



**Broward Workforce Development Board
Employer Services Committee**
Monday, January 13, 2025
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID: 813 7908 7223
Zoom Password: 292150
Zoom Call-In: +1 646 876 9923

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

This meeting is being held in person.
This meeting is also accessible via a Zoom video conference.

PROTOCOL FOR TELEPHONE/ZOOM MEETING

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

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

MEETING AGENDA

IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

APPROVAL OF MINUTES

Approval of the Minutes of the 11/4 Employer Services Committee meeting.

| | |
|----------------|-----------------------------|
| RECOMM | Approval |
| ACTION | Motion for Approval |
| EXHIBIT | Minutes of the 11/4 meeting |

Pages 7 – 12

NEW BUSINESS

1. Accept City of Pompano Beach Career Pathways Funds

Consideration to accept \$199,948 from the City of Pompano Beach to fund work experience opportunities for up to 18 Pompano Beach residents. The funds will be used to address skill gaps in the city's workforce by providing targeted work-based training and career development opportunities in high-demand trades such as 1) electrical 2) welding 3) carpentry 4) HVAC and 5) plumbing. In addition to paid internships, participants will receive financial assistance to purchase attire, tools, and other materials related to the internship. CSBD's outreach team will identify internship opportunities and will work with prime contractors to facilitate job placement after completion of the internship.

| | |
|----------------|---------------------|
| RECOMM | Approval |
| ACTION | Motion for Approval |
| EXHIBIT | None |

2. 2nd Annual State of the Workforce Breakfast and Job Fair

CSBD, in partnership with the chambers of commerce in Fort Lauderdale, Hollywood, and Pompano Beach, is hosting the second annual State of the Workforce Breakfast and Job Fair on 1/29 at the Broward County Convention Center. CSBD is coordinating the job fair where over 150 employers will discover top-notch talent. We are partnering with Broward County Transit to provide complimentary transportation to job seekers from economically distressed zip codes. The Chambers are presenting the networking breakfast where attendees will learn about the latest workforce trends. Marketing to employers and job seekers for the event is executed through 1) targeted digital advertisements through geofencing 2) social media and 3) e-blasts. It is recommended that the Employer Services Committee provide input on additional ways to promote the event.

RECOMM Approval
ACTION Motion for Approval
EXHIBITS [Job Fair Flyer for Employers](#)
 [Job Fair Flyer for Job Seekers](#)
 [Chamber Event Registration Flyer](#)

Pages 13 – 15

3. 2025 Worlds of Work Youth Career Exploration Summit

CSBD, in partnership with the School Board of Broward County, will host the 2025 Worlds of Work (WOW) Youth Career Exploration Summit on 3/11, from 8:30 am to 12:30 pm at the Amerant Bank Arena. WOW is an immersive experiential learning event where youth in the 9th and 10th grades will learn about in-demand career pathways that align with their interests. New this year, we are adding 1) education 2) government and 3) professional services “worlds” that will include occupations in legal services, marketing and finance/banking. We are asking the committee to share the exhibitor and supporter opportunities with the business community and to suggest employers who can assist with showcasing the new worlds.

RECOMM Approval
ACTION Motion for Approval
EXHIBITS [WOW Supporter Form](#)
 [WOW Exhibitor Form](#)

Pages 16 – 24

4. Local Employer Awareness and Satisfaction Survey

Every two years, CSBD conducts a survey of employers to measure awareness and customer satisfaction of our services. We collect data on workforce challenges and get input on areas for regional collaboration on initiatives such as job fairs. Responses to the survey will be used to develop value-added workshop content and establish a list of guest speakers for our Workforce Wednesday seminars. It is recommended that the Employer Services Committee review, provide input, and approve the survey questions.

RECOMM Approval
ACTION Motion for Approval
EXHIBITS Memo #11 – 24 (BR)
 Draft Survey Questions

Pages 25 – 29

5. Updates to the Employer Services Committee Strategic Planning Matrix PY 24/25

Consideration to review and approve the updates to the Strategic Planning Matrix.

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

Pages 30 – 38

REPORTS

1. Marketing & Communications Strategic Plan PY 24/25 Mid-Year Progress Report

CSBD has achieved significant progress on our Marketing & Communications Strategic Plan for PY 24/25, focusing on four key priorities 1) enhancing media relations 2) executing targeted marketing campaigns 3) increasing social media engagement and 4) strengthening partnerships with key stakeholders. Signature events such as the Paychecks for Patriots Job Fair, the Summer Youth Employment Program, and the upcoming State of the Workforce Job Fair have effectively increased public awareness, strengthened community engagement, and highlighted CSBD's critical role in connecting employers with job seekers further solidifying our presence and impact in Broward County.

ACTION None
EXHIBITS Memo #01 – 24 (COMM)
[The Source Newsletter](#)

Pages 39 – 47

2. Report on Aviation Industry Employer Forum

CareerSource Broward held an aviation employer forum on 11/7. The forum was attended by twenty-three (23) individuals, in person and virtually, representing employers, education, the Education and Industry Consortium, and workforce development. The objectives of the forum were to discuss 1) best practices, skill gaps, talent shortages, and training needs and 2) identify actionable strategies to address the skill gaps. Some of the strategies that were developed include a) hosting an aviation industry-related job fair b) placing youth in summer internships and c) industry employers posting vacancies in Employ Florida. CSBD has already begun work on engaging industry employers about participating in SYEP as worksites, posting job orders in Employ Florida, and planning for a job fair in May. A report on the success of the strategies implemented will be presented at the next forum planned for November.

