



**Broward Workforce Development Board
Employer Services Committee**
Monday, August 5, 2024
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID: 860 5611 6310
Zoom Password: 066261
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/86056116310?pwd=kUcBKShsMMi5p0YvukLkuPMYdqAyV7.1>

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 6/3 Employer Services Committee meeting.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Minutes of the 6/3 meeting

Pages 7 – 12

NEW BUSINESS

1. Region 22 Targeted Occupations List (TOL) for Program Year 24/25

Consideration to approve changes to our local area's TOL for PY 24/25. As we always do, we researched the State's preliminary list and compared it to the Board-approved criteria. To get input on the State's proposed list and to gather additional relevant labor market data, we sent the preliminary TOL to local education and business stakeholders, community partners, business leaders, and industry intermediaries and invited them to a publicly noticed meeting held on 7/8. We provided an overview of the PY 24/25 TOL and the governing board's criteria for updating the TOL. Based upon our review and community input, CSBD recommends 1) adding forty-four (44) new occupations proposed by the State and 2) retaining thirty-one (31) occupations proposed by the State for removal.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBITS	Memo #01 – 24 (BR) Exhibit A Region 22 PY 24/25 TOL

Pages 13 – 20

2. CareerSource Broward Podcasts

To continue expanding the reach to employers, job seekers, and community stakeholders, CareerSource Broward is developing a plan to launch bi-monthly podcasts that focus on workforce development topics. This strategy was developed during the Board planning session in April. We are asking the committee to 1) approve topics developed by staff and 2) recommend additional podcast topics.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT Memo #02 – 24 (BR)

Pages 21 – 23

3. Tobacco Free Florida Employer Outreach

Tobacco Free Florida (TFF) is a comprehensive, statewide campaign funded by the Florida Department of Health. The program is designed to reduce tobacco use among Floridians through various initiatives and resources. CSBD is planning to support the state’s efforts by providing materials to employers to share with their employees. CSBD will receive \$50 for each individual referred to TFF. We will share the information on social media and collaborate with the Chambers, industry associations, and community partners to inform the business community. Staff is asking the committee to recommend additional strategies for reaching employers.

RECOMM Approval
ACTION Discussion
EXHIBIT TFF Informational Sheet

Page 24

4. Employer Services Committee Strategic Planning Matrix PY 24/25

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

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

Pages 25 – 32

REPORTS

1. Business Intermediary Services Contracts Update

This is to report on the business intermediary activities of the Greater Fort Lauderdale and Greater Hollywood Chambers of Commerce. CareerSource Broward (CSBD) entered into contracts with the 2 Chambers about 8 months ago following the release of a request for proposals seeking business organizations with at least 50 employer members willing to work with their memberships to increase awareness of CSBD employer services.

ACTION Review
EXHIBIT Memo #03 – 24 (BR)

Pages 33 – 35

2. Industry Employer Forums Update

CSBD held industry employer forums in 1) information technology 2) manufacturing 3) healthcare 4) construction and 5) financial services. The objective of the forums was to a) discuss the skill gaps and training needs of each industry and b) identify strategies to address the skill gaps. Based on information shared at the forums, we developed specific strategies to assist employers in each of these targeted industries. CSBD's intermediaries are following up with the forum attendees to finalize a plan to put the strategies discussed into action.

ACTION None
EXHIBIT Memo #04 – 24 (BR)

Pages 36 – 39

3. Employer Services Infograph July 2023 – June 2024

CSBD's Employer Services Infograph was created to convey information about the delivery of our services to employers quickly and clearly through visual elements. The infograph is ideal for enhancing our storytelling and increasing the shareability of content across various platforms. CSBD hosted 110 recruitment events and job fairs during the period covered by the infograph. Also, through the outreach team, CSBD assisted Broward employers with nearly \$4.5 million in work-based training, including OJT grants, paid internships, and incumbent worker training.

ACTION Review
EXHIBIT CSBD Employer Services Infograph

Page 40

4. CSBD Neighborhood Job Fair

The Neighborhood Job Fair was held on 7/31 at the Oakland Park Career Center, bringing together 15 local businesses offering a wide array of opportunities and nearly 300 job seekers. The job fair featured a variety of employers, such as Broward County Schools Transit, U.S. Customs and Border Patrol, One Blood, Sherwin Williams, and Broward County Government, offering positions from Phlebotomists to Library Clerks. Job seekers connected with employers, exchanged resumes, and engaged in insightful conversations about career paths. We will continue to follow up with attendees to assess the number of hires.

ACTION None
EXHIBIT None

5. Broward County Economic Dashboard

The unemployment rate in Broward County was 3.4 percent in June 2024. This rate was 0.4 percentage points higher than the region’s year-ago rate. In June 2024, Broward County’s unemployment rate was 0.1 percent less than the State’s rate. Out of a labor force of 1,096,445, up 6,968 (+0.6 percent) over the year, there were 36,805 unemployed Broward County residents. The dashboard is a value-added resource, allowing businesses the ability to make data-informed decisions.

ACTION None
EXHIBIT Broward County Labor Market Information
[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 SEPTEMBER 30, 2024



**Broward Workforce Development Board
Employer Services Committee**
Monday, June 3, 2024
12:30 p.m. to 2:00 p.m.

Zoom Meeting ID: 813 9857 1097
Zoom Password: 898490
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: Heiko Dobrikow, Michael Goldstein, Marie Suarez, Mark Schaunaman, Lori Wheeler, Paul Farren, and Francois Leconte, who chaired the meeting.

STAFF: Carol Hylton, Mark Klinecicz, Tony Ash, Douglas Saenz, and Sonia Harriott.

Guest: Trisha Molina, Accounting Manager at DP Hotel.

PRESENTATION

Francois Leconte welcomed everyone to the meeting and introduced Ms. Trisha Molina, Accounting Manager of DP Hotels. Ms. Molina shared her recruitment experience at the Annual CSBD Spring Career Fair last month. Ms. Molina stated that she learned of CSBD's services by attending the Workforce Wednesday Employer Seminar. She noted that this was the first job fair she had participated in and was very impressed with the qualifications of the job seekers in attendance. Ms. Molina also expressed that the Haitian-Creole and Spanish translation services CSBD provided for the job seekers were invaluable and instrumental in assisting DP Hotels in screening candidates for potential job offers. She is looking forward to participating in future job fairs with CSBD. Mr. Leconte expressed his appreciation to the staff for providing translation services to the job seekers.

APPROVAL OF MINUTES

Approval of the Minutes of the 4/1 meeting.

Francois Leconte introduced the item and asked if anyone had any questions. Hearing no further discussion, Francois Leconte asked for a motion to approve.

On a motion by Paul Farren and seconded by Michael Goldstein, the Employer Services Committee unanimously approved the minutes of the 4/1 meeting.

NEW BUSINESS

1. **Employer Services Committee Strategic Planning Matrix PY 24/25**

On 5/23, the Board approved the report from the planning session on the strategic goals and objectives for PY 24/25. Staff distributed the report to the appropriate Board committees. Each

committee tracks progress on achieving the deliverables in the form of a strategic planning matrix. Considered 1) approval of the matrix and 2) assigning CSBD staff to develop the next steps and benchmarks and bring updates to the committee.

Mr. Ash stated that objectives are identified for the next program year during the Board planning session. Once they are approved by the full board, the objectives are disbursed to the various committees. He reviewed the objectives outlined in the matrix. Tony Ash then explained the next phase is to determine the steps, benchmarks, and due dates to accomplish the objectives.

Mr. Dobrikow commended the items on the strategic planning matrix, specifically the use of podcasts to build awareness. He suggested that Board members participate in the podcasts. Mr. Leconte stated that staff has participated in various podcasts hosted by other entities. He inquired if the goal was for CSBD to develop the podcasts. Mr. Dobrikow responded that he would like to see CSBD develop and brand our proprietary podcasts. Mr. Dobrikow commended Ms. Hylton on her participation in Board Vice Chair Jim Ryan's recent podcast. He added that Ms. Hylton would be an excellent choice to serve as the interviewer on CSBD's podcasts.

Ms. Hylton stated that we would consider holding our podcasts at existing studios with the required infrastructure, such as the Levan Center for Innovation at Nova University. Mr. Dobrikow agreed and also recommended that we explore holding podcasts at CSBD's offices.

Ms. Wheeler agreed and added that the quality of the microphones should be considered when deciding where to conduct the podcasts. Mr. Leconte added that broadcast quality should be considered when determining whether to hold the podcast at a CSBD office or at a podcast studio that has the equipment to record a quality interview. Ms. Hylton stated we would research holding podcasts at the CSBD offices and offsite at a studio.

On a motion by Paul Farren and seconded by Marie Suarez, the Employer Services Committee unanimously approved 1) the Employer Services Committee Planning Matrix for PY 24/25 and 2) to task CSBD staff to develop strategies to achieve the goals.

2. CareerSource Broward Marketing and Communication Plan for PY 24/25

Considered the approval of CSBD's Marketing and Communication plan for PY 24/25. Each year, CSBD implements targeted and strategic outreach to job seekers, employers, and community stakeholders through the press, digital, print, and social media to increase awareness of CSBD services. This year's strategies include 1) maximizing the website as CSBD's electronic storefront, incorporating testimonials to tell the story of CSBD's mission 2) coordinating career center tours with elected officials, enhancing their understanding of our resources and the benefit to their constituents 3) focusing on "plain talk" messaging designed to build awareness of our value proposition and the impact we have on an employer's bottom line and 4) supporting brand awareness in the community through signature events like the State of the Workforce event, Worlds of Work Youth Expo, and Paychecks for Patriots Career Fair.

Mr. Klincewicz presented the Marketing and Communication Plan for PY 24/25. He informed that this year's plan includes a continued focus on engaging local elected officials to increase their understanding of CSBD's impact on the community.

Ms. Hylton added that objectives from the board planning session were added to the marketing plan. Mr. Leconte commended staff for developing a very comprehensive plan.

On a motion by Mark Schaunaman and seconded by Lori Wheeler, the Employer Services Committee unanimously approved CareerSource Broward's Marketing and Communication Plan for PY 24/25.

3. Business Confidence Indicator Tile

Considered approval to post the Greater Fort Lauderdale Alliance (GFLA) 2024 Broward Executive Leadership Survey Report on CSBD's website. This survey provides insight into the community of Broward businesses, identifying trends and common concerns from owners, CEOs, and other decision-makers. We have spoken to the Alliance, and they have agreed we could post the business survey results from Kaufman Rossin.

CSBD distributed the Business Confidence Survey to nearly 13,000 employer contacts, shared the survey on social media, and enlisted our Chamber and industry association partners to distribute it. The response rate has been low, and not enough information has been received to effectively launch the Business Confidence Indicator tile on the CSBD Economic Dashboard.

