



**Broward Workforce Development Board
Employer Services Committee**
Monday, April 1, 2024
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID: 825 1295 7494
Zoom Password: 602629
Zoom Call-In: +1 646 876 9923

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

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

<https://us02web.zoom.us/j/82512957494?pwd=MC9WMnU0cGpJMUw0Z3ZUMExXK0Judz09>

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

PROTOCOL FOR TELEPHONE/ZOOM MEETING

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

MEETING AGENDA

IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

APPROVAL OF MINUTES

Approval of the Minutes of the 1/22 Employer Services Committee meeting.

RECOMM ACTION EXHIBIT	Approval Motion for Approval Minutes of the 1/22 meeting
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Pages 7 – 12

NEW BUSINESS

1. Total Network Consulting, LLC Incumbent Worker Training Grant Application

Consideration to award Total Network Consulting, Inc. an Incumbent Worker Training (IWT) grant in the amount of \$79,324 to train 12 employees who will receive job-related certifications. The agreement will cross program years, and we will obligate funds accordingly. In accordance with governing boards' policy, IWT grant applications of \$50,000 go to the Employer Services and the Executive Committees for consideration, with a report to the BWDB and CSBD Council of Elected Officials at their next meeting.

RECOMM ACTION EXHIBIT	Approval Motion for Approval Memo #14 – 23 (BR)
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Pages 13 – 14

2. Donations for the 2024 State of the Workforce Event

Consideration to accept 1) a \$5,000 donation from the Greater Ft. Lauderdale Chamber of Commerce and 2) \$2,445 donated to CareerSource Broward through Eventbrite for a total of \$7,445. The donations will be used to off-set the cost of the speaker and the AV rental costs. A number of board members also supported the event by purchasing sponsorships through our partner Chambers of Commerce and we would like to acknowledge and thank them for helping to make the event a success.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT Memo #15 – 23 (BR)

Page 15

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

Consideration to review and approve the final updates to the Employer Services Committee Strategic Planning Matrix.

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

Pages 16 – 22

REPORTS

1. Worlds of Work (WOW) Youth Career Exploration Event

CSBD, in partnership with the School Board of Broward County, hosted the inaugural WOW Youth Career Exploration event on 3/14 at the Amerant Bank Arena for 9th and 10th-grade students who were able to experience a broad spectrum of career pathways through hands-on and virtual reality immersive exhibits. The exhibits were provided by our education and employer community included interactive culinary activities, airplane simulators, 3D digital models and designs, respiratory mannequins, patient simulators, robots, web development, cyber security projects, drones, a 35-foot boat, a fire engine, an ambulance, and various police vehicles. Feedback from students and exhibitors has been positive.

ACTION None
EXHIBIT WOW Video

2. Employer Services Infograph January – December 2023

Pursuant to a recommendation from BWDB Chair Heiko Dobrikow, CSBD created an infographic to highlight our services to the employer community. CSBD hosted 110 recruitment events and job fairs. Also, through the outreach team, CSBD assisted Broward employers with nearly \$4 million in work-based training, including OJT grants, paid internships, and incumbent worker training.

ACTION Review
EXHIBIT CSBD Employer Services Infograph

Page 23

3. Update On CSBD Chatbot For Employers

CSBD has identified and procured a Chatbot system to make our website more user-friendly for employers. The Chatbot is a form of artificial intelligence designed to simulate conversation with people using Natural Language Processing. The Chatbot will help employers navigate our website to find the information they are looking for. This chatbot is currently under development and is being trained with comprehensive information to answer employer inquiries effectively. We are on target for the Chatbot to go live before the end of April.

ACTION None
EXHIBIT None

4. CSBD Spring Career Fair

CSBD is in the planning stages for our annual Spring Career Fair in May. The career fair will coincide with National Military Appreciation Month, and the first hour of the event will be reserved for veterans and family members of veterans. The fair will be marketed to job seekers and employers through social media, radio advertisements, distribution of flyers to community partners, including our training providers, and advertising in the career centers. A “save the date” and an “early bird” registration form for employers is under development and will be distributed the week of April 15th.

ACTION None
EXHIBIT None

5. Veterans Outreach Video

To increase awareness of CSBD veterans' programs and services CSBD is contracting with BrandStar, one of the companies listed on the recently created videographer vendor list to produce a 3 – 5 minute veterans' video. BrandStar is uniquely qualified to do this as they have a history of working with veterans and veterans' associations. By use of visual storytelling we will be able to convey the range of CSBD services and resources available to Veterans. As services include work-based services, the video will also be useful in working with employers interested in hiring veterans.

