSource Broward Strategic Goal #3:
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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
		A minimum of 4 videos are completed and marketed to job seekers in the career centers, distressed communities, and on social media.		<p><u>Healthcare</u></p> <ul style="list-style-type: none"> • Medical Assistants • Registered Nurses <p><u>Construction:</u></p> <ul style="list-style-type: none"> • Carpenters <p><u>Technology:</u></p> <ul style="list-style-type: none"> • Software Developers and Software Quality Assurance Analysts and Testers <p>Filming will begin in January 2022.</p>
3.3 Research adding training/workshops / HR webinars for employers on adapting to a post-COVID environment as a business service. Include the use of the communication tools available; such as GoTo Meetings, ZOOM, and TEAMS, recording virtual job interviews, and virtual one-stop software in the training.	<p>Identify informational material that is in existence and provide links on the CSBD website.</p> <p>Market the new resource page to employers.</p>	<p>Research is conducted and a new page on the CSBD website with the resources is developed.</p> <p>Social media is used to market the new business service webpage.</p>	January 2022	<p><u>In process</u></p> <p>Content for the new web page is being finalized and a launch date of 1/18/22 is set. The page will have COVID-related resources and information for employers.</p>

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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>3.4 Coordinate with the state to obtain information on how the pending \$15/hr. the minimum wage increase will affect jobs based on their research. Share the information with employers.</p>	<p>Reach out to the Florida Department of Economic Opportunity to request the information.</p> <p>Share the information with employers via eblast and social media.</p>	<p>The state is contacted and information on the impact of the minimum wage increase is requested and obtained.</p> <p>The information is shared 1) on our social media platforms and 2) via eblast.</p>	<p>February 2022</p>	<p>In process</p> <p>The Florida Department of Economic Opportunity does not currently have research or data on the impact the \$15/hr. minimum wage increase will have on job growth. They have indicated that they are currently researching this.</p>
<p>3.5 Coordinate with the local hospitality association, regarding the shortage of workers, to explore how the industry can attract workers both locally and from other areas of the country to hospitality jobs in Broward.</p>	<p>Engage with the local hospitality association.</p> <p>Explore strategies to attract job seekers and increase the talent pipeline.</p> <p>Hold recruitment events at the employers' location.</p> <p>Research hot jobs in the hospitality industry to share with job seekers and community organizations that serve individuals in special populations.</p>	<p>A meeting is held with the local hospitality association.</p> <p>Strategies and action items are identified and developed.</p> <p>A minimum of four recruitment events are held at the employer's location.</p> <p>Hot Jobs in Hospitality list is created and distributed monthly to job seekers and community organizations that serve individuals in special populations.</p>	<p>December 2021</p>	<p>Completed</p> <p>Representatives from the local hospitality association participated in the CSBD Hospitality Task Force where strategies such as holding job fairs onsite at hotel properties and creating hot jobs in the hospitality list were developed.</p> <p>Held mass recruitment events for the following employers at their location:</p> <ul style="list-style-type: none"> • Margaritaville Beach Resort - July • Riverside Hotel - August • Doubletree GalleryOne – August • Sonesta-October

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**BWDB/CareerSource Broward Strategic Goal #3:
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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
				<p>The hot jobs list is distributed to the following monthly:</p> <ul style="list-style-type: none"> • Job seekers registered in EF in hospitality occupations • Dan Marino Foundation • Early Learning Coalition • ARC-Broward Chapter • AARP • Broward College • Broward Technical Colleges • Florida Atlantic University • Prosperity Broward Partner distribution list
<p>3.6 Partner with various chambers to outreach to small and minority businesses.</p>	<p>Explore presenting CSBD services to chambers including the Broward Black Chamber of Commerce and the Haitian American Chamber of Commerce.</p> <p>Research providing CSBD information to the Chambers to include in their newsletters.</p>	<p>Presentations to a minimum of eight chambers.</p> <p>Information about our services is submitted to and shared by the chambers including their newsletter, where applicable.</p> <p>CSBD information is added to the Chamber websites.</p>	<p>March 2022</p>	<p>In process</p> <p>Presentations to the membership of the Chambers are being scheduled.</p> <p>Below are instances of chambers sharing CSBD information:</p>

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

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**BWDB/CareerSource Broward Strategic Goal #3:
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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
				<ul style="list-style-type: none"> • Dania Beach Chamber of Commerce – sent eblast to their employer-based membership about the CSBD marine apprenticeship program on 12/20. • Parkland Chamber of Commerce – shared SYEP employer outreach flyer on their social media platform on 12/21. • Hallandale Beach Chamber of Commerce – shared information about CSBD's marine apprenticeship program and SYEP employer outreach on their social media platform on 12/21.