Mr. Ash reviewed the GFLA 2024 Broward Executive Leadership Survey Report. More than half of the respondents indicated they intend to hire this year. Also, the report revealed a shift away from fully remote or hybrid work, with 65% of respondents reporting that they have an entirely on-site workforce.

Mr. Ash added that although only 48% of the respondents indicated that their business is healthier now than last year, 70% believe that their business's health will be better or much better in March 2025.

Mr. Dobrikow asked how the report would be presented on the Economic Dashboard. Ms. Hylton responded that we would launch a new tile on the dashboard with the report's name, and when the user clicked the tile, the report would open. She added that this would allow the reader to get the full benefit of the report, including the data charts contained in the report, as opposed to CSBD pulling different elements from the report to create various tiles on the dashboard.

Mr. Leconte stated that was a great way to present the information on the dashboard. Many of the committee members concurred. Mr. Dobrikow agreed as well and said that there are other reports we could consider adding to the dashboard, such as the Florida Scorecard provided by the Florida Chamber Foundation.

On a motion by Heiko Dobrikow and seconded by Marie Suarez, the Employer Services Committee unanimously approved posting the GFLA 2024 Broward Executive Leadership Survey Report on CSBD's website.

REPORTS

1. CSBD Chatbot

CSBD recently launched an employer Chatbot to assist employers to easily access the information they need on our website. Staff will continue to add to the Chatbot's knowledge base and improve its functionality in helping employers find the information they are looking for. Staff is now building out the jobseeker component for the Chatbot.

Mr. Ash demonstrated the Chatbot feature, Winston. Ms. Hylton explained that the Chatbot answers customers' questions and takes them to where they can find additional information on our website. Ms. Hylton stated that the Operations Department is currently mapping information to train and launch Winston on the job seeker-related pages on the CSBD website. The Chatbot will also be added to the home page.

Mr. Dobrikow suggested that the Chatbot be renamed to make it unisex. The committee agreed to rename the Chatbot Sam after some discussion on different names.

2. Outreach to Rotary Clubs in Broward County

During the last employer services committee meeting, the committee suggested that CSBD engage with the various Rotary Clubs throughout the county. This will serve to expand awareness among business groups of our services. Our Vice President of Business Relations, Tony Ash made an employer services presentation to the Fort Lauderdale Rotary Club, which was well received. We've identified eleven Rotary Clubs in Broward County and are in the process of scheduling presentations with them. Additionally, information about becoming a worksite with the SYEP has been distributed to the Rotary Clubs to share with their member Rotarians.

Mr. Ash provided an update on the outreach to Rotary Clubs in Broward County about making employer presentations. He stated that clubs in Hollywood, Deerfield Beach, Wilton Manors, Plantation, Pompano Beach, and Weston were among those contacted.

3. Employer Services Infograph April 2023 – March 2024

CSBD's Employer Services Infograph was created to convey information about the delivery of our services to employers quickly and clearly through visual elements. The infograph is ideal for enhancing our storytelling and increasing the shareability of content across various platforms. CSBD hosted 176 recruitment events and job fairs during the period covered by the infograph. Also, through the outreach team, CSBD assisted Broward employers with over \$4 million in work-based training, including OJT grants, paid internships, and incumbent worker training.

Mr. Ash stated that, at the request of Board Chair Dobrikow, the work-based training grant information in the infograph was broken out by the type of training.

4. Update on the Career Pathway Videos

The four industry-specific informational videos identified because of the high-demand for talent among employers are in full production: 1) manufacturing 2) marine 3) information technology and 4) healthcare. We are collaborating with industry associations and various employers. The video shoots have been completed with employers such as Broward Health, Derecktor Shipyards, DeAngelo Marine Exhaust, International Medical Industries, and more. Board member Lori Wheeler and the Marine Industries Association of South Florida are participating in the marine video to highlight career pathways in the first-of-its-kind-in-Florida Yacht Service Technician Apprenticeship Program. The videos will expand awareness among our most

barriered job seeker populations and demonstrate success through these upskilling opportunities. The videos will be posted on our website and distributed county-wide.

Mr. Ash reported that the video shoots have gone well. For the healthcare video, in addition to Broward Health, we've filmed with Memorial Healthcare. Ms. Wheeler added that she had gotten great feedback from the employers who participated in the marine video filming sessions.

5. Industry Intermediary Report

This is an update on CareerSource Broward's (CSBD) targeted industry initiatives and activities. Highlights include providing over \$300,000 in work-based training grants to support skills upgrades for several employers across the targeted industries. Additionally, our intermediaries provided candidate recruitment for employers through industry-specific job fairs.

Mr. Ash reported that the intermediaries have also held employer forums in the targeted industries to brainstorm and strategize about workforce challenges. He added that the intermediaries are also assisting employers with creating and expanding registered apprenticeship programs and continuing to maintain a presence with their assigned industries through presentations to business groups and associations.

6. CSBD Spring Career Fair

CSBD held its annual Spring Career Fair on 5/16, which is also National Military Appreciation Month. The first hour of the event was reserved for veterans and their family members. We had 31 employers participate, and over 200 job seekers attended. Employers made over 40 job offers and hires during the event. CSBD staff assisted Haitian-Creole and Spanish-speaking job seekers with translations and online applications, with many of them getting job offers on the spot. We heard from employers that they were impressed by the quality of the job seekers.

The committee watched a video highlighting the job fair.

Mr. Ash stated that the video was shared on social media. Mr. Leconte commended staff on the event.

7. Employer Forums in the Manufacturing and Healthcare Industries

This month, CSBD will hold two engaging employer forums with the Manufacturing and Healthcare industries. The Manufacturing Forum will be held on 6/6, and the Healthcare Forum on 6/18. These events will unite business innovators and education partners to tackle workforce development challenges head-on and brainstorm strategic solutions through impactful discussions and actionable insights. A summary report will be provided in the next committee meeting.

Mr. Ash explained that through the forums, we will convene community stakeholders in the business and education communities to discuss workforce pain points and develop strategies to address them. He provided an example of a strategy that was identified in a past forum for the hospitality industry was to hold an annual industry job fair in the summer to assist employers with recruitment for their peak hiring season. This strategy was implemented and has received positive feedback from employers in the industry.

8. Summer Youth Employment Program

The Broward County Board of Commissioners (BCBOC) planned to vote on awarding CSBD \$385,000 to serve 83 youth this summer at the commission meeting on 5/21. During the

meeting, CSBD President/CEO Carol Hylton made a presentation about the Summer Youth Employment Program and its value to the community. The BCBOC awarded CSBD \$385,000 and an additional \$315,000 for a total of \$700,000 to serve 150 youth.

Ms. Hylton stated that we received an invitation from Commissioner Tim Ryan to address the BCBOC about the value of the Summer Youth Employer Program. After the presentation, the BCBOC unanimously voted to award additional funds to serve more youth.

9. Broward County Economic Dashboard

The unemployment rate in Broward County was 3.1 percent in April 2024. This rate was 0.7 percentage points higher than the region's year-ago rate. In April 2024, Broward County's unemployment rate was 0.1 percent less than the State's rate. Out of a labor force of 1,095,618, up 18,549 (+1.7 percent) over the year, there were 33,772 unemployed Broward County residents. The dashboard is a value-added resource, allowing businesses the ability to make data-informed decisions.

Mr. Dobrikow commended staff for maintaining the dashboard with relevant, up-to-date information.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR

None

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

Mr. Dobrikow reported that he recently attended a presentation by the Federal Reserve Bank of Atlanta, where it was reported that the birth rate is declining. He asked the committee to consider how this will impact the workforce when combined with other factors, such as the lack of workers and the introduction of Artificial Intelligence. He added that it is forecasted that more public schools will be closed due to low enrollments.

Ms. Hylton indicated that the declining birth rate is a national issue. She stated that in addition to the aging workforce and retirements, including leveraging Artificial Intelligence to assist with working more efficiently.

Ms. Hylton indicated that staff will research arranging in the future a presentation from the Florida Chamber of Commerce or the Federal Reserve Bank of Atlanta to the Board or ESC.

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

ADJOURNMENT 1:54 p.m.

THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS AUGUST 5, 2024.
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Memorandum #01 – 24 (BR)

To: Employer Services Committee

From: Carol Hylton, President/CEO

Subject: Targeted Occupations List (TOL) for Program Year (PY) 24/25

Date: July 24, 2024

SUMMARY

Consideration to approve changes to our local area's TOL for PY 24/25. As we always do, we researched the State's preliminary list and compared it to the Board-approved criteria. To get input on the State's proposed list and to gather additional relevant labor market data, we sent the preliminary TOL to local education and business stakeholders, community partners, business leaders, and industry intermediaries and invited them to a publicly noticed meeting held on 7/8. We provided an overview of the PY 24/25 TOL and the governing board's criteria for updating the TOL. Based upon our review and community input, CSBD recommends 1) adding forty-four (44) new occupations proposed by the State and 2) retaining thirty-one (31) occupations proposed by the State for removal.

BACKGROUND

In compliance with federal law, the TOL governs the provision of the Workforce Innovation and Opportunity Act-funded training programs being offered to individuals needing training assistance within the workforce system. Annually, the State evaluates each local area's TOL and sends a preliminary list of the in-demand occupations to the workforce boards. CSBD received its preliminary TOL from the State on 5/29/24, which proposed 1) removing some occupations that were on the list last program year and 2) adding new ones.

Once the TOL is approved by the Board, it becomes final and requires no further ratification by the CareerSource Florida (CSF), Inc. Board of Directors. The CSBD governing boards may approve changes and add new occupations to the TOL throughout the year.

DISCUSSION

For the PY 24/25 TOL, the State proposes to 1) add 44 new occupational titles and 2) remove 45 occupational titles that were on the list last year.¹ In addition, based on the Florida Price Level Index, the CSF Board of Directors proposed an increase in the minimum entry wage rate from \$13.97 per hour to \$14.63 per hour.

The State proposed adding 44 occupations to this year's list that were not on the TOL last year. CSBD recommends that they be added since the TOL presents local labor market information that may be useful to others for research. Prior to adding any new training provider to the Eligible Training Provider (ETP) List or occupational training course to the Individual Training Account (ITA) list, CSBD re-confirms that occupations meet all Board criteria. Table 1 is a list of the 44 occupations proposed by the State that CSBD is recommending be added.

¹ Of the 45 occupational titles the State was to remove we are recommending to retain 31.