ACTION None
EXHIBIT None

6. Education and Industry Consortium Membership

In accordance with the REACH Act, local Board Chairs must appoint individuals to an Education and Industry Consortium. The consortium is comprised of representatives from educational entities and local businesses. Members of the Consortium cannot also be Board members. A roster of the members is attached. The goal is to 1) review and discuss labor market trends and the talent pipelines and 2) identify workforce and educational programs, services, and partnerships needed to support demand occupations in Broward County. Meetings will occur quarterly, and a report will be presented to the governing boards.

ACTION None
EXHIBIT Member List

Page 24

7. Planning for the 2025 Annual State of the Workforce Breakfast and Job Fair

Last month, BWDB Chair Dobrikow convened a kickoff discussion luncheon where local Chambers of Commerce and CSBD were invited to brainstorm ideas about next year's event, planned for next January. CSBD will be responsible for the job fair portion of the event. CSBD staff is currently working with the participating Chambers to identify potential venues for consideration in addition to the Greater Ft. Lauderdale Convention Center. Also in consideration is including local industry associations as hosts for the business breakfast.

ACTION None
EXHIBIT None

8. Update on the Summer Youth Employment Program

CSBD plans to serve more than 1,100 youth this summer. To date, we have over 1,000 job orders in our system that will provide a meaningful work experience for youth this summer. The program begins on 6/12 with a three-day employability skills training. Youth will start working at their assigned workplaces on 6/17, and the program runs to 8/6.

ACTION None
EXHIBIT None

9. Broward County Economic Dashboard

CSBD created a dashboard allowing website visitors to review the current and historical economic and workforce status of Broward County. The dashboard is a value-added resource allowing businesses and those looking to move to Broward the ability to make data-informed decisions. Two additional tiles are in process 1) Business Confidence Indicator and 2) Hotel Lodging Index. To get baseline data for Business Confidence, CSBD, and our economist developed a survey and sent it out to over 12,000 employers in Broward County. We are also enlisting associations and chambers to send the survey out. CSBD's economist is finalizing the Hotel tile, which will provide a year-over-year comparison of tax and revenue data to identify trends.

ACTION None
EXHIBIT [CareerSource Broward Dashboard](#)

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

MATTERS FROM THE FLOOR

MATTERS FROM THE PRESIDENT/CEO

ADJOURNMENT

THE NEXT EMPLOYER SERVICES COMMITTEE MEETING WILL BE HELD ON JUNE 3, 2024
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**Broward Workforce Development Board
Employer Services Committee**
Monday, January 22, 2024
12:30 p.m. to 2:00 p.m.

Zoom Meeting ID: 878 5061 3908
Zoom Password: 099014
Zoom Call-In: 1 646 876 9923

MEETING MINUTES

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

The Committee was reminded of the conflict-of-interest provisions.

ATTENDEES IN-PERSON / VIA ZOOM: Paul Farren, Denise Jordan, Marie Suarez, Lori Wheeler, and Francois Leconte who chaired the meeting.

STAFF: Carol Hylton, Ron Moffett, Mark Klincewicz, Tony Ash, Andrew Skobinsky, and Sonia Harriott.

APPROVAL OF MINUTES

Approval of the Minutes of the 11/20 meeting.

On a motion by Paul Farren and seconded by Francois Leconte, the Employer Services Committee unanimously approved the minutes of the 11/20 meeting.

NEW BUSINESS

1. Business Confidence Survey Questions

Considered the approval of a Business Confidence Survey. In the ESC meeting in November, the committee approved adding a Business Confidence Indicator to the CSBD Economic Dashboard. Data for this new tile will be derived from the business community through a business confidence survey. CSBD's economist, Dr. Aaron Schmerbeck, researched the questions designed to measure the economic outlook in Broward County.

It is recommended that the Employer Services Committee review, provide input, and approve the questions for a forthcoming Business Confidence Survey.

Mr. Ash stated that the survey would measure employers' economic outlook, sales/revenue expectations, employment outlook, and capital investment intentions. He added that the survey will include survey logic to control the flow of questions based on respondents' previous answers.

Mr. Moffett stated that the survey would be kept brief in order to encourage employers to complete the survey. He added that CSBD's economist, Dr. Schmerbeck, conducted research nationally on the questions and asked the committee, from a small business perspective, whether there were additional questions we should be asking to measure employers' confidence.

Mr. Leconte asked how the survey would be distributed. Mr. Ash responded that the survey will be distributed to a wide range of employers in the County using our partnerships with the Chambers of Commerce and the Broward County Office of Economic and Small Business Development. Mr. Moffett added that we would also send the survey to the employers that participated in the State of the Workforce Job Fair.

Mr. Leconte asked the committee if anyone had suggestions for additional questions. The committee members did not have other questions to add.

On a motion by Paul Farren and seconded by Francois Leconte, the Employer Services Committee unanimously approved the Business Confidence Survey.

