



**Broward Workforce Development Board  
Employer Services Committee**  
Monday, November 20, 2023  
12:30 p.m. to 2:00 p.m.

Zoom Meeting ID: 834 8812 8544  
Zoom Passcode: 996431  
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/83488128544?pwd=bkozQTNJMmFaRW1HNIJScHNOU2lzd09>

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.

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## MEETING AGENDA

### IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

### APPROVAL OF MINUTES

Approval of the Minutes of the 9/11 Employer Services Committee meeting.

<b>RECOMM</b>	Approval
<b>ACTION</b>	Motion for Approval
<b>EXHIBIT</b>	Minutes of the 9/11 meeting

Pages 8 – 15

### NEW BUSINESS

#### 1. New Tiles to Be Added to Economic Dashboard

Consideration to approve adding three economic indicators to the CareerSource Broward (CSBD) dashboard 1) Hotel and Lodging 2) Cruise and 3) Business Confidence. The Dashboard currently showcases 19 “data titles” that tell the story of labor market and economic conditions in the tri-county area. Adding this new information keeps the dashboard relevant and draws employers to our website where economic information about Broward County and its neighbors can be found in one place.

<b>RECOMM</b>	Approval
<b>ACTION</b>	Motion for Approval
<b>EXHIBIT</b>	Memo #08 – 23 (QA)

Pages 16 – 17

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## 2. Incumbent Worker Training (IWT) Contract with Locality Bank

Consideration to approve entry into an IWT contract with Locality Bank to provide sales training for up to fifty (50) employees. The employees will receive training in sales processes, prospecting, sales cycles, managing sales teams, and accountability. The contract will provide for up to \$120,000 for the cost of the training through June 2024. Pursuant to the Workforce Innovation and Opportunity Act requirements, Locality Bank will contribute 10% to the cost of the training by paying employee wages while they are in training. Because Board member Keith Costello is a partner in the Bank, this recommendation must be approved by a 2/3 vote of the Board members present at a meeting with an established quorum and by the State following board approval.

<b>RECOMM</b>	Approval
<b>ACTION</b>	Motion for Approval
<b>EXHIBIT</b>	None

## 3. WIOA Youth Work Experience Contract Approval for Locality Bank

Consideration to approve a Workforce Innovation and Opportunity Act Youth Work Experience (WEX) contract with Locality Bank for Program Year 23/24. WEX contracts are non-financial, as CSBD is the employer of record. Youth will be placed in clerical positions working with database management. Because Board member Keith Costello is a partner in the Bank, this recommendation must be approved by a 2/3 vote of the Board members present at a meeting with an established quorum.

<b>RECOMM</b>	Approval
<b>ACTION</b>	Motion for Approval
<b>EXHIBIT</b>	None

## 4. Broward Health Work-Based Training

Healthcare occupations are in high demand in Broward County. To assist individuals entering these occupations, Broward Health, a part of the Broward County public health system, will work with CSBD to provide Internships, On-the-Job Training (OJT), and Incumbent Worker Training (IWT). These training efforts will be supported by the Health Care Initiative discretionary funding and WIOA if needed. We anticipate obligating up to \$250,000 across these work-based options. Because Board member Shane Strum serves as the President/CEO of Broward Health, a 2/3 vote of the Board members present at a meeting with an established quorum is required. The internship contracts are non-financial in nature; however, the OJT and IWT contracts will be submitted to FloridaCommerce for their approval as required under the State's contracting policy for related parties.

<b>RECOMM</b>	Approval
<b>ACTION</b>	Motion for Approval
<b>EXHIBIT</b>	None

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**5. World Emblem Inc. Incumbent Worker Training Grant Application**

Consideration to award World Emblem Inc. an Incumbent Worker Training (IWT) grant in the amount of \$82,000 to train 12 employees to learn Lean Practitioner methodologies. Pursuant to the Workforce Innovation and Opportunity Act requirements, World Emblem Inc. will contribute 50% to the cost of the training by paying employee wages while they are in training. In accordance with governing boards' policy, IWT grant applications of \$50,000 or more and recommended by the rating committee go to the Employer Services and the Executive Committees for consideration, with a report to the BWDB/CSBD Council of Elected Officials at their next meeting.

<b>RECOMM</b>	Approval
<b>ACTION</b>	Motion for Approval
<b>EXHIBIT</b>	Memo #11 – 23 (BR)

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**6. Employer Services Committee Strategic Planning Matrix PY 23/24**

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

<b>RECOMM</b>	Approval
<b>ACTION</b>	Motion for Approval
<b>EXHIBIT</b>	Employer Services Committee Strategic Planning Matrix

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**7. Employer Services Committee Meeting Schedule**

Consideration to approve the 2024 Employer Services Committee meeting schedule. We have scheduled six meetings for the upcoming year. Meetings are in person. On occasion, if necessary, a committee member can attend via Zoom.