Table 1: The Addition of 44 New Occupations Proposed by the State

1. Administrative Services Managers	23. Mental Health and Substance Abuse Social Workers
2. Facilities Managers	24. Social Workers, All Other
3. Purchasing Managers	25. Health Education Specialists
4. Natural Sciences Managers	26. Social and Human Service Assistants
5. Social and Community Service Managers	27. Community Health Workers
6. Fundraisers	28. Directors, Religious Activities and Education
7. Property Appraisers and Assessors	29. Religious Workers, All Other
8. Financial Examiners	30. Health Specialties Teachers, Postsecondary
9. Financial Specialists, All Other	31. Career/Technical Education Teachers, Secondary School
10. Web and Digital Interface Designers	32. Special Education Teachers, Secondary School
11. Operations Research Analysts	33. Art Directors
12. Architects, Except Landscape and Naval	34. Musicians and Singers
13. Industrial Engineering Technologists and Technicians	35. Writers and Authors
14. Engineering Technologists and Technicians, Except Drafters, All Other	36. Ophthalmic Medical Technicians
15. Medical Scientists, Except Epidemiologists	37. Health Information Technologists and Medical Registrars
16. Chemists	38. First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services
17. Environmental Scientists and Specialists, Including Health	39. Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel
18. Chemical Technicians	40. Real Estate Brokers
19. Life, Physical, and Social Science Technicians, All Other	41. Court, Municipal, and License Clerks
20. Occupational Health and Safety Specialists	42. Production, Planning, and Expediting Clerks
21. Substance Abuse, Behavioral Disorder, and Mental Health Counselors	43. Electrical Power-Line Installers and Repairers
22. Child, Family, and School Social Workers	44. Inspectors, Testers, Sorters, Samplers, and Weighers

For an occupation to be included on CSBD’s TOL for PY 24/25, the occupation must meet all of the following criteria:

1. Have a minimum of twenty-five job openings in Broward County in the past ninety days,
2. Have an entry wage rate equal to or greater than the established Broward County wage rate of \$14.63,
3. Require more than a high school diploma but less than a Master’s degree,
4. Require occupational training at a minimum that results in a postsecondary adult vocational training certificate, college credit certificate, applied technology diploma, Associate of Science degree, or Bachelor of Science degree.

To get input and feedback on the State’s proposed list and gather additional relevant labor market data, CSBD sent the preliminary TOL to local education and business stakeholders, community partners, business leaders, and industry intermediaries and invited them to a publicly noticed meeting held on 7/8. We provided an overview of the PY 24/25 TOL and the governing board’s criteria for updating the TOL.

Based on feedback we received during the meeting and our own research using tools such as LightCast, ONET, and Employ Florida, supporting evidence as indicated above was established to **retain** 31 occupational titles that were proposed by the State for removal.² Table 2 is a list of the 31 occupations to be retained on the TOL for PY 24/25.

Table 2: The Retention of 31 Occupations

1. Chief Executives	17. Personal Care Aides
2. Education Administrators, Kindergarten through Secondary	18. Nursing Assistants
3. Education Administrators, Postsecondary	19. Veterinary Assistants and Laboratory Animal Caretakers
4. Personal Service Managers, All Other	20. First-Line Supervisors of Housekeeping and Janitorial Workers
5. Purchasing Agents, Except Wholesale, Retail & Farm Products	21. Pest Control Workers
6. Database Architects	22. First-Line Supervisors of Retail Sales Workers
7. Computer Programmers	23. Cargo and Freight Agents
8. Electrical and Electronic Engineering Technologists and Technicians	24. Executive Secretaries and Executive Administrative Assistants
9. Clergy	25. Operating Engineers and Other Construction Equipment Operators
10. Postsecondary Teachers, All Other	26. Glaziers
11. Physician Assistants	27. Painters, Construction and Maintenance
12. Cardiovascular Technologists and Technicians	28. Roofers
13. Emergency Medical Technician	29. Automotive Body and Related Repairers
14. Paramedics	30. Maintenance & Repair Workers, General
15. Psychiatric Technicians	31. Industrial Truck and Tractor Operators
16. Home Health Aides	

² LightCast is a software tool that provides local demographic, industry, occupation, and employment data.

Table 3 is a list of 14 occupations the State removed due to insufficient entry wage or demand.³

Table 3: The 14 Occupations removed by the State

1. Buyers and Purchasing Agents, Farm Products	8. Tile and Stone Setters
2. Business Teachers, Postsecondary	9. Cement Masons and Concrete Finishers
3. Career/Technical Education Teachers, Postsecondary	10. Drywall and Ceiling Tile Installers
4. Special Education Teachers, Kindergarten and Elementary School	11. Sheet Metal Workers
5. Transportation Security Screeners	12. Avionics Technicians
6. First-Line Supervisors of Food Preparation and Serving Workers	13. Bus Drivers, Transit and Intercity
7. Legal Secretaries and Administrative Assistants	14. Captains, Mates, and Pilots of Water Vessels

Exhibit A is the PY 24/25 TOL per the State that includes the **addition** of 44 new occupations.

The final TOL will be posted to our website upon Board approval.

RECOMMENDATION

Approve the PY 24/25 TOL with the following changes from the preliminary TOL provided by the State 1) **add** 44 new occupations and 2) **retain** 31 occupations proposed by the State for removal.

³ As shown in Table 2, CSBD found supporting evidence to retain 31 occupations.

BR #01 - 24 Exhibit A

2024-25 Regional Demand Occupations List

Sorted by Occupational Title

Workforce Development Area 22 - Broward County

Selection Criteria:

- 1 LMEC Educational Requirements: 3 (Some College, No Degree), 4 (Postsecondary Non-Degree Award), 5 (Associate Degree), or 6 (Bachelor's Degree)
- 2 80 annual openings and positive growth
- 3 Mean Wage of \$18.00/hour and Entry Wage of \$14.63/hour
- 4 High Skill/High Wage (HSHW) Occupations:
Mean Wage of \$28.19/hour and Entry Wage of \$18.00/hour

SOC Code*	HSHW**	Occupation Title*	Regional				Statewide				LMEC Training Code	In Targeted Industry?	Qualifying Level***
			Annual % Growth	Annual Openings	2022 Hourly Wage		Annual % Growth	Annual Openings	2022 Hourly Wage				
					Mean	Entry			Mean	Entry			
132011	HSHW	Accountants and Auditors	1.13	1,055	39.75	24.31	1.24	9,923	38.56	22.98	6	Yes	R
113012	HSHW	Administrative Services Managers	0.79	138	52.38	28.16	1.17	1,219	51.93	27.36	6	Yes	R
493011	HSHW	Aircraft Mechanics and Service Technicians	N/A	N/A	33.85	19.33	0.63	1,421	33.70	21.70	5	Yes	S
532011	HSHW	Airline Pilots, Copilots, and Flight Engineers	N/A	N/A	N/A	N/A	0.65	1,102	130.16	62.00	6	Yes	N
171011	HSHW	Architects, Except Landscape and Naval	N/A	N/A	35.69	16.74	1.62	603	43.25	22.19	6	Yes	S
173011	HSHW	Architectural and Civil Drafters	N/A	N/A	27.92	20.69	1.21	1,027	28.20	20.24	5	Yes	S
119041	HSHW	Architectural and Engineering Managers	0.79	31	78.89	52.31	1.22	647	75.05	50.13	6	Yes	S
271011	HSHW	Art Directors	N/A	N/A	41.53	25.59	1.11	719	42.68	25.77	6	No	S
274011	HSHW	Audio and Video Technicians	N/A	N/A	22.86	12.50	1.37	638	24.06	14.65	5	No	S
493021	HSHW	Automotive Body and Related Repairers	5.00	1,006	24.75	16.77					3	No	R
493023	HSHW	Automotive Service Technicians and Mechanics	0.50	553	24.66	15.07	0.85	6,099	22.74	14.70	4	No	R
194021	HSHW	Biological Technicians	N/A	N/A	19.72	14.56	1.60	345	20.83	15.04	6	Yes	N
433031	HSHW	Bookkeeping, Accounting, and Auditing Clerks	-0.11	1,419	21.97	15.07	0.21	14,342	21.82	15.24	3	Yes	S
493031	HSHW	Bus and Truck Mechanics and Diesel Engine Specialists	0.51	127	27.26	19.84	0.85	1,517	26.57	19.01	4	Yes	R
131199	HSHW	Business Operations Specialists, All Other	1.23	716	33.15	19.72	1.28	9,267	34.51	19.10	6	Yes	R
292031	HSHW	Cardiovascular Technologists and Technicians	0.00	289	22.42	16.76	1.547	517	24.33	14.2	3	No	S
252032	HSHW	Career/Technical Education Teachers, Secondary School	N/A	N/A	N/A	N/A	1.11	683	30.12	22.94	6	No	S
435011	HSHW	Cargo and Freight Agents	8.00	1,024	25.67	18.31	1.385412	1118	22.67	15.36	3	Yes	S
472031	HSHW	Carpenters	0.46	650	22.92	17.68	0.78	7,191	22.18	16.66	4	No	R
351011	HSHW	Chefs and Head Cooks	0.77	196	27.94	15.73	1.38	2,259	28.30	17.01	5	No	R
194031	HSHW	Chemical Technicians	N/A	N/A	22.38	16.04	1.15	231	24.68	16.53	5	Yes	N
192031	HSHW	Chemists	N/A	N/A	34.58	21.54	1.37	225	35.72	22.03	6	Yes	N
111011	HSHW	Chief Executives	6.00	2,512	79.20	24.43					5	No	R
211021	HSHW	Child, Family, and School Social Workers	2.12	160	23.51	17.74	1.49	1,557	23.99	16.89	6	No	R
172051	HSHW	Civil Engineers	N/A	N/A	46.16	26.66	1.69	1,587	48.51	28.23	6	Yes	S
131031	HSHW	Claims Adjusters, Examiners, and Investigators	N/A	N/A	32.46	22.00	0.70	2,600	32.82	21.85	3	Yes	S
212011	HSHW	Clergy	3.00	1,093	26.37	17.13	1.02695	1825	24.58	15.27	5	No	R
292010	HSHW	Clinical Laboratory Technologists and Technicians	0.92	282	27.96	16.73	1.03	2,173	26.67	16.45	5	No	R
532012	HSHW	Commercial Pilots	N/A	N/A	78.60	44.82	0.42	906	63.28	29.02	4	Yes	N
211099	HSHW	Community and Social Service Specialists, All Other	1.13	46	35.89	15.99	1.15	560	27.33	13.97	6	No	N
211094	HSHW	Community Health Workers	N/A	N/A	24.98	16.71	2.24	244	22.94	15.64	6	No	N
131141	HSHW	Compensation, Benefits, and Job Analysis Specialists	N/A	N/A	33.01	22.11	1.17	507	33.73	21.07	6	Yes	S
131041	HSHW	Compliance Officers	1.09	275	34.99	20.23	1.06	2,645	33.80	19.60	6	Yes	R
113021	HSHW	Computer and Information Systems Managers	N/A	N/A	78.72	51.12	2.32	2,739	75.87	48.84	6	Yes	S
151241	HSHW	Computer Network Architects	N/A	N/A	56.31	33.92	0.82	519	55.54	34.59	6	Yes	N
151231	HSHW	Computer Network Support Specialists	1.60	160	36.79	23.02	1.36	1,158	35.91	22.33	5	Yes	R
151299	HSHW	Computer Occupations, All Other	N/A	N/A	39.27	16.50	1.70	1,243	44.13	21.42	6	Yes	S
151251	HSHW	Computer Programmers	-10.00	466	42.63	16.64					5	Yes	R
151211	HSHW	Computer Systems Analysts	1.57	219	48.12	29.43	1.53	2,514	48.53	29.35	6	Yes	R
151232	HSHW	Computer User Support Specialists	1.59	519	27.64	17.75	1.36	4,681	27.28	17.44	4	Yes	R
474011	HSHW	Construction and Building Inspectors	-0.24	135	33.12	22.24	0.62	1,426	30.31	21.06	4	Yes	S
119021	HSHW	Construction Managers	0.92	277	59.33	33.71	1.16	3,581	56.93	31.37	6	No	R
131051	HSHW	Cost Estimators	N/A	N/A	34.00	20.24	0.50	1,382	32.49	19.41	6	Yes	S
434031	HSHW	Court, Municipal, and License Clerks	0.36	115	21.92	17.44	0.51	958	20.51	16.19	3	No	R
152051	HSHW	Data Scientists	N/A	N/A	52.60	32.64	4.23	692	48.45	29.07	6	Yes	S
151243	HSHW	Database Architects	-4.00	193	56.88	27.15					4	Yes	R
319091	HSHW	Dental Assistants	1.51	446	19.66	16.47	1.96	4,112	20.51	16.93	4	No	R
291292	HSHW	Dental Hygienists	1.55	70	35.77	28.72	1.98	1,114	36.59	30.68	5	No	S
292032	HSHW	Diagnostic Medical Sonographers	N/A	N/A	36.69	29.76	2.08	519	35.63	28.81	5	No	S
212021	HSHW	Directors, Religious Activities and Education	N/A	N/A	24.70	15.36	1.05	1,309	25.93	14.86	6	No	S

