



**Broward Workforce Development Board
Employer Services Committee**

Tuesday, July 6, 2021 – 12:30 p.m. to 2:00 p.m.

Meeting ID: 822 7957 6808

Passcode: 777972

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/82279576808?pwd=VWVxVVg1UnorN3ZyRUtHSFNVOHFrdz09>

The Committee is reminded of conflict of interest provisions. In declaring a conflict, please refrain from voting or discussion and declare the following information: 1) Your name and position on the Board, 2) the nature of the conflict and 3) who will gain or lose as a result of the conflict. Please also fill out form 8B prior to the meeting.

PROTOCOL FOR TELEPHONE/ZOOM MEETING

1. Please state your name when making or seconding a motion. Such as “I move the item, and your name – “Jane Doe.” Please also identify yourself when asking a question.
2. Put your phone/microphone on mute when not speaking. Don’t forget to take it off when you wish to speak. Telephone users must press *6 to mute or unmute yourself.
3. Votes in the affirmative should be “aye” and in opposition should be “no” (delays in responding sometimes make it difficult to determine the intent of the vote).
4. Please be in a quiet area free of background noise, so we may hear you clearly when you are speaking. When using Zoom, please make sure the background is appropriate or choose one of their virtual backgrounds.
5. If you are calling and must leave the call, please don’t put your phone on hold. In some cases, we will get music or recorded messages and we will not be able to conduct business.
6. If you are using your phone for audio, please identify yourself on the screen and state the last 4 digits of the number you are calling from.
7. Please note the chat function has been disabled.

APPROVAL OF MINUTES

Approval of the Minutes of the 5/3/21 Employer Services Committee meeting.

**RECOMM
ACTION
EXHIBIT**

Approval
Motion for Approval
Minutes of the 5/3/21 meeting

Pages 6 – 10

NEW BUSINESS

1. CareerSource Broward Marketing and Communications Plan for Program Year 21-22

Consideration to approve CSBD's marketing and communication plans for PY 21-22. Each year, CSBD implements targeted and strategic outreach to job seekers, employers, and community stakeholders, through the press and 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 additional key stakeholder groups.

**RECOMM
ACTION
EXHIBIT**

Approval
Motion for Approval
CSBD Marketing and Communications Strategic Plan for PY 21-22

Pages 11 – 24

2. Employer Seminars

Consideration to approve CSBD hosting three (3) business-focused seminars in PY 21-22. As we continue to explore additional ways to increase employer awareness and engagement, we plan to survey employers, through our Chamber partners and the Broward County Office of Economic Development, to determine what workforce-related topics are of importance to them. We conducted a Jobs EQ analysis to identify the top ten (10) industries forecasted to grow the most in jobs over the next year in Broward County. We are asking the committee to select three (3) industries from the list to prioritize for the seminars.

**RECOMM
ACTION
EXHIBIT**

Approval
Motion for Approval
Memo #20-20 (CBR)

Pages 25 – 26

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

On 4/22, the Board held its annual planning session. At the meeting, two separate workgroups discussed and made recommendations for the upcoming year. The Board approved these recommendations on 5/27 and staff distributed the recommendations amongst Board committees. The goals and objectives are tracked by each committee in the form of a strategic planning matrix. The proposed PY 21 - 22 matrix is presented for your review. Consideration to designate a workgroup and Chair to develop additional strategies to achieve the goals.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Strategic Planning Matrix

Pages 27 – 31

REPORTS

1. **Report on Technology and Construction Industry Employer Forums**

CSBD held two (2) virtual employer forums 1) the technology industry on 5/19 and 2) the construction industry on 5/26 to better understand the impacts of the COVID-19 pandemic. Each forum had a guest speaker, followed by a panel discussion and open dialogue, allowing for those in attendance to participate and share their experiences and insights. Based on the information shared at the forums, we developed specific strategies and action steps to assist employers in each of these targeted industries.

ACTION	None
EXHIBIT	Memo #19-20 (CBR)

Pages 32 – 36

2. **Hospitality Industry Survey Results**

CareerSource Broward (CSBD) distributed a survey to hospitality workers registered in Employ Florida regarding their intentions to return to their jobs. The number of responses was not statistically sufficient to extrapolate reliable conclusions. However, we are sharing anecdotal information which may help employers to strategize in encouraging employees to come back to work. Our anecdotal information is aligned with a larger FAU study.

ACTION	None
EXHIBIT	Memo #21-20 (CBR)

Pages 37 – 38

3. Employer Services Infograph May 2021 – June 2021

CSBD hosted 24 mass recruitment events for employers seeking to fill over 250 vacant positions. The events were well received by employers and job seekers. Also, there were eight (8) virtual rapid response sessions held with over 300 job seekers in attendance.

ACTION None
EXHIBIT CSBD Employer Services Update Infograph

Pages 39 – 40

4. Apprenticeship Awareness Campaign

At the request of the Board, CareerSource Broward 1) created three (3) apprenticeship videos and 2) a digital and social media advertising campaign to increase awareness, targeting employers and those interested in exploring apprenticeship opportunities. As indicated at the last ESC meeting, the links to the videos are provided to the committee for review.

ACTION None
EXHIBIT Memo #17 – 20 (CBR)
VIDEOS [Job Seeker Video](#)
[Employer Video - Advanced Roofing](#)
[Employer Video - Decimal Engineering](#)

Pages 41 – 42

5. Broward County Unemployment Information

The unemployment rate in Broward County was 5.2 percent in May 2021. This rate was 12.2 percentage points lower than the region's year ago rate. In May 2021, Broward County's unemployment rate was 0.3 percentage point lower than the national rate (5.5 percent). Out of a labor force of 1,044,242, there were 54,271 unemployed Broward County residents.

ACTION Discussion
EXHIBIT Unemployment Overview of Broward County

Pages 43 – 44

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

MATTERS FROM THE FLOOR

MATTERS FROM THE PRESIDENT/CEO

ADJOURNMENT

THE NEXT ESC MEETING IS SCHEDULED FOR SEPTEMBER 1, 2021 AT 12:30 PM
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Broward Workforce Development Board
Employer Services Committee

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

Zoom Meeting ID:	859 5717 7678
Zoom Password:	632312
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, Janet Wincko, Francios Leconte, Paul Farren, and Denise Jordan

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

Guests: None

Mr. Ash welcomed the newest committee member, Ms. Denise Jordan, from the Greater Fort Lauderdale Chamber of Commerce. Ms. Jordan introduced herself and provided a brief overview of her background.

Mr. Ash announced that Dr. Steve Tinsley accepted a new position with the city of Oakland Park in their economic development office and, as a result, has resigned from the Broward Workforce Development Board.

Mr. Ryan wished Dr. Tinsley well in his future endeavors.

APPROVAL OF MINUTES

Approval of the Minutes of the 03/1/21 meeting

On a motion made by Francios Leconte and seconded by Janet Wincko, the Employer Services Committee unanimously approved the minutes of the 03/01/21 Employer Services Committee meeting.

NEW BUSINESS

1. Local Employer Awareness and Satisfaction Survey Results

This memo provides a summary of the results from the 2021 Employer Awareness and

Satisfaction Survey and outlines initiatives to address various components of the results. Every two years, CSBD surveys employers to measure their 1) awareness of CSBD and 2) customer satisfaction. With respect to recruitment events, 92% of employers that held an event with CSBD were either very satisfied / satisfied with the quality of service received from the staff and the candidates. This year, we increased the number of employers we surveyed by engaging our economic development partner, the Greater Fort Lauderdale Alliance, and various Chambers of Commerce, to share the survey with companies they are involved. Eighty percent (80%) of the employers that responded heard of CSBD. This is an affirmation that our social media and marketing campaigns are effective. CSBD is asking for input from the committee members on strategies to increase both employer components.

