



**Broward Workforce Development Board
Employer Services Committee**
Monday, October 3, 2022 – 12:30 p.m. to 2:00 p.m.
Meeting ID: 859 1434 3167
Passcode: 792344
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/85914343167?pwd=NXVMN0ZINnRnTmhXLzqrMWS1ZFgrdz09>

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

MEETING AGENDA

IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

APPROVAL OF MINUTES

Approval of the Minutes of the 6/6 Employer Services Committee meeting.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Minutes of the 6/6 meeting

Pages 7 – 10

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 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 governing boards' approval.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Memo #02 – 22 (CBR)

Pages 11 – 12

2. Employer Services Committee Strategic Planning Matrix PY 22/23

On 6/23, the Board approved recommendations from the planning session for the upcoming year. Staff distributed the recommendations among Board committees. The goals and objectives are tracked by each Committee in the form of a strategic planning matrix. The proposed PY 22/23 matrix is presented for your review. Consideration to designate a workgroup and Chair to develop strategies to achieve the goals.

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

Pages 13 – 18

3. Accept Apprenticeship Navigator Funds

Consideration to accept \$62,500 from the Florida Department of Economic Opportunity to fund outreach activities in our targeted industries to develop and expand Registered Apprenticeship (RA) programs. With the funding we will 1) identify career pathways 2) convene industry partners to promote RA programs 3) continue to develop expertise among our industry intermediaries regarding the operation of apprenticeship programs and 4) engage community-based organizations to increase access to registered apprenticeship opportunities.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT None

REPORTS

1. CareerSource Broward Highlights PY 21/22

CSBD continues to positively impact the lives of thousands of Broward residents and businesses through our workforce services. Highlights from the program year that just ended in June include 1) assisting nearly 2,000 job seekers in finding a new or better job 2) educating over 7,700 individuals through our workshops on topics such as money management and resume development and 3) assisting over 2,850 Broward businesses save money, energy, and time with no-cost recruitment and training services.

ACTION Discussion
EXHIBIT CSBD Highlights 7/21 – 6/22

Pages 19 – 25

2. CareerSource Broward’s Economic and Labor Market Analysis

Pursuant to the Board’s direction, CSBD commissioned an economic and labor market analysis. We used the information from the study to add programs to the ITA list in emerging industries, thereby expanding the supply of prepared workers. CSBD issued a press release about the study’s release and CSBD’s president/CEO was interviewed by the Sun Sentinel. To assist local businesses and policymakers in understanding and shaping Broward’s future we are in the process of adding a user-friendly data dashboard that will give visitors to our website a way to drill further down on the data to view trends and extrapolate meaningful information on areas such as labor deficits and commuting patterns.

ACTION Discussion
EXHIBIT [CSBD Economic and Labor Market Analysis](#)
[Sun Sentinel News Article 9/17/22](#)

3. CareerSource Broward’s 2022 Paychecks for Patriots Veterans Hiring Fair

CSBD will host its annual Paychecks for Patriots Veterans Hiring Fair on 11/10 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

4. Update on Marketing Initiatives for PY 22/23

CSBD executes intentional 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 media channels, print marketing, social media, speaking engagements, and community speaking engagements. These strategies have increased our brand awareness throughout the region, while also ultimately achieving the vision and mission of the organization and improving performance. Through our efforts, we are expanding our influence as conveners by holding forums and round-tables and mobilizing our partners and stakeholders to address opportunities and challenges in the workforce. As a result of the marketing efforts from July to date, CSBD has received over 560 leads from job seekers and youth seeking services such as job search assistance and training scholarships. Staff is following up on the incoming leads as they are received.

ACTION Discussion
EXHIBIT Memo #03 – 22 (CBR)

5. Summer Youth Employment Program Update

This year, staff developed over 30 new employer host sites. The new sites included a dental office, an eye institute, an art camp, a public relations firm, and a social services business. The youth held various positions in marketing, graphic design, customer service, and clerical. CSBD served about 700 youth over the summer, and we have already received many heartwarming testimonials from employers. The Children’s Services Council of Broward County (CSC) also conducted an administrative and fiscal review. We were commended for having no findings.

ACTION None
EXHIBITS Memo #06 – 22 (OPS)
 Review Letter
 Video to be Shown

Pages 29 – 31

6. Broward County Unemployment Information

The unemployment rate in Broward County was 2.8 percent in August 2022. This rate was 2.0 percentage points lower than the region’s rate a year ago, which was at 4.8 percent. In August 2022, Broward County’s unemployment rate was 1.0 percentage points lower than the national rate of 3.8 percent. Out of a labor force of 1,077,924, there were 30,396 unemployed Broward County residents.