119032	HSHW	Education Administrators, Kindergarten through Secondary	2.00	1,119	47.01	28.49	N/A	N/A	N/A	N/A	5	No	R
119033	HSHW	Education Administrators, Postsecondary	7.00	675	45.55	28.95	1.417712	1111	46.05	33.25	5	No	S
173023	HSHW	Electrical and Electronic Engineering Technologists and Technicians	-14.00	261	30.91	21.70	1.415662	782	29.33	19.14	4	Yes	S
172071	HSHW	Electrical Engineers	N/A	N/A	48.14	28.18	1.29	611	48.39	30.84	6	Yes	S
499051	HSHW	Electrical Power-Line Installers and Repairers	N/A	N/A	34.34	21.85	0.75	750	34.56	21.66	4	Yes	N
472111		Electricians	0.20	461	24.98	18.83	1.27	5,775	24.38	18.36	4	No	R
172072	HSHW	Electronics Engineers, Except Computer	N/A	N/A	52.27	37.29	1.33	476	51.14	36.71	6	Yes	N
252021	HSHW	Elementary School Teachers, Except Special Education	2.10	591	28.94	21.94	1.14	5,605	28.48	21.46	6	No	R
292042		Emergency Medical Technician	-3.00	515	18.82	15.02					3	No	R
173029	HSHW	Engineering Technologists and Technicians, Except Drafters, All Other	N/A	N/A	27.39	17.73	0.86	306	32.92	18.59	5	Yes	N
172199	HSHW	Engineers, All Other	N/A	N/A	41.49	24.58	0.88	782	47.34	26.68	6	Yes	N
192041	HSHW	Environmental Scientists and Specialists, Including Health	1.30	37	37.32	21.90	0.84	569	30.49	18.41	6	Yes	N
436011	HSHW	Executive Secretaries and Executive Administrative Assistants	-6.00	1,990	29.80	18.33					3	No	R
113013	HSHW	Facilities Managers	0.89	50	48.45	28.51	1.08	578	46.93	26.81	6	No	S
119013	HSHW	Farmers, Ranchers, and Other Agricultural Managers	N/A	N/A	N/A	N/A	0.33	5,386	42.70	18.40	6	No	S
132051	HSHW	Financial and Investment Analysts	N/A	N/A	44.07	27.07	1.32	1,438	43.85	27.03	6	Yes	S
132061	HSHW	Financial Examiners	N/A	N/A	42.39	24.48	2.79	322	37.75	22.68	6	No	N
113031	HSHW	Financial Managers	2.15	385	79.27	41.87	2.26	4,186	75.86	39.24	6	Yes	R
132099	HSHW	Financial Specialists, All Other	1.07	77	31.03	18.74	1.25	1,036	31.28	18.00	6	Yes	S
332011	HSHW	Firefighters	0.38	200	32.07	24.04	0.54	1,882	27.19	17.40	4	No	R
471011	HSHW	First-Line Supervisors of Construction Trades and Extraction Workers	0.54	561	34.97	23.76	1.05	6,574	33.36	22.57	3	No	R
391014		First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services	N/A	N/A	26.61	16.24	1.11	1,563	25.01	15.54	3	No	S
371011		First-Line Supervisors of Housekeeping and Janitorial Workers	8.00	1,938	20.71	15.90	1.830225	2885	19.74	13.88	3	No	S
371012		First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	0.78	175	25.35	17.62	1.04	2,142	25.27	17.26	3	No	R
491011	HSHW	First-Line Supervisors of Mechanics, Installers, and Repairers	0.51	376	33.97	22.73	0.97	4,137	32.98	21.77	3	No	R
411012	HSHW	First-Line Supervisors of Non-Retail Sales Workers	0.36	470	45.45	24.51	0.43	4,018	46.01	24.61	3	Yes	R
431011	HSHW	First-Line Supervisors of Office and Administrative Support Workers	0.15	1,420	31.58	20.16	0.43	13,271	30.64	19.69	3	Yes	R
391022		First-Line Supervisors of Personal Service Workers	N/A	N/A	24.20	14.98	1.22	1,380	23.15	14.90	3	No	S
331012	HSHW	First-Line Supervisors of Police and Detectives	N/A	N/A	54.38	40.59	0.38	659	46.78	31.21	6	No	N
511011	HSHW	First-Line Supervisors of Production and Operating Workers	0.52	249	32.04	20.00	0.75	2,969	31.50	19.74	3	Yes	R
411011		First-Line Supervisors of Retail Sales Workers	3.00	8,765	23.03	15.16	0.024562	10845	22.39	14.19	3	No	S
531047	HSHW	First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	0.59	462	28.68	18.86	1.05	4,749	28.14	18.39	3	Yes	R
119051	HSHW	Food Service Managers	0.83	452	38.80	21.39	0.78	4,029	35.34	20.18	3	No	R
131131		Fundraisers	N/A	N/A	30.39	18.25	1.38	581	29.07	17.09	6	No	S
111021	HSHW	General and Operations Managers	1.00	2,023	55.95	23.61	1.16	19,782	54.50	23.02	6	Yes	R
472121		Glaziers	2.00	486	23.77	14.73	2.241837	869	20.39	15.29	3	No	S
271024		Graphic Designers	N/A	N/A	28.90	18.69	1.09	1,843	27.34	17.78	6	Yes	S
211091	HSHW	Health Education Specialists	N/A	N/A	32.81	17.82	0.59	582	28.65	16.47	6	No	N
299021		Health Information Technologists and Medical Registrars	N/A	N/A	26.60	17.58	2.32	547	30.19	17.40	4	Yes	S
251071	HSHW	Health Specialties Teachers, Postsecondary	N/A	N/A	N/A	N/A	2.63	873	45.15	25.60	6	No	S
292099		Health Technologists and Technicians, All Other	N/A	N/A	20.97	16.03	0.89	832	20.99	15.62	4	No	N
499021		Heating, Air Conditioning, and Refrigeration Mechanics and Installers	0.14	339	24.61	17.16	1.33	3,986	23.74	16.99	4	No	R
533032		Heavy and Tractor-Trailer Truck Drivers	0.65	899	24.48	17.67	1.00	14,319	23.89	16.81	4	Yes	R
311121		Home Health Aides	4.00	10,262	15.08	15.00					3	No	R
113121	HSHW	Human Resources Managers	1.16	94	63.93	39.00	1.20	905	61.58	37.41	6	Yes	R
131071	HSHW	Human Resources Specialists	0.80	678	37.63	20.62	0.98	6,058	33.06	19.68	6	Yes	R
173026		Industrial Engineering Technologists and Technicians	N/A	N/A	28.27	18.65	1.22	180	28.96	20.97	5	Yes	N
172112	HSHW	Industrial Engineers	N/A	N/A	49.30	31.96	2.02	1,020	47.28	32.51	6	Yes	S
499041		Industrial Machinery Mechanics	1.93	107	26.87	17.73	2.43	1,629	26.66	18.43	4	Yes	R
537051		Industrial Truck and Tractor Operators	-3.00	2,310	20.38	16.71	1.826062	4759	19.3	14.88	3	Yes	R
151212	HSHW	Information Security Analysts	N/A	N/A	55.15	34.54	3.87	1,326	53.78	34.11	6	Yes	S
519061		Inspectors, Testers, Sorters, Samplers, and Weighers	-0.14	264	24.54	14.53	0.22	2,639	22.08	14.31	4	Yes	S
413021		Insurance Sales Agents	N/A	N/A	33.74	14.64	1.54	6,763	33.53	16.21	4	Yes	S
271025		Interior Designers	N/A	N/A	31.13	18.71	1.28	1,111	30.41	17.40	6	Yes	S
273091		Interpreters and Translators	N/A	N/A	26.16	16.19	0.88	537	25.98	15.35	6	Yes	N
252012	HSHW	Kindergarten Teachers, Except Special Education	N/A	N/A	N/A	N/A	1.09	1,007	28.36	20.92	6	No	S
292061		Licensed Practical and Licensed Vocational Nurses	0.10	253	26.61	20.98	0.97	3,657	25.85	20.69	4	No	R

194099		Life, Physical, and Social Science Technicians, All Other	N/A	N/A	21.85	12.44	0.97	297	23.80	13.89	6	Yes	N
132072		Loan Officers	1.25	202	34.10	15.67	0.95	2,573	34.51	16.94	6	Yes	R
119081	HSHW	Lodging Managers	N/A	N/A	48.47	25.84	1.92	726	41.52	20.30	6	No	S
131081	HSHW	Logisticians	3.41	126	29.97	19.66	2.52	1,336	33.71	20.25	6	Yes	R
514041		Machinists	N/A	N/A	23.68	17.08	0.91	973	23.14	16.53	4	Yes	N
499071		Maintenance & Repair Workers, General	3.00	10,053	19.51	14.71					3	No	R
131111	HSHW	Management Analysts	1.69	696	45.83	20.53	1.55	8,744	43.15	22.10	6	Yes	R
119199	HSHW	Managers, All Other	0.98	499	63.79	35.50	0.80	4,947	60.50	32.68	6	No	R
131161	HSHW	Market Research Analysts and Marketing Specialists	2.28	681	47.51	21.87	2.14	6,455	38.37	19.54	6	Yes	R
112021	HSHW	Marketing Managers	N/A	N/A	75.03	38.96	1.35	1,641	72.61	38.26	6	Yes	S
319011		Massage Therapists	N/A	N/A	25.05	17.89	2.10	2,356	24.31	16.20	4	No	S
172141	HSHW	Mechanical Engineers	0.84	41	45.23	28.98	1.99	718	45.56	29.88	6	Yes	S
119111	HSHW	Medical and Health Services Managers	2.50	350	57.85	33.17	3.18	4,300	57.46	31.27	6	No	R
319092		Medical Assistants	1.21	832	18.79	15.82	2.55	11,110	18.21	15.29	4	No	R
499062		Medical Equipment Repairers	N/A	N/A	26.57	17.34	2.02	699	25.65	16.52	5	Yes	S
292072		Medical Records Specialists	0.76	108	23.96	16.16	1.58	1,578	22.75	15.72	4	No	R
191042	HSHW	Medical Scientists, Except Epidemiologists	N/A	N/A	51.01	30.08	N/A	N/A	47.67	27.31	6	Yes	N
436013		Medical Secretaries and Administrative Assistants	0.60	692	18.81	15.30	1.53	8,346	18.04	14.57	3	No	R
131121		Meeting, Convention, and Event Planners	N/A	N/A	26.96	16.44	1.97	1,318	26.60	16.74	6	No	S
211023		Mental Health and Substance Abuse Social Workers	N/A	N/A	23.84	16.39	1.42	475	22.85	15.66	6	No	N
252022		Middle School Teachers, Except Special and Career/Technical Education	2.06	278	27.69	22.47	1.14	2,891	28.22	21.36	6	No	R
493042		Mobile Heavy Equipment Mechanics, Except Engines	0.91	55	26.42	19.29	1.42	870	27.11	18.98	4	Yes	S
493051		Motorboat Mechanics and Service Technicians	N/A	N/A	26.52	19.18	1.24	559	24.82	17.26	4	Yes	S
272042	HSHW	Musicians and Singers	N/A	N/A	N/A	N/A	0.72	1,481	52.18	18.35	3	No	S
119121	HSHW	Natural Sciences Managers	N/A	N/A	53.64	25.50	0.97	339	51.24	26.29	6	Yes	N
151244	HSHW	Network and Computer Systems Administrators	1.03	168	45.64	29.78	1.06	1,878	44.05	27.85	6	Yes	R
311131		Nursing Assistants	4.00	6,574	17.80	14.70					4	No	R
195011	HSHW	Occupational Health and Safety Specialists	N/A	N/A	34.26	21.78	1.77	570	33.82	21.13	6	Yes	S
312011	HSHW	Occupational Therapy Assistants	N/A	N/A	32.01	26.65	2.91	562	32.30	26.39	5	No	S
472073		Operating Engineers and Other Construction Equipment Operators	2.00	2,414	27.60	18.00	0.959725	2869	21.27	15.72	3	No	R
152031	HSHW	Operations Research Analysts	N/A	N/A	40.62	23.78	2.69	668	38.73	21.01	6	Yes	S
292057		Ophthalmic Medical Technicians	N/A	N/A	20.31	14.94	2.58	772	20.72	15.03	4	No	S
472141		Painters, Construction and Maintenance	3.00	2,826	18.70	16.05	0.952862	3163	18.62	14.28	3	No	S
232011	HSHW	Paralegals and Legal Assistants	2.77	510	28.56	19.17	1.66	4,273	27.24	19.12	5	Yes	R
292043		Paramedics	11.00	432	23.28	18.48					3	No	R
311122		Personal Care Aides	4.00	10,262	15.08	15.00					3	No	R
132052	HSHW	Personal Financial Advisors	N/A	N/A	67.01	26.92	2.05	2,973	58.06	22.36	6	No	S
119179	HSHW	Personal Service Managers, All Other	26.00	235	27.68	14.90					5	No	R
372021		Pest Control Workers	6.00	1,069	21.88	17.13	1.357662	1557	18.6	13.66	3	No	S
292052		Pharmacy Technicians	1.12	348	19.15	15.88	0.66	3,604	18.40	15.33	4	No	R
319097		Phlebotomists	N/A	N/A	18.88	15.87	1.91	1,498	18.07	15.29	4	No	S
312021	HSHW	Physical Therapist Assistants	N/A	N/A	31.78	24.30	3.18	1,444	31.83	24.26	5	No	S
291071	HSHW	Physician Assistants	9.00	718	66.85	27.12	3.987412	837	50.39	28.97	5	No	S
472152		Plumbers, Pipefitters, and Steamfitters	-0.20	256	24.60	18.62	0.93	3,212	23.48	17.31	4	No	S
333051	HSHW	Police and Sheriff's Patrol Officers	N/A	N/A	37.24	27.45	0.45	4,137	35.26	22.98	5	No	S
251199	HSHW	Postsecondary Teachers, All Other	11.00	4,763	32.63	19.30	1.46945	2167	33.81	19.75	4	No	S
272012	HSHW	Producers and Directors	N/A	N/A	40.12	20.34	0.89	890	38.96	19.74	6	Yes	N
435061		Production, Planning, and Expediting Clerks	0.69	174	24.51	16.55	1.08	2,074	24.90	16.74	3	Yes	R
131082	HSHW	Project Management Specialists	0.95	500	47.80	27.43	1.33	5,530	45.73	26.96	6	Yes	R
132020	HSHW	Property Appraisers and Assessors	1.21	42	31.34	21.41	1.03	661	35.89	20.15	6	No	S
119141	HSHW	Property, Real Estate, and Community Association Managers	0.94	493	34.07	18.62	1.14	4,085	34.37	18.51	6	No	R
292053		Psychiatric Technicians	5.00	1,478	18.80	14.65					4	No	R
273031		Public Relations Specialists	1.04	258	31.94	17.21	1.27	2,181	31.61	18.17	6	Yes	R
131023		Purchasing Agents, Except Wholesale, Retail & Farm Products	N/A	N/A	32.87	19.70					5	No	R
113061	HSHW	Purchasing Managers	N/A	N/A	65.10	41.18	1.03	336	64.74	39.86	6	Yes	N
292034	HSHW	Radiologic Technologists and Technicians	0.38	70	30.39	22.59	1.06	1,012	29.94	22.40	5	No	S
419021	HSHW	Real Estate Brokers	N/A	N/A	55.30	19.19	0.92	1,510	N/A	N/A	4	No	N
419022		Real Estate Sales Agents	N/A	N/A	26.17	14.73	0.90	6,718	27.20	14.69	4	No	S
291141	HSHW	Registered Nurses	0.35	1,218	40.06	29.88	0.85	13,934	38.42	28.87	6	No	R
212099		Religious Workers, All Other	N/A	N/A	N/A	N/A	1.12	595	23.29	14.62	6	No	S
291126	HSHW	Respiratory Therapists	N/A	N/A	33.33	26.19	1.48	651	33.04	26.99	5	No	S
472181		Roofers	2.00	2,674	25.36	18.38	2.35465	3616	19.63	14.17	3	No	S
112022	HSHW	Sales Managers	N/A	N/A	67.66	33.56	1.03	2,679	67.28	33.51	6	Yes	S
413091		Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	1.09	1,508	33.66	17.98	1.24	13,053	32.15	16.86	6	Yes	R
414012	HSHW	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	N/A	N/A	35.67	17.82	0.84	9,540	34.40	17.53	3	Yes	S

414011	HSHW	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	N/A	N/A	50.40	22.94	1.00	2,544	49.76	23.68	6	Yes	S
252031	HSHW	Secondary School Teachers, Except Special and Career/Technical Education	1.86	459	30.19	22.74	1.12	4,201	30.51	22.80	6	No	R
413031	HSHW	Securities, Commodities, and Financial Services Sales Agents	1.46	384	39.27	20.75	1.51	4,322	38.88	20.22	6	No	R
492098		Security and Fire Alarm Systems Installers	N/A	N/A	23.10	16.26	1.49	962	22.67	16.11	4	No	S
119151	HSHW	Social and Community Service Managers	1.53	81	38.06	23.24	1.57	952	35.73	22.14	6	No	R
211093		Social and Human Service Assistants	1.09	273	21.72	14.75	1.22	2,809	19.18	13.67	3	No	R
211029		Social Workers, All Other	N/A	N/A	27.54	21.57	0.19	398	26.92	18.18	6	No	N
151252	HSHW	Software Developers	N/A	N/A	56.19	33.36	3.29	7,653	54.47	33.20	6	Yes	S
151253	HSHW	Software Quality Assurance Analysts and Testers	N/A	N/A	44.94	26.05	2.76	1,353	43.14	25.38	6	Yes	S
252058	HSHW	Special Education Teachers, Secondary School	N/A	N/A	32.70	24.94	1.07	732	31.84	22.73	6	No	S
271014	HSHW	Special Effects Artists and Animators	N/A	N/A	33.51	23.98	1.52	477	31.86	23.20	6	Yes	N
211018		Substance Abuse, Behavioral Disorder, and Mental Health Counselors	2.24	229	25.37	16.96	2.35	1,897	25.15	16.89	6	No	R
292055		Surgical Technologists	N/A	N/A	25.26	19.68	0.80	636	25.11	19.67	4	No	N
173031		Surveying and Mapping Technicians	1.03	44	22.38	16.21	1.67	818	22.10	15.65	5	Yes	S
253099		Teachers and Instructors, All Other	N/A	N/A	22.66	12.45	N/A	N/A	N/A	N/A	6	No	N
492022		Telecommunications Equipment Installers and Repairers, Except Line Installers	N/A	N/A	27.23	17.12	0.61	1,980	26.33	16.40	4	No	S
499052		Telecommunications Line Installers and Repairers	N/A	N/A	25.49	19.57	0.80	729	24.41	17.80	4	No	N
131151	HSHW	Training and Development Specialists	1.26	268	31.54	18.70	1.60	2,834	32.04	18.30	6	Yes	R
113071	HSHW	Transportation, Storage, and Distribution Managers	0.89	94	52.42	26.79	1.19	989	52.70	27.89	6	Yes	R
319096		Veterinary Assistants and Laboratory Animal Caretakers	4.00	650	17.93	15.02					4	No	R
292056		Veterinary Technologists and Technicians	N/A	N/A	19.69	15.51	2.43	1,387	18.30	14.21	5	Yes	S
151255	HSHW	Web and Digital Interface Designers	N/A	N/A	42.29	24.64	2.30	480	41.03	23.48	5	Yes	N
151254	HSHW	Web Developers	N/A	N/A	33.73	26.52	2.47	602	39.00	24.91	5	Yes	S
514121		Welders, Cutters, Solderers, and Brazers	0.07	140	23.03	16.48	0.79	1,975	22.45	16.64	4	Yes	R
273043	HSHW	Writers and Authors	N/A	N/A	31.09	19.15	0.89	601	30.28	18.05	6	No	N

*SOC Code and Occupational Title refer to Standard Occupational Classification codes and titles.