Mr. Ash provided additional information about the survey, which was an email-based survey, that included a partnership with the Chambers and the Alliance that shared it with the employers and companies they are involved. CSBD is in the process of following up with the employers who provided their contact information in the survey to see how we can provide additional assistance to them. Mr. Ash asked for additional suggestions from the committee to expand employer awareness of our agency.

Ms. Jordan suggested that CSBD look into local churches, local podcasts, and Eye on South Florida to assist in increasing awareness of CSBD's services.

Mr. Ryan informed the committee that if they have additional suggestions they should be sent to Tony and Carol.

On a motion made by Paul Farren and seconded by Janet Wincko, the Employer Services Committee unanimously approved the results of the Local Employer Awareness and Satisfaction Survey.

2. Small Business Administration Restaurant Revitalization Fund

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 opened on 5/3. Consideration to approve strategies and get additional input from the committee on ways to provide outreach to employers to educate them about this opportunity.

Mr. Leconte asked if CSBD takes into consideration ways to help smaller restaurants? Mr. Ash responded that the program was designed to do just that. Ms. Hylton added that the grant is not a CSBD grant. CSBD became aware of it and, therefore, is spreading the word. Mr. Leconte commended CSBD for taking the initiative to spread the word. Ms. Hylton added that staff would enlist the help of the Alliance to promote the grant.

Ms. Jordan asked to receive information regarding the revitalization grant, which she will share at her council meeting scheduled to be held on 5/5. Mr. Ash responded that he will ensure that Ms. Jordan receives the information requested.

On a motion made by Paul Farren and seconded by Janet Wincko, the Employer Services Committee unanimously approved the strategies to provide outreach to employers regarding the Small Business Administration Restaurant Revitalization Fund.

REPORTS

1. City of Dania Beach Referrals Partnership

CareerSource Broward (CSBD) was approached by Dania Beach Commissioner, Lori Lewellen, to see how we could work together to provide additional opportunities for Dania Beach residents to pursue marine-related careers. Commissioner Lewellen proposed 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.

Mr. Ash stated some of the support services which will be provided include rideshare, child services, and rental assistance programs. Mr. Ryan stated that this was a great idea.

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 childcare 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.

Mr. Ash gave a summary of the Hospitality Employment Task Force and the challenges, which were being expressed by the team in recruiting persons for the industry. All members made suggestions, such as including onsite childcare, flexible work hours, and tuition reimbursement.

Mr. Ryan commended Ms. Hylton on this initiative.

3. Marine Industry Employer Forum

CSBD held an employer virtual forum on 3/24 that focused on the marine industry. It was attended by 26 representatives from the industry, along with education, economic, and workforce development. During the forum, issues discussed included 1) strategies to ensure that the industry was 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 was essential for marine employers to thrive during these times.

Mr. Ash gave a summary of the Marine Industry Employer Forum, the skills gaps that were identified and the actions CSBD is taking to address the gaps with work-based training. Services, such as OJT.

Mr. Bennings stated that the Alliance is currently working on two confidential projects with the marine industry. One is a corporate headquarters that is currently based in California and another is a manufacturer located in Tennessee. Additional information will be forwarded to the committee as soon as it is made available.

4. Healthcare industry Employer Forum

CSBD held an employer virtual forum on 4/27 that focused on the healthcare industry. During the forum, issues discussed included the identification of the industry's skill gaps and how the industry was impacted by the pandemic. The forum was attended by 44 individuals representing the industry, along with 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 was essential for healthcare employers navigating these challenging times.

Mr. Ash gave a summary of the Healthcare Industry Employer Forum. Similar to the Marine forum, the information derived from this forum is being used to determine effective ways CSBD can assist employers in the healthcare sector.

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.

Mr. Ash gave an overview of the infograph report.

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 points 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.

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

Ms. Hylton informed the committee that due to kids dropping out of the SYEP program because of summer school, the youth application is still open. We will send the youth flyer to the committee and would appreciate any assistance they can with sharing it with their contacts.

She also reported that a video featuring “A Day in the Life of an Apprentice” is currently being finalized and will be viewed at the next ESC scheduled meeting.

Lastly, she gave an update on the recent Board Planning Session, which was held on 4/22. An updated ESC matrix with strategies approved by the governing boards will be presented to the committee at the next ESC meeting for the committee to develop benchmarks and tasks to achieve them.

Mr. Ryan again welcomed Ms. Jordan to the team and indicated that the next scheduled meeting will be held on 7/6.

ADJOURNMENT 1:28 p.m.

THE NEXT ESC COMMITTEE MEETING IS ON TUESDAY, JULY 6, 2021.
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Marketing & Communications Strategic Plan

Program Year 21/22

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Executive Summary

CareerSource Broward (CSBD), the administrative entity of the Broward Workforce Development Board, is committed to adapting its services to changing economic climates, identifying and capitalizing on business trends and perhaps, most importantly, serving as a successful business model for regional partners and the community as a whole.

The marketing & communications strategic plan for PY 21/22 focuses on specific efforts that support 1) recovery 2) restructuring and 3) resilience when it comes to Broward County's labor force and economy.

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 additional key stakeholder groups.

Messaging centered on available workforce services for employers and job seekers will be delivered through established media relations, print marketing, social media and the agency's website. These effective forms of communication give CSBD the opportunity to increase its brand awareness throughout the region, while also ultimately achieving the vision and mission of the organization and improving performance.

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.

Mission

To provide innovative solutions through the professional delivery of quality services, which consistently and effectively meet workforce needs.

Organizational Goals

The organizational goals identified for CSBD by our governing boards are:

1. Improve the sustainability of the workforce system through increased funding, efficiency, technology, and relevancy.
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.
3. Encourage employers by engaging and identifying their needs, and educating and connecting them to the workforce system to produce innovative workforce solutions.

4. Encourage job seekers to choose CSBD for comprehensive employment, education and training services, and to connect them to the workforce system using the state's job bank.
5. To align Broward County community services (social services and education) to maximize employment and work opportunities for targeted populations (veterans, youth, individuals with disabilities, older workers, and ex-offenders).
6. Develop and utilize a legislative agenda to improve employment services and opportunities in Florida.
7. To anticipate political, environmental, and economic changes in the near and long-term future and prepare for those changes.

Communications Strategy

1. Be responsive to changing communication trends.
2. Ensure all marketing and communication material is in compliance with the guidance defined in the CSBD Brand Standards Manual.
3. Expand our use of the media through press releases, pitching human interest stories, and public service announcements.
4. Responsibly incorporate social media, video, and digital outreach.
5. As the Broward County's workforce development agency, be consistent and intentional in disseminating information and content relevant to workforce-related topics to the local community.
6. Maximize the website as CSBD's electronic storefront, incorporating testimonials to tell the story of what the organization stands for and offers its key stakeholders and general public.