<b>RECOMM</b>	Approval
<b>ACTION</b>	Motion for Approval
<b>EXHIBIT</b>	Memo #12 – 23 (BR)

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## REPORTS

### 1. Hospitality Career Fair

To support employers in the hospitality industry as they prepare for peak season, which started in the Fall and runs through Spring, CSBD hosted a Hospitality Job Fair at the Urban League. Fourteen hospitality companies, including Riverside Hotel, Pelican Grand Resort, Holiday Inn Express Ft. Lauderdale Cruise Airport, and Margaritaville Resort, with job openings from entry-level to management. Board Chair Heiko Dobrikow and Carol Hylton, President/CEO, welcomed the employers and about 200 job seekers. Employers at the event shared that they were pleased with the number, quality, and skill of applicants.

<b>ACTION</b>	None
<b>EXHIBIT</b>	<a href="#">Hospitality Job Fair Video</a>

### 2. Non-Custodial Parent (NCP) Program Employer Outreach

The program is designed to assist non-custodial parents who are under or unemployed and have difficulty meeting child support obligations to receive occupational and work-based training that will remove barriers to employment so they may obtain a higher-paying job. Through our intermediaries, employers in our targeted industries were sent informational materials on how CSBD can help defray the cost of occupational and work-based training for their employees who are non-custodial parents. Information was shared with various Chambers of Commerce to send out to their network of employers and community partners. A multi-faceted marketing campaign will begin in December.

<b>ACTION</b>	None
<b>EXHIBIT</b>	<a href="#">NCP Employment Program Flyer</a>

### 3. CSBD's 2023 Paychecks for Patriots Veterans Hiring Fair

CSBD held our 11<sup>th</sup> annual Paychecks for Patriots Veterans Job Fair on 11/8, with over 500 job seekers and more than 100 employers in attendance. It was a great event with employers recruiting, such as Broward Health, Advanced Roofing, Broward County Government, Memorial Healthcare, Seminole Hard Rock, Broward County Public Schools, Coca-Cola, Miami Heat, various law enforcement agencies like Fort Lauderdale Police, Broward Sheriff's Office, and Pembroke Pine Police, and many more. Feedback from employers and job seekers was very positive and a highlight video is in production.

<b>ACTION</b>	None
<b>EXHIBIT</b>	<a href="#">Slideshow Video</a>

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#### 4. Summer Youth Employment Program Employer Engagement

CSBD's Summer Youth Employment Program (SYEP) has been successful placing youth between the ages of 16 to 18 in summer employment with private employers, not-for-profit organizations, and municipalities. For summer 2024, we plan to serve more than 1,000 youth and have opened the employer portal to expand our work sites. We have shared the employer flyer with various Chambers of Commerce to forward to their members. We are asking the committee members to share the Employer Flyer with their business community.

**ACTION**  
**EXHIBIT**

None  
[SYEP Employer Flyer](#)

#### 5. National Apprenticeship Week Proclamation

On 11/14, CSBD and BWDB member Lori Wheeler of the Marine Industries Association of South Florida (MIASF) were recognized by the Broward County Board of County Commissioners during the proclamation ceremony recognizing 11/13 – 11/19 as National Apprenticeship Week. CSBD places a strong emphasis on the importance of cultivating registered apprenticeship programs as a cornerstone of professional development. MIASF created the Yacht Service Technician Registered Apprenticeship Program, the first of its kind in the State and which CSBD supports with OJT funding.

**ACTION**  
**EXHIBIT**

None  
Picture

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#### 6. Employer Marketing Campaign

As recommended by the committee, an employer-focused marketing campaign to 1) expand awareness of our work-based training programs and 2) increase the number of employers that register in Employ Florida will begin in December. Paid advertisements on LinkedIn, print and digital advertising, and ads in various Chamber events' programs are planned including a 12-month weekly ad on WLRN public radio during morning drive-time hours.

**ACTION**  
**EXHIBIT**

Discussion  
None

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## 7. **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.

**ACTION  
EXHIBIT**

None

[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**

<b>THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS TBD</b>
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**Broward Workforce Development Board  
Employer Services Committee**  
Monday, September 11, 2023  
12:30 p.m. to 2:00 p.m.

**Zoom Meeting ID:** 898 3168 1715  
**Zoom Passcode:** 544144  
**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

**Employer Services Committee Members:** Heiko Dobrikow, Lori Wheeler, Denise Jordan, Paul Farren, Michael Goldstein, and Francois Leconte, who chaired the meeting.

**Staff:** Carol Hylton, Mark Klinecicz, Ron Moffett, Tony Ash, Andrew Skobinsky, Barbara Cevieux and Natalie Oscar.

**Guest:** Leticia Latino van-Splunteren

### IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

### APPROVAL OF MINUTES

Approval of the Minutes of the 8/7 meeting.