**HSHW = High Skill/High Wage.

***Qualifying Level:

R = Meets regional wage and openings criteria based on state Labor Market Statistics employer survey data.

S = Meets statewide wage and openings criteria based on state Labor Market Statistics employer survey data.

N = Meets national wage and openings criteria based on national Labor Market Statistics employer survey data.

N/A = Not available/releasable.

LMEC = Labor Market Estimating Conference

Memorandum #02 – 24 (BR)

To: Employer Services Committee
From: Carol Hylton, President/CEO
Subject: Launching CareerSource Broward Podcasts
Date: July 29, 2024

SUMMARY

To continue expanding the reach to employers, job seekers, and community stakeholders, CareerSource Broward (CSBD) is developing a plan to launch bi-monthly podcasts that focus on workforce development topics. This strategy was developed during the Board planning session in April. We are asking the committee to 1) approve topics developed by staff and 2) recommend additional podcast topics.

BACKGROUND

At the Board planning session in April, it was recommended that CSBD develop a podcast series as a form of outreach to job seekers and employers, educating them on relevant workforce topics. A podcast is a digital audio or video file series that users can download or stream online. Podcasts are valuable tools for disseminating information, storytelling, and engaging with audiences in a meaningful way. They can be accessed on-demand, allowing consumers to consume content at their convenience. The conversational style of podcasts creates a sense of connection between the host and the audience. They can also build communities around shared interests, fostering interaction and engagement among listeners and between listeners and hosts.

DISCUSSION

Launching a video podcast series will enhance CSBD's outreach, engagement, and information dissemination efforts. Through the podcast, CSBD will expand our reach to job seekers, employers, and community partners, who may prefer video content over audio or written materials. The visual and interactive nature of video podcasts will help build stronger connections with our customers and stakeholders, making our services and resources more relatable and accessible. Video podcasts provide a platform to feature interviews with industry experts, successful job seekers and employers, offering valuable insights and success stories.

New podcasts will be recorded and released bi-monthly (every other month) to build anticipation in between episodes. The bi-monthly schedule also allows time to 1) focus on creating high-quality, well-researched, and professionally produced content 2) promote each episode effectively, creating a robust marketing strategy including teasers, social media posts, and collaborations to maximize reach and impact 3) gather and incorporate audience feedback into future episodes and 4) analyze the performance of each episode, understand audience engagement metrics, and refine future content strategies based on data-driven insights.

Below are suggested podcast topics and areas of focus:

1. Industry Insights
 - a. Current labor trends in the targeted industries.
 - b. Opportunities for apprenticeships and internships.

2. Jobseeker Success Stories
 - a. Interviews with individuals who found employment through CSBD.
 - b. Stories of successful career transitions and skills upgrades.

3. Employer Success Stories
 - a. Profiles of local employers and their companies.
 - b. Insights into what employers look for in candidates.

4. Board Member Spotlights
 - a. Background and professional journey/career path.
 - b. Key achievements and milestones in their career.
 - c. Role/responsibility on the Board and reasons for joining the Board.
 - d. Current trends/outlook in their industry and how CSBD is addressing them.
 - e. Advice for job seekers and employers in their industry.

5. Economic Trends and Labor Market Analysis
 - a. Analysis of labor market data and what it means for job seekers and employers.
 - b. Impact of technological advancements on job markets.

6. Community Resources and Partnerships
 - a. Highlighting local resources available to job seekers and employers.
 - b. Collaborations with educational institutions and training providers.
 - c. Partnerships with community organizations and government agencies.

7. Entrepreneurship and Small Business Support
 - a. Resources and advice for aspiring entrepreneurs.
 - b. Success stories of local startups and small businesses.

8. Special Episodes
 - a. Coverage of job fairs and hiring events.
 - b. Interviews with elected officials and industry leaders.
 - c. Special episodes on timely topics or seasonal trends.

9. Spotlight on CareerSource Broward Services
 - a. Job Seeker Services, including scholarship assistance, support services, job search assistance, job readiness workshops, Veterans assistance, etc.
 - b. Employer Services, including work-based training grants, job posting, candidate recruitment, pre-screening, etc.
 - c. Support services provided by CareerSource Broward.

Staff is 1) requesting the Committee consider additional recommendations for topics for the podcasts and 2) seeking approval for the focus areas and topics listed above.

By focusing on these topics, CSBD will create a podcast series that is informative, engaging, and valuable to both job seekers and employers, furthering our mission to support workforce development in the community.

RECOMMENDATION

Staff is asking the committee to 1) approve topics developed by staff and 2) recommend additional podcast topics.

Tobacco Free Florida Initiative

A statewide initiative aimed at reducing tobacco use and its harmful effects on public health.

Impact on Public Health

- Tobacco use remains a leading cause of preventable death and disease in Florida and across the United States.
- By promoting tobacco cessation and providing accessible resources, Tobacco Free Florida is working to improve the health and well-being of individuals and communities statewide.

Free Tools and Services Offered

- Includes 24/7 access to a coach and online resources to develop personalized quit plans.
- Participants also receive a 4-week supply of nicotine patches and gum, or nicotine patches and lozenges mailed directly to them.

Partnership with NOVA University, Our Area Health Education Center (AHEC)

- In FY 24-25, CSBD is expanding its efforts in partnership with NOVA University; targeting 150 individuals per quarter; 600 individuals in the year.
- By leveraging resources and promoting this opportunity to our other community partners as well, CSBD is fully committed to reducing the risk of adverse health effects associated with tobacco use in the workforce.

Call to Action

- If you or someone you know is ready to quit smoking, take advantage of the free resources and support offered through this initiative.
- Visit or call one of our career centers to get started today.

CareerSource Broward North Center

4941 Coconut Creek Pkwy.
Coconut Creek, FL 33063
(954) 969-3541

CareerSource Broward Central Center

2610 West Oakland Park Blvd.
Oakland Park, FL 33311
(954) 677-5555

CareerSource Broward South Center

7550 Davie Road Extension
Hollywood, FL 33024
(954) 967-1010

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EMPLOYER SERVICES COMMITTEE

Strategic Planning Matrix for PY 24/25

Heiko Dobrikow, Board Chair
Francois Leconte, Employer Services Chair
Carol Hylton, President/CEO

CONNECTING • REIMAGINING • INNOVATING

Transformative Partnerships For Tomorrow's Workforce

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 #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 Create and send a link to BWDB members to add in the signature line of their work email as a way to promote CSBD.</p>	<p>2.0.1 Work with the IT Department to create instructions on how to add the CSBD logo with an embedded link and tagline to their email signature.</p>	<p>Instructions are created</p>	<p>9/2024</p>	
	<p>2.0.2 Distribute the linked logo and instructions to the board members.</p>	<p>Distribute the instructions to the BWDB for use.</p>	<p>9/2024</p>	
	<p>2.0.3 Survey the board members to determine how many of them have added the logo to their signature line.</p>	<p>A minimum of 25% of Board members added the logo link and tagline to their email signatures.</p>	<p>10/2024</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>2.1 BWDB members to forward notifications and invitations of upcoming business events that CSBD could attend, if applicable to our goals and objectives.</p> <p>2.2 Research ways to connect with small businesses and educate them on how CSBD is a resource, particularly those that have not used our services before.</p>	<p>2.1.1 CSBD staff to send periodic email reminders to Board members.</p>	<p>A minimum of 5 events were attended by recommendation of Board members.</p>	<p>3/2025</p>	
	<p>2.2.1 Expand the partnership with the Small Business Development Center (SBDC) at FAU.</p>	<p>A meeting is held with the FAU SBDC, and a plan for collaboration is created, including presenting CSBD services to small businesses at the SBDC.</p>	<p>9/2024</p>	
	<p>2.2.2 Research and engage small business development centers at Broward College, NOVA, the School Board of Broward County, and other ITA partners.</p>	<p>Research is conducted, and meetings are held with the applicable small business development centers to implement partnership strategies, which will then be implemented.</p>	<p>10/2024</p>	
	<p>2.2.3 Engage with SCORE Broward to explore partnership opportunities.</p>	<p>A meeting is held with SCORE Broward and a partnership plan is implemented.</p>	<p>10/2024</p>	

CareerSource Broward Strategic Goal #3:

Encourage employers by engaging and identifying their needs, and educating and connecting them to the workforce system to produce innovative workforce solutions.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.2 Research ways to connect with small businesses and educate them on how CSBD is a resource, particularly those that have not used our services before. Cont.</p> <p>3.0 Explore creating podcasts and/or lunch and learns for employers, including inviting board members who are subject matter experts to make presentations.</p>	<p>2.2.4 Create outreach materials specifically for small businesses that market CSBD's value proposition.</p>	<p>Marketing materials are created and used by the employer outreach team to engage small businesses.</p>	<p>9/2024</p>	
	<p>2.2.5 Attend a small business conference to network with subject matter experts to learn best practices for marketing workforce services to small businesses.</p>	<p>A conference is attended, and best practices are implemented, if feasible.</p>	<p>10/2024</p>	
	<p>2.2.6 Explore the feasibility of approaching start-up entrepreneur lenders such as venture capitalists to explain our services so that they can pass the information on to their customers.</p>	<p>Research is conducted, and presentations are made to a minimum of five lenders.</p>	<p>2/2025</p>	
	<p>3.0.1 Research podcasts hosted by other workforce boards in Florida.</p> <p>3.0.2 Develop and implement a podcast calendar for the program year to include the topics and guests.</p>	<p>Research is conducted and used, where feasible, to develop CSBD's podcasts, including topics, podcast length, and format.</p> <p>A calendar is created, and podcasts are published every other month.</p>	<p>9/2024</p> <p>10/2024</p>	

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

CareerSource Broward Strategic Goal #3:

Encourage employers by engaging and identifying their needs, and educating and connecting them to the workforce system to produce innovative workforce solutions.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
3.1 Consider ways to partner with large companies to create training programs for emerging occupations in the targeted industries.	3.1.1 Identify and engage employers with 250+ employees to assess their training needs through Econovue, the South Florida Business Journal, and other lead-generation tools.	Developed work-based training grants (OJT, IWT, Customized Training) with a minimum of 6 large employers.	3/2025	
3.2 Continue to strengthen relationships with employers, economic development, and community partners.	3.2.1 Identify three Broward cities with the highest unemployment and partner with their economic development offices and meet with them to develop ways to partner.	Research completed and strategies implemented to partner with them	3/2025	
3.3 Consider sharing the success of the partnership with the Greater Fort Lauderdale and Greater Hollywood Chambers of Commerce with other Chambers to encourage them to share our services with their business members.	3.3.1 Create a testimonial video about the value of the partnerships, including the value-added services, and share it with all Chambers.	Video created and shared with the 16 Chambers in the county.	2/2025	

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

CareerSource Broward Strategic Goal #3:

Encourage employers by engaging and identifying their needs, and educating and connecting them to the workforce system to produce innovative workforce solutions.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
3.4 Explore developing a survey for organizations, chambers, and employers to measure their engagement with CSBD and to learn about their needs.	3.4.1 Deploy an employer awareness survey.	The survey is sent, and the results are analyzed and followed up on.	3/2025	
3.5 Consider revising the value proposition message to employers to help them better understand the value of our services instead of using "free."	3.5.1 Build an interactive landing page on our website with a calculator marketing our value proposition so that users can quantify the value of our services.	The landing page is launched and marketed to employers, Chambers, and business associations.	10/2024	
	3.5.2 Redesign outreach packets to use more plain talk and market the value proposition.	Outreach materials are redesigned and in use.	12/2024	

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

CareerSource Broward Strategic Goal #3:

Encourage employers by engaging and identifying their needs, and educating and connecting them to the workforce system to produce innovative workforce solutions.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
3.6 Continue to use testimonials and real examples from our employer customers and post on our website so others will learn of the value of our services.	3.6.1 Create a testimonials page on our website and include a QR code to the page in marketing material as a source for hearing directly from employers who have used our services.	The testimonial page is launched and added to marketing materials for employers.	11/2024	
3.7 Research employers who recently started a business in Broward County and meet with them about our services.	<p>3.7.1 Explore developing a routine system with the Broward County Office of Economic and Small Business Development to learn who the newly registered employers with Broward County are in real-time, including their contact information.</p> <p>3.7.2 Contact the new employers as the information is received, congratulating them on the new business and introducing who we are.</p>	Engage a minimum of 10 new businesses registered with Broward County each month.	3/2025	

Memorandum #03-24 (BR)

To: Employer Services Committee

From: Carol Hylton, President/CEO

Subject: Business Intermediary Services Contracts Update

Date: July 26, 2024

SUMMARY

This is to report on the business intermediary activities of the Greater Fort Lauderdale and Greater Hollywood Chambers of Commerce. CareerSource Broward (CSBD) entered into contracts with the 2 Chambers about 8 months ago following the release of a request for proposals (RFP) seeking business organizations with at least 50 employer members willing to work with their memberships to increase awareness of CSBD employer services.

BACKGROUND

CSBD entered into contracts with the Greater Hollywood and Greater Fort Lauderdale Chambers of Commerce about 8 months ago following the release of an RFP seeking business organizations with at least 50 employer members willing to work with their memberships to increase awareness of CSBD employer services. The purpose of the contracts was also to provide additional opportunities for CSBD to expand employer awareness regarding our employer-based services. The contracts expire on September 30 and are renewable.

DISCUSSION

The Greater Fort Lauderdale Chamber has 956 business members representing 350,000 employees. The Greater Hollywood Chamber has 700 business members representing about 200,000 employees. Under the contracts we have with these two Chambers, we can reach large numbers of employers much quicker and more efficiently than we can by marketing to employers one at a time. Each of our contracts sets out goals we hope to accomplish over the year.

We began the year by providing training to the staff engaged by the Chambers assigned to coordinate contract activities with us. There have been a few hiccups due to staff turnover, but for the most part, CSBD staff is pleased and encouraged by what we have accomplished to date and is recommending that the Contracts be renewed.

A. Greater Ft. Lauderdale Chamber of Commerce	
Activities	Update
Hold two employer forums with industries on the CSBD Targeted Industry List	A Construction Industry Forum was held on 6/26. A Marine Industry Forum is scheduled for 8/14.
Allow CSBD to address the Chamber membership every quarter	CSBD presented at: 1/12 – New Member Orientation 2/09 – New Member Orientation 5/10 – New Member Orientation 7/12 – New Member Orientation
Post information about CSBD on social media and in their newsletter at least monthly	The Chamber posted content on CSBD activities in their weekly newsletter, which goes to all their members electronically The Chamber surveyed its members in March regarding their workforce needs and challenges and will be sharing the information with us. The Chamber posted and included an article in their July newsletter regarding Workplace-based Training Grants.
The Chamber will assist in developing work-based training contract commitments of up to \$250,000	To date, \$31,260 in work-based training grants have been entered into through their efforts – there has been some staff turnover, and we expect this number to increase.
Identify new/emerging occupations	Nothing has yet been gleaned from the new member orientations.

B. Greater Hollywood Chamber of Commerce	
Activities	Update
Hold two employer forums with industries on the CSBD Targeted Industry List	A Financial Services Industry Forum was held on 7/17. A Hospitality Industry Forum is planned for 9/18
CSB Allow CSBD to address the Chamber membership every quarter	CSBD presented at the following member events: <ul style="list-style-type: none"> • 2/8 – Good Morning Hollywood Breakfast • 7/9 – Leads Group Meeting • 7/11 – Hollywood Power Lunch
The Chamber will assist in developing work-based training contract commitments of up to \$200,000	Training was provided to Chamber staff, and a number of employer meetings have occurred. There are contracts in the pipeline.
Post information about CSBD on social media and in their newsletter at least monthly	The Chamber posted information regarding CSBD services on social media and in their newsletter, which is published monthly as described below: March – Workplace-based Training Grants April – Conducted Business Confidence Survey regarding the members’ future business outlook – we will provide the results to the committee once they are available. May – Apprenticeship Programs and OJT June – Work-based Training Grants July – Promoted the CSBD Workforce Wednesday Seminars to their members. CSBD content has been included in the Chamber’s newsletter from April through July.
Identify new/emerging occupations.	2/16 – New Member Orientation 3/15 – New Member Orientation 4/19 – New Member Orientation 6/14 – New Member Orientation CSBD is monitoring new business activity in new occupational areas based on new memberships.

RECOMMENDATION

None. For information purposes only.

Memorandum #04 – 24 (CBR)

To: Employer Services Committee
From: Carol Hylton, President/CEO
Subject: Report on Industry Employer Forums
Date: July 29, 2024

SUMMARY

CareerSource Broward (CSBD) held industry employer forums in 1) information technology 2) manufacturing 3) healthcare 4) construction and 5) financial services. The objective of the forums was to a) discuss the skill gaps and training needs of each industry and b) identify strategies to address the skill gaps. Based on information shared at the forums, we developed specific strategies to assist employers in each of these targeted industries. The updates on the outcomes of the strategies will be discussed in subsequent forums.

BACKGROUND

CSBD convened forums in five (5) of the targeted industries to continue to discuss workforce pain points in the sectors and brainstorm strategies for the challenges. Each forum had a roundtable discussion, allowing those in attendance to participate and share their experiences and insights. Representatives from the industry, education, economic development, and workforce development attended each forum.

The objectives of the forums were to:

- 1) Discuss skill gaps, talent shortages and develop strategies to address them.
- 2) Identify ways to increase the talent pipeline and implement the strategies identified.

DISCUSSION

Technology Industry Forum

CSBD, in collaboration with the Levan Center of Innovation (COI), held an employer forum for the technology industry at the COI at Nova Southeastern University on 4/26. Nineteen (19) individuals representing employers, educational institutions, and community partners attended the forum. A diverse group of employer representatives from LAN Infotech, CommSurv IT, Robohood, Cre8tive Development Operations, and other technology employers were in attendance.

CSBD Vice President of Business Relations Tony Ash opened the forum with a welcome and a review of CSBD's employer services and local labor market information. After the presentation, Rob Petrosino, Chief Innovation Officer at PEAK Activity, facilitated a roundtable discussion on the impacts of emerging technologies in the industry, including Artificial Intelligence, and the occupational and training needs to offset potential talent shortages.

The following provides a summary of the identified skill gaps, training needs, and strategies:

Skill Gaps/Training Needs

- Shortage of workers with advanced knowledge of cybersecurity threat detection.
- More talent is needed from colleges/universities with an understanding of Artificial Intelligence (AI) models, networks, and ethics.
- Better communication skills among employees. Training on effective verbal and written communication.

Strategies

- Increased involvement from employers on the advisory councils of the schools.
- Training providers to explore creating hands-on labs where participants can work on real AI projects.
- Explore training/workshops focused on improving both verbal and written communication skills, tailored to different contexts such as business, technical presentations, and team collaboration.

The next IT employer forum is planned for October.

Manufacturing Industry Forum

On 6/6, CSBD and the South Florida Manufacturing Association (SFMA) held an employer forum for the manufacturing industry. Twenty-seven (27) individuals representing employers, educational institutions, and community partners attended the forum. A diverse group of employer representatives from Fortress Marine Anchors, Point Blank Body Enterprises, Garmin/JL Audio, Caliber Sales Engineering, Q'Straint Mobility Manufacturers, DeAngelo Marine Exhaust, Dayton Granger, Decimal Engineering, and other manufacturers were in attendance.

Broward Workforce Development Board Chair Heiko Dobrikow opened the forum with a welcome followed by remarks from Tony Ash, CSBD Vice President of Business Relations, and Matt Rocco, president of SFMA. Douglas Saenz, CSBD's manufacturing intermediary, gave a presentation about the conditions of the local labor market. After the presentation, Mr. Saenz led a roundtable discussion about the industry's pain points and potential strategies to address the pain points.