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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
				<p>CSBD information has been added to the following chamber websites:</p> <ol style="list-style-type: none"> 1. Broward Black Chamber of Commerce 2. Coral Springs/Coconut Creek Chamber of Commerce 3. Davie/Cooper City Chamber of Commerce 4. Greater Fort Lauderdale LGBT Chamber of Commerce 5. Greater Dania Beach Chamber of Commerce 6. Greater Fort Lauderdale Chamber of Commerce 7. Greater Hollywood Chamber of Commerce 8. Greater Pompano Beach/Margate Chamber of Commerce 9. Greater Sunrise Chamber of Commerce 10. Hallandale Beach Chamber of Commerce 11. Miramar/Pembroke Pines Chamber of Commerce 12. Parkland Chamber of Commerce 13. Tamarac Chamber of Commerce

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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>3.7 Invite industry leaders, including local union representatives to conduct lectures on in-demand industry requirements and apprenticeship opportunities for our customers.</p>	<p>Identify industry leaders to speak to the job club and our youth population.</p>	<p>A list of prospective leaders is compiled. A minimum of 6 lectures are held.</p>	<p>March 2022</p>	<p>In process</p> <p>Staff compiled a list of prospective speakers that can address our WTP and Youth customers.</p> <p>The following lectures were held:</p> <ul style="list-style-type: none"> • 11/10/21 - Alice Brassfield, System Administrator with JDi Data, provided a lecture to our WTP customers about career opportunities in technology.

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

SIX PILLARS: Talent Supply and Education and Innovation and Economic Development

**BWDB/CareerSource Broward Strategic Goal #3:
Encourage Employers by Engaging and Identifying their Needs, Educating and Connecting them to the Workforce System to Produce Innovative Workforce Solutions.**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
				<ul style="list-style-type: none"> • 12/16/21 - Leticia Latino, CEO of Neptuno USA and Nikki Cabus, CEO of South Florida Tech Hub provided a presented to WTP customers at the Women In Technology Seminar about career opportunities in the technology industry. <p>The following lectures are scheduled:</p> <ul style="list-style-type: none"> • 1/12/22 - Irene Ronquillo, Director of Human Resources at Sonesta Hotel, will present career pathways and opportunities in the hospitality industry to our WTP and Out-of-School (OSY) Youth customers.

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

SIX PILLARS: Talent Supply and Education and Innovation and Economic Development

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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
				<ul style="list-style-type: none">2/8/22 – Holly Bunn, Chief Learning Officer for Memorial Healthcare, will present career pathways and opportunities to our WTP and OSY customers. <p>Additional lectures are being planned.</p>

Memorandum #05 – 21 (CBR)

To: Employer Services Committee
From: Carol Hylton, President/CEO
Subject: Employer Services Committee Meeting Calendar for 2022
Date: December 16, 2021

SUMMARY

Consideration to approve the Employer Services Committee (ESC) meeting calendar for 2022.

BACKGROUND

Each year, the ESC approves a calendar so the members can set aside the time necessary to attend and participate in the committee meetings.

DISCUSSION

The ESC generally meets the first Monday of the month at 12:30 p.m. There are two exceptions due to holidays for 1) the July meeting which was moved to Tuesday, 7/5 and 2) the September meeting which was moved to Tuesday, 9/6. The meetings will be hybrid which means attendees will have the option of attending in person or virtually using Zoom.

The following calendar is proposed for ESC approval:

Location	Date	Time
2890 West Cypress Creek Road Ft. Lauderdale, FL 33309 NOTE: Meetings will be hybrid; both in person and virtual attendance options will be available.	Monday 1/3/22	12:30 p.m.
	Monday 3/7/22	
	Monday 5/2/22	
	Tuesday 7/5/22	
	Tuesday 9/6/22	
	Monday 11/7/22	

Additional meetings may be scheduled as needed.

RECOMMENDATION

Approve the above meeting calendar for 2022.

Memorandum #06-21 (CBR)

To: Employer Services Committee

From: Carol Hylton, President/CEO

Subject: On-the-Job Training (OJT) Marketing Initiatives

Date: December 27, 2021

SUMMARY

CareerSource Broward (CSBD) will be advertising the On-the-Job Training (OJT) program with a refreshed emphasis on marketing the fiscal value of the program and its benefits to an employer's competitive edge. An overview of the marketing initiatives is provided. Staff is asking the committee to recommend additional marketing strategies.