**On a motion by Paul Farren and seconded by Lori Wheeler, the Employer Services Committee unanimously approved the minutes of the 8/7 meeting.**

### PRESENTATION

Leticia Latino van-Splunteren, CEO of Neptuno USA Corp. and a member of the Federal Communications Commission's (FCC) Working Group on Broadband Infrastructure Deployment Job Skills and Training Opportunities presented on the expansion of broadband infrastructure in the area and the job growth that will accompany it.

Mr. Dobrikow stated that the wages for tower climbers were very good but that the telecommunications industry faces a talent shortage, the same as several other industries. He asked whether there were efforts in the industry to market the available career opportunities to job seekers, including youth workers.



Ms. van-Splunteren responded that she and other industry stakeholders have been presenting career pathways to middle and high school students. She invited CSBD to attend the Broadband Careers Awareness Day at Junior Achievement of South Florida planned for late 2023, where industry employers, education providers, and local elected officials will convene to brainstorm ideas and strategies for attracting youth to careers in telecommunications. Carol Hylton stated that CSBD would participate.

Ms. Hylton added that CSBD has an excellent partnership with the School Board of Broward County, and we are partnering with them to hold a youth career pathways summit in early 2024. Ms. van-Splunteren is invited to participate and present careers to the youth in attendance. Ms. van-Splunteren accepted.

Mr. Dobrikow stated that there are currently 18 tower climber job postings in Employ Florida. He added that more employers should post their tower climber vacancies and asked Ms. van-Splunteren to introduce staff to employers in the industry so CSBD can assist them. Ms. van-Splunteren agreed to do so and informed that she is working closely with CSBD's Technology Intermediary.

Mr. Goldstein stated that he is seeing more broadband services being provided than ever before. He added that it is great to see the growth and the employment and training opportunities that are being created.

## **NEW BUSINESS**

### **1. Registered Apprenticeship On-the-Job Training (OJT) Contract with Advanced Roofing**

Considered the approval of an upgrade OJT contract with Advanced Roofing to train up to ten (10) employees participating in their registered apprenticeship program. The apprentices will receive training in roofing, including handling asphalt equipment, detail sheet metal fabrication, and installation. The contract will provide up to a 75% reimbursement for wages paid to the apprentices while in training, totaling up to \$150,000. Because Board member Kevin Kornahrens is employed by Advanced Roofing, this recommendation must be approved by a 2/3 vote of the Board members present at a meeting with an established quorum and by the State following board approval.

Mr. Ash stated that the apprentices will earn an average wage of \$19 per hour and the training is scheduled to begin in November.

**On a motion by Paul Farren and seconded by Michael Goldstein, the Employer Services Committee unanimously approved entering into a Registered Apprenticeship On-the-Job Training contract with Advanced Roofing.**

### **2. Selection of Business Intermediary Services Providers**

Considered the approval of up to \$140,000 for 3 employer outreach and marketing contracts with 1) The Greater Fort Lauderdale for up to \$65,000, 2) The Greater Hollywood for up to \$55,000 and 3) Miramar Pembroke Pines Chambers of Commerce for \$20,000, following a Request for Proposals released on 7/17. Under the contracts, the Chambers will be selling work-based

training services to their members and obligating CSBD funds. A Review Committee comprised of members of the Board met on 8/30 and, after hearing from each of the responding chambers, voted to recommend funding in differing amounts. The contracts will be for an initial 12-month period and may be renewed for two (2) one-year periods. As Committee members Lori Wheeler, Marie Suarez, and Denise Jordan and CSBD staff Tony Ash serve on the Chamber boards or are employed by a Chamber, they will be required to declare a conflict and abstain from the discussion and vote. The recommendation must also be approved by a 2/3 vote with an established quorum at a Board meeting.

Ms. Hylton stated that under the contracts, the Chambers will be responsible for marketing our programs and developing work-based training grants with their employer members.

Mr. Dobrikow stated that he is a member of the Greater Fort Lauderdale Chamber of Commerce and the Greater Hollywood Chamber of Commerce and asked if he had to declare a conflict. Ms. Hylton replied that he would need to declare the conflict, which Mr. Dobrikow did. Michael Goldstein and Paul Farren also declared conflicts.

As so many of the Committee members had conflicts and none of the Committee members voiced any objection to moving the contracts forward, it was decided that a vote would not be taken and that the contracts be forwarded to the Executive Committee for consideration and the Legal Department for direction.