2. CSBD Chatbot

Considered the approval of implementing a Chatbot on the CSBD Website as a way to make the website more user-friendly for employers. The Chatbot is a form of artificial intelligence designed to simulate conversation with people using Natural Language Processing. The Chatbot can answer questions and provide information based on programmed algorithms or predefined responses. The Chatbot will help employers navigate our website to find the information they are looking for, and if successful, we will expand the Chatbot to assist job seekers. The estimated cost of doing this is less than \$10,000.

Mr. Ash explained that implementing a Chatbot will allow us to leverage artificial intelligence to assist our employer customers with navigating our website more easily to identify the information and services they are interested in learning more about.

On a motion by Paul Farren and seconded by Francois Leconte, the Employer Services Committee unanimously approved implementing a Chatbot on the CSBD Website.

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

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

Mr. Ash reviewed the updates to the Strategic Planning Matrix and provided an overview of the progress made toward achieving the committee's objectives.

For item 1.0, Mr. Ash stated we have been very successful in securing donations for our recent job fairs and that our Chamber partners have done an excellent job in securing sponsorships for the State of the Workforce event we are collaborating on.

For item 5.0, Mr. Ash explained that we are continuing to engage employers on social media about hiring from special populations of job seekers, including persons with disabilities, justice-involved, youth, and older workers. Staff is actively posting on LinkedIn and recently recorded a podcast with the City of Miramar where the subject of hiring among special populations was highlighted.

On a motion by Paul Farren and seconded by Francois Leconte, the Employer Services Committee unanimously approved the updates to the Strategic Planning Matrix.

REPORTS

1. Update on Chamber Marketing Initiative

Following a request for proposals to identify business associations willing to market, advertise, and promote CSBD employer services to their members, CSBD is in the process of finalizing contracts with the Greater Hollywood and the Miramar/Pembroke Pines Chambers of Commerce for up to \$55,000 and \$20,000 respectively. CSBD has finalized a contract with the Greater Fort Lauderdale Chamber of Commerce in the amount of \$65,000, as recommended by the BWDB Proposal Review Committee. The 3 Chambers will be working on getting commitments for work-based training and committing approximately \$350,000 in training funds divided proportionately among the 3 Chambers. The CSBD Business Services team has begun training the Chamber staff, and we expect to start seeing returns in the form of OJTs, internships, and incumbent worker training commitments around March. The contracts are aligned with our fiscal year and run from the date executed through September 30 to give the Chambers sufficient time to meet their deliverables. The funds awarded have been prorated to reflect the number of months between execution through September 30.

Mr. Ash explained that following a request for proposals for business intermediary services, three of the largest chambers in Broward County responded. He said that the contract with the Greater Fort Lauderdale Chamber of Commerce has been executed, and Chamber staff has been trained on how to market CSBD's work-based training services. Mr. Ash added that ESC member and president of the Greater Hollywood Chamber of Commerce, Marie Suarez, has requested that training be scheduled for her staff in anticipation of their contract being signed. Potential training dates and times have been sent to Ms. Suarez.

Mr. Ash stated that the Miramar Pembroke Pines Chamber of Commerce's board of directors is currently reviewing their contract. Their president, Patty Archer, will contact CSBD with an update.

Ms. Hylton added that, to move this initiative forward, the BWDB gave her the ability to enter into contracts up to \$100,000 due to the multiple conflicts the committee and BWDB members had with this item because of their association with the Chambers. The BWDB indicated that they wanted a report on the board agenda following the execution of the contracts, which we will provide at the next BWDB meeting.

Mr. Leconte thanked Ms. Hylton for the update.

Mr. Leconte added that he appreciates the fact that CSBD is entering into partnerships with the Chambers because there may be many businesses that are not aware of the resources, and this is a way to help more small businesses. He stated that, if it is successful, he would like to see this initiative expanded to more Chambers to impact more small businesses.

Ms. Suarez stated this is a great initiative and opportunity for the Chambers and CSBD to collaborate. As an example of a success story from CSBD's work-based training grants, Ms. Suarez shared her experience from the Greater Hollywood Chamber, where they found a long-term employee through CSBD's Paid Internship Program.

2. Inaugural State of the Workforce Breakfast and Job Fair

CSBD, in partnership with the chambers of commerce in Fort Lauderdale, Hollywood, Pompano Beach, and Tamarac, is hosting the inaugural State of the Workforce Breakfast and Job Fair on 1/24/24 at the Broward County Convention Center. The event will feature a 1) networking breakfast where attendees will learn about the latest workforce trends and uncover the dynamic relationship between AI and the workforce, 2) Business Marketplace showcasing local vendors that offer services designed to help the companies operate efficiently, and 3) job fair where over 70 employers will discover top-notch talent by coming face-to-face with about 800 job seekers. Broward County Transit is providing complimentary transportation to job seekers from economically distressed zip codes. Marketing to employers and job seekers for the event is executed through 1) targeted digital advertisements through geofencing, 2) social media, and 3) eblasts.

Mr. Ash thanked the partner Chambers, Broward County Transit, and Visit Lauderdale for the collaboration. He stated that job seekers' pre-registrations for the job fair are continuing to come in, and we are now expecting over 1,000 job seekers. In addition to the complimentary transportation and parking, job seekers will also receive free professional headshots at the job fair.

Ms. Jordan stated that this was a much-needed event that has resonated well with the business community, and she commended the staff on all the planning efforts. She said she is already looking forward to next year's event.

Ms. Suarez stated that the planning team completed a media call with the Miami Herald earlier that morning to expand coverage of the event.

3. Worlds of Work Youth Career Exploration Summit

CSBD, in partnership with the School Board of Broward County, will host the 2024 Worlds of Work (WOW) Youth Career Exploration Summit on 3/14, from 9:00 am to 12:30 pm at the Amerant Bank Arena. WOW is an immersive experiential learning event where over 800 youth in the 9th and 10th grades will learn about different career pathways that align with their interests. At the event, students will engage in several hands-on career experiences in nine growth industries, including aviation, healthcare, information technology, and public safety. We have several business, education, and community partners who have expressed an interest in supporting the event, including Broward Health, Memorial Healthcare, and Broward College.

Ms. Hylton stated that Ms. Wheeler and MIA SF are planning to bring a hands-on experience to the event for the youth to explore jobs in the marine industry, and Broward Health is planning to provide a virtual hospital.

4. Industry Intermediary Report

This is an update on CareerSource Broward's (CSBD) targeted industry initiatives and activities.

Mr. Ash reviewed the various initiatives in the targeted industries, including work-based training grants, industry-related job fairs, and employer forums.

Ms. Wheeler added that she is looking forward to partnering with CSBD to provide OJT assistance to employers participating in the Marine Industries Association of South Florida's Yacht Technician Registered Apprenticeship Program. Ms. Wheeler stated there are currently 22 apprentices in the program. Mr. Ash stated that our marine intermediary would follow up with her.

5. Update on the Summer Youth Employment Program

To date there are 1,641 youth who have registered for a summer job. In order to provide additional opportunities for youth to be matched with jobs aligned with their career interest, we are asking BWDB members and Chambers of Commerce to 1) host a youth for the summer and 2) encourage their business contacts to host a youth and provide a meaningful work experience. The youth flyer is provided to share as well.

Ms. Jordan stated that the Greater Fort Lauderdale Chamber of Commerce is planning to host youth again this year and encouraged her fellow committee members to participate.

6. Florida Atlantic University Outreach Partnership

CSBD met recently with senior leadership at Florida Atlantic University (FAU) to brainstorm collaborative strategies for expanding awareness of our employer services among individuals served by FAU. A four-part workshop series on CSBD's employer services will be conducted as a value-added service to entrepreneurs that utilize FAU's Small Business Development Center.

7. Construction Industry Job Fair

CSBD partnered with the Broward County Office of Economic and Small Business Development (OESBD) and Balfour Beatty to host a Construction Industry Job Fair on 1/17 at the Central Career Center. The job fair was to support the Greater Fort Lauderdale/Broward County Convention Center Expansion Project. BWDB member and director of the OESBD, Sandy McDonald, welcomed the employers and over 120 job seekers. BWDB member Rick Shawbell attended as a recruiter for electrical apprenticeship positions. Ten construction companies participated, including Southeast Mechanical Contractors, Conti Corp., and Lotspeich, with over

100 job openings from entry-level to managerial positions. Employers at the event shared that they were pleased with the number and skill of the applicants. Several expressed a desire to hold additional recruitment events.

8. Broward County Economic Dashboard

Pursuant to committee direction, CSBD added a new economic indicator on cruise passenger data to the dashboard. At the recommendation of BWDB Board Chair Heiko Dobrikow, Dr. Schmerbeck met with representatives at Visit Lauderdale to discuss relevant data they could provide for our dashboard. A new tile was added to provide information regarding month-over-month cruise passenger data at Port Everglades. This information is useful in measuring the health of the local tourism industry, one of Broward's main economic drivers. Cruise passengers contribute to the local economy by spending money on various goods and services. Two additional tiles are in process, the 1) aforementioned Business Confidence Indicator and 2) Hotel Lodging Index, which CSBD's economist is finalizing to provide a year-over-year comparison of tax and revenue data to identify trends.

Mark Klincewicz reviewed the new Cruise Passenger Data Tile on the dashboard.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR

None

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

Ms. Hylton explained the formation of the Education and Industry Consortium is underway, which is a state requirement. The consortium will be comprised of representatives from the School Board of Broward County, Broward College, and business professionals from the targeted industries. The goal of the consortium is to meet quarterly to analyze the needs of the industries and provide a report to the BWDB.

ADJOURNMENT 1:21 p.m.

THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS SCHEDULED FOR APRIL 1, 2024.

Memorandum #14-23 (CBR)

To: Employer Services Committee

From: Carol Hylton, President/CEO

Subject: Total Network Consulting, Inc. Incumbent Worker Training Grant Application

Date: March 20, 2024

SUMMARY

Consideration to award Total Network Consulting, Inc. an Incumbent Worker Training (IWT) grant in the amount of \$79,324 to train 12 employees who will receive job-related certifications. The agreement will cross program years, and we will obligate funds accordingly. In accordance with governing boards' policy, IWT grant applications of \$50,000 go to the Employer Services and the Executive Committees for consideration, with a report to the BWDB and CSBD Council of Elected Officials at their next meeting.

BACKGROUND

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

DISCUSSION

Total Network Consulting, Inc. has been providing communications installation and support for a wide number of businesses in Broward County, the state of Florida, and other locations in the Caribbean since 2006.

Total Network Consulting, Inc. submitted an IWT Application to train 12 employees at a cost of \$79,324. Employees in occupations such as Lead Technicians and Crew Leaders will earn a certification in fiber optic installation, burglar alarm installation, card access and biometric training, DAS installation, fusion splicing, wireless AP's installation and security camera installation.

Total Network Consulting, Inc. will contribute 53% to the cost of the training by paying employee wages while they are in training. Total Network Consulting has obtained quotes for the training and selected the following training providers as their course offerings best suit each employee's distinct training needs: Light Brigade (Fiber Optic Installation), Elite CEU (Burglar Alarm Installation), ESA Training (Card Access and Biometric Certification), Anritsu (DAS Installation), International Network (Fusion Splicing), Skillsoft (Wireless AP Installation), and CMOOR Group (Security Camera Installation).

The occupations to be trained are on the Targeted Occupations List for Broward County. Employees will earn an average of \$28.50 an hour upon completion of the training. The training is projected to start in April 2024 and be completed by April 2025. A CSBD rating committee reviewed the application and recommended this grant for funding.

IWT grant applications of \$50,000 or more go to the Employer Services and the Executive Committees for consideration, with a report to the BWDB and CSBD Council of Elected Officials at their next meeting.

Due to the training's projected completion date of April 2025, \$30,084 in training costs will be obligated from PY 23/24's allocation, and \$49,240 in training costs will be obligated from PY 24/25's allocation.

RECOMMENDATION

Approve an Incumbent Worker Training (IWT) grant to Total Network Consulting, Inc. in the amount of \$79,324 to train 12 employees who will receive job-related certifications.

Memorandum #15-23 (BR)

To: Employer Services Committee
From: Carol Hylton, President/CEO
Subject: Donations for the 2024 State of the Workforce Event
Date: March 28, 2024

SUMMARY

Consideration to accept 1) a \$5,000 donation from the Greater Ft. Lauderdale Chamber of Commerce and 2) \$2,445 donated to CareerSource Broward through EventBrite for a total of \$7,445. The donations will be used to off-set the cost of the speaker and the AV rental costs. A number of board members supported the event, purchasing sponsorships through our partner Chambers of Commerce and we would like to acknowledge and thank them for helping to make the event a success.

BACKGROUND

On 1/24, CSBD in partnership with the chambers of commerce in Fort Lauderdale, Hollywood, Pompano Beach, and Tamarac, hosted the inaugural State of the Workforce Breakfast and Job Fair at the Broward County Convention Center. The vision for the event came from our Board Chair, Heiko Dobrikow, and that vision was brought to life through the support we received from our Board members. By all accounts, the event was an incredible success!

DISCUSSION

The State of the Workforce was the largest event that CSBD has brought to the community in our 51-year history. A number of board members supported the event, purchasing sponsorships through our partner Chambers of Commerce, and we would like to acknowledge and thank them for their generous support.

Advanced Roofing	Broward County Board of County Commissioners	Energy Store
Broward Health	Broward County Office of Economic and Small Business Development	Florida Atlantic University
City of Fort Lauderdale	Fort Lauderdale Executive Airport	Riverside Hotel
City of Hollywood	Marine Industries Association of South Florida	Hispanic Unity
IBEW Local 728	Greater Fort Lauderdale Alliance	OutPLEX
IUOE Local 487	School Board of Broward County	Locality Bank

RECOMMENDATION

Accept 1) a \$5,000 donation from the Greater Ft. Lauderdale Chamber of Commerce and 2) \$2,445 donated to CareerSource Broward through Eventbrite for a total of \$7,445. The donations will be used to off-set the cost of the speaker and the AV rental costs.



BROWARD WORKFORCE DEVELOPMENT BOARD

EMPLOYER SERVICES COMMITTEE

Strategic Planning Matrix for PY 23/24

Heiko Dobrikow,
Board Chair

Francois Leconte,
Employer Services Chair

Carol Hylton,
President/CEO



**Building For
Our Future**

The Next 50
Years

CareerSource Broward Mission:

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

CareerSource Broward Vision:

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

Employer Services Committee Goal:

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

CareerSource Broward Strategic Goal #1:

Improve the Sustainability of the Workforce System Through Increase Funding, Efficiency, Technology, and Relevancy.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>1.0 Consider seeking out donations to assist with raising funds for some of our workforce development initiatives.</p>	<p>1.0.1 Research other entities i.e., Chambers of Commerce, community-based non-profits, and workforce boards, on how they raise funds through donations to pay for items and supplies that can be used at events such as career fairs.</p>	<p>Research is conducted by contacting a minimum of 4 Chambers and community-based non-profits and 5 workforce boards.</p>	<p>1/24</p>	<p>Completed:</p> <p>Research was conducted on how entities raise funds through donations and sponsorships to pay for items and supplies. The following were contacted.</p> <p><u>Chambers</u></p> <ol style="list-style-type: none"> 1. The Greater Fort Lauderdale Chamber of Commerce 2. Greater Hollywood Chamber of Commerce 3. Greater Pompano Beach Chamber of Commerce, and 4. Tamarac North Lauderdale Chamber of Commerce <p>All offer sponsorship levels that include various written and verbal recognition, guest tickets to the event, sponsor logo displayed on printed and online event materials, website ads, an ad in the event program, and a contact list of guests and sponsors.</p> <p><u>Community-based non-profits</u></p> <p>The Urban League of Broward County secures sponsorships through ad sales in event programs as well as in-kind services from supporters.</p> <p><u>Workforce Boards</u></p> <ol style="list-style-type: none"> 1. CareerSource Northeast Florida is exploring “fee for service” to employers who use the career center multiple times a month. They also participate in Tobacco Free Florida through the Florida Department of Health, where the workforce board receives \$50 per referral in unrestricted income for up to 25 referrals per quarter. 2. CareerSource Palm Beach (CSPB) does not pursue sponsors for their events. When they partner with other community organizations, such as the United Way they rely on them to solicit sponsorships. 3. CareerSource South Florida has used sponsors for their events to cover the costs of refreshments. They generally use a sponsorship letter to engage potential sponsors. 4. CareerSource Pinellas has not engaged sponsors for their events. However, they are planning to solicit sponsors for upcoming events and will utilize direct mail and phone calls to engage businesses. They will also engage members of their Board for sponsorships. 5. CareerSource Suncoast has utilized area businesses to serve as partnering sponsors for their Global Entrepreneurship Summit.

CareerSource Broward Strategic Goal #1:

Improve the Sustainability of the Workforce System Through Increase Funding, Efficiency, Technology, and Relevancy.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>1.0 Consider seeking out donations to help fund some of our workforce development initiatives. cont.</p>	<p>1.0.2 Create a letter to use for soliciting donations.</p>	<p>If feasible, one or more donation initiatives are implemented for CSBD signature events.</p> <p>Letter created and used for Paychecks for Patriots and the Youth Summit.</p>	<p>3/14</p>	<p>Initiatives were implemented for CSBD signature events, and donations were secured for the following:</p> <p><u>Hospitality Industry Job Fair 10/5:</u></p> <p>Delaware North provided box lunches for the participating employers.</p> <p><u>Paychecks For Patriots 11/8:</u></p> <p>Delaware North provided box lunches for the participating employers. Several businesses, including Marriot Harbor Beach, Allied Universal Security Services, and SafeGuard Impact Windows & Doors, provided bottled water. Early Morning Coffee provided coffee.</p> <p><u>Construction Industry Job Fair 1/17:</u></p> <p>Balfour Beatty provided box lunches for the participating employers.</p> <p><u>State of the Workforce Breakfast and Job Fair 1/24:</u></p> <ol style="list-style-type: none"> 1. The Greater Ft. Lauderdale Chamber of Commerce provided a \$5,000 donation. The donation will be used to offset the cost of the speaker and the AV rental costs. 2. CSBD also implemented an employer registration portal using Eventbrite, which generated \$2,445, which will be used to offset the cost of the event. <p><u>Worlds of Work (WOW) Youth Expo 3/14:</u></p> <p>Several businesses and organizations provided donations, including 1) Children Services Council 2) Broward Health 3) Broward County's Office of Economic and Small Business Development 4) IBEW Local 728 5) Advanced Roofing 6) Stryker Robotics 7) the City of Miramar 8) Starboard Yacht Group and 9) Baptist Health.</p>

CareerSource Broward Strategic Goal #2:

Maintain our Role as Workforce Development Leaders Through Advocacy by the Board, Collaboration, and Providing Information and Intelligence to Stakeholders with Feedback from the Community.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.0 Explore a multi-year plan approach as a strategy for regionalism.</p>	<p>2.0.1 Survey employers for their feedback on areas employers would benefit from collaboration between CSBD, CareerSource Palm Beach (CSPB), and CareerSource South Florida (CSSF).</p>	<p>A survey is developed and made available to employers.</p>	<p>6/23</p>	<p>Completed: Employers were surveyed in June. A majority of the respondents indicated two primary areas for a regional workforce approach:</p> <ol style="list-style-type: none"> 1. Job fairs and 2. Joint marketing.
	<p>2.0.2 Meet with CSPB and CSSF to review the employer feedback and develop short, medium, and longer-range strategies for regional collaborations.</p>	<p>Responses are analyzed, and findings are shared with CSPB and CSSF. A minimum of 1 joint job fair is held and a minimum of 1 joint marketing initiative is developed.</p>	<p>8/30</p>	<p>We shared the responses, took the lead, and partnered with CSPB to coordinate and conduct a joint presentation of the available workforce services at the South Florida Tech Hub “Tech Talent Fest” job fair event held on 8/30.</p>
	<p>2.0.3 Determine the feasibility of holding joint job fairs with CS Palm Beach (CSPB) and CS South Florida (CSSF).</p>	<p>Schedule a meeting with CSSF to explore if they have an interest in developing regional collaborations.</p>	<p>On hold</p>	<p>The state has indicated that for those regions going through realignment, they have until next year to develop a regional plan. As we are grouped with CSSF and they were affected by realignment, we have time to develop our plan, which will include ideas identified in our previous employer survey.</p>
	<p>2.0.4 Determine the feasibility of developing joint marketing initiatives with CSPB and CSSF.</p>	<p>The first annual Chamber of Commerce / State of the Workforce event is held.</p>	<p>1/24</p>	<p>Partnered with various chambers of commerce to hold the First Annual State of the Workforce Breakfast and Job Fair on 1/24/24. The event featured:</p> <ol style="list-style-type: none"> 1. Networking breakfast where over 300 business leaders learned about the latest workforce trends, including in Artificial Intelligence 2. Business Marketplace showcasing local vendors that offer services designed to help the companies operate efficiently and 3. Job fair where over 100 employers discovered top-notch talent by coming face-to-face with over 1,200 job seekers. By all accounts, the event was a tremendous success.
	<p>2.0.5 Participate in an annual signature event in partnership with the Chambers of Commerce to highlight our partnership, workforce activities, economic impact, and CSBD services.</p>			

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

CareerSource Broward Strategic Goal #2:

Maintain our Role as Workforce Development Leaders Through Advocacy by the Board, Collaboration, and Providing Information and Intelligence to Stakeholders with Feedback from the Community.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.1 Continue outreach and engagement activities to job seekers, the local municipalities, elected officials, and business groups.</p>	<p>2.1.1 Launch a CSBD Newsletter</p>	<p>The quarterly CSBD e-Newsletter is launched.</p>	<p>11/23</p>	<p>Completed: The digital newsletter was launched on 11/9.</p>
	<p>2.1.2 Update the contact list and implement a strategic information campaign targeting the public information officers and elected officials</p>	<p>The updated contact list of elected officials and public information officers of the 31 municipalities is updated.</p>	<p>11/23</p>	<p>The contact list for the elected officials and public information officers of the 31 municipalities was updated, and a process was put in place to keep it current.</p>
	<p>(commissioners and council persons) for Broward County and in each of Broward's 31 municipalities.</p>	<p>Fast Facts / Infograph document & Annual Highlights booklet produced.</p>	<p>4/25</p>	<ol style="list-style-type: none"> 1. The refreshed CSBD Infograph is scheduled for release in April and will be added to our website. 2. The new Employer Services Infograph was developed and is included in the agenda.
	<p>2.1.3 Execute targeted, multicultural marketing campaigns to job seekers.</p>	<p>Proclamation for "Workforce Development Month" recognizing 50 years of service to Broward Country is shared with the public information officers and elected officials.</p>	<p>11/9</p>	<p>Proclamation issued 9/7. It was included in the new CSBD newsletter, which was sent to the public information officers and elected officials.</p>
		<p>A regular cadence of ads published in Spanish/Haitian Creole publications and their online versions is established.</p>	<p>2/24</p>	<ol style="list-style-type: none"> 1. A successful Geofenced ad campaign in Spanish and Haitian-Creole was executed, targeting job seekers for the Paychecks for Patriots Career Fair. A Haitian-Creole ad was also placed in the Caribbean Today publication. 2. Our One Stop Operator appeared on Creole-speaking TV and radio programs to bring awareness of the services provided by our core partners and to discuss our services to job seekers and employers. Appearances on Spanish language programs are being researched. 3. The El Sentinel, where CSBD placed ads in the past, is no longer in existence. Additional Spanish publications are being researched. An ad for Paychecks For Patriots was placed in the Caribbean Today Magazine.