BACKGROUND

Broward County's unemployment rate has improved from 5.2% in November 2020 to 3.8% in November 2021. As the local employment environment continues to improve, as expected, it is critical that CSBD take the initiative to aggressively market the OJT program, which provides a financial incentive for employers to hire and train individuals with skill gaps. With wage reimbursement rates up to 75% of a new hire's salary during the training period, employers can find financial relief for training new staff as they increase their workforce. The goal of the upcoming OJT marketing initiatives is to inform employers of the OJT Program and motivate them to hire, train, and retain jobseekers, who at the time of hire, have skill gaps and require training to perform the job.

DISCUSSION

The multi-faceted and employer-focused marketing strategy will begin in January and will continue over the next eight weeks. The marketing campaign will include:

- 1) Targeting Newly Registered Employers in Employ Florida (EF)- An eblast to newly registered employers in EF informing them of the OJT Program.
- 2) Targeting Community Partners and municipalities- An eblast, as well as a letter through U.S. Mail to this targeted group informing them of OJT and other highlighted programs. Also, scheduling meetings with community partners and municipalities to educate them about OJT and other work-based training programs.
- 3) Radio advertising on business related stations- Advertising on WLRN and WTFL during drive time as well as during popular radio shows

- 4) Print advertising- Advertising in the Sun-Sentinel Business Section, as well as in the Westside Gazette targeting employers in the minority community
- 5) Online advertising- Online advertising of the OJT program using Google Ads, LinkedIn ad banners¹, and ad banners on the Sun- Sentinel website. Also marketing OJT in select business related LinkedIn groups

This information is presented to request additional suggestions from the committee.

RECOMMENDATION

Staff is asking the committee to recommend additional marketing strategies.

¹ LinkedIn Banner Ads are display marketing ads on the LinkedIn pages of the targeted audience. The audience can be targeted by job title, function, industry, and more.

Memorandum #07-21 (CBR)

To: Employer Services Committee
From: Carol Hylton, President/CEO
Subject: SYEP Private Employer Engagement
Date: December 28, 2021

SUMMARY

CareerSource Broward (CSBD) is asking the committee for ideas in increasing awareness of the Summer Youth Employment Program among their peers and colleagues in the business community so youth will have a broader range of occupations to experience.

BACKGROUND

CSBD's Summer Youth Employment Program (SYEP) has been successful placing youth between the ages of 16 to 18 in summer employment with private employers, not-for-profit organizations, and municipalities. This year we received funding from the Children's Services Council (CSC) to serve 817 economically disadvantaged youth in the PY 21-22 SYEP.

CSBD pays 100% of the wages which is about \$3,500 per youth for a summer work experience. As the local economy continues to improve and employers have an increased demand for employees, we would like increase awareness of SYEP and its many benefits among private employers to provide summer work experience to our population of disadvantaged youth.

DISCUSSION

CSBD has taken the following steps to expand our pipeline of private employers participating in SYEP:

- Sent a marketing eBlast to nearly 3,000 employers
- Sent a marketing eBlast to several Broward Chambers of Commerce
- Radio advertisement on WHQT 105.1 (Hot 105 FM)
- Assigned outreach staff to engage their employer network
- Distributed a press release to local media partners, community and organizational leaders
- Promoted SYEP private-employer engagement via CSBD's social media platforms (Facebook, Twitter, LinkedIn)

Currently there are nearly sixty (60) private employers that have either entered into a contract to serve as a SYEP worksite or have a contract in process.

RECOMMENDATION

Staff is asking the committee for ideas in increasing awareness of SYEP among the business community.

EMPLOYERS

EMPLOY A YOUTH

AT NO COST TO YOU!



GAIN AN EXTRA SET OF HANDS TO BOOST YOUR PRODUCTIVITY AND AN OPPORTUNITY TO INFLUENCE OUR FUTURE WORKFORCE.

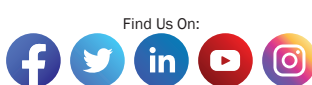
The Summer Youth Employment Program is seeking Broward County employers to provide an amazing work experience for youth ages 16 to 18 for eight weeks from June to August. All youth receive a three-day employability skills training that teaches soft skills, teamwork and how to be a contributor to your team.