Target Audiences

1. CEOs and Business Owners
2. Human Resources Professionals
3. Job Seekers
4. Broward Workforce Development Board Members
5. CSBD Employees
6. Elected officials and the legislative delegation

7. Trade and Industry Representatives
8. Media
9. Chambers of Commerce
10. WIOA Core Partners
11. Municipalities
12. Veterans Groups
13. Community and education partners

Key Messages

The key messages we want CSBD's target audiences to hear as a result of the activities in this plan are:

1. CSBD is Broward County's premiere workforce agency and has a diverse pipeline of talent in its job seeker pool including veterans, white-collar, blue-collar, etc.
2. Ongoing programs and resources are available for Broward County job seekers and employers to assist with pandemic-related recovery efforts.
3. CSBD's portfolio of workforce solutions are designed to support employers with their recruiting and work-based training needs, such as on-the-job training and registered apprenticeships.
4. Success stories experienced between CSBD and Employers/Job Seekers/Community Partners

Communications Tactics

1. Media Relations: Continuous engagement with local media outlets is absolutely crucial for helping to brand and promote any organization. News releases and media alerts will be distributed through CSBD's communications office, with the senior communications manager taking the lead of drafting, writing and distributing releases for events. This tactic also allows the organization to pitch newsworthy stories to members of the media and general public – giving more positive exposure related to the service and resources CSBD provides.
2. Digital / Online Marketing Initiatives: Digital marketing is a cost-effective method for reaching a wide audience. An email or social media campaign, for example, can transmit a marketing message to consumers for the smallest fraction of the cost of a TV ad or print campaign, and potentially reach a wider audience. Through the use of electronic

eBlasts, Google Ads, social media ads, digital invitations, video and more, CSBD will be able to position itself for success, as it relates to spreading the word.

3. **Social Media:** Social media continues to be a major focus and growing component of the Internet, with more users signing up for social media accounts every day. CSBD can use its existing social media outlets (Facebook, Twitter, Instagram, YouTube, LinkedIn) as an opportunity to reach its stakeholders and target audience to promote news, events, programs and other resources, as part of a larger communications effort.
4. **Website:** In today's ever-changing business climate, it is imperative that organizations have a user-friendly website in order to distribute, post and make public information that will benefit its stakeholders and target audience. CSBD's website (www.careersourcebroward.com) will be the main source of general information related to the organizations' programs, services and initiatives. The website will be relevant and SEO-friendly, making CSBD easier to find in online search results.
5. **Print Marketing Materials:** Along with a solid online presence, print design will be essential to CSBD's success. Print is still an effective, widely used form of marketing and will continue to be so for years to come. CSBD will continue to create visually pleasing marketing materials (flyers, brochures, invitations, infographics, etc.) that will help tell the value of the organization to stakeholders and the community.
6. **Photography / Video:** Having good-quality and high-resolution photos gives CSBD the tool it needs to showcase events, staff and other important subjects related to ongoing services in the community. We plan to use more photography and video testimonials in our digital marketing initiatives.

Key Focus Areas and Objectives

- A. Media Relations:** Continue to strengthen relationships with the media.
 - Proactive and interactive media relations initiatives that result in increased exposure of CSBD programs and services.
 - Maintain timely response to media inquiries.
- B. Marketing Campaigns:** Execute timely marketing campaigns through print, radio, digital and social media platforms.
 - Create and implement marketing campaigns that reach CSBD's targeted audience promoting CSBD's various programs and/or services. In addition to marketing our standard services, campaigns will be developed:
 - targeting customers in the distressed communities
 - to employers about the benefits of serving as a worksite for the Summer Youth Employment Program
 - to help local municipalities recognize the opportunity to partner with us to assist their unemployed and underemployed residents with employment and occupational training using funds from the American Rescue Plan.

C. Social Media: Intentional and consistent use of social media platforms to expand awareness.

- Use Twitter, Facebook, Instagram, and LinkedIn for distributing relevant and timely information.
- Continue to increase the number of Twitter, LinkedIn and Instagram followers and Facebook “Likes.”
- Use YouTube for video distribution of information about our programs and services.

D. Staff Engagement: Keep all CSBD staff informed and engaged in organizational priorities.

- Disseminating and sharing information, stories and material with CSBD employees.

E. Partnerships: Leveraging community and private sector partnerships to expand CSBD exposure.

- Increase awareness through marketing with our partners in public education, local chambers of commerce, industry associations and other community-based organizations.
- Partner with Broward County to develop videos about virtual recruitment and hiring tips to employers and job seekers.

F. Professional Development: Identify educational and training opportunities to keep pace with the rapidly changing communications industry.

- Seek out additional learning opportunities for marketing and communications staff in order to create and promote effective and sustaining integrated campaigns and public information.

A. Media Relations: Continue to strengthen relationships with the media

Objective 1: A proactive and interactive media relations program that results in increased exposure of CSBD programs and services		
	Action Item	Timeframe
1	Consistent and intentional dissemination of press releases, media alerts, public service announcements and human interest stories related to CSBD.	Ongoing
2	Maintain an online press room on the CSBD website that includes a media kit, links to press releases, fact sheets, and positive story ideas.	Ongoing
3	Cultivate positive relationships with media contacts that cover areas of workforce development, while also making targeted follow-up calls to media on news releases of particular interest.	Ongoing
4	Expand awareness outreach to include national and state organizations, professional associations, and business groups.	Ongoing
Objective 2: Maintain timely response to media inquiries		
	Action Item	Timeframe
1	Make a presentation in the career center meetings about the agency's procedures for handling media requests.	August 2021 and March 2022

B. Marketing Campaigns: Execute timely marketing campaigns through print, radio, electronic and social media platforms

Objective 1: Create and implement marketing campaigns that reach CSBD's targeted audience promoting CSBD's various programs and/or services.		
	Action Item	Timeframe
1	Develop an internal marketing and communications calendar for Program Year 2021/2022. Include marketing campaigns to a) customers in the distressed communities, b) target employers for SYEP, c) local municipalities assisting them with helping their barrierred residents with funds from the American Rescue Plan Act.	July 2021
2	Deploy marketing campaigns in Spanish and Haitian-Creole when applicable to the targeted audience.	Ongoing

C. Social Media: Intentional and consistent use of social media platforms to expand awareness

Objective 1: Use Twitter, Facebook, Instagram, and LinkedIn for distribution of information about our programs and services		
	Action Item	Timeframe
1	Use CSBD's Twitter, Facebook, Instagram, and LinkedIn platforms during marketing campaigns and dissemination of CSBD announcements and updates.	Ongoing
Objective 2: Increase the number of Twitter "followers" & "likes", Facebook "followers" & "likes" and Instagram "followers".		
	Action Item	Timeframe
1	Increase the number of Twitter followers & likes by 15 percent. Currently, CSBD has 1,992 "followers."	June 2022
2	Increase the number of Facebook followers & likes by 15 percent. Currently CSBD has 4,522 "followers" & 4,083 "likes."	June 2022
3	Increase the number of Instagram followers by 15 percent. Currently CSBD has 1,539 "followers."	June 2022
Objective 3: Use YouTube for distribution of information about our programs and services via quarterly podcasts.		
	Action Item	Timeframe
1	Record and post at least three (3) podcasts and/or videos to the CSBD YouTube channel.	June 2022
2	Market CSBD's YouTube channel to the public through eBlast and information on the centers' digital monitors.	Ongoing

D. Staff Engagement: Keep all CSBD staff informed and engaged in organizational priorities.

Objective 1: Disseminating and sharing information, stories and material with CSBD employees.		
	Action Item	Timeframe
1	Continue to gather, store and disseminate relevant news clippings related to CSBD's vision and mission.	Ongoing
2	Continue to include CSBD staff to the distribution list of all press releases, media alerts, general communications and relevant information.	Ongoing
3	Encourage CSBD staff to follow the organization's current social media platforms (Facebook, Twitter, Instagram, LinkedIn, and YouTube).	July 2021 January 2022

E. Partnerships: Leveraging community and private sector partnerships to expand CSBD exposure.

Objective 1: Increase awareness through marketing with our partners in public education, local chambers of commerce, industry associations and other community-based organizations.