ACTION None
EXHIBIT Memo #12 – 24 (BR)

Pages 48 – 49

3. Unemployment Release

The unemployment rate in Broward County was 3.4 percent in November 2024. This rate was 0.4 percentage points higher than the region's year-ago rate. In November 2024, Broward County's unemployment rate was 0.2 percentage point lower than the state rate of 3.6 percent. Out of a labor force of 1,082,214, down 11,492 (-1.1 percent) over the year, there were 36,977 unemployed Broward County residents. The dashboard is a value-added resource allowing businesses the ability to make data-informed decisions.

| | |
|-----------------|---|
| ACTION | None |
| EXHIBITS | Broward County Labor Market Information CareerSource Broward Dashboard |

Pages 50 – 51

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 IS MARCH 10, 2025 |
|---|



**Broward Workforce Development Board
Employer Services Committee**
Monday, November 4, 2024
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID: 821 3530 9837
Zoom Password: 520465
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, Mark Schaunaman, Paul Farren, Denise Jordan, Marie Suarez, and Francois Leconte, who chaired the meeting.

STAFF: Carol Hylton, Ron Moffett, Mark Klinecicz, Tony Ash, Douglas Saenz, Maurice Gardner, and Sonia Harriott.

PRESENTATIONS

Lightcast Labor Market Software

Douglas Saenz, Business Services Manager, demonstrated the Lightcast software, which provides staff with comprehensive labor market data, skill demand insights, and employment projections.

Career Ladder Identifier and Financial Forecaster (CLIFF) Tool

Maurice Gardner, Senior Manager of Career Center Services, provided a demonstration of the CLIFF tool, a career mapping tool developed through a partnership between CareerSource Florida and the Federal Reserve Bank of Atlanta. CLIFF helps individuals make decisions and customize their career journeys as they progress toward economic mobility and prosperity.

Michael Goldstein stated that both Lightcast and CLIFF are excellent tools that he did not know existed and commended staff on utilizing them to assist employers and job seekers.

APPROVAL OF MINUTES

Approval of the Minutes of the 9/30 meeting.

Francois Leconte introduced the item and asked if anyone had any questions or changes. Hearing no further discussion, Mr. 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 9/30 meeting.

NEW BUSINESS

1. International Medical Industries Incumbent Worker Training Grant Application

Considered approval to award International Medical Industries an Incumbent Worker Training (IWT) grant in the amount of \$130,604, which is 50% of the total training costs, for 31 employees to earn certifications in Process Validations, Scientific Molding, Normality Testing, and Six Sigma Green belt. Pursuant to the Workforce Innovation and Opportunity Act requirements, CSBD will contribute 50% toward the total cost of the 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.

Mr. Leconte introduced the item and asked Tony Ash if he had anything to add. Mr. Ash explained that IMI is an advanced pharmaceutical device manufacturer based in Pompano Beach and that employees will earn an average of over \$30/hour upon completing the training.

On a motion by Paul Farren and seconded by Denise Jordan, the Employer Services Committee unanimously approved awarding International Medical Industries an Incumbent Worker Training (IWT) grant for \$130,604 to train 31 employees to earn job-related certifications.

2. Updates to the Employer Services Committee Strategic Planning Matrix PY 24/25

Considered the approval of the updates to the Strategic Planning Matrix.

Mr. Leconte introduced the item and invited Mr. Ash to provide an update. Mr. Ash reviewed the many areas where progress was made in accomplishing the objectives.

Mr. Leconte offered to feature CSBD's debut podcast when it is ready on his television station. Ms. Hylton thanked him and added that we are looking forward to premiering it, adding that it was filmed using an iPhone in-house at CSBD. Mr. Goldstein noted that utilizing the iOS 18 system would streamline the editing process.

Mr. Leconte inquired about how the QR code works on the testimonial page on the CSBD website. Mr. Ash explained that marketing flyers for our employer services will include a QR code linked to the testimonial page, where employers can see what their peers are saying about utilizing CSBD.

On a motion by Paul Farren and seconded by Mark Schaunaman, the Employer Services Committee unanimously approved the updates to the Employer Services Committee Strategic Planning Matrix for PY 24/25.

3. Employer Services Committee Meeting Schedule

Considered approval of the 2025 Employer Services Committee meeting schedule. Six meetings are scheduled for the upcoming year. Meetings are in person. On occasion, if necessary, a committee member can attend via Zoom.

Mr. Leconte reviewed the item. There was no further discussion.

On a motion by Denise Jordan and seconded by Paul Farren, the Employer Services Committee unanimously approved the 2025 Employer Services Committee meeting schedule.

4. New Tiles to Be Added to the Economic Dashboard

Considered the approval of adding four new tiles to the CSBD Economic and Workforce Dashboard 1) Innovation & Economic Development 2) Infrastructure & Growth Leadership 3) Business Climate & Competitiveness and 4) Quality of Life. The Florida Scorecard, developed by the Florida Chamber Foundation, provides the data presented for each of these tiles. Adding this new information keeps the dashboard relevant and draws employers and other stakeholders to our website, where economic information about Broward County can be found in one place.

Mr. Leconte introduced the item and Mark Klincewicz showed the new tiles and explained that each tile has a direct hyperlink to the referenced information on the Florida Scorecard. Data for the Florida Scorecard is maintained by the Florida Chamber Foundation.

On a motion by Marie Suarez and seconded by Paul Farren, the Employer Services Committee unanimously approved adding four new tiles to the CSBD Economic and Workforce Dashboard: 1) Innovation & Economic Development, 2) Infrastructure & Growth Leadership, 3) Business Climate & Competitiveness, and 4) Quality of Life.

REPORTS

1. Partnership with Broward County Office of Economic and Small Business Development

CareerSource Broward and the Broward County Office of Economic and Small Business Development are expanding our collaboration to engage new and existing employers in the county with our services. This initiative aligns with our Strategic Marketing and Communications Plan to leