



**Broward Workforce Development Board
Employer Services Committee**

Monday, May 3, 2021 – 12:30 p.m. to 2:00 p.m.

Meeting ID: 859 5717 7678

Passcode: 632312

Dial By Phone: 1-646-876-9923

MEETING AGENDA

Due to COVID-19, in the interest of keeping our committee members, staff, and public safe, this meeting is being held via Zoom. Please do not attend in person.

<https://us02web.zoom.us/j/85957177678?pwd=WnpWNTI3dXFajdtMEdzT3U0eVlvdz09>

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.
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 alternative backgrounds.
5. If you 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.

APPROVAL OF MINUTES

Approval of the Minutes of the 3/1/21 Employer Services Committee meeting.

| | |
|----------------|-------------------------------|
| RECOMM | Approval |
| ACTION | Motion for Approval |
| EXHIBIT | Minutes of the 3/1/21 meeting |

NEW BUSINESS

1. Local Employer Awareness and Satisfaction Survey Results

CareerSource Broward (CSBD) conducted an employer survey in March 2021. The survey measured 1) employer awareness of CSBD and 2) satisfaction with our services. In the awareness component, 80% of employers surveyed knew of CSBD. To further our brand awareness we have engaged a digital advertising agency and plan to launch several marketing campaigns targeted at employers. In the satisfaction component, 78% of employers surveyed were either very satisfied or satisfied with the quality of services they received from us. The overall comments from employers were positive, although they did mention the lack of applicants to fill their vacancies. This could be driven by individuals' hesitancy to go back to work for various pandemic-related reasons. We expect this to improve as more people are vaccinated and schools go back to 100% in classroom learning later in the year. CSBD is asking for input from the committee members on strategies to increase both employer components.

RECOMM Develop additional strategies
ACTION Motion for Approval
EXHIBIT Memo #12 – 20 (CBR)

Pages 10 – 11

2. Small Business Administration Restaurant Revitalization Fund

Consideration to approve CSBD's strategies and we are seeking input on additional ways to inform the employer community of this program. The American Rescue Plan Act established the Restaurant Revitalization Fund to provide funding to help restaurants and other eligible businesses keep their doors open. The application will open on 5/3 and CSBD will provide outreach to employers to educate them of this opportunity.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT Memo #16 – 20 (CBR)

Pages 12 – 13

REPORTS

1. City of Dania Beach Referrals Partnership

Dania Beach Commissioner Lori Lewellen approached CareerSource Broward (CSBD) to see how we could work together to provide additional opportunities for Dania Beach residents to pursue marine-related careers. Commissioner Lewellen is proposing that CSBD and the city partner to increase awareness to residents about marine careers. The city will provide up to \$7,500 per person for supportive services for up to ten (10) Dania Beach residents enrolled in marine-related training programs through CSBD.

ACTION Review
EXHIBIT Memo #11 – 20 (CBR)

Pages 14 – 15

2. Hospitality Employment Task Force

CSBD convened a task force to address the shortage of workers in the local hospitality industry based on feedback received from employers in the industry. Over 30 industry representatives attended the meeting including transportation, educational, and child care partners. They developed several strategies to address the talent shortage, including surveying workers that have not returned to determine why in order to put steps in place to attract them back to the hospitality industry. The survey was sent to over 4,000 customers in Employ Florida and to several hospitality employers for distribution to their previous workers. We distributed the survey in three languages, English, Spanish, and Haitian-Creole and the results are due back in three weeks. The task force recommended a marketing campaign to invite new workers to the industry as well as targeting former workers to return to the industry.

ACTION Review
EXHIBIT Memo #13 – 20 (CBR)

Pages 16 – 18

3. Marine Industry Employer Forum

CareerSource Broward (CSBD) held an employer virtual forum on 3/24 focused on the marine industry. It was attended by twenty-six (26) representatives from the industry, education, economic, and workforce development. During the forum, issues discussed included 1) strategies to ensure the industry is aware of the advantages of utilizing work based training programs to meet the increasing demand of marine occupations and 2) identifying the current skill gaps the industry is facing. Mr. Phil Purcell, President/CEO of the Marine Industry Association of South Florida (MIASF) was the guest speaker, followed by a panel discussion. During the discussion, Mr. Roger Moore, Chairman/CEO of Nautical Ventures and Mr. Purcell, provided insight on the various obstacles the pandemic has created in the industry and how the need to pivot and adapt is essential for marine employers to thrive during these times.

ACTION Review
EXHIBIT Memo #14 – 20 (CBR)

Pages 19 – 21

4. Healthcare Industry Employer Forum

CareerSource Broward (CSBD) held an employer virtual forum on 4/27 focused on the healthcare industry. During the forum, issues discussed included identification of the industry's skill gaps and how the industry was impacted by the pandemic. The forum was attended by forty-four (44) individuals representing the industry, education, economic, and workforce development. Mr. Mark Doyle, President/CEO of Holy Cross Health was the guest speaker, followed by a panel discussion. During the discussion, Mr. Marc Adam, President of MASC Medical Recruitment Firm, Ms. Stephanie Zeverino, Director of Business Development for Belmont Village Senior Living, and Mr. Doyle provided insight on the various obstacles the pandemic has created in the industry and how the need to pivot and adapt is essential for healthcare employers navigating these challenging times.

ACTION Review
EXHIBIT Memo #15 – 20 (CBR)

Pages 22 – 24

5. Employer Services Infograph February 2021 – April 2021

CSBD hosted 40 mass recruitment events for employers seeking to fill over 900 vacant positions. The events were well received by employers and job seekers. Also, through the industry intermediaries, CSBD posted 106 job listings for employers in Broward County's targeted industries during this period.

ACTION Review
EXHIBIT CSBD Employer Services Update Infograph

Pages 25 – 26

6. Broward County Unemployment Information

The Broward County unemployment rate was 5.3 percent in March 2021, 0.6 percentage points lower than the region's year-ago rate (5.9 percent). The March 2021 rate was equal to the state rate of 5.3 percent and 0.9 percentage point lower than the national rate (6.2 percent). The labor force was 1,023,552, down 44,997 (-4.2) over the year. There were 54,041 unemployed Broward residents.

ACTION Discussion
EXHIBIT Unemployment Overview of Broward County

Pages 27 – 28

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

MATTERS FROM THE FLOOR

MATTERS FROM THE PRESIDENT/CEO

ADJOURNMENT

THE NEXT ESC MEETING IS SCHEDULED FOR JULY 6, 2021 AT 12:30 PM



Broward Workforce Development Board
Employer Services Committee

Monday, March 1, 2021
12:30 p.m. – 2:00 p.m.

| | |
|------------------|-----------------|
| Zoom Meeting ID: | 884 0023 4259 |
| Zoom Password: | 176955 |
| Zoom Call in: | +1 646 876 9923 |

MEETING MINUTES

The Committee is reminded of the 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.

MEETING AGENDA

Attendees via zoom/phone: Jim Ryan, Kristen Cavallini-Soothill, Janet Wincko, and Paul Farren

Staff via zoom/phone: Carol Hylton, Ron Moffett, Tony Ash, Javon Lloyd, Jack Bennings, and Natalie Oscar

Guests: None

Carol Hylton and Tony Ash welcomed the incoming chair, Jim Ryan to the Employer Services Committee and thanked the outgoing chair, Paul Farren, for his leadership and guidance to the committee.

APPROVAL OF MINUTES

Approval of the Minutes of the 12/07/2020 Employer Services Committee meeting

On a motion made by Paul Farren and seconded by Janet Wincko, the Employer Services Committee unanimously approved the minutes of the 12/07/2020 Employer Services Committee meeting.

NEW BUSINESS

1. Local Employer Awareness and Satisfaction Survey

Every few years, CareerSource Broward (CSBD) conducts a survey to measure our awareness and customer satisfaction among employers in the area. The last survey conducted was in 2019. We will also use this opportunity to learn of the impacts of the pandemic on employers and their short-term hiring plans. Collecting this data will allow us

to better gauge employer awareness and satisfaction at the local level and determine which areas of service need improvement. It was recommended that the Employer Services Committee review, provide input, and approve the questions for a forthcoming local employer awareness and satisfaction survey. Mr. Ryan stated that the survey questions were very good.

On a motion made by Paul Farren and seconded by Kristen Cavallini-Soothill, the Employer Services Committee unanimously approved the results of the Local Employer Awareness and Satisfaction Survey.

2. ESC Strategic Plan Matrix for 2020

The updated Employer Services Strategic Plan Matrix for 2020 was presented for discussions, additions, and approvals.

Tony Ash provided an update on the 2020 matrix and indicated that the employer forum series will continue. The next scheduled forum will be held on March 24, 2021, with the Marine Industry. Jack Bennings indicated that, in terms of the pandemic, the recreational side of marine was not negatively impacted as people had more time to spend on their watercraft and there were new buyers to the market. Mr. Ryan agreed.

To expand awareness of services among immigrant communities, Tony reported that CSBD has run various advertisements with outlets such as 94.9 Spanish Radio, Le Floridien Newspaper, Westside Gazette Newspaper, as well as translating many of our flyers and information on our website to Spanish and Haitian Creole. Javon Lloyd added that CSBD was interviewed by NBC Universal Telemundo News, a national Spanish-language news station. The interview will air nationally on March 11, 2021. Mr. Ryan commended staff on the work being done to reach the distressed communities.

On a motion made by Paul Farren and seconded by Janet Wincko, the Employer Services Committee unanimously approved the ESC Strategic Plan Matrix of 2020.

REPORTS

1. Employer Services Updates on Various Initiatives

Recently, CSBD developed several industry-related workforce initiatives, some designed to assist employers with workforce challenges related to the pandemic. This is an update on the initiatives and activities.

Tony Ash gave the ESC updates on various ongoing initiatives:

- Hospitality Virtual Job Fair will be held on March 23, 2021, in response to an expressed need from hotel general managers. They are currently in need of housekeepers, food service personals and front desk clerks as the hotel business begins to pick up.
- The hotels located on the east side of Hollywood Beach have a huge challenge with both their employees and potential new hires commuting to work. We are currently

working with the County and the City regarding organizing an express bus route to take staff directly to the east side closer to the beach area so they can get to work.

- In the Construction industry, CSBD continues to develop apprenticeships in the trades. The Board recently approved a grant for the Apprenticeship Navigator and we are currently recruiting for a new position for this purpose with the goal of expanding apprenticeship programs in Broward County.
- Currently finalizing a video that will highlight a day in a life of an apprentice and highlight the apprenticeship programs of two employers, Advance Roofing and Decimal Engineering. The video is currently going through edits and will be shared with the board once completed. Mr. Ryan stated that the video is a great idea.

2. Employer Services Infograph December 2020 – January 2021

CSBD hosted 13 mass recruitment events for employers seeking to fill over 400 vacant positions. Also, through the industry intermediaries, CSBD posted 52 job listings for employers in Broward County’s targeted industries during this period.

Due to the pandemic, Rapid Response Sessions have been held virtually. Eight sessions were held between December and January with 237 affected workers in attendance. Feedback from attendees was very positive.

Jack Bennings completed almost 40 employer visits educating them on CSBD services. Mr. Ryan stated that, as an employer, he remembers his company receiving a visit from Jack and he found the visit and information beneficial. Mr. Bennings is also assisting employers with securing state training grants. During this period he has helped three employers receive over \$167,000 in training grant assistance.

Mr. Ryan commended staff on the activity in the infograph.

3. Broward County Unemployment Information

There is no report this month due to “benchmarking” which happens each year at this time when the previous year’s statistics are “trued up”. The January report will be issued on March 15, 2021. February labor statistics for Florida will be released on March 26, 2021.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

Ms. Hylton stated the work search waivers have made it challenging to reach new job seekers. However, staff is working diligently to bring awareness to customers about job fairs and employment opportunities by sharing information with our education and community partners. We are also utilizing social media to get the word out.

Ms. Hylton reported that she and Mr. Ash have conducted presentations about CSBD services to various employer groups and will continue to do so to increase awareness in the business community.

She asked the committee members to forward names of known magazines, business or industry publications where CSBD can advertise and highlight our services to employers.

Mr. Ryan complimented CSBD on the messaging in the employer materials and encouraged staff to continue emphasizing the benefits of our services to employers.

ADJOURNMENT 1:10 p.m.

THE NEXT ESC COMMITTEE MEETING IS ON MONDAY, MAY 3, 2021.

Memorandum #12-20 (CBR)

To: Employer Services Committee

From: Carol Hylton, President/CEO

Subject: 2021 Employer Awareness and Satisfaction Survey Results

Date: April 26, 2021

SUMMARY

Every two years, CareerSource Broward (CSBD) conducts a survey to measure CSBD's awareness and customer satisfaction among employers in the area. The last survey conducted was in 2019. This memo highlights the results of the 2021 Employer Awareness and Satisfaction Survey and outlines initiatives to address various components of the results. 80% of the employers that responded heard of CSBD and 78% were either very satisfied or satisfied with the quality of services received from CSBD. CSBD is asking for input from the committee members on strategies to increase employer awareness and satisfaction.

BACKGROUND

In order to hear the voice of the customer, CSBD conducts surveys to measure awareness and satisfaction levels among local employers across various industries. The survey is conducted using web-based surveying technology and is completely anonymous (unless the employer chooses to reveal contact information). The last survey conducted was in 2019.

We increased the number of new employers surveyed by working with various chambers of commerce and the Greater Fort Lauderdale Alliance to share with companies they work with.

DISCUSSION

In April 2021, CSBD conducted an email-based survey to Broward County employers to measure brand awareness and customer satisfaction. CSBD also used this opportunity to survey employers' satisfaction with our services. Three hundred seven (307) employers responded to the survey with a majority (77%) comprised of small businesses with 50 or fewer employees. The majority of the businesses that responded were in the following industries:

| | |
|-------------------------------------|-----|
| Healthcare | 11% |
| Construction | 9% |
| Educational Services | 8% |
| Manufacturing | 6% |
| Professional and Technical Services | 6% |

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

Employer Awareness

Result: 80% of the employers that responded heard of CSBD.

- **Response:** Staff is in the process of working with a digital advertising agency to launch several marketing campaigns designed to increase brand awareness among employers.

Employer Satisfaction

1. **Result:** 92% of employers that held a recruitment event with CSBD were either very satisfied or satisfied with the quality of service received from the staff.
2. **Result:** 92% of employers that held a recruitment event with CSBD were either very satisfied or satisfied with the quality of the applicants.
3. **Result:** 83% of the employers that received assistance with posting their job order(s) in Employ Florida (EF) were either very satisfied or satisfied with the assistance they received.
4. **Result:** Overall, 78% of the employers that responded were either very satisfied or satisfied with the quality of services received from CSBD.
 - **Response:** Although overall comments made by the employer were positive, employers did comment about the lack of applicants for their vacancies. This could be driven by individuals' hesitancy to go back to work for various pandemic-related reasons. This is expected to improve as more people are vaccinated and schools go back to 100% in classroom learning later in the year. Staff is in the process of following up with respondents that provided their contact information to see how we can further assist them.

This year's survey included questions to measure the impacts of the pandemic on employers. The following information is based on employers' responses:

1. **Result:** 23% of employers hired additional workers while 12% either laid off or furloughed their employees.
2. **Result:** 22% of employers reduced their workers' hours of work while 9% increased their workers' hours.

While 75% of the employers that responded said they hired employees in the last 12 months, 71% plan to hire more in the next six (6) months.

Additionally, ninety-four (94) respondents provided their contact information and indicated an interest in receiving additional information about CSBD's business services. The contact information will be divided among the CSBD employer services team to follow up and meet with employers about available services.

RECOMMENDATION

Discussion and input from the committee members on strategies to increase employer awareness and satisfaction.

Memorandum #16-20 (CBR)

To: Employer Services Committee
From: Carol Hylton, President/CEO
Subject: Small Business Administration Restaurant Revitalization Fund
Date: April 29, 2021

SUMMARY

The American Rescue Plan Act established the Restaurant Revitalization Fund (RRF) to provide funding to help restaurants and other eligible businesses keep their doors open. The application will open on 5/3 and CareerSource Broward (CSBD) will provide outreach to employers educating them of this opportunity. Consideration to approve CSBD'S strategies and we are seeking input on additional ways to inform the employer community of this program.

BACKGROUND

The American Rescue Plan Act established the Restaurant Revitalization Fund (RRF) to provide funding to help restaurants and other eligible businesses keep their doors open. This program will provide restaurants with funding equal to their pandemic-related revenue loss up of \$10 million per business and no more than \$5 million per physical location. Recipients are not required to repay the funding as long as funds are used for eligible uses no later than March 11, 2023. On 4/29, the Florida Department of Economic Opportunity notified the local workforce boards that the application would be open on 5/3.

DISCUSSION

The following types of businesses that have experienced pandemic-related revenue loss are eligible to apply:

- Restaurants
- Food stands, food trucks, food carts
- Caterers
- Bars, saloons, lounges, taverns
- Snack and nonalcoholic beverage bars
- Bakeries (onsite sales to the public comprise at least 33% of gross receipts)
- Brewpubs, tasting rooms, taprooms (onsite sales to the public comprise at least 33% of gross receipts)
- Breweries and/or microbreweries (onsite sales to the public comprise at least 33% of gross receipts)
- Wineries and distilleries (onsite sales to the public comprise at least 33% of gross receipts)
- Inns (onsite sales of food and beverage to the public comprise at least 33% of gross receipts)
- Licensed facilities or premises of a beverage alcohol producer where the public may taste, sample, or purchase products

The application portal can be found at <https://restaurants.sba.gov>.

CSBD will inform employers of this grant opportunity through the following strategies:

1. Eblast restaurants and other eligible businesses that are registered in Employ Florida
2. Eblast the Broward County Hotels General Managers List
3. Social media posts on LinkedIn, Twitter, Facebook, and Instagram
4. Share the information with the public information officers in the municipalities and Broward County Government

CSBD is seeking approval for the current strategies and discussion about additional strategies.

RECOMMENDATION

Consideration to approve CSBD strategies and we are seeking input on additional ways to inform the employer community of this program.

Memorandum #11-20 (CBR)

To: Employer Services Committee
From: Carol Hylton, President/CEO
Subject: City of Dania Beach Referrals Partnership
Date: April 26, 2021

SUMMARY

Dania Beach Commissioner Lori Lewellen approached CareerSource Broward (CSBD) to see how we could work together to provide additional opportunities for Dania Beach residents to pursue marine-related careers. Commissioner Lewellen is proposing that CSBD and the city partner increase awareness to residents about marine careers. The city will provide up to \$7,500 per person for supportive services for up to ten (10) Dania Beach residents enrolled in marine-related training programs through CSBD.

BACKGROUND

The City of Dania Beach is home to many marine employers and the elected officials in the city are working to promote careers in the industry to residents of Dania Beach. As part of this initiative, the city created the Job-Training Initiative program to promote career and training opportunities in the marine industry to their residents. Through this program, the city will partner with CSBD and Broward College to promote marine-related training programs and provide support services to their residents.

The city contacted CSBD to establish a partnership where the city will promote CSBD's scholarship opportunities for marine registered apprenticeships, Broward College marine programs, and the related courses delivered by the Broward Technical Colleges. The city will provide supportive services to up to ten (10) of its residents participating in a marine training program through one of our Eligible Training Providers. This will be in addition to any CSBD supportive services.

DISCUSSION

CSBD will recruit up to ten (10) Dania Beach residents who are interested in a career in the marine industry sector or who are already enrolled in a CSBD-funded training program and are in need of support services beyond what CSBD provides through formula funds. The city plans to utilize \$75,000 in general fund revenues to issue supportive services directly to the customer. Each eligible customer referred by CSBD may receive up to \$7,500 in supportive services from the list below:

- Transportation – such as cost of ride-share, taxi, car rental, and car purchase
- Child Care and/or Elderly Care
- Rental Assistance
- Adolescent Tutoring Programs
- Postsecondary Education Financial Assistance
- Required Educational Books and Supplies
- Required Tools and Equipment

CSBD has developed a referral form that will be used to refer Dania Beach residents to the city for supportive services. This collaboration will allow our participants to benefit from additional supportive services available to them from the City of Dania Beach. CSBD will also benefit by expanding our training programs in the city while increasing our awareness among their residents.

RECOMMENDATION

None. For information purposes only.

Memorandum #13 – 20 (CBR)

To: Employer Services Committee
From: Carol Hylton, President/CEO
Subject: Hospitality Employment Task Force
Date: April 27, 2021

SUMMARY

CareerSource Broward (CSBD) convened a task force to address the shortage of workers in the local hospitality industry based on feedback received from employers in the industry. Over 30 industry representatives attended the meeting, including transportation, educational and child care partners. They developed several strategies to address the talent shortage, including surveying workers that have not returned to determine why in order to put steps in place to attract them back to the hospitality industry. The survey was sent to over 4,000 customers in Employ Florida and to several hospitality employers for distribution to their previous workers. We distributed the survey in three languages, English, Spanish and Haitian-Creole. The results are due back in three weeks. The task force recommended a marketing campaign to invite new workers to the industry as well as targeting former workers to return.

BACKGROUND

The hospitality industry is at a critical junction. Increased customer demand is reflected in the growing number of people visiting hotels and restaurants as consumer confidence increases. However, many employers in the industry are expressing a shortage in the workforce to meet the needs of the businesses. For this reason, CSBD created a task force to identify, discuss and offer solutions regarding these shortages affecting hospitality employers in Broward County.

DISCUSSION

The task force is comprised of BWDB members, employers in the industry, Broward College, School Board of Broward County, Florida Restaurant & Lodging Association-Broward Chapter, Hispanic Unity, Early Learning Coalition, Children's Services Council of Broward County, Broward County Transit, Visit Fort Lauderdale, and Florida Atlantic University.

The task force met to discuss the challenges facing the industry and developed the following strategies to address them:

| Strategy | Status |
|--|--|
| Broward College and School Board of Broward County to host employment informational sessions between students from their hospitality programs and industry employers | <p>In process</p> <ul style="list-style-type: none"> • CSBD has connected Broward College and the School Board with several large hotels to plan informational sessions targeting students in their hospitality programs. |
| Develop a marketing campaign about the benefits of working in the hospitality industry | <p>In process</p> <ul style="list-style-type: none"> • A statewide marketing campaign is in development by the industry association about the benefits of working in hospitality. • There will be a dedicated website, radio and social media advertising in support of the campaign. |
| Develop a survey to workers that have not returned to jobs in the industry to determine the reason(s) why and determine their short-term employment plans | <p>Completed</p> <ul style="list-style-type: none"> • With assistance from Heiko Dobrikow of Riverside Hotel and Cate Farmer of Margaritaville Hollywood Beach Resort; CSBD created the survey and shared it with a list of hotel and restaurant managers to distribute to their workers who have not returned. • The survey was also sent to hospitality workers registered in Employ Florida. The survey was developed in English, Spanish, and Haitian-Creole. The survey results are not expected for 2 to 3 weeks. |
| Employers and the industry association will provide outreach to community organizations in Broward County that serve customers in special populations, such as justice-involved, persons with disabilities, senior workers and homeless. | <p>In process</p> <ul style="list-style-type: none"> • The Florida Restaurant & Lodging Association is creating a master list of the community organizations to engage. • The task force will develop an outreach plan. |
| Communicate available hospitality jobs to schools and community organizations | <p>In process</p> <ul style="list-style-type: none"> • CSBD is creating a “Hot Jobs in Hospitality” list to share with Broward College, School Board of Broward County, Early Learning Coalition, and others. The list will be comprised of hospitality jobs listed in Employ Florida and will be updated and shared on a bi-weekly basis. |

Below are additional strategies the task force discussed, which will be revisited at a later time or individual employers may choose to take action on:

1. Employers may consider providing:
 - a. Onsite child care
 - b. Child care subsidy
 - c. Flexible work schedules
 - d. Tuition reimbursement
2. Highlight the benefits and perks in job descriptions.
3. Offer sign-on bonuses to new employees.
4. Offer referral bonuses to existing employees who refer a friend who becomes employed/meets retention.
5. Partner with CSBD to hold on-site job fairs to give candidates a “feel” for the workplace and showcase the workplace to draw them in.

RECOMMENDATION

None. For information purposes only.

Memorandum #14 – 20 (CBR)

To: Employer Services Committee
From: Carol Hylton, President/CEO
Subject: Report on Marine Industry Employer Forum
Date: April 28, 2021

SUMMARY

CareerSource Broward (CSBD) held an employer virtual forum on 3/24 focused on the marine industry. It was attended by twenty-six (26) representatives from the industry, education, economic, and workforce development. During the forum, issues discussed included 1) strategies to ensure the industry is aware of the advantages of utilizing work based training programs to meet the increasing demand of marine occupations and 2) identifying the current skill gaps the industry is facing. Mr. Phil Purcell, President/CEO of the Marine Industry Association of South Florida (MIASF) was the guest speaker, followed by a panel discussion. During the discussion, Mr. Roger Moore, Chairman/CEO of Nautical Ventures and Mr. Purcell, provided insight on the various obstacles the pandemic has created in the industry and how the need to pivot and adapt is essential for marine employers to thrive during these times.

BACKGROUND

On 3/24, to better understand the impacts of the coronavirus (COVID-19) pandemic on the marine industry, CSBD held a virtual forum for employers, education partners, economic and Workforce development. The objective of the forum was to:

- 1) Determine the impact of COVID-19 on marine industry
- 2) Provide outreach information about CSBD services to determine ways in which to work with the marine sectors.

DISCUSSION

The forum was attended by twenty-six (26) individuals representing employers, the Marine Industry Association of South Florida, Broward College, Broward County Public Schools, Port Everglades, the City of Dania Beach, the Haitian American Chamber of Commerce, and the Greater Fort Lauderdale Alliance (GFLA) convening to discuss how the industry has been affected by COVID-19.

Tony Ash, Vice President of Communications and Business Relations, opened the forum and provided an overview of the forum's purpose and agenda. Mr. Phil Purcell, President of the Marine Industries Association of South Florida (MIASF), was the guest speaker and provided details on how the pandemic affected the marine industry and how the challenges are being met. Mr. Purcell stated that recreational boating and yachting benefited due to more people going out on small boating experiences to handle pandemic fatigue as opposed to other types of social gatherings.

He also stated that the Fort Lauderdale International Boat Show had record sales, even with limited attendance. Mr. Purcell discussed how the industry is facing a shortage of workers and the hiring demand is high. These challenges are being addressed by developing training programs such as the Yacht Service Technician Apprenticeship Program to meet the hiring demands of employers and attract job seekers from other sectors into the marine industry. MIAASF continues to promote the Salty Jobs video series to local schools that highlight various careers in the industry to help attract new talent.

Mr. Purcell’s presentation was followed by a panel discussion made up of Mr. Purcell and Roger Moore, Chairman/CEO of Nautical Ventures. Mr. Purcell informed that the pandemic has caused an increase in the demand for recreational boating and yachting. During the panel discussion, Mr. Moore and Mr. Purcell gave insight on the various obstacles the pandemic has created in the industry and how the need to pivot and adapt is essential for marine employers to thrive during these times. They transitioned to digital meeting platforms and remote work to continue conducting business during the pandemic. Mr. Moore stated the Paycheck Protection Program was beneficial and helped his company avoid layoffs.

Joseph McCarthy, our Business Services Manager for Marine and Aviation, used the opportunity to discuss CSBD programs and services that help employers save money, energy, and time with their recruitment and training needs. Among the services mentioned were job postings, candidate recruitment, and the availability of funds to train new and existing employees. Many employers in the meeting expressed interest in the services and Mr. McCarthy is following up.

After the panel discussion, there was open dialogue among the attendees about the short and long-term impacts of the pandemic on the industry’s workforce, as well some of the skill gaps that exist.

The following table provides a summary of the panel discussion and open dialogue:

| Short and Long Term Effects COVID 19 |
|---|
| High demand for talent in the industry due to increased business in recreational boating |
| The need to transfer job seekers from highly impacted industries, creating a pipeline of new talent to the industry |
| Yachting sector doing well and less impacted as customers prefer a private experience |
| Increased workload due to talent shortage |
| Anticipating increasing demand in the recreational/yachting sector |
| Challenges of remote work and virtual engagements |
| Need to expand and utilize workforce development |

| Skill Gaps |
|--|
| Marine technician skills |
| Fiberglass technical skills |
| Mechanical knowledge |
| Rigger skills |
| Marine painting skills |
| Inboard and outboard diesel engine knowledge |

CSBD is following up with the employers to discuss how we can assist with eliminating the skill gaps they are experiencing through our work-based training programs such as On-the-Job Training and paid internships.

CSBD is planning to offer seminars to industry employers on managing a workforce in a virtual setting, which will address some of the short and long-term affects above.

The education partners, Broward College and the School Board of Broward County who attended the forum indicated they would engage the employers to learn more about the skill gaps shared in the forum and to determine what additional steps can be taken by the schools to address the gaps.

RECOMMENDATION

None. For information purposes only.

Memorandum #15 – 20 (CBR)

To: Employer Services Committee
From: Carol Hylton, President/CEO
Subject: Report on Healthcare Industry Employer Forum
Date: April 28, 2021

SUMMARY

CareerSource Broward (CSBD) held an employer virtual forum on 4/27 focused on the healthcare industry. During the forum, issues discussed included identification of the industry's skill gaps and how the industry was impacted by the pandemic. The forum was attended by forty-four (44) individuals representing the industry, education, economic, and workforce development. Mr. Mark Doyle, President/CEO of Holy Cross Health was the guest speaker, followed by a panel discussion. During the discussion, Mr. Marc Adam, President of MASC Medical Recruitment Firm, Ms. Stephanie Zeverino, Director of Business Development for Belmont Village Senior Living, and Mr. Doyle provided insight on the various obstacles the pandemic has created in the industry and how the need to pivot and adapt is essential for healthcare employers navigating these challenging times.

BACKGROUND

On 4/27, to better understand the impacts of the coronavirus (COVID-19) pandemic on the healthcare industry, CSBD held a virtual forum for employers, education partners, economic and workforce development. The objectives of the forum were to:

- 1) Determine the impacts of COVID-19 on the workforce
- 2) Learn the skill gaps facing the industry
- 3) Provide outreach information about CSBD services to determine ways in which to work with the healthcare sectors.

DISCUSSION

The forum was attended by forty-four (44) individuals representing employers, the South Florida Hospital and Healthcare Association, the National Healthcare Association, Broward College, Broward County Public Schools, Florida National University, TruMont, CareerSource Florida, the Greater Fort Lauderdale Alliance (GFLA) convening to discuss how the industry has been affected by COVID-19.

Tony Ash, CSBD's Vice President of Communications and Business Relations, opened the forum and provided an overview of the forum's purpose and agenda. Mr. Mark Doyle, President/CEO of Holy Cross Health, was the guest speaker and provided details on how Holy Cross was able to navigate through the pandemic. He spoke of Holy Cross manufacturing their own Personal Protective Equipment; how leadership ensured that their workers were acknowledged as healthcare heroes to maintain morale; and handling the shortage of nurses by creating internal career pathways for Holy Cross' nursing and patient care assistants and allowing them to study while on the job.

Mr. Doyle added that they increased the minimum wage of their food service workers to \$15 per hour to attract more applicants and retain his workforce. He stressed the importance of working with organizations such as CSBD that provide training assistance to employers to address the increased demand for skilled workers, especially nurses as they continue to retire or accept positions as traveling nurses.

Mr. Doyle's presentation was followed by a panel discussion made up of Mr. Doyle, Mr. Marc Adam, President MASC Medical Recruitment Firm, and Ms. Stephanie Zeverino, Director of Business Development for Belmont Village Senior Living. The panelists provided insight on the various obstacles the pandemic has created in the industry and suggestions on how to overcome them such as investing in more internal training to develop current staff and offering sign-on and retention bonuses.

Bonni Smith, our Business Services Manager for Healthcare, used the opportunity to discuss CSBD programs and services that help employers save money, energy, and time with their recruitment and training needs. Among the services mentioned were job postings, candidate recruitment, CSBD's Summer Youth Employment Program, and the availability of funds to train new and existing employees. Ms. Smith is following up with several of the employers that expressed an interest in our services.

After the panel discussion, there was open dialogue among the attendees about the short and long-term impacts of the pandemic on the industry's workforce, as well as what some of the skill gaps are that exist.

The following table provides a summary of the panel discussion and open dialogue:

| Short and Long Term Effects COVID 19 |
|--|
| Shift to remote work |
| Use of technology in greater demand |
| Shortage of healthcare workers in the facility. Workers, such as nurses and patient care assistants, are being offered more money to take travel assignments |
| Burnout of healthcare workers due to the increased patient care |
| Lost nurses due to fear of contracting COVID-19 and others who left for higher-paying jobs |
| Majority of doctors now doing telehealth |
| Hesitancy in clients allowing caregivers in their homes, delaying services/care completely |
| Employee shortage in the area of elderly homecare |
| Convincing staff to get vaccinated, especially those caring for the elderly patients |
| Moving classes to online platform |
| Staffing firms are experiencing an increased need for IT workers in the industry due to the shift to virtual services |
| Offering financial incentives to motivate employees to return to work |

| Skill Gaps |
|---|
| Shortage of experienced candidates in Nursing and Respiratory Technicians |
| Employee engagement, morale and relations |
| Finding workers that have compassion and want to care for people |
| Customer service |

CSBD is following up with the employers to discuss how we can assist with eliminating the skill gaps they are experiencing through our work-based training programs such as On-the-Job Training and paid internships. We will also assist the industry using skills assessments such as Metrix Learning to identify workers' specific occupational and soft skill gaps to focus our training programs on.

Through our workforce services such as job fairs and offering seminars on managing a workforce in a virtual setting, we also address some of the short and long term affects above.

The education partners in the forum stated they would follow up with the employers to learn more about the skill gaps shared in the forum to determine what additional steps can be taken by the schools to address the gaps.

RECOMMENDATION

None. For information purposes only.

Employer Services Update

February 2021 through April 2021



Rapid Response

15

Virtual Sessions

264

Affected workers in attendance



Employer-based Training Grants

5

Employers assisted



Mass Recruitment Events

40

Mass Recruitments

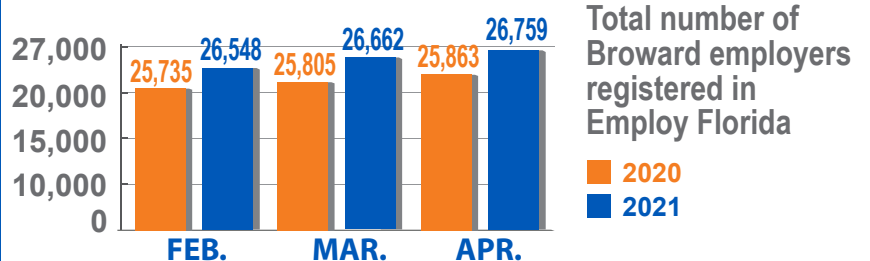
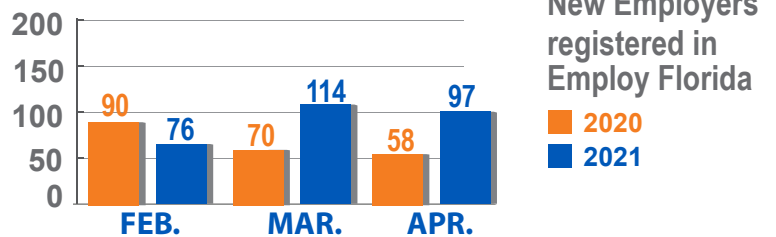
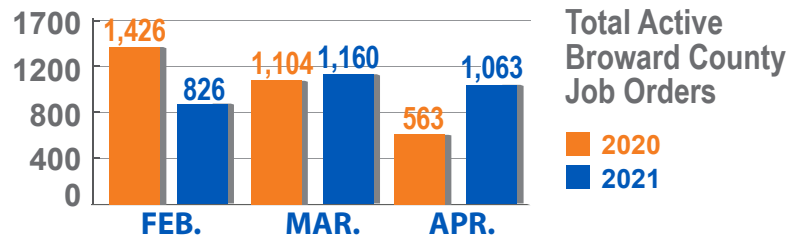
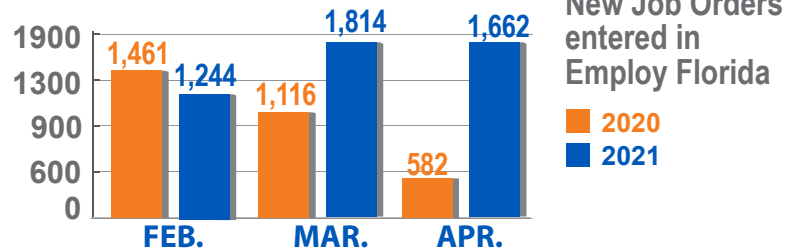
940

Available positions

269

Jobseekers in attendance

Employ Florida Statistics Year-Over-Year



Employer Services Update

February 2021 through April 2021



Total number of job postings among the following targeted industries:

- Aviation/Aerospace
- Construction
- Healthcare/Life Sciences
- Hospitality
- Retail
- Information Technology
- Marine



Greater Ft. Lauderdale Alliance BRAVO/EMPLOYER Meetings

BRAVO/EMPLOYER Meetings are one-on-one meetings with employers where we learn about the issues employers are facing such as training, workforce development, recruiting, education, relocation and expansion support or permitting assistance.

February



23 meetings

March



27 meetings

April



24 meetings

**Overview of the CareerSource Broward Region
Not Seasonally Adjusted
April 16, 2021**

- The unemployment rate in the CareerSource Broward region (Broward County) was 5.3 percent in March 2021. This rate was 0.6 percentage point lower than the region's year ago rate of 5.9 percent. The region's March 2021 unemployment rate was equal to the state rate of 5.3 percent. The labor force was 1,023,552, down 44,997 (-4.2) over the year. There were 54,041 unemployed residents in the region.
- In March 2021 nonagricultural employment in the Ft. Lauderdale-Pompano Bch-Deerfield Bch Metro Division was 815,700, a decrease of 46,800 jobs (-5.4 percent) over the year.
- The leisure and hospitality (-12,800 jobs); professional and business services (-7,700 jobs); trade, transportation, and utilities (-7,500 jobs); education and health services (-5,400 jobs); government (-4,600 jobs); other services (-3,900 jobs); manufacturing (-2,000 jobs); financial activities (-1,800 jobs); information (-1,000 jobs); and construction (-100 jobs) 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) | Mar-21 | Feb-21 | Mar-20 |
|---|---------------|---------------|---------------|
| CareerSource Broward (Broward County) | 5.3% | 5.1% | 5.9% |
| Florida | 5.3% | 5.1% | 5.0% |
| United States | 6.2% | 6.6% | 4.5% |

| Nonagricultural Employment by Industry (not seasonally adjusted) | Ft. Lauderdale-Pompano Beach-Deerfield Beach Metropolitan Division | | | | Florida | | | |
|---|---|---------------|---------------|---------------------------|----------------|---------------|---------------|---------------------------|
| | Mar-21 | Mar-20 | change | percent change | Mar-21 | Mar-20 | change | percent change |
| | Total Employment | 815,700 | 862,500 | -46,800 | -5.4 | 8,599,500 | 9,047,400 | -447,900 |
| Mining and Logging | NA | NA | NA | NA | 5,500 | 5,400 | 100 | 1.9 |
| Construction | 49,900 | 50,000 | -100 | -0.2 | 564,100 | 572,600 | -8,500 | -1.5 |
| Manufacturing | 27,000 | 29,000 | -2,000 | -6.9 | 381,400 | 387,800 | -6,400 | -1.7 |
| Trade, Transportation, and Utilities | 186,400 | 193,900 | -7,500 | -3.9 | 1,760,600 | 1,806,200 | -45,600 | -2.5 |
| Wholesale Trade | 50,100 | 51,900 | -1,800 | -3.5 | 346,300 | 356,000 | -9,700 | -2.7 |
| Retail Trade | 102,500 | 107,300 | -4,800 | -4.5 | 1,062,900 | 1,096,700 | -33,800 | -3.1 |
| Transportation, Warehousing, and Utiliti | 33,800 | 34,700 | -900 | -2.6 | 351,400 | 353,500 | -2,100 | -0.6 |
| Information | 18,600 | 19,600 | -1,000 | -5.1 | 130,200 | 137,800 | -7,600 | -5.5 |
| Financial Activities | 63,300 | 65,100 | -1,800 | -2.8 | 599,000 | 601,000 | -2,000 | -0.3 |
| Professional and Business Services | 143,400 | 151,100 | -7,700 | -5.1 | 1,380,200 | 1,394,500 | -14,300 | -1.0 |
| Education and Health Services | 109,000 | 114,400 | -5,400 | -4.7 | 1,322,700 | 1,366,900 | -44,200 | -3.2 |
| Leisure and Hospitality | 83,400 | 96,200 | -12,800 | -13.3 | 1,026,900 | 1,269,800 | -242,900 | -19.1 |
| Other Services | 31,600 | 35,500 | -3,900 | -11.0 | 327,500 | 352,400 | -24,900 | -7.1 |
| Government | 103,000 | 107,600 | -4,600 | -4.3 | 1,101,400 | 1,153,000 | -51,600 | -4.5 |

| Population | 2019 | 2018 | change | percent change |
|---------------------------------------|-------------|-------------|---------------|---------------------------|
| CareerSource Broward (Broward County) | 1,935,878 | 1,917,122 | 18,756 | 1.0 |
| Florida | 21,477,737 | 21,244,317 | 233,420 | 1.1 |

| Average Annual Wage | 2019 | 2018 | change | percent change |
|---------------------------------------|-------------|-------------|---------------|---------------------------|
| CareerSource Broward (Broward County) | \$54,646 | \$52,974 | \$1,672 | 3.2 |
| Florida | \$51,744 | \$50,092 | \$1,652 | 3.3 |

Note: All data are subject to revision.

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