	Action Item	Timeframe
1	Continue to partner with Broward libraries to provide information about CSBD services to customers of the libraries.	Ongoing
2	Continue to provide workforce-related content and editorials for industry association newsletters (SFHHA, SFMA, GFLA, NAWIC, Chambers).	Ongoing
3	Increase CSBD's presence on Chamber websites by 50 percent.	October 2021
4	Explore regional opportunities for joint media outreach with CareerSource Palm Beach County and CareerSource South Florida.	Ongoing

F. Professional Development: Identify educational and training opportunities to keep pace with the rapidly changing communications industry.

Objective 1: Seek out additional learning opportunities for marketing and communications staff in order to create and promote effective and sustaining integrated campaigns and public information.

	Action Item	Timeframe
1	Research professional marketing, public relations, advertising and graphic design associations that provide training and education to expand the skillsets and understanding among current staff.	Ongoing
2	Incorporate training and professional development into staff goals in the performance evaluation.	Varies depending on the applicable staff member's evaluation period

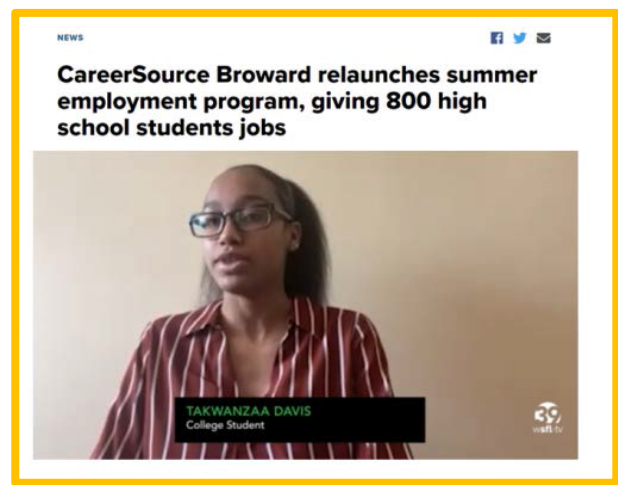
Marketing & Communications Strategic Plan Exhibit

Below are examples of previous marketing and communications efforts completed in PY 20/21.

A. Media Relations

CareerSource Broward (CSBD) has a well-established, professional relationship with local, state and national media outlets. These connections will continue to be strengthened in order to pitch newsworthy stories that are then viewed by Broward County job seekers, employers and the general public. Examples of completed media relations include:

- CSBD President/CEO Carol Hylton featured on MSNBC, where she discussed ongoing recovery efforts to assist Broward County job seekers and employers.
- Numerous media interviews conducted by CSBD's senior communication manager, Javon Lloyd, with media outlets such as WPLG Local10 News, WSVN, NBC 6 South Florida, WLRN Public Radio, WIOD News Radio 610AM and the South Florida Business Journal.
- Summer Youth Employment Program being aired on WSFL-South Florida's The Rebound television show; news story featured a former youth who participated in the program, as well as an employer who spoke about the benefits of serving as a worksite during the summer.
- Successful placements of op-eds in news print and online editions of the Sun-Sentinel and El Sentinel newspaper.
- Below are examples of successful story placements with media outlets.



B. Marketing Campaigns

Through the use of Google Ads, social media ads, print ads, radio PSAs, mass emailing and more, CSBD increased awareness of our services and available workforce programs. Examples of marketing efforts taken include:

- Targeted digital marketing campaign through the Sun-Sentinel promoting Employ Florida and job seeker resources to workers whose employment was impacted due to the pandemic; ads were featured on well-known websites, including CNN, Yahoo!, ESPN and The New York Times.
- Digital monitor ads in several Florida Department of Motor Vehicles locations throughout Broward County marketing CSBD's job placement services and scholarship program.
- Over 2 million email blasts sent to employers, job seekers, community partners, public information officers and religious groups highlighting upcoming job fairs, recruitment events and on-the-job training opportunities.
- Print and digital ad placements in minority-owned and culturally diverse publications, including the Le Floridien, El Sentinel and Westside Gazette, resulting in increased traffic to CSBD's website.
- Below are examples of successful marketing campaigns.

Save While U Train!

**TRAIN YOUR EMPLOYEES.
SAVE THOUSANDS OF \$\$\$.
IT'S THAT SIMPLE!**

Our Work-Based Learning Programs Include:

- On-the-Job Training (OJT)
- Upgrade OJT
- Apprenticeships
- Paid Internships
- Incumbent Worker Training

Contact us today to get started!
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Enskri nan Employ Florida kounye a:

- Gen Dè santèn travay ki afiche gen anpil opòtinite
- Le ou anrejistre wap resevwa yon notifikasyon otomatik sou travay wap cheché ya
- Zouti pou kreye rezime pwofesyonèl ak lèt kouvéti sou entènèt
- Evalyasyon ak kapasite pou ede w deside ki travay ki pi bon pou ou

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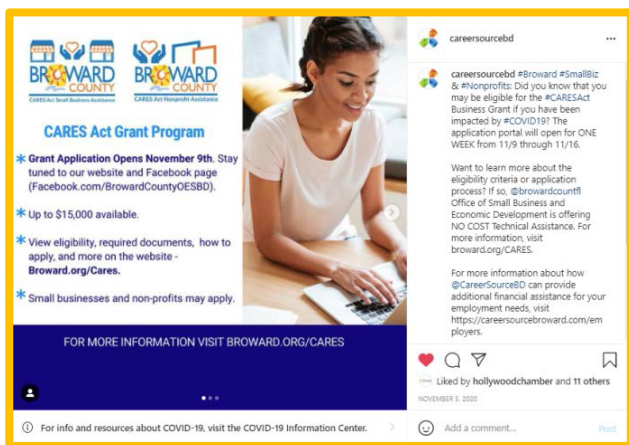
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C. Social Media

Social media is an important component to CSBD's overall outreach strategy. Key stakeholders and the general public are able to receive real-time information regarding the latest agency news, workforce initiatives, upcoming events and available resources. Examples of completed social media outreach include:

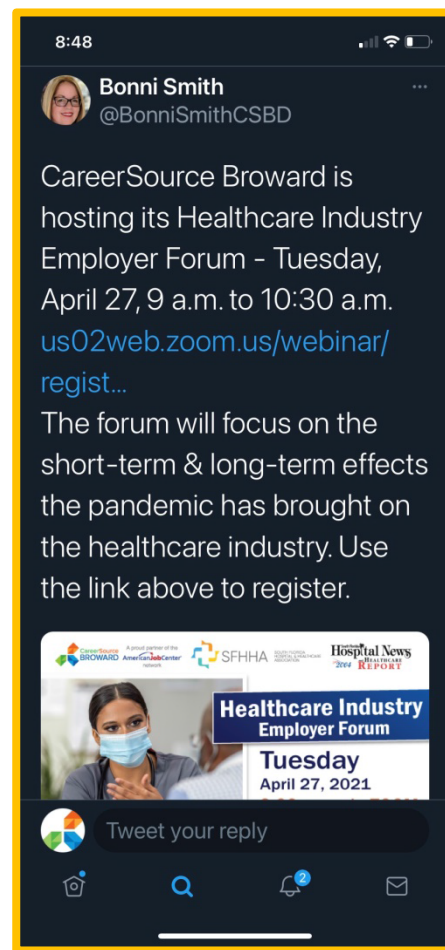
- More than 11,800 followers on CSBD's social media platforms, which include Facebook, Instagram, LinkedIn, Twitter and YouTube.
- A general awareness social media campaign through the state's co-op program promoting the benefits of participating in apprenticeships; results of the campaign included 758K video ad views and more than 4,000 individuals visiting the dedicated apprenticeship landing page.
- Local community partners and municipalities such as City of Hollywood, Broward College, Broward County Office of Economic and Small Business Development and various chambers of commerce sharing CSBD's social media posts highlighting customer success stories, employer testimonials and career training programs.
- Below are examples of social media posts by CSBD.



D. Staff Engagement

Staff routinely receives press releases, media alerts, general communications and relevant information that are disseminated through the communications department. This allows continuity of messaging, especially with frontline staff who works directly with customers and employers at the career centers. Examples of staff engagement include:

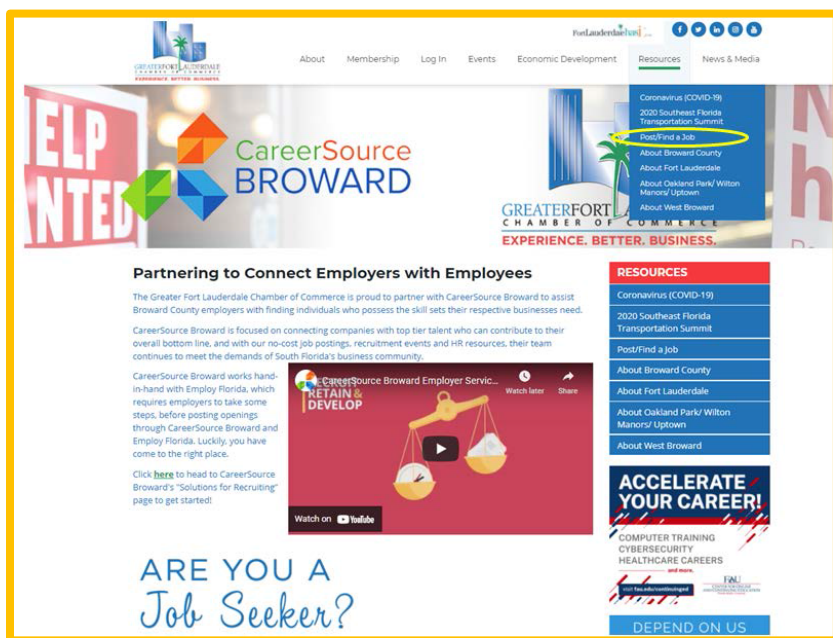
- Gathering, storing and sharing daily news clippings within the agency related to CSBD's vision and mission, as well as workforce development.
- Establishing the CBSD Twitter Ambassadors Program comprised of outreach staff who share and repost information about the agency through Twitter.
- Presentations made by the senior communications manager at the career centers covering how to handle media requests and community outreach procedures.



E. Partnerships

Leveraging public and private sector partnerships allows CSBD to communicate its value to the community. Examples of completed partnership action items include:

- An increased presence on chambers of commerce websites, including the Greater Fort Lauderdale Chamber of Commerce, Greater Hollywood Chamber of Commerce, Coral Springs Coconut Creek Regional Chamber of Commerce and the Greater Dania Beach Chamber of Commerce.
- A business resource section included on the Broward County Office of Economic and Small Business Development's website; section includes two links to CSBD's employer services webpage and outreach video.
- Information related to CSBD services featured in industry association newsletters (SFHHA, SFMA, GFLA, NAWIC, chambers of commerce).



Memorandum #20 – 20 (CBR)

To: Employer Services Committee

From: Carol Hylton, President/CEO

Subject: Employer Seminars

Date: June 30, 2021

SUMMARY

As we continue to explore additional ways to increase employer awareness and engagement, staff would like to host three (3) business-focused seminars in Program Year 21/22. We will survey employers, through our Chamber partners and the Broward County Office of Economic Development, to determine what workforce-related topics are of importance to them. We conducted a Jobs EQ analysis to identify the top ten (10) industries forecasted to grow the most in jobs over the next year in Broward. We are asking the committee to select three (3) industries from the list to prioritize for the seminars.

BACKGROUND

In the past, CareerSource Broward (CSBD) has hosted employer seminars on topics, such as hiring Veterans, surviving the economic crisis, and other topics of interest to employers. These seminars were an effective way of conducting employer outreach and introduction to our services.

DISCUSSION

Due to the pandemic, most employers are adapting to a changing landscape as it relates to managing their workforce. Some employers are recruiting virtually and managing their employees remotely, while others are slowly shifting back to in-person work environments. Employer seminars are a way to engage more employers and present our services to them, including work-based learning opportunities, while educating them on topics of importance to them. We plan to hold three (3) business-focused seminars in PY 21/22. We will present CSBD services at the beginning of each seminar and will educate employers on the benefits of working with CSBD.

Through the local human resources association, we will seek subject matter experts to deliver the seminars. The seminars will also serve to introduce the employer services team to employers in attendance and sell the benefits of utilizing CSBD. As appropriate to the topic, CSBD staff will conduct portions of the seminars related to their area of expertise.

The seminars will be marketed to employers through the Chambers, industry associations, HRABC, social media, the Greater Fort Lauderdale Alliance, eblast to employers registered in Employ Florida, library network, and through Broward Workforce Development Board members.

We conducted a Jobs EQ analysis to identify the top ten (10) industries forecasted to grow the most in jobs over the next year in Broward County. We are asking the committee to select three industries to prioritize for the seminars:

1. Healthcare
2. Accommodation and Food Services
3. Professional, Scientific, and Technical Services
4. Educational Services
5. Construction
6. Transportation and Warehousing (includes Aviation and Marine)
7. Finance and Insurance
8. Arts, Entertainment, and Recreation
9. Retail Trade
10. Information Technology

We will survey employers, through our Chamber partners and the Broward County Office of Economic Development, to determine what workforce-related topics are of importance to them.

RECOMMENDATION

Select three (3) industries from the list of emerging industries to make the focus of the seminars.

BROWARD WORKFORCE DEVELOPMENT BOARD



EMPLOYER SERVICES COMMITTEE

Strategic Planning Matrix for PY 21-22

Frank Horkey,
Board Chair

Jim Ryan,
Committee Chair

Carol Hylton,
President/CEO

CareerSource Broward Mission:

To provide innovative solutions through the professional delivery of quality services, which consistently and effectively meet workforce needs.

CareerSource Broward Vision:

To be the premier workforce agency facilitating better jobs and providing quality workers that enhances the quality of life and builds a sustainable economy for Broward County.

Employer Services Committee Goal:

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

STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.				
SIX PILLARS: Talent Supply and Education and Innovation and Economic Development				
BWDB/CareerSource Broward Strategic Goal #2: Maintain Our Roles as Workforce Development Leaders Through Advocacy By the Board, Collaboration, Providing Information and Intelligence to Stakeholders with Feedback from the Community.				
Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
2.0 Outreach to cities and municipalities to explore ways to partner on the American Rescue Plan Act to identify infrastructure programs within the municipalities to assist employers and jobseekers.				
2.1 Encourage first source hiring local ordinances that can be incorporated into all infrastructure project agreements that emphasize the advantage of using CSBD.				

STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.				
SIX PILLARS: Talent Supply and Education and Innovation and Economic Development				
BWDB/CareerSource Broward Strategic Goal #3: Encourage Employers by Engaging and Identifying their Needs, Educating and Connecting them to the Workforce System to Produce Innovative Workforce Solutions.				
Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
3.0 Continue to educate employers on the advantages of using the career centers to list jobs and recruit workers.				
3.1 Explore regional opportunities for joint media outreach with CareerSource Palm Beach and CareerSource South Florida.				
3.2 Continue to provide virtual job fairs and workshops with job seekers and employers.				
3.3 Consider creating “day in the life” multimedia presentations about occupations in CSBD’s targeted industries.				
3.4 Research adding training / workshops / HR webinars for employers on adapting to a post-COVID environment as a business service. Include the use of the communication tools available; such as GoTo Meetings, ZOOM, and TEAMS, recording virtual job interview and virtual one-stop software in the training.				

STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.				
SIX PILLARS: Talent Supply and Education and Innovation and Economic Development				
BWDB/CareerSource Broward Strategic Goal #3: Encourage Employers by Engaging and Identifying their Needs, Educating and Connecting them to the Workforce System to Produce Innovative Workforce Solutions.				
Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
3.5 Coordinate with the state to obtain information on how the pending \$15/hr. minimum wage increase will impact jobs based on their research. Share the information with employers.				
3.6 Coordinate with the local and state hospitality association, regarding the shortage of workers, to explore how the industry can attract workers both locally and from other areas of the country to hospitality jobs in Broward.				

Memorandum #19 – 20 (CBR)

To: Employer Services Committee

From: Carol Hylton, President/CEO

Subject: Report on Technology and Construction Industry Employer Forums

Date: June 28, 2021

SUMMARY

CareerSource Broward (CSBD) held two (2) virtual employer forums 1) the technology industry on 5/19 and 2) the construction industry on 5/26 to better understand the impacts of the COVID-19 pandemic. Each forum had a guest speaker followed by a panel discussion and open dialogue allowing for those in attendance to participate and share their experiences and insights. Based on the information shared at the forums, we developed specific strategies and action steps to assist employers in each of these targeted industries.

BACKGROUND

To better understand the impacts of the COVID-19 pandemic on our vital technology and construction industries, CSBD convened two (2) virtual employer forums. Each forum had a guest speaker followed by a panel discussion and open dialogue allowing those in attendance to participate and share their experiences and insights. Representatives from the industry, education, economic, and workforce development agencies attended each forum.

The objective of the forums was to 1) determine the impact of COVID-19 on two of our local targeted industries 2) identify the current skill gaps these industries are facing and 3) provide outreach information about CSBD services to ensure employers are aware of the advantages of utilizing CSBD's work-based training programs.

DISCUSSION**Technology Industry Forum**

The forum was held on 5/19 and attended by 27 individuals representing employers, TechLauderdale Association, Broward College, Broward County Public Schools, and the Greater Fort Lauderdale Alliance (GFLA).

Mr. Ben Dickenson, Director of Talent Acquisition with Citrix, was the guest speaker and provided details on how the pandemic affected the technology industry. He indicated:

- The pandemic exposed business continuity planning gaps for many organizations.
- There is an increased demand for technology products as remote work, online education, and social distancing became necessary.
- Cybersecurity risks increased as a result of more remote work.
- Global supply chain issues will cause long-term delivery impacts to hardware products.

During the panel discussion, Mr. Dickinson, Cecil Kidd CEO of TechLauderdale, Sanjay Deo, CEO of 24by7 Security, and Michael Goldstein, CEO of LANInfotech, provided their insight on the various obstacles the pandemic has created in the industry and how they pivoted to digital meeting platforms and remote work to conduct business. The panel identified the following short- and long-term effects of COVID-19:

Short-and Long-Term Effects of COVID 19

- Increased workload due to talent shortage.
- Increased turnover due to workers being able to expand their employment opportunities globally and work remotely.
- Lack of in-person interaction putting innovation at risk.
- Need to expand and utilize workforce development.

The panel also identified five (5) skill gaps they were experiencing.

Skill Gaps

1. Full stack and cloud platform skills.
2. Machine learning skills.
3. Artificial Intelligence skills.
4. Lack of skilled Cybersecurity Engineers.
5. Lack of Data Science Engineers.

Robert Evans, our Business Services Manager for Technology and Construction, used the opportunity to discuss CSBD's work-based training programs and services as a means to address the skills gap. Below is a chart of the strategies developed during the forum.

Strategy	Action Steps
Reduce skill gaps through work-based training.	<p>We are in the process of scheduling individual meetings with employers to identify which of the following programs will suit their needs: 1) On-the-Job Training, 2) Paid Internship, 3) Incumbent Worker Training, and/or 4) Registered Apprenticeship.</p> <p>Employers that we are working with include:</p> <ol style="list-style-type: none"> 1. 24by7Security 2. LANInfotech 3. Citrix 4. Florida Vocational Institute
Reduce skill gaps through ITA training and work-based learning.	<p>Trainings for full stack/cloud platform and cybersecurity engineers are on our training providers list. We are working with the providers to refer their skilled graduates to the employers.</p> <p>We are determining if training programs for artificial intelligence, machine learning, and data science are eligible for our training providers list. If they are not, we will focus OJT and registered apprenticeship for these skill gaps.</p>

Strategy	Action Steps
Inform education partners about the skill gaps learned to allow them to determine what additional steps they can take to address the gaps.	<p>The skill gaps will be shared with our education partners who were not in attendance with a follow-up discussion at our training providers meeting in August.</p> <p>The objective is to use this information to inform curriculum development and increase capacity to address the needed talent pipeline.</p>
Encourage industry employers to post their job orders in Employ Florida and hold recruitment events with CSBD.	<p>We are engaging employers with hiring needs to schedule recruitment events in the CSBD career centers. Graduating students from our education partners will be invited.</p> <p>We will also market the job orders using our social media and create flyers to publicize these employment opportunities.</p>

Construction Industry Forum

The forum was held on 5/26 and attended by 29 individuals representing employers, Associated Builders and Contractors-Florida East Coast Chapter (ABC-FEC), Broward County Government, Broward College, Broward County Public Schools, various trade unions, and the Greater Fort Lauderdale Alliance.

Mr. John Parker, Vice President Operations at Balfour Beatty, was the guest speaker. He shared with the group information on the Broward County Convention Center expansion project, such as:

- The Convention Center is a \$1.1 billion project.
- The project is broken down into four (4) major developments: West expansion, East expansion, Hotel development, and Plaza.
- Estimated completion date is 2024.
- There is a requirement to have 30% County Business Enterprise participation.