### **3. Local Employer Awareness and Satisfaction Survey Results**

Every two years, CSBD conducts a survey to measure awareness and customer satisfaction among employers in the area. The last survey conducted was in 2021. This memo highlights the results of the 2023 Employer Awareness and Satisfaction Survey and outlines initiatives to address various components of the results. This year, 83% of employers responded that they were either Very Likely or Likely to recommend CSBD's employer services to other businesses. This is an increase compared to our 2021 survey, where 78% of employers responded the same. Further, evidence suggests that our social media campaigns are working since awareness through social media grew from 9% in 2021 to 17% this year. Workshops will be added to address the workforce challenges employers identified in the survey. Staff asked the committee to review the strategies identified to increase employer awareness and to provide input on additional strategies.

Mr. Ash explained that a majority of the employers that responded were small businesses in the industries of 1) Healthcare 2) Professional and Technical Services 3) Hospitality and Lodging 4) Educational Services and 5) Construction.

Mr. Ash added that the employers identified their top three workforce challenges as 1) filling vacant positions 2) handling the demand for increased wages and 3) managing employee retention. Mr. Ash said that as a strategy to assist employers in handling these areas, we are scheduling subject matter experts to present on these topics during our workforce Wednesday seminars and employer forums.

Mr. Dobrikow commended staff on the satisfaction score and the gains in awareness through social media. He suggested for the next survey, staff contact the Florida Department of Business and Professional Regulation (FL DPBR) to get a contact list of registered businesses in Broward County. He explained that this may increase the pool of businesses to which the survey could be sent. Mr. Ash stated that the staff would contact FL DPBR.

Ms. Hylton agreed and stated that the survey was sent to over 3,000 employers in Employ Florida, and we also collaborated with the chambers of commerce and the Greater Fort Lauderdale Alliance to send the survey to their network of employers.

Mr. Leconte asked if the survey is conducted in-house, to which Ms. Hylton responded yes, we used a program called Qualtrics.

**On a motion by Paul Farren and seconded by Heiko Dobrikow, the Employer Services Committee unanimously approved the strategies identified to increase employer awareness and effectiveness.**

#### **4. 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 ESC Strategic Planning Matrix Updates with the committee. He highlighted select areas where progress has been made and informed all of the attendees of the status of the various objectives.

Mr. Ash explained that with matrix item 2.1, we are launching a bi-monthly newsletter to share CSBD highlights with employers, job seekers, elected officials, and other community stakeholders. CSBD will continue to engage multi-cultural populations by targeting ad campaigns with Haitian-Creole and Spanish media outlets.

Mr. Leconte suggested staff consider advertising on television. Mr. Ash stated television advertisements would be explored as part of CSBD's marketing strategy but that in the past we have found that the cost is prohibitive in comparison to the return on investment.

Mr. Ash continued to review the Matrix updates. In section 5.0, he stated that based on feedback from employers about the need to broaden their candidate pools, CSBD created an informational one-page flyer about the benefits of hiring from special populations such as youth, persons with disabilities, older workers, and justice-involved citizens.

**On a motion by Paul Farren and seconded by Lori Wheeler, the Employer Services Committee unanimously approved the updates to the Employer Services Committee Strategic Planning Matrix for PY 23/24.**

## REPORTS

### 1. Update on Marketing Initiatives for PY 23/24

CSBD executes marketing strategies to increase awareness of the valuable services we provide to employers and job seekers. We deliver our messaging strategically through the use of established 1) media channels 2) print marketing 3) outdoor 4) social media 5) other digital 6) speaking engagements and 7) community events. These strategies have increased our brand awareness throughout the region, support the vision and mission of the organization, and drive increased foot traffic into our centers. Notably, a two-month jobseeker advertising campaign, “Get the Job You Want,” was undertaken (June/July) utilizing geo-fencing, bus sides/interiors, billboard, print, digital/search engine, and social media. The campaign targeted Veterans, recent high school and college graduates, and ‘job changers.’ As a result of the campaign efforts, there has been a 48% overall increase in foot traffic within the centers when compared to the same period last year. Additionally, we plan to implement an employer-focused campaign.

Mr. Skobinsky provided an overview of the marketing strategies deployed over the past three months. He explained that a significant portion of the jobseeker advertisements were delivered in the distressed communities.

Mr. Skobinsky explained that, in addition to the increased job seeker visits to the career centers, CSBD has also experienced increased engagement on the website and an uptick in attendance to the employability workshops.

Mr. Leconte commended Mr. Skobinsky and staff for doing a great job with continuing to build CSBD’s awareness in the community. Mr. Dobrikow added that he was impressed with the growth and to keep up the excellent work. He suggested that more of CSBD’s ads contain neutral images of customers rather than being specific, e.g., Veteran-themed billboards.

Mr. Leconte asked if the ads placed on Facebook are localized by targeting South Florida. Mr. Skobinsky confirmed this and informed that this is done through geo-fencing, targeting area residents.

Mr. Goldstein said he noticed the QR codes on many of the ads. He suggested that data be tracked on how many people scan the QR code on the ads and add this information to the marketing update in the future. He added this data will be helpful in knowing which ads are more popular based on the number of scans. Mr. Skobinsky said he would research adding tracking information based on the QR code scans.

Ms. Jordan commended staff on a great report. She asked if CSBD could engage mobile carriers that appeal to customers in distressed communities to explore partnerships allowing their subscribers to receive CSBD’s information. Mr. Skobinsky responded that geo-fencing allows CSBD to target and reach customers by location across all mobile carriers, ensuring that our messaging reaches the intended audience. Ms. Jordan stated that was a great strategy and to keep up the excellent work.

Mr. Ash informed the committee that an employer-centric marketing campaign is being planned. LinkedIn will be heavily used to reach employers with our advertisements. We also plan to advertise on WLRN, the area’s public talk radio station.

## **2. CareerSource Broward's 2023 Paychecks for Patriots Veterans Hiring Fair**

CSBD will host its annual Paychecks for Patriots Veterans Hiring Fair on 11/8 at The City of Plantation Central Park. The first two hours of the event will be reserved for veterans and family members of veterans. The event will be marketed to job seekers and employers through social media, radio advertisements, distribution of flyers to community partners, advertising in the career centers, and word-of-mouth.

Mr. Leconte invited the committee members to come by and support CSBD.

## **3. First Annual State of Our Workforce Breakfast**

CSBD, in partnership with the Broward County Council of Chambers, will host the inaugural State of Our Workforce Breakfast at the Broward County Convention Center. Businesses will learn about the latest workforce trends and available tools to grow their business. Staff would like to thank BWDB Chair Heiko Dobrikow for cultivating the idea for this event.

## **4. Registration Fee for CSBD Job Fairs**

The board has previously approved charging a fee to employers for hiring and career fair events. Several years ago, we successfully piloted this practice to raise funds to offset costs associated with putting on these events, but we have not done so since the pandemic. To limit the draw against the General Fund for food, we will be charging a nominal registration fee of about \$25 per employer attending our recruitment events. The funds will be used to provide coffee, water, and a light lunch or breakfast for employer personnel who generally devote a significant portion of their day during recruitment events.

Ms. Wheeler stated that at a recent business-oriented event she planned, the registration fee was \$50 and it sold out. She suggested we consider charging a minimum registration fee of \$50. Mr. Dobrikow suggested a minimum fee of \$100 because CSBD has an extensive database of employers and many of the employers will be willing to pay a nominal registration fee of \$100 to gain exposure to hundreds of job seekers in one day.

The consensus among the committee was to consider implementing a \$100 registration fee and offer an early-bird registration fee of \$49.99 for a limited time prior to the events.

## **5. Economic and Workforce Indicators in Broward County**

Currently, there are 42,424 jobs available in Broward and 33,544 unemployed individuals seeking a job. Should every jobseeker become employed, we still have a deficit in the labor force. The good news is that year over year shows that the number of individuals employed in Broward increased by 2.9 percent. The top advertised occupation in July of 2023 was Registered Nurse, with over 1,636 ads. CSBD has added a new tile to provide information regarding trade data for Port Everglades. The supporting chart for this tile shows month-over-month import and export data displayed as financial totals. Port Everglades is one of the busiest ports in the world and supports the region with receiving and shipping a vast array of goods. This data provides the value of imports and exports that flow through the port and can be used as a leading indicator of economic activity for the region.

## **6. Broward County Unemployment Information**

The unemployment rate in Broward County was 3.0 percent in July 2023. This rate was 0.1 percentage points greater than the region's year-ago rate. In July 2023, Broward County's unemployment rate was 0.8 percentage points lower than the national rate (3.8 percent). The labor force was 1,102,534, up 33,344 (+3.1 percent) over the year. There were 33,544 unemployed Broward County residents.

### **MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR**

Mr. Dobrikow explained that the labor deficit is less than 9,000 workers and moving in the right direction. He also suggested that Mr. Skobinsky make the marketing presentation at the next One Stop Services Committee Meeting. It would be of value to get feedback from that committee, whose focus is on job seekers and career centers.

### **MATTERS FROM THE EMPLOYER SERVICES COMMITTEE**

None

### **MATTERS FROM THE FLOOR**

None

### **MATTERS FROM THE PRESIDENT/CEO**

Ms. Hylton informed the committee that the Broward Board of County Commissioners recognized CSBD during Workforce Development Month with a proclamation at their meeting on 9/7. Broward County Commissioners Tim Ryan and Robert McKinzie presented CSBD staff in attendance with the proclamation.

Ms. Hylton stated that the All-Staff Training will be held on 9/13 with opening remarks provided by Heiko Dobrikow and Eugen Bold on behalf of Commissioner Ryan.

Ms. Hylton explained that staff will attend the annual Workforce Professional Development Summit in Orlando later this month. After the summit, the state is hosting a Broadband Summit that she will be attending with Mark Klineciewicz.

The CSBD Career Exploration Summit for 9<sup>th</sup> and 10<sup>th</sup> graders is currently being planned, and a date will be announced later this year. Youth will learn about career pathways and growing industries.

Ms. Hylton shared that the Summer Youth Employment Program ended with over 1,000 youth placed in summer internships this year, thanks to the additional \$1.4 million we received from the Children Services Council. We placed over 30 kids with Broward Health, and this was the first time placing students from the Broward County Public School healthcare tract. Broward Health was very pleased and looks forward to providing internships to more youth next year.

Lastly, Ms. Hylton stated that CSBD was awarded a grant for almost \$1 million to address the worker shortage in healthcare by developing career pathways and training opportunities for individuals seeking rewarding careers in this industry.

## **ADJOURNMENT**

2:04 p.m.

<b>THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS SCHEDULED FOR NOVEMBER 20, 2023</b>
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**Memorandum #08 – 23 (QA)**

**To:** Employer Services Committee

**From:** Carol Hylton, President/CEO

**Subject:** CareerSource Broward Economic Dashboard

**Date:** November 16, 2023

**SUMMARY**

Consideration to approve adding three economic indicators to the CareerSource Broward (CSBD) dashboard: 1) Hotel and Lodging 2) Cruise and 3) Business Confidence. The Dashboard currently showcases 19 “data titles” that tell the story of labor market and economic conditions in the tri-county area. Adding this new information keeps the dashboard relevant and draws employers to our website where economic information about Broward County and its neighbors can be found in one place.

**BACKGROUND**

In early 2022, CSBD with assistance of an economist, created an economic dashboard which is accessed through our website. The dashboard provides up-to-date economic information in 19 areas. Our economic dashboard has become a reference point for employers, municipalities, the counties, education, and community-based organizations, all of whom are driven to the CSBD website to access the data.

**DISCUSSION**

Our governing boards have asked us to explore other economic indicators that could be added to the dashboard. Working with our economist the following new indicators are presented for consideration and approval:

1. Hotel and Lodging –through tax revenues tracked by the Florida Department of Revenue this tile will provide insight on tourism in the county. The tile will be updated monthly.
2. Cruise Industry – In a report published by the Florida Post Council prior to the pandemic, Statewide, the total economic value of the marine cargo and vessel activity at Florida seaports, is estimated at nearly \$117.6 billion, or 13.3% of the



Gross Domestic Product of the state of Florida.<sup>1</sup> Approximately \$9.5 billion in wages and salaries were generated by Port Everglades' cargo and cruise activity in FY2022.<sup>2</sup> Honing in on cruise passenger movements for Broward County and neighboring ports will provide information on jobs, direct and indirect, employee earnings, business revenue, and state and local taxes impacting our local area. The tile will be updated monthly.

3. Business Confidence – based on a standardized questionnaire, to be developed in conjunction with our economist, of local business partners we will be able to gauge employer confidence in the economy which impacts business expansions, openings and closures. The survey will be similar to the Florida Consumer Sentiment Index published by the University of Florida. This will be updated bi-annually.

## **RECOMMENDATION**

Approve the addition of three economic indicators 1) Hotel and Lodging 2) Cruise Industry and 3) Business Confidence to the CSBD Labor and Economic Dashboard.

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<sup>1</sup> The Statewide Economic Impacts Of Florida Seaports, The Florida Ports Council, [floridaports.org](http://floridaports.org)

<sup>2</sup> The Local And Regional Economic Impacts Of Port Everglades Fiscal Year 2022 Final Report, [www.porteverglades.net](http://www.porteverglades.net)

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**Memorandum #11-23 (BR)**

**To:** Employer Services Committee

**From:** Carol Hylton, President/CEO

**Subject:** World Emblem International, Inc. Incumbent Worker Training Grant Application

**Date:** November 14, 2023

**SUMMARY**

Consideration to award World Emblem Inc. an Incumbent Worker Training (IWT) grant in the amount of \$82,000 to train 12 employees to learn Lean Practitioner methodologies. Pursuant to the Workforce Innovation and Opportunity Act requirements, World Emblem Inc. will contribute 50% to the cost of the training by paying employee wages while they are in training. In accordance with governing boards' policy, IWT grant applications of \$50,000 or more and recommended by the CSBD rating committee go to the Employer Services and the Executive Committees for consideration, with a report to the BWDB/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**

World Emblem International, Inc. is a 30-year-old business located in Broward County. As global competition grows, World Emblem needs to streamline its processes in order to maintain and grow its position in the marketplace. World Emblem submitted an IWT Application to train 12 employees at a cost of \$82,000. Employees in occupations such as sales, marketing, and research and development will learn Lean Practitioner methodologies such as Value Stream Mapping, Business Process Kaizen Overview, Value Added and Waste Reduction, and Hoshin Planning and Policy Deployment. World Emblem will contribute 50% to the cost of the training by paying the wages of employees while they are in training. Time-Based Management, Inc. is the trainer of choice for World Emblem, which offers coursework that is best suited for their training needs and was the most cost-effective among the training vendors they considered.