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

CareerSource Broward Strategic Goal #5:

To align Broward County community services (social services and education) to maximize employment and work opportunities for targeted populations (veterans, youth, individuals with disabilities, older workers, and ex-offenders).

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>5.0 Continue outreach to the business community about hiring from special populations.</p>	<p>5.0.1 Survey employers about their willingness to broaden their candidate pool by recruiting youth, returning citizens, older workers, and persons with disabilities.</p>	<p>The survey was completed, and the results are analyzed. Feedback is implemented.</p>	<p>8/23</p>	<p>Completed: Employers were surveyed, and a majority indicated they were interested in learning about the benefits of hiring youth, returning citizens, older workers, and persons with disabilities. Information was sent to the employers in an eblast.</p>
	<p>5.0.2 Marketing campaign to employers utilizing social media, mass email, and podcasts about hiring from special populations.</p>	<p>Scripts and materials are developed. A marketing campaign to employers is deployed utilizing social media, mass email, and podcasts about hiring from special populations.</p>	<p>11/23</p>	<p>An informational one-pager about the benefits of hiring from special populations was created, including how to connect with CSBD, and was incorporated into the handout material at employer forums and Workforce Wednesday seminars. The one-pager is also used as a script of topics to cover when meeting with employers about hiring from special populations.</p> <p>The Special Populations promotional flyer has appeared weekly on CSBD LinkedIn since November.</p> <p>During the Business Connect Podcast with the City of Miramar, staff discussed ways in which employers can expand their candidate pool by recruiting from special populations.</p> <p>An eblast campaign to employers about CSBD's OSY Program has been executed, resulting in an uptick in inquiries regarding our OSY program.</p>
	<p>5.0.3 Provide information in the employer industry forums and Workforce Wednesday seminars about opportunities to serve as internship sites for the CSBD Out of School Youth (OSY) Program</p>	<p>Information about the benefits of serving as internship sites is sent to employers and incorporated into the handout material at the employer forums and Workforce Wednesday seminars.</p>	<p>2/24</p>	<p>The announcement of the opening of the SYEP Employer Job Order Portal was shared with over 20 Chambers of Commerce and industry associations to share with their business member network.</p>

INFOGRAPH



EMPLOYER SERVICES

EMPLOYER TESTIMONIAL



VANESSA CANTAVE (PRESIDENT AND CO-FOUNDER, 2 LYONS AEROSPACE) – *“CareerSource Broward is an incredible resource for us in Fort Lauderdale. It’s a win-win for both sides. CareerSource is helping candidates looking for work, and they offer a multitude of options for businesses in Broward. On-the-job training through CareerSource Broward has been the most valuable for us. They will help you with grants towards certification costs, which is huge for small businesses. You know you will get a good candidate, and your business will not have to worry about the overhead for the first 90 days. Take full advantage of them and make the phone call. It will be worth your time.”*

12,778 EMPLOYERS
SERVED

55,663

Business services provided to employers, such as: labor market information, candidate referrals, recruitment & job fairs



\$3,925,731

Training Reimbursements
and Paid Internships

50,389

New Job Openings Posted
in Employ Florida

110 Job fairs and custom recruitment events conducted, connecting employers with job seekers throughout Broward County

EMPLOYER TESTIMONIAL



JULIE GOLAN (OWNER & OPERATOR, BIG LOCK & KEY LOCKSMITHS) – *“We tried for months to go through traditional recruiters, websites, and online posts of every kind, but when we found CareerSource Broward it all came together beautifully. They do so much work within days and care about their candidates and employers. It is free for users, employers, and job seekers. Our favorite opportunity with CareerSource Broward was a job fair they created for us. We were able to meet with a ton of job seekers and Veterans. It was exciting to see how the process worked so smoothly. For years to come, we will always reach out to CareerSource Broward for employees. Every company that is hiring needs to know who CareerSource Broward is; they are an invaluable resource.”*

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Education and Industry Consortium Member List

Name	Title	Organization Name	Industry
Matthew Rocco	President	South Florida Manufacturers Association (SFMA)	Manufacturing
Nikki Cabus	CEO	South Florida Tech Hub	Information Technology
Maria Formoso	CTACE Director Career, Technical, Adult and Community Education	School Board of Broward County	K-12 Education
Kathleen Hagen	Owner and Chief Operating Officer	FHG Marine Engineering	Marine
Richard Haughton	Aviation Advisor	Haughton Media Management	Aviation
Rozeta Mahboubi	Director	Florida Restaurant Lodging Association, Broward Chapter	Hospitality
Marcy Mills-Matthews	Acting SVP, Chief Human Resources Officer	Broward Health	Healthcare
Dr. Steven Tinsley	VP Workforce Education and Strategic Partnerships	Broward College	Post-Secondary