The following provides a summary of the identified skill gaps, training needs, and strategies:

Skill Gaps/Training Needs

Worker shortages in the following occupations:

- Entry-level Assemblers
- Welders
- Machinists
- CNC programmers
- Machinery Mechanics
- Electromechanical Engineers
- Project Coordinators

Strategies

- Hold an industry job fair in October in conjunction with National Manufacturing Month.
- Consider hosting a webinar on special populations.
- Create a social media campaign promoting manufacturing careers and career pathways.

- Create a Skills Crosswalk for manufacturing careers to include entry points and transferable skills.

The next manufacturing employer forum will be in December.

Healthcare Industry Forum

The forum was held on 6/18 and attended by twenty-five (25) individuals representing employers such as Broward Health, Memorial Healthcare, Cleveland Clinic, HCA Healthcare, and more, as well as Broward County Public Schools and the Greater Fort Lauderdale Alliance.

Mr. Dobrikow welcomed the attendees and presented the Economic Dashboard on CSBD's website. After the presentation, Johnell Beckford, CSBD's healthcare intermediary, facilitated a round table discussion on the industry's workforce pain points and possible strategies.

The following provides a summary of the identified skill gaps, training needs, and strategies:

Skill Gaps/Training Needs

- Worker shortages in entry-level and technical positions like nursing Assistants, Phlebotomists, Patient Care Technicians, and Pharmacy Technicians.
- A lack of soft skills among new hires.

Strategies

- Increase the use of Incumbent Worker Training to upskill current employees into career advancement.
- Employers can serve on advisory councils at the colleges to help shape and inform the curriculum, including incorporating soft-skill training.
- The industry to consider deploying a marketing campaign to attract new talent. Utilize the career pathways video developed by CSBD in the campaign.
- Expand the candidate pool by identifying methods to assist workers from other countries in getting their credentials evaluated in a timely manner to meet U.S. standards.
- Consider holding an annual healthcare industry job fair.

The next healthcare employer forum will be in December.

Construction Industry Forum

The forum was held in partnership with the Greater Fort Lauderdale Chamber of Commerce (GFLCC) on 6/26. It was attended by seventeen (17) individuals representing employers and educational partners, including Chase Roofing, Danto Builders, Florida Surface Pro, and the School Board of Broward County. Following a welcome from GFLCC President Dan Lindblade, Barbara Cevieux, CSBD's construction intermediary, opened the forum with a discussion about CSBD services and solutions for workforce needs, and Debbie Danto, COO of Danto Builders and GFLCC Chair-Elect, began the discussion with thought questions focusing on the workforce challenges in the industry.

The following provides a summary of the identified skill gaps, training needs, and strategies:

Skill Gaps/Training Needs

- There is a shortage of experienced tradespeople due to retirements.
- Shortage of engineers (civil, structural, and mechanical).

- Demand for skilled Heavy Equipment Operators (cranes, bulldozers, excavators).

Strategies

- Develop or expand apprenticeship programs in trades such as plumbing, electrical, carpentry, and HVAC, providing hands-on training under the supervision of experienced tradespeople.
- Conduct campaigns to raise awareness about the benefits of careers in the trades and the demand for skilled labor in these fields.
- Partnering with education providers to train specifically for heavy equipment operation, including certifications for cranes, bulldozers, excavators, and other machinery.

The next construction employer forum will be in January.

Financial Services Industry Forum

The forum was held in collaboration with the Greater Hollywood Chamber of Commerce (GHCC) on 7/17 and was attended by twelve (12) individuals representing employers and educational partners. Federal Reserve Bank of Atlanta, TD Bank, Sun Coast Credit Union, and the School Board of Broward County were among the attendees.

Mr. Saenz, who also serves as the intermediary for the financial services industry, provided the welcome, followed by GHCC CEO Marie Suarez. Patrick Mason, president of Sun Coast Credit Union, moderated the group discussion about the industry's workforce pain points and strategies.

The following provides a summary of the identified skill gaps, training needs, and strategies:

Skill Gaps/Training Needs

- High turnover in customer service and teller positions because of competitive wages elsewhere.
- Loss of skilled workers with institutional knowledge due to retirement.
- Challenge with attracting new talent to replace employees lost during the pandemic.
- Lack of soft skills, including verbal and written communication skills.

Strategies

- Educate employers on how to use Employ Florida to recruit candidates.
- Target and attract retirees to work part-time.
- Increase internships in the industry.
- Encourage employers to participate in education advisory councils to provide input on curriculum.

The next financial services employer forum will be in February.

The feedback from the forum participants was positive. The intermediaries are following up with the forum attendees to finalize a plan to put the strategies discussed into action. A report on the implemented strategies will be presented at future forums.

RECOMMENDATION

None. For information purposes only.

EMPLOYER TESTIMONIAL



ANTHONY MOTEN, DIRECTOR STEP-UP APPRENTICESHIP PROGRAM, HOUSING AUTHORITY CITY OF FORT LAUDERDALE – *“CareerSource Broward is an agency that will come in and help you find the right person for the right job and provide the funding to train and develop them.”*



ALFONSO AREVALO, HR DIRECTOR, MARGARITAVILLE HOLLYWOOD BEACH RESORT – *“CareerSource Broward has made a huge impact on our business. If you are not connecting with CareerSource Broward, you are missing out on a lot of qualified applicants.”*

8,153 EMPLOYERS SERVED



37,894

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

11,544

New Job Openings Posted in Employ Florida

\$4,477,754
TRAINING REIMBURSEMENTS TO EMPLOYERS

OJT - **\$135,039**
Skills Upgrade (IWT) - **\$234,357**
Adult and Youth Paid Internships - **\$4,108,358**

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

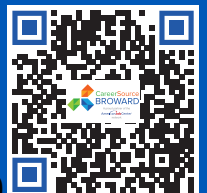
EMPLOYER TESTIMONIAL



CYNTHIA CHRUPCALA, HR DIRECTOR, PROFI CONSTRUCTION & MAINTENANCE – *“As an HR Director you are always looking for good hires. One of my favorite resources is a Career Fair. Some of my best hires came from CareerSource Broward. I strongly recommend them to anyone involved in hiring.”*

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Overview of the CareerSource Broward Region
Not Seasonally Adjusted
July 19, 2024

- The unemployment rate in the CareerSource Broward region (Broward County) was 3.4 percent in June 2024. This rate was 0.4 percentage point greater than the region's year ago rate of 3.0 percent. The region's June 2024 unemployment rate was 0.1 percentage point lower than the state rate of 3.5 percent. The labor force was 1,096,445, up 6,968 (+0.6 percent) over the year. There were 36,805 unemployed residents in the region.

Fort Lauderdale-Pompano Beach-Deerfield Beach Metro Division

- In June 2024, nonagricultural employment in the Fort Lauderdale-Pompano Beach-Deerfield Beach MD was 925,500, an increase of 21,100 jobs (+2.3 percent) over the year.
- The Other Services (+11.5 percent); Government (+4.2 percent); Education and Health Services (+3.7 percent); Leisure and Hospitality (+1.8 percent); and Professional and Business Services (+0.6 percent) industries grew as fast or faster in the metro area than statewide over the year.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the highest annual job growth compared to all the metro areas in the state in the Trade, Transportation, and Utilities (+5,100 jobs); Government (+4,200 jobs); and Other Services (+4,100 jobs) industries.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the fastest annual job growth rate compared to all the metro areas in the state in the Other Services (+11.5 percent) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD was tied for the third highest annual job growth compared to all the metro areas in the state in the Leisure and Hospitality (+1,800 jobs) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD was tied for the third fastest annual job growth rate compared to all the metro areas in the state in the Government (+4.2 percent) industry.
- The industries gaining jobs over the year were Trade, Transportation, and Utilities (+5,100 jobs); Education and Health Services (+4,400 jobs); Government (+4,200 jobs); Other Services (+4,100 jobs); Leisure and Hospitality (+1,800 jobs); Construction (+1,700 jobs); and Professional and Business Services (+1,100 jobs).
- The industries losing jobs over the year were Information (-700 jobs); Manufacturing (-500 jobs); and Financial Activities (-100 jobs).

Unemployment Rates (not seasonally adjusted)	Jun-24	May-24	Jun-23
CareerSource Broward (Broward County)	3.4%	2.8%	3.0%
Florida	3.5%	2.9%	3.1%
United States	4.3%	3.7%	3.8%

Nonagricultural Employment by Industry (not seasonally adjusted)	Ft. Lauderdale-Pompano Beach-Deerfield Beach Metropolitan Division				Florida			
	Jun-24	Jun-23	change	percent change	Jun-24	Jun-23	change	percent change
Total Employment	925,500	904,400	21,100	2.3	9,868,500	9,663,800	204,700	2.1
Mining and Logging	#N/A	#N/A	#N/A	#N/A	6,000	5,700	300	5.3
Construction	53,400	51,700	1,700	3.3	660,300	629,200	31,100	4.9
Manufacturing	30,500	31,000	-500	-1.6	429,200	423,200	6,000	1.4
Trade, Transportation, and Utilities	209,400	204,300	5,100	2.5	2,004,500	1,952,300	52,200	2.7
Wholesale Trade	56,800	54,300	2,500	4.6	406,900	390,100	16,800	4.3
Retail Trade	107,700	107,500	200	0.2	1,162,500	1,138,300	24,200	2.1
Transportation, Warehousing, and Utilities	44,900	42,500	2,400	5.6	435,100	423,900	11,200	2.6
Information	19,900	20,600	-700	-3.4	156,800	158,800	-2,000	-1.3
Financial Activities	72,900	73,000	-100	-0.1	683,500	684,700	-1,200	-0.2
Professional and Business Services	172,400	171,300	1,100	0.6	1,632,200	1,622,400	9,800	0.6
Education and Health Services	123,600	119,200	4,400	3.7	1,508,300	1,462,400	45,900	3.1
Leisure and Hospitality	99,600	97,800	1,800	1.8	1,322,000	1,302,400	19,600	1.5
Other Services	39,900	35,800	4,100	11.5	382,300	366,500	15,800	4.3
Government	103,800	99,600	4,200	4.2	1,083,400	1,056,200	27,200	2.6

Population	2023	2022	change	percent change
CareerSource Broward (Broward County)	1,962,531	1,946,889	15,642	0.8
Florida	22,610,726	22,245,521	365,205	1.6

Average Annual Wage	2022	2021	change	percent change
CareerSource Broward (Broward County)	\$66,754	\$63,542	\$3,212	5.1
Florida	\$63,781	\$60,313	\$3,469	5.8