The occupations to be trained are on the Targeted Occupations List for Broward County. Employees will earn an average of \$49.42 per hour upon completion of the training. The training is projected to start in January 2024 and be completed by April 2024. A CSBD rating committee reviewed the application and recommends 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.

**RECOMMENDATION**

It is recommended that World Emblem International, Inc. be awarded an IWT Grant in the amount of \$82,000 to train 12 employees.



# 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.

**STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.****CareerSource Broward Strategic Goal #1:****Improve the Sustainability of the Workforce System Through Increase Funding, Efficiency, Technology, and Relevancy.**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
1.0 Consider seeking out sponsors to help fund some of our workforce development initiatives.	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 and sponsorships to pay for items and supplies that can be used at events such as career fairs.	<p>Research is conducted by contacting a minimum of 4 Chambers, 4 community-based non-profits and 5 workforce boards.</p> <p>If feasible, one or more donation/sponsorship program initiatives are implemented for CSBD signature events.</p>	1/24	<p><b>On Target:</b></p> <p>Sponsorships/Donations were secured for the following CSBD events:</p> <p><b><u>Hospitality Industry Job Fair 10/5:</u></b></p> <p>Delaware North provided box lunches for the participating employers.</p> <p><b><u>Paychecks For Patriots 11/8:</u></b></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 &amp; Doors, provided bottled water. Early Morning Coffee provided coffee.</p> <p>Contacted CareerSource Northeast Florida (Region 8, Jacksonville). They are exploring “fee for service” to employers that use the career center multiple times a month. They are also considering participating in Tobacco Free Florida to raise funds. We are following up with them for more details on these initiatives.</p> <p>The Greater Fort Lauderdale Chamber of Commerce offers 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>Research with other Chambers of Commerce, workforce boards, the Urban League of Broward County, and Hispanic Unity is in process.</p>
	1.0.2 Create a Sponsorship Letter to use for soliciting donations and sponsors.	Sponsorship Letter created and used for Paychecks for Patriots and the Youth Summit.	1/24	<p>A sponsorship letter was created and used for the Paychecks for Patriots Career Fair. It will be used for the Youth Summit in March <b>21</b>.</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
2.0 Explore a multi-year plan approach as a strategy for regionalism.	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).	A survey is developed and made available to employers.	6/23	<b>On Target:</b>  Employers were surveyed in June. A majority of the respondents indicated two primary areas for a regional workforce approach: <ol style="list-style-type: none"> <li>1. Job fairs and</li> <li>2. Joint marketing.</li> </ol> We 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" event held on 8/30.  Staff has researched and identified over 100 employers that have vacancies across the two counties. A meeting with CSPB staff is in process to discuss and plan a joint job fair.  CSSF is currently going through realignment under the REACH Act and the State is giving them a year on regionalism.  With Board Chair Heiko Dobrikow's input, we met with Peter Mason, Chair of the Broward County Council of Chambers, and Dan Lindblade, president/CEO of the Greater Fort Lauderdale Chamber of Commerce, and have begun the event planning. The event is scheduled for 1/24/24 at the Broward County Convention Center. Marketing and outreach to employers through social media and eblasts have started.
	2.0.2 Meet with CSPB and CSSF to review the employer feedback and develop short, medium, and longer-range strategies for regional collaborations.	Schedule a meeting with our sister regions to explore if they have an interest in developing regional collaborations.	11/23	
	2.0.3 Determine the feasibility of holding joint job fairs with CS Palm Beach and CS South Florida.	A minimum of 1 joint fair is held.	12/23	
	2.0.4 Determine the feasibility of developing joint marketing initiatives with CSPB and CSSF.	A minimum of 1 joint marketing initiative is developed.	3/24	
	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.	The first annual Chamber of Commerce / State of the Workforce event is held.	3/24	
			1/24	