HERE'S WHAT EMPLOYERS HAVE TO SAY:

- ▶ *We appreciate the program for providing us the extra help plus allowing us to help steer the youth with proper on-the-job training.*
- ▶ *It is evident that the youth are provided with business and professional training before their assignment to the worksite. Each year, we look forward to participating in the program because we enjoy the opportunity to pour into the lives of the next generation. CareerSource Broward is doing a great job preparing the youth for success.*

CONTACT US TODAY:

Latema King, Summer Youth Employment Program Manager
(954) 202-3830 ext. 3021 | Lking@careersourcebroward.com



**Overview of the CareerSource Broward Region
Not Seasonally Adjusted
December 17, 2021**

- The unemployment rate in the CareerSource Broward region (Broward County) was 3.8 percent in November 2021. This rate was 1.4 percentage points lower than the region's year ago rate of 5.2 percent. The labor force was 1,053,694, up 57,845 (+5.8 percent) over the year. There were 39,980 unemployed residents in the region.
- In November 2021 nonagricultural employment in the Ft. Lauderdale-Pompano Beach-Deerfield Beach Metro Division was 849,000, an increase of 34,900 jobs (+4.3 percent) over the year.
- The construction (+12.1 percent) and manufacturing (+5.3 percent) industries grew faster in the metro area than statewide over the year.
- The Ft. Lauderdale-Pompano Beach-Deerfield Beach Metro Division had the highest annual job growth compared to all the metro areas in the state in construction (+5,700 jobs) and manufacturing (+1,400 jobs).
- The Ft. Lauderdale-Pompano Beach-Deerfield Beach Metro Division had the second fastest annual job growth rate compared to all the metro areas in the state in construction (+12.1 percent).
- The Ft. Lauderdale-Pompano Beach-Deerfield Beach Metro Division had the third highest annual job growth compared to all the metro areas in the state in other services (+2,100 jobs) and information (+700 jobs).
- The industries gaining in jobs over the year were leisure and hospitality (+8,900 jobs); trade, transportation, and utilities (+7,000 jobs); construction (+5,700 jobs); professional and business services (+4,200 jobs); education and health services (+4,200 jobs); other services (+2,100 jobs); manufacturing (+1,400 jobs); government (+800 jobs); and information (+700 jobs).
- The financial activities (-100 jobs) industry lost jobs over the year.

Note: All data are subject to revision.

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics and Economic Research.

Unemployment Rates (not seasonally adjusted)	Nov-21	Oct-21	Nov-20
CareerSource Broward (Broward County)	3.8%	4.2%	5.2%
Florida	3.6%	4.0%	5.0%
United States	3.9%	4.3%	6.4%

Nonagricultural Employment by Industry (not seasonally adjusted)	Ft. Lauderdale-Pompano Beach-Deerfield Beach Metropolitan Division				Florida			
	Nov-21	Nov-20	change	percent change	Nov-21	Nov-20	change	percent change
Total Employment	849,000	814,100	34,900	4.3	9,058,100	8,550,300	507,800	5.9
Mining and Logging	NA	NA	NA	NA	5,600	5,400	200	3.7
Construction	52,800	47,100	5,700	12.1	585,800	558,000	27,800	5.0
Manufacturing	28,000	26,600	1,400	5.3	388,700	378,400	10,300	2.7
Trade, Transportation, and Utilities	197,200	190,200	7,000	3.7	1,867,800	1,777,600	90,200	5.1
Wholesale Trade	50,500	48,800	1,700	3.5	361,300	343,600	17,700	5.2
Retail Trade	109,500	106,700	2,800	2.6	1,123,700	1,080,300	43,400	4.0
Transportation, Warehousing, and Utiliti	37,200	34,700	2,500	7.2	382,800	353,700	29,100	8.2
Information	19,200	18,500	700	3.8	139,500	128,400	11,100	8.6
Financial Activities	64,000	64,100	-100	-0.2	629,700	597,200	32,500	5.4
Professional and Business Services	148,800	144,600	4,200	2.9	1,458,700	1,366,400	92,300	6.8
Education and Health Services	113,700	109,500	4,200	3.8	1,369,500	1,316,100	53,400	4.1
Leisure and Hospitality	87,100	78,200	8,900	11.4	1,136,500	993,600	142,900	14.4
Other Services	32,900	30,800	2,100	6.8	349,000	321,900	27,100	8.4
Government	105,200	104,400	800	0.8	1,127,300	1,107,300	20,000	1.8

Population	2020	2019	change	percent change
CareerSource Broward (Broward County)	1,958,105	1,955,475	2,630	0.1
Florida	21,733,312	21,492,056	241,256	1.1

Average Annual Wage	2020	2019	change	percent change
CareerSource Broward (Broward County)	\$59,018	\$54,646	\$4,372	8.0
Florida	\$55,845	\$51,744	\$4,101	7.9

Note: All data are subject to revision.

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics and Economic Research.