ACTION Discussion
EXHIBIT Unemployment Overview of Broward County

Pages 32 – 33

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

MATTERS FROM THE FLOOR

MATTERS FROM THE PRESIDENT/CEO

ADJOURNMENT

THE NEXT ESC MEETING WILL BE IN JANUARY 2023 ON A DATE TO BE DETERMINED



**Broward Workforce Development Board
Employer Services Committee**

**Monday, June 06, 2022
12:30 p.m. – 2:00 p.m.**

**Zoom Meeting ID: 811 5271 5372
Zoom Password: 643768
Zoom Dial by Phone: +1 646 876 9923**

MEETING MINUTES

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

Due to Coronavirus, in the interest of keeping our board, staff, and public safe, this meeting is also being held via a Zoom video conference using the link below.

<https://us02web.zoom.us/j/81152715372?pwd=aTVNYXpreEZ4amlwRFhqY3R1UmxxUT09>

THE COMMITTEE WAS REMINDED OF CONFLICT-OF-INTEREST PROVISIONS.

ATTENDANCE:

Employer Services Committee Members: Jim Ryan, Paul Farren, Francois Leconte, Denise Jordan, Keith Costello, and Sandy-Michael McDonald

Staff: Ron Moffett, Tony Ash, and Natalie Oscar

APPROVAL OF MINUTES

Approval of the Minutes of the 3/7 Employer Services Committee Meeting.

On a motion by Francois Leconte and seconded by Paul Farren, the Employer Services Committee unanimously approved the minutes of the 3/7 meeting.

NEW BUSINESS

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

Consideration to approve the TOL for PY 22/23. To get input and feedback on the State's proposed list and gather additional relevant labor market data, we sent the preliminary TOL to over two hundred (200) local education and business stakeholders, community partners, business leaders, and industry intermediaries and invited them to a publicly noticed meeting held on 5/25. Based on our review and community input, CSBD recommends 1) retaining 29 occupations proposed by the State for removal and 2) adding 14 new occupations.

Ron Moffett presented the Targeted Occupations List (TOL) for the Program Year 22/23 to the committee members. Previously the TOL was brought to the One-Stop Services Committee

for consideration but pursuant to changes in our By-Laws approved by the Board, the TOL is now brought to the Employer Services Committee. The TOL is important because it directs where we are going to allocate resources for occupational training for in-demand occupations.

Ron explained the state sends us the preliminary list and we compare it to the Board approved criteria. 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 29 occupations proposed by the State for removal and add 14 new occupations the State proposed.

On a motion by Paul Farren and seconded by Keith Castello, the Employer Services Committee unanimously approved the Targeted Occupations List (TOL) 1) retaining 29 occupations proposed by the State for removal and 2) adding 14 new occupations.

2. CareerSource Broward Marketing and Communications Plan for Program Year 22/23

Consideration to approve CSBD's marketing and communication plan for PY 22/23. Each year, CSBD implements targeted and strategic outreach to job seekers, employers, and community stakeholders, through the press, digital, print, and social media, in an effort to increase awareness of CSBD services. This year's strategies include enhanced community outreach and educational campaigns, targeted marketing to distressed communities, and collaboration with core partners, such as industry associations, chambers of commerce, local municipalities, and other key stakeholder groups. We will be working with Moore Communications, an outreach, and marketing agency, to refine further and implement our strategies and techniques to expand awareness of our services to the community.

Tony Ash reviewed the CSBD Marketing and Communications Plan for PY 22/23. He indicated that this plan is used to help set the tone and messaging to be executed for the new program year, which begins on 7/1. The targeted audience for our messaging includes employers, job seekers, the Board, and elected officials, all of whom we want to be aware CareerSource Broward's value and the services we provide.

Sandy-Michael McDonald suggested that we should continue to work with his office in reaching out to small and mid-size businesses certified with Broward, so they understand CSBD is their number one resource for their workforce needs. Tony expressed his appreciation to Mr. McDonald and indicated that he would also send CSBD informational materials to his office so that they can be incorporated into their newsletter.

Mr. Ryan stated that the timing is quite relevant, especially in a post-Covid world where employers struggle to hire and retain talent. Mr. Leconte and Mr. Costello both agreed.

Mr. Costello informed the committee of an organization of CEOs and business owners known worldwide, with many chapters in Broward County, called 'Vistage.' Mr. Costello is also a member of one of the chapters, and meetings are being held monthly for an all-day session with

about 10 – 12 members per chapter. During their meetings, they discuss the challenges facing business owners, including workforce matters. He suggested CSBD engage Vistage to see if there is an opportunity to present to them.

Mr. Ryan added that Vistage has been around for quite a long time and is a good organization. He recommended staff also consider engaging the Entrepreneurs' Organization, a similar business group with a chapter in South Florida.

On a motion by Francois Leconte and seconded by Denise Jordan, the Employer Services Committee unanimously approved CareerSource Broward's Marketing and Communications plan for PY 22/23.

3. The Greater Fort Lauderdale Alliance (GFLA) Economic Sourcebook Ad

Consideration to approve placement of an advertisement in the GFLA 2023 Economic Sourcebook to increase employer awareness of our business services. The cost of the ad is \$4,123. GFLA is a partner in the Sourcebook and will realize about \$413 from the ad. Because Board member, Bob Swindell, represents GFLA, 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. Ash stated that the publication is distributed widely in Broward County and beyond. It is read by CEOs, HR professionals, chamber partners, decision-makers, and other business groups.

On a motion by Francois Leconte and seconded by Paul Farren, the Employer Services Committee unanimously approved the placement of an advertisement in the Greater Fort Lauderdale Alliance (GFLA) 2023 Economic Sourcebook.

REPORTS

1. Broward County Unemployment Information

The unemployment rate in Broward County was 2.5 percent in April 2022. This rate was 2.8 percentage points lower than the region's rate a year ago, which was at 5.3 percent. In April 2022, Broward County's unemployment rate was 0.8 percentage points lower than the national rate of 3.3 percent. Out of a labor force of 1,042,829, there were 26,176 unemployed Broward County residents.

Mr. Ash reviewed the unemployment information with the committee.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE: None

MATTERS FROM THE FLOOR: None

MATTERS FROM THE PRESIDENT/CEO:

Mr. Moffett informed the committee that Carol Hylton, President/CEO of CareerSource Broward, is in Tallahassee attending state meetings. He announced to the committee that Ms. Hylton had been nominated to serve on the Florida Workforce Development Association board.

Mr. Moffett stated that the economist performing the local labor market study is in the final phase of completing the report and will be shared with the committee members once it is final.

He reminded the committee of the CSBD Apprenticeship Summit scheduled for 8/11 at the Signature Grand Hotel and invited everyone to attend.

ADJOURNMENT 1:10 P.M.

THE NEXT COMMITTEE MEETING IS SCHEDULED FOR TUESDAY, 9/6/22, AT 12:30 P.M.

Memorandum #02 – 22 (CBR)

To: Employer Services Committee

From: Carol Hylton, President/CEO

Subject: Registered Apprenticeship OJT Contract with Advanced Roofing

Date: September 27, 2022

SUMMARY

Consideration to approve entry into an upgrade On-the-Job Training (OJT) contract with Advanced Roofing to train up to ten (10) employees participating in their registered apprenticeship program. 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 governing boards' approval.

BACKGROUND

The Workforce Innovation and Opportunity Act (WIOA) allows for a portion of the apprentices' wages during training to be reimbursed to employers. CareerSource Broward (CSBD) has contracted successfully with Advanced Roofing in the past and this partnership has benefited our customers with earn-while-they-learn work-based training.

DISCUSSION

This program year, Advanced Roofing would like to train up to ten (10) employees as part of their registered apprenticeship program. The apprentices will receive training in roofing, including handling asphalt equipment, detail sheet metal fabrication, and installation. If approved the contract will start in October and will end next June. CSBD will reimburse Advanced Roofing for a portion of the apprenticeship trainee wages while they are in training.

Each employee will receive up to one thousand forty (1,040) hours of training which equates to six months, earning an average wage of \$19 per hour. Advanced Roofing will receive 75% of each trainee's wages during the training period. It is anticipated that up to \$150,000 in wage reimbursements will be made during the term of this contract. The wage reimbursement will be from funds set aside in the CSBD PY 22/23 budget for occupational training.

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. It will also have to be approved by the State.

RECOMMENDATION

Approve entry into an upgrade On-the-Job Training (OJT) contract with Advanced Roofing to train up to ten (10) employees participating in their registered apprenticeship program. The contract will provide up to a 75% reimbursement for wages paid to the apprentices while in training totaling up to \$150,000.



BROWARD WORKFORCE DEVELOPMENT BOARD

EMPLOYER SERVICES COMMITTEE

Strategic Planning Matrix for PY 22/23

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.

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 Research revenue generating possibilities in Business Services.	1.0.1 Research what revenue-generating services other workforce boards in the state are providing employers.			
	1.0.2 Determine the feasibility of offering a menu of employer services based on a tiered approach (e.g., silver, gold, platinum, etc.) that could generate revenue.			

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 Consider solutions we can offer to assist with the labor shortages.	2.0.1 Convene forums with employers and representatives from high-demand industry sectors to better understand their labor shortage challenges and discuss strategies for potential solutions.			
	2.0.2 Research the Society of Human Resource Management and other HR-related organizations to identify how employers are handling labor shortages around the country.			
	2.0.3 Share the information researched with local employers through informational sessions and the CSBD newsletter.			

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 (cont.) Consider solutions we can offer to assist with the labor shortages.	2.0.3 Research the data on labor shortages by industry and use the data to identify and promote work-based and classroom training in those occupations and partner with the business community to provide paid interns.			
2.1 Consider Financial Services as a potential addition to CSBD's targeted industries as it is a Greater Fort Lauderdale Alliance targeted industry.	2.1.1 Conduct research to determine the projected growth in the industry.			
	2.1.2 Based on the research, determine if the Financial Services is added.			
2.2 Explore offering routine CSBD informational sessions to employers	2.2.1 Evaluate the feasibility of scheduling the sessions in the career centers. Determine the location, how often, content, and who will facilitate the sessions.			
2.3 Consider whether a labor market information dashboard should be built and posted on CSBD's website.	2.3.1 Work with CSBD IT and QA Departments to research what labor market data to include on the dashboard.			

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

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

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
3.0 Consider ways to expand CSBD marketing	3.0.1 As part of an ambassadorship program, ask board members to introduce CSBD's VP of Business Services to three (3) business associates with hiring needs so we can familiarize them with our services.			
	3.0.2 Identify opportunities to expand awareness among Chamber members.			
	3.0.3 Partner with the Broward County Office of Small Business and Economic Development to expand our reach to small businesses.			
	3.0.4 Continue to increase outreach in the Spanish and Haitian-Creole communities through advertisements and mass email communication.			

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

CareerSource Broward Strategic Goal #3:

Encourage Employers by Engaging and Identifying their Needs and Educating and Connecting them to the Workforce System to Produce Innovative Workforce Solutions.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
3.0 (cont.) Consider ways to expand CSBD marketing	3.0.4 Explore collaborating with the local Small Business Development Center to educate entrepreneurs about CSBD services and other workforce incentives such as Work Opportunity Tax Credits.			
	3.0.5 Explore a collaboration with Visit Florida to promote Broward County jobs to out-of-state job seekers.			
	3.0.6 Research opportunities to make quarterly CSBD presentations to the local Society of Human Resources Management membership, the Vistage Business Coaching Organization, and the Entrepreneurs Organization.			

CareerSource Broward HIGHLIGHTS

JULY 2021 - JUNE 2022

IMPROVING LIVES AND HELPING FAMILIES

HIGHLIGHT: 16,300 JOBSEEKERS SERVED

Between July 2021 and June 2022, CareerSource Broward enhanced the job prospects of over **16,300** career seekers with reemployment services such as job search assistance and career consultation.



Nearly **2,000** Broward residents improved their lives by finding new or better jobs through CareerSource Broward's recruitment events and other services.

CareerSource Broward boosted the job search and personal management skills of **7,742** career seekers through workshops on topics such as money management, resume development and how to interview in-person or virtually, among others.

While we serve anyone coming through our doors, we spend the extra time necessary to help those with additional challenges as they move up the ladder to financial independence. We helped **1,440** individuals on public assistance, **880** residents needing food stamps and **194** people with disabilities continue their upward journey to self-sufficiency.



SCHOLARSHIPS



HIGHLIGHT: \$2,000,000 IN SCHOLARSHIP AND TRAINING

Acquiring skills and adding new ones is fundamental to career progress. **431** Broward County residents have benefitted from training grants that allowed them to build their skills and further their careers.

CareerSource Broward also partners with local organizations to provide out-of-school youth with in-demand career training opportunities and assists them by covering a part of the cost of their education.

YOUTH – A SUMMER OF GROWTH



HIGHLIGHT: 860 HIGH SCHOOLERS EXPERIENCE THE WORLD OF WORK

For the past 30 years CSBD, CareerSource Broward's **30-year-old** paid summer internship program has connected high school students with the real world of work by allowing them to spend eight weeks in the summer with a Broward County employer. This experience includes a three-day workshop covering job-readiness, professionalism and work expectations. Employers represent the private, non-profit and government sectors.

VETERANS - OUR HEROES ARE OUR PRIORITY

HIGHLIGHT: 961 VETERANS SERVED

CareerSource Broward offers priority service to Broward County veterans, eligible spouses and transitioning service members by providing the resources needed to secure long-term, rewarding careers. We are committed to helping veterans succeed at reaching their employment goals whether they are recently separated from the military or a veteran with many years of civilian work experience.



EMPLOYERS - OUR CUSTOMER

2,853 BROWARD BUSINESSES SERVED

Businesses are vital to the County's economic development and residents' financial security. At CareerSource Broward, the employer is our customer. With the help of our team, Broward businesses are finding the right talent for their companies and saving money while skilling up their employees with our customized training grants.

Our no-cost workforce solutions helped **2,853** Broward employers save money, energy, and time by providing **73,190** services over the last twelve months, including job postings, hiring events, candidate pre-screening, training grants for employees, labor market information and more. Using our customized training grants, CareerSource Broward contracted with local employers for **\$154,842** in wage and training reimbursements.



TECHNOLOGY AT WORK

Changing times require alternative ways of providing services. CareerSource Broward is doing just that by leveraging technology to allow greater flexibility in how customers receive our services. Customers can now sign documents electronically, attend meetings virtually, and watch online training courses and orientations, all from the convenience of their smartphone. CareerSource Broward realizes that not everyone has immediate access to information and communications technology. We are bridging this digital divide with initiatives that provide eligible customers with the necessary computer equipment for their career training success.



ASSESSMENTS AND TRAININGS

Employers know that a key to success is employing a skilled workforce. That is why CareerSource Broward utilizes various assessment and training tools to help employers find the skilled talent they are looking for. CareerSource Broward uses skill, behavioral, and cognitive ability assessments to help employers find the right candidates. We also use workshops and more formal training opportunities to bolster candidates' skills. Many of the assessments and trainings we offer are online, giving individuals the flexibility to use these services when it's convenient for them.



CAREER CENTERS READY TO SERVE

CareerSource Broward's three Career Centers open their doors each day with a view to helping Broward County residents gain financial security through employment. Each of our centers utilizes the latest technology to provide support for every program and service we offer. In spite of the increase in virtual activity during the past program year, CareerSource Broward served an overwhelming **55,000+** individuals. This flexibility allows us to benefit a greater number of career seekers and employers at our Centers.



SERVING BROWARD COUNTY INTO THE FUTURE

CareerSource Broward has an almost **40-year** history of serving the training and employment needs of both job seekers and employers in Broward County. As one of the top-rated workforce regions in Florida, consistently delivering on metrics designated by both the federal and state governments, we value the deep and long-lasting relationships we have nurtured over the years with local employers, community partners and governments.

With a recent consideration to merge different workforce regions, we believe that local Broward voices and long-term partnerships will be impaired, negatively impacting Broward County job seekers and employers.

Merging into a larger region would mean combining counties with different demographics, different politics and different labor markets. Industry sectors reflect localized strengths unique to different counties and municipalities. Merging workforce areas into a larger region would muffle local voices and weaken service delivery. The voice of local communities will be eclipsed by interests with a greater ability to sway a more distant, regional workforce board.





careersourcebroward.com

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Memorandum #03 – 22 (CBR)

To: Employer Services Committee
From: Carol Hylton, President/CEO
Subject: Marketing Update for Program Year 22/23
Date: September 29, 2022

SUMMARY

This is an update on the Program Year 22/23 marketing and communications initiatives to date.

BACKGROUND

CSBD continues to execute intentional 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 tactics such as 1) established media channels, 2) print and radio marketing, and 3) social media.

DISCUSSION

Below is an update on the marketing and outreach initiatives completed since 7/1:

Media Relations

- Press releases were sent out to members of the media, community partners, public information officers, and faith-based organizations related to the Get There Faster Program, the Apprenticeship Summit, and the Broward Economic and Labor Market Study.
- President/CEO, Carol Hylton was interviewed by David Lyons, Business Reporter for the Sun Sentinel about the labor shortage and CSBD's Broward Economic and Labor Market Study.

Social Media

- Social media digital campaigns were launched to promote 1) the Get There Faster program, 2) the WIOA Youth scholarship program, and 3) outreach to job seekers for the purposes of expanding awareness about our services.
- Communications Department continues to send out relevant information on its various social media platforms (Twitter, Facebook, Instagram, LinkedIn, and YouTube).
- Social media posts have been shared and reposted by the following leaders, agencies and municipalities: Mayor Dean J. Trantalis, Mayor Michael Udine, Commissioner Tim Ryan, Dehryl McCall, Heiko Dobrikow, Comedian Mike Goodwin, City of Fort Lauderdale, Broward County Parks, Riverside Hotel, Florida Power and Light, Atlantic Technical College and Technical High School, Junior Achievement of South Florida, the Miramar Pembroke Pines Chamber of Commerce, the Greater Hollywood Chamber of Commerce, CSC Broward, Urban League of Palm Beach County Guild, Sheridan Technical College, Margaritaville Hollywood Resort, Urban League of Broward County, Community Foundation of Broward, CareerSource Florida, OIC of South Florida, Florida Atlantic University, the Greater Dania Beach Chamber of Commerce, the Hallandale Beach Chamber of Commerce, and more.

Marketing & Advertising

- More than 440,000 recipients have received CSBD eBlasts about our highlights and services.
- Mass email marketing included recruitment events, Ticket to Work Information Sessions, the Hospitality Industry Employer Forum, CSBD Financial Education Workshops, Electrical Apprenticeship Information Session, ITA Business Training Enrollment Fair, "Help is Here for Your Job Search" Campaign, the Apprenticeship Summit, and the Get There Faster Program.
- Flyers on new initiatives, including recruitment events, Ticket to Work informative session, Hospitality Industry Employer Forum, Financial Education Workshops, Electrical Apprenticeship Information Session, and ITA Business Training Enrollment Fair.
- Radio campaign:
 - Advertisement highlighting CSBD's job seeker services (08/22 – 09/11) through three radio stations' influencers/DJs:
 - Kenny Walker - WMXJ-FM (Classic Hits)
 - Ashley O - WSFS (Alternative)
 - Ivy - WPOW (Top 40)
- Print ads:
 - Print and digital ads in the Sun Sentinel promoting the Apprenticeship Summit (07/27 – 08/07).
 - Print and digital ads in the South Florida Business Journal promoting the Apprenticeship Summit (07/29 – 08/10).

- Marketing Eblasts / Newsletters
 - The Apprenticeship Summit was promoted in the newsletters and eblasts of the following organizations:
 - Broward County Black Chamber of Commerce
 - Coral Springs/Coconut Creek Chamber of Commerce
 - Davie-Cooper City Chamber of Commerce
 - GFLGLCC - Greater Fort Lauderdale LGBT Chamber of Commerce
 - Greater Dania Beach Chamber of Commerce
 - Greater Fort Lauderdale/Deerfield Beach Chamber of Commerce
 - Greater Hollywood Chamber of Commerce
 - Greater Plantation Chamber of Commerce
 - Greater Pompano/Margate Chamber of Commerce
 - Greater Sunrise Chamber of Commerce
 - Haitian American Chamber of Commerce
 - Hallandale Beach Chamber of Commerce
 - Miramar/Pembroke Pines Chamber
 - Parkland Chamber of Commerce
 - Tamarac Chamber of Commerce
 - SFHHA – South Florida Hospital & Healthcare Association
 - South Florida Hospital News

- Marketing social media / Programmatic Display
 - The Apprenticeship Summit was promoted with a social media marketing campaign on Facebook and LinkedIn (08/01 – 08/10).
 - Job seeker services have been promoted through a social media marketing campaign (Facebook and Instagram) and programmatic display (Start date: 09/08).
 - Youth scholarships have been promoted through a social media marketing campaign on Facebook and Instagram (09/06 – 09/30)
 - The Get There Faster Program has been promoted through Google Search Ads and Programmatic Display Ads (09/01 – 10/15)

- Bus Interior and Benches
 - Communications launched a marketing campaign promoting CSBD's job seeker services by placing ads:
 - The interior of 50 buses with routes that include targeted zip codes (Start Date: 08/29).
 - 10 bus benches located in targeted zip codes (Start Date: 08/22).

As a result of the marketing efforts, CSBD has received over 560 leads from job seekers and youth seeking services such as job search assistance and training scholarships. Staff is following up on the incoming leads as they are received.

RECOMMENDATION

None, for informational purposes.

Memorandum #06 – 22 (OPS)

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

From: Carol Hylton, President/CEO

Subject: Summer Youth Employment Program Update

Date: August 18, 2022

SUMMARY

This year, staff developed over 30 new employer host sites. The new sites included a dental office, eye institute, art camp, a public relations firm, and a social services business. The youth held various positions in marketing, graphic design, customer service, and clerical. CSBD served about 700 youth over the summer and we have already received many heartwarming testimonials from employers.

BACKGROUND

Every year the Summer Youth Employment Program (SYEP) prepares the youth with a three-day employability skills training that focuses on basic soft skills and includes financial literacy and workplace safety information. The program also prepares our host site supervisors and worksite monitors with an orientation that sets expectations and reviews proper procedures when working with the youth. They are also provided with workplace safety training conducted by an OSHA representative. All orientations and training are provided before the youth are placed at the worksites. This year, we received funds from four different funding streams 1) Children's Services Council of Broward County 2) City of Fort Lauderdale 3) City of Dania Beach and 4) Bank of America. The program began on 6/13 and ended on 8/9.

DISCUSSION

This year we secured over 30 new private employer worksites over. The new host sites included a dentist, eye institute, an art camp, a public relations firm, and a social services business. The youth held various positions in marketing, graphic design, customer service, and clerical. This year we served approximately 700 youth. The SYEP ended on 8/9, with 90% of the youth completing the program, some youth left early due to the start of athletic training camp and to get settled for college. Listed below are just a few of the many employer testimonials we received:

1. The Greater Fort Lauderdale Chamber of Commerce - Derwin Ambroise worked at this location in the Marketing and Communication Department. Derwin operated multiple social media campaigns, and website updates, and participated in the Annual Summer Soiree. The Soiree is one of the signature networking events the Chamber hosts. Derwin's Graphic Artist abilities and excellent work ethic helped to make the event a success. You can visit <https://subjectedview.carrd.co/> to view his digital resume.

2. The Boys & Girls Club - Leo Goodwin Foundation Teen Center - Sarah Cox was a great advocate for the Boys& Girls Club. She is a true leader and a responsible, hard-working young adult. She demonstrated this while working in the culinary arts kitchen, teen game room, and the lunch & snack program. We are planning to hire Sarah in October as one of the Youth Aides in the Education Department.
3. The Boys & Girls Club- Marti Huizenga Club - Sean Estupian worked as a youth aide and in his position, he assisted the certified classroom teacher with the iReady math and reading program. Sean is a candidate to be hired through the pending iReady grant. We intend to hire Sean as a youth aide if the grant is received if not, we will work on placing Sean in another position within the club. Sean displayed a can-do attitude, strong work ethic, attention to detail, and initiative.
4. Pompano Beach General Services Department - On behalf of this Department, I can't thank the ladies referenced below enough for their commitment, attention to detail, and ability to follow directions. Because of their contributions, this department was able to complete more milestones than imagined. Words cannot express how instrumental Ms. Kyla Parrish, Ms. Asia Brooks, and Ms. Shaniyah Neal were to this department. These ladies contacted 8,277 vendors in one month to obtain additional information the city needed in order to update our records and scanned 1,491 vendor profiles into our system. They were an intricate and critical part to the department achieving its milestones. Yes!!! This department would welcome these ladies back any time. They have demonstrated project management at its best. This has truly been a rewarding experience for everyone.

RECOMMENDATION

None, for informational purposes.

CHILDREN'S SERVICES COUNCIL MEMBERS:

Dawn Liberta, Chair
Community Development Administrator,
Circuit 17
Department of Children & Families

Dr. David H. Kenton, Secretary
Governor Appointee

Cathy Donnelly, Immediate Past Chair
Governor Appointee

Dr. Vickie L. Cartwright
Superintendent
Broward County Public Schools

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Broward County Commission

Donna P. Korn
Board Member
Broward County Public Schools

Hon. Shari Africk Olefson
Judicial Member

Tom Powers
Governor Appointee

Vacant
Governor Appointee

Dr. Paula Thaqi
Director
Broward County Health Department

Jeffrey S. Wood
Governor Appointee

STAFF

Cindy J. Arenberg Seltzer
President/CEO

LEGAL COUNSEL

John Milledge
Garry Johnson

August 10, 2022

Ms. Carol Hylton
President/CEO
CareerSource Broward
2890 W Cypress Creek Rd
Fort Lauderdale, FL 33309

Financial and Administrative Review of CareerSource Broward, Program and Contract – Summer Youth Employment (SYEP) #18-5015

Dear Ms. Hylton:

The Children's Services Council of Broward County (CSC) completed the financial and administrative review of CareerSource Broward, program, and contract: Summer Youth Employment (SYEP) #18-5015 funded by the CSC. The assessment tool is attached to this report.

In general, CareerSource Broward has sufficient controls in place to manage the program. There were no findings that impacted the administration of the program.

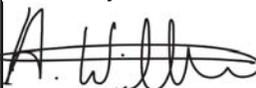
Summer Youth Employment - #18-5015:

- You are commended for a financial and administrative review with no findings.

A copy of this report has been retained in your file for future reference. If you plan to apply for future funding, the contents will be considered during the rating of your funding proposal.

Thank you for your cooperation during the review process. We hope that you find the administrative evaluation informative. Your agency can respond in writing with feedback to the financial and administrative review experience and report. If you have questions, please contact me at (954) 233-1288 or awilliams@cscbroward.org.

Sincerely,



Alicia Williams
Assistant Director of Finance

**Overview of the CareerSource Broward Region
Not Seasonally Adjusted
September 16, 2022**

- The unemployment rate in the CareerSource Broward region (Broward County) was 2.8 percent in August 2022. This rate was 2.0 percentage points lower than the region's year ago rate of 4.8 percent. The region's August 2022 unemployment rate was equal to the state rate of 2.8 percent. The labor force was 1,077,924, up 41,150 (+4.0 percent) over the year. There were 30,396 unemployed residents in the region.

Fort Lauderdale-Pompano Beach-Deerfield Beach Metro Division

- In August 2022, nonagricultural employment in the Fort Lauderdale-Pompano Beach-Deerfield Beach MD was 887,000, an increase of 39,200 jobs (+4.6 percent) over the year.
- The Professional and Business Services (+7.8 percent); Construction (+5.1 percent); and Education and Health Services (+4.8 percent) industries grew faster in the metro area than statewide over the year.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the highest annual job growth compared to all the metro areas in the state in the Construction (+2,500 jobs) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the fastest annual job growth rate compared to all the metro areas in the state in the Construction (+5.1 percent) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the second highest annual job growth compared to all the metro areas in the state in the Professional and Business Services (+12,300 jobs) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the third highest annual job growth compared to all the metro areas in the state in the Education and Health Services (+5,300 jobs) and Information (+400 jobs) industries.
- 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 Professional and Business Services (+7.8 percent) and Information (+1.9 percent) industries.
- The industries gaining jobs over the year were Professional and Business Services (+12,300 jobs); Leisure and Hospitality (+8,200 jobs); Trade, Transportation, and Utilities (+6,100 jobs); Education and Health Services (+5,300 jobs); Construction (+2,500 jobs); Financial Activities (+1,900 jobs); Other Services (+1,300 jobs); Manufacturing (+1,000 jobs); Information (+400 jobs); and Government (+200 jobs).
- No industries 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)	Aug-22	Jul-22	Aug-21
CareerSource Broward (Broward County)	2.8%	2.9%	4.8%
Florida	2.8%	2.8%	4.6%
United States	3.8%	3.8%	5.3%

Nonagricultural Employment by Industry (not seasonally adjusted)	Ft. Lauderdale-Pompano Beach-Deerfield Beach Metropolitan Division				Florida			
	Aug-22	Aug-21	change	percent change	Aug-22	Aug-21	change	percent change
Total Employment	887,000	847,800	39,200	4.6	9,408,900	8,948,400	460,500	5.1
Mining and Logging	#N/A	#N/A	#N/A	#N/A	5,400	5,400	0	0.0
Construction	51,100	48,600	2,500	5.1	595,300	576,200	19,100	3.3
Manufacturing	29,300	28,300	1,000	3.5	417,000	389,200	27,800	7.1
Trade, Transportation, and Utilities	200,100	194,000	6,100	3.1	1,931,400	1,831,000	100,400	5.5
Wholesale Trade	52,600	50,800	1,800	3.5	384,700	358,000	26,700	7.5
Retail Trade	109,000	106,500	2,500	2.3	1,135,700	1,088,400	47,300	4.3
Transportation, Warehousing, and Utilities	38,500	36,700	1,800	4.9	411,000	384,600	26,400	6.9
Information	21,700	21,300	400	1.9	148,400	141,900	6,500	4.6
Financial Activities	68,000	66,100	1,900	2.9	660,500	629,200	31,300	5.0
Professional and Business Services	169,900	157,600	12,300	7.8	1,546,000	1,471,000	75,000	5.1
Education and Health Services	115,300	110,000	5,300	4.8	1,386,000	1,340,200	45,800	3.4
Leisure and Hospitality	95,700	87,500	8,200	9.4	1,259,700	1,145,400	114,300	10.0
Other Services	34,500	33,200	1,300	3.9	368,000	335,300	32,700	9.8
Government	101,300	101,100	200	0.2	1,091,200	1,083,600	7,600	0.7

Population	2021	2020	change	percent change
CareerSource Broward (Broward County)	1,958,105	1,955,475	2,630	0.1
Florida	21,781,128	21,569,932	211,196	1.0

Average Annual Wage	2021	2020	change	percent change
CareerSource Broward (Broward County)	\$63,523	\$59,009	\$4,514	7.6
Florida	\$60,299	\$55,840	\$4,459	8.0

Note: All data are subject to revision.

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