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

**CareerSource Broward Strategic Goal #2:**

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

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
2.1 Continue outreach and engagement activities to job seekers, the local municipalities, elected officials, and business groups.	2.1.1 Launch a CSBD Newsletter	The inaugural bi-monthly CSBD e-Newsletter is launched.	11/23	<b>On Target:</b> The digital newsletter was launched on 11/9.
	2.1.2 Update the contact list and implement a strategic information campaign targeting the public information officers and elected officials (commissioners and council persons) for Broward County and in each of Broward's 31 municipalities.	The updated contact list is created.	9/23	The contact list for the elected officials and public information officers of the 31 municipalities is updated.
		Fast Facts/Infograph document & Annual Highlights booklet produced.	12/23	The Fast Facts/Infograph document has been drafted and is being finalized with a "rolling year" for measurements and an increased focus on employer outreach. The annual Highlights booklet is in the design phase.
		A Proclamation for "Workforce Development Month" recognizing 50 years of service to Broward Country is shared with the public information officers and elected officials.	11/23	Proclamation issued 9/7. It was included in the new CSBD newsletter, which was sent to the public information officers and elected officials.
	2.1.3 Execute targeted, multicultural marketing campaigns to job seekers.	A regular cadence of ads published in Spanish/Haitian Creole publications and their online versions is established.	2/24	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.  Ads in the El Sentinel and Le Floridien publications will be run during subsequent job seeker marketing campaigns.  WLRN contract in process to include weekly addition of advertising time on Haitian Creole programming. The ads are scheduled to start in December.

**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
5.0 Continue outreach to the business community about hiring from special populations.	5.0.1 Survey employers about their willingness to broaden their candidate pool by recruiting youth, returning citizens, older workers, and persons with disabilities.	The survey was completed, and the results are analyzed. Feedback is implemented.	8/23	<p><b>On Target:</b></p> <p>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.</p>
	5.0.2 Marketing campaign to employers utilizing social media, mass email, and podcasts about hiring from special populations.	Scripts and materials are developed. A marketing campaign to employers is deployed utilizing social media, mass email, and podcasts about hiring from special populations.	11/23	<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 the 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>A social media campaign is in development.</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>
	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	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.	12/23	<p>Marketing material to employers about paid internships through CSBD's OSY Program is being updated.</p>



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**Memorandum #12 - 23 (CBR)**

**To:** Employer Services Committee

**From:** Carol Hylton, President/CEO

**Subject:** Employer Services Committee Meeting Calendar for 2024

**Date:** November 13, 2023

**SUMMARY**

Consideration to approve the Employer Services Committee 2024 meeting schedule. We have scheduled six (6) meetings for the upcoming year. Meetings are in person. On occasion, if necessary, a committee member can attend via Zoom.

**BACKGROUND**

Each year, the Employer Services Committee approves a calendar so the members can set aside the time necessary to attend and participate in the committee meetings.

**DISCUSSION**

We have scheduled 6 meetings for the upcoming year. Meetings are in person. On occasion, if necessary, a committee member can attend via Zoom. The following calendar is proposed for Employer Services Committee approval.

Location	Day	Date	Time
CareerSource Broward Board Room 2890 West Cypress Creek Road Ft. Lauderdale, FL 33309	Monday	1/22/24	12:30 p.m.
		4/1/24	
		6/3/24	
		8/5/24	
		9/30/24	
		11/4/24	

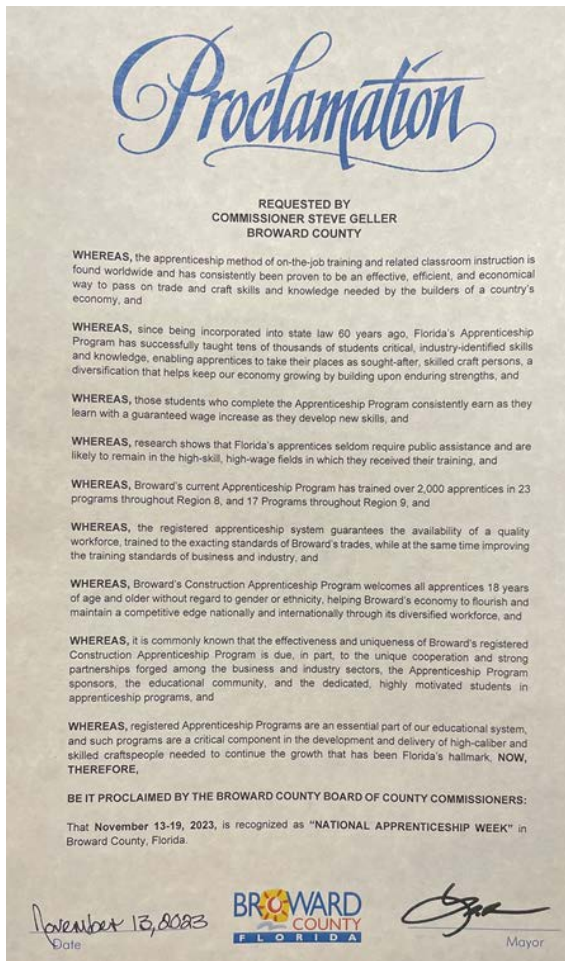
Additional meetings may be scheduled as needed.

**RECOMMENDATION**

Approve the above meeting calendar for 2024.



## Proclamation Recognizing CareerSource Broward for our Apprenticeship Programs





## Proclamation Recognizing CareerSource Broward for our Apprenticeship Programs