The panel discussion with Mr. Parker, Mr. Peter Dyga, President of ABC-FEC, James Armstrong, Vice President of Pirtle Construction, and David Lowrey, Director at Stiles Corporation, provided additional insight on the various obstacles the pandemic has created in the industry and relayed what they did to overcome them, such as implement new protocols to keep workers safe, utilize existing employees to support new projects, and rotate workers and teams in the field to reduce number of people in the field. The panel identified the following short- and long-term effects of COVID-19:

Short-and Long-Term Effects of COVID 19

- Construction companies paused their recruitment and hiring, and utilized their existing workforce due to the uncertainty.
- Increased workload for existing workers due to lack of new hires.
- Shortage of qualified entry-level construction workers.

The panel also identified three (3) skill gaps they were experiencing.

Skill Gaps

1. Shortage of entry-level laborers.
2. Lack of trained Estimators.
3. Shortage of Project Managers.

Robert Evans, our Business Services Manager for Technology and Construction, used the opportunity to discuss CSBD's work-based programs and services as a means to address the skills gap. Below is a chart of the strategies developed during the forum.

Strategy	Action Steps
Reduce the skill gaps through work-based training.	<p>We are scheduling individual meetings with employers to identify which of the following programs will suit their needs: 1) On-the-Job Training 2) Paid Internships and/or 3) Registered Apprenticeships.</p> <p>We are actively engaged with several of the employers and have started the contract process to bring work-based training programs to them.</p> <p>Some of the employers we are working with are:</p> <ul style="list-style-type: none">• Balfour Beatty• Power Designs• Pirtle Construction Company• Stiles Corporation• ABC Institute
Reduce skill gaps through ITA training and work-based learning.	<p>Training for basic carpentry is on our training providers list. We are working with the providers to refer their skilled graduates to the employers.</p> <p>We are determining if training programs for Estimators and Construction Project Managers are eligible for our training providers list. If they are not, we will focus OJT and registered apprenticeship for these skill gaps.</p>
Provide employers with skills assessment tools.	<p>We are engaging the employers and providing in-depth presentations on the various tools we use to assess both hard and soft skills (e.g., we are introducing tools such as Metrix Learning, eSkills and CTORQ).</p>
Inform education partners about the skill gaps learned to allow them to determine what additional steps they can take to address the gaps.	<p>The skill gaps discussed will be shared with our education partners, including those who were not in attendance.</p> <p>We also plan to follow up at our training providers meeting in August to see if the information impacted curriculum development.</p>

Strategy	Action Steps
Encourage industry employers to post their job orders in Employ Florida and hold recruitment events with CSBD.	<p>We are engaging employers with hiring needs to schedule recruitment events in the CSBD career centers. Graduating students from our education partners will be invited.</p> <p>We will also market the job orders using our social media and create flyers to publicize these employment opportunities.</p>

CSBD will continue to lead as conveners for workforce development to assist employers and job seekers recover, restructure and increase their resilience as our local economy continues to re-open in the post-pandemic environment.

RECOMMENDATION

None. For information purposes only.

Memorandum #21-20 (CBR)

To: Employer Services Committee

From: Carol Hylton, President/CEO

Subject: Hospitality Industry Survey Results

Date: June 30, 2021

SUMMARY

CareerSource Broward (CSBD) distributed a survey to hospitality workers registered in Employ Florida regarding their intentions to return to their jobs. The number of responses was not statistically sufficient to extrapolate reliable conclusions. However, we are sharing anecdotal information which may help employers to strategize in encouraging employees to come back to work. Our anecdotal information is aligned with a larger FAU study.

BACKGROUND

Earlier this year, in response to a need voiced by the hospitality industry, CSBD convened an employer task force to share information on solutions to the shortage of workers in restaurants, hotels, motels and other service industries. The task force asked CSBD to reach out to the 4,000 individuals registered in Employ Florida (EF), who had identified themselves as hospitality workers, and to query them regarding their future employment plans. The survey which was available in English, Spanish, and Haitian-Creole, was also shared with various hotel and restaurant managers to distribute to former employees.

DISCUSSION

As our committee and board members are aware we can survey registrants in EF, but responses are voluntary. The number of responses received, 125, did not provide a statistically sufficient sample from which we can draw data based conclusions.¹

Listed below are individual responses taken from the surveys returned. The responses provide insight into the workers' perspectives as follows:

1. 86 of the total responses received indicated the workers would return to work. The balances of the respondents do not intend to return to their jobs. Below are some of the comments from those saying they would not return:

¹ We will share the anecdotal information with the Broward County Tourism Coalition Council meeting later this month which they can consider together with the FAU survey results.

- ❖ “I will not be going back to work with my previous employer. I plan on moving on with another employer who treats their employees better”
 - ❖ “I can get better pay and benefits elsewhere, ” and in the same vein, “The salary is not good and I do not have free time to go to school”
 - ❖ “Not returning now. Employees are testing positive for COVID every week and that worries me”
 - ❖ “I don’t want to touch customers’ used silverware, napkins, or glasses”
 - ❖ “Time for a career change”
 - ❖ Lack of social distancing
 - ❖ Unhappy with the work schedules
2. 50 of the employees identified in #1 above, who intend to return to work, say they will do so between July and September.
 3. About 31 of the respondents not immediately returning to work stated that they would reconsider if the pay was better or if there was more schedule flexibility.
 4. Regardless of whether the employees were returning to work, 91 of the respondents said they would not return to their previous employer. In some instances they can’t because the business closed. However, wages continues to come up as an issue and some employees took exception to their working conditions and their perception that they were not treated well.

While the number of responses received did not represent a statistically sufficient sample, our survey results aligned with the Florida Atlantic University survey. Employers can review the detail provided in connection with the employees’ responses and consider possible changes they may want to implement in their workplace.

RECOMMENDATION

None. For information only.

Employer Services Update

May 2021 through June 2021



Rapid Response

8

Virtual
Sessions

341

Affected workers
in attendance



Employer-based Training Grants

7

Employers assisted



Mass Recruitment Events

24

Mass Recruitments

266

Available positions

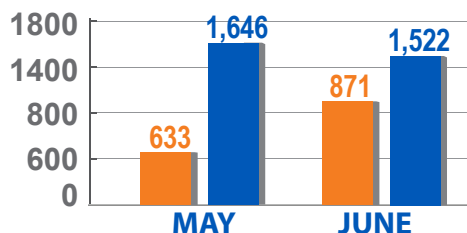
106

Jobseekers in attendance

59

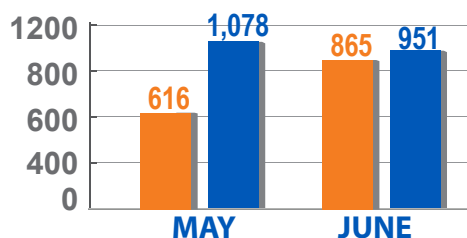
Jobseekers considered for hire

Employ Florida Statistics



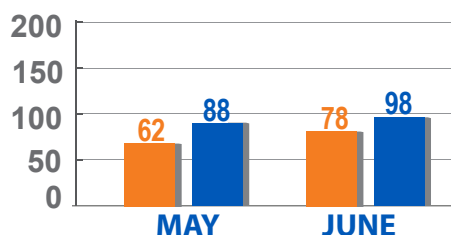
New Job Orders
entered in
Employ Florida

2020
2021



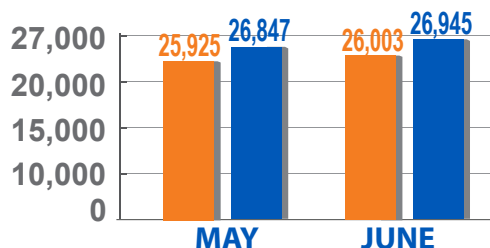
Total Active
Broward County
Job Orders

2020
2021



New Employers
registered in
Employ Florida

2020
2021



Total number of
Broward employers
registered in
Employ Florida

2020
2021

Employer Services Update

May 2021 through June 2021



Total number of job postings among the following targeted industries:

Transportation including Aviation & Marine

Construction

Healthcare/Life Sciences

Hospitality

Retail

Information Technology



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.

May



20 meetings

June



20 meetings

Memorandum #17-20 (CBR)

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

From: Carol Hylton, President/CEO

Subject: Apprenticeship Awareness Campaign

Date: June 15, 2021

SUMMARY

At the request of the Board, CareerSource Broward (CSBD) 1) created three (3) apprenticeship videos and 2) a digital and social media advertising campaign to increase awareness, targeting employers and those interested in exploring apprenticeship opportunities in Broward County. Board members Rick Shawbell and Zac Cassidy reviewed a draft of the videos and provided feedback, which was incorporated into the final cuts that were just completed in May. Apprenticeships are a proven training method benefitting both apprentices and businesses.

BACKGROUND

The Board requested that CSBD create apprenticeship videos to create awareness and showcase “day in the life of” examples that show how apprenticeships can benefit both employers and those interested in pursuing an apprenticeship career path.

DISCUSSION

CSBD created three videos to increase the awareness of registered apprenticeships. The videos were produced with Moore Communications Group as part of the CareerSource Florida Marketing Co-op. Two of the videos feature local employers, Advanced Roofing and Decimal Engineering that partnered with CSBD to showcase local apprenticeship programs in construction and manufacturing. The third video profiles a “day in the life” of an apprentice where viewers see and hear firsthand testimony from apprentices describing their positive experiences. Board members Rick Shawbell and Zac Cassidy reviewed a draft of the videos and provided feedback, which was incorporated into the final cuts that were just completed in May.

In addition to the videos and as part of an overall marketing strategy, CSBD created a digital and social media advertising campaign targeting employers and job seekers interested in exploring apprenticeship opportunities in Broward County to increase awareness.

To date, staff has completed the following strategies:

1. Shared the videos through social media.
2. Sent the videos to the Broward County Office of Economic and Small Business Development (OESBD) and requested they share them with their network of employers.
3. Sent the videos to Broward County Public Schools and requested they share them with 1) their network of students who have not yet decided their plans after high school 2) the Talent Forge Work-based Learning Consortium and 3) embed the videos into the *Apprenticeship Opportunities* modules in the My Next Move Canvas course.
4. Sent the videos to the members of the One Stop Services Committee and to all five (5) of our Youth Providers.

Additional strategies that will be included in the awareness campaign include:

1. A one-month digital marketing campaign consisting of targeted ads to Facebook users.
2. Brand awareness ads that provide information about the benefits of apprenticeships and how to get started.
3. Users who click on the advertisements are routed to CSBD's dedicated apprenticeship webpage (www.careersourcebroward.com/apprenticeships), where additional information can be found.

Through mentorship and technical instruction, apprentices receive on-the-job training to learn necessary skills while earning a paycheck. The average starting hourly wage for an apprentice is \$15.00. The average starting annual salary for a fully proficient worker who completes an apprenticeship is \$60,000.

CSBD is taking a proactive role to ensure broader awareness of registered apprenticeships to assist employers who may be interested in starting a program and also those interested in exploring this as a viable career path.

RECOMMENDATION

None. For information only.

**Overview of the CareerSource Broward Region
Not Seasonally Adjusted
June 18, 2021**

- The unemployment rate in the CareerSource Broward region (Broward County) was 5.2 percent in May 2021. This rate was 12.2 percentage points lower than the region's year ago rate of 17.4 percent. The labor force was 1,044,242, up 20,781 (+2.0) over the year. There were 54,271 unemployed residents in the region.
- In May 2021 nonagricultural employment in the Ft. Lauderdale-Pompano Beach-Deerfield Beach Metro Division was 820,100, an increase of 62,100 jobs (+8.2 percent) over the year.
- The leisure and hospitality (+45.0 percent); other services (+16.8 percent); trade, transportation, and utilities (+8.3 percent); education and health services (+4.9 percent); mining, logging, and construction (+3.9 percent); and government (+0.7 percent) industries grew faster in the metro area than statewide over the year.
- The Ft. Lauderdale-Pompano Beach-Deerfield Beach Metro Division had the highest annual job growth compared to all the metro areas in the state in government (+700 jobs).
- The Ft. Lauderdale-Pompano Beach-Deerfield Beach Metro Division had the second fastest annual job growth rate compared to all the metro areas in the state in leisure and hospitality (+45.0 percent).
- The Ft. Lauderdale-Pompano Beach-Deerfield Beach Metro Division had the third fastest annual job growth rate compared to all the metro areas in the state in other services (+16.8 percent).
- The Ft. Lauderdale-Pompano Beach-Deerfield Beach Metro Division had the third highest annual job growth compared to all the metro areas in the state in information (+400 jobs).
- The industries gaining in jobs over the year were leisure and hospitality (+26,600 jobs); trade, transportation, and utilities (+14,100 jobs); professional and business services (+6,500 jobs); education and health services (+5,100 jobs); other services (+4,700 jobs); construction (+1,900 jobs); financial activities (+1,400 jobs); manufacturing (+700 jobs); government (+700 jobs); and information (+400 jobs).

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)	May-21	Apr-21	May-20
CareerSource Broward (Broward County)	5.2%	5.4%	17.4%
Florida	5.0%	5.2%	14.3%
United States	5.5%	5.7%	13.0%

Nonagricultural Employment by Industry (not seasonally adjusted)	Ft. Lauderdale-Pompano Beach-Deerfield Beach Metropolitan Division				Florida			
	May-21	May-20	change	percent	May-21	May-20	change	percent
				change				change
Total Employment	820,100	758,000	62,100	8.2	8,649,100	8,064,100	585,000	7.3
Mining and Logging	NA	NA	NA	NA	5,500	5,500	0	0.0
Construction	50,400	48,500	1,900	3.9	576,000	558,000	18,000	3.2
Manufacturing	27,200	26,500	700	2.6	381,600	369,000	12,600	3.4
Trade, Transportation, and Utilities	184,500	170,400	14,100	8.3	1,755,200	1,640,100	115,100	7.0
Wholesale Trade	48,500	48,200	300	0.6	347,600	336,800	10,800	3.2
Retail Trade	102,100	91,600	10,500	11.5	1,058,400	975,400	83,000	8.5
Transportation, Warehousing, and Utilities	33,900	30,600	3,300	10.8	349,200	327,900	21,300	6.5
Information	18,600	18,200	400	2.2	131,100	126,100	5,000	4.0
Financial Activities	63,300	61,900	1,400	2.3	605,100	579,000	26,100	4.5
Professional and Business Services	145,100	138,600	6,500	4.7	1,394,600	1,297,300	97,300	7.5
Education and Health Services	108,800	103,700	5,100	4.9	1,330,100	1,270,400	59,700	4.7
Leisure and Hospitality	85,700	59,100	26,600	45.0	1,040,900	799,800	241,100	30.1
Other Services	32,600	27,900	4,700	16.8	334,100	296,900	37,200	12.5
Government	103,800	103,100	700	0.7	1,094,900	1,122,000	-27,100	-2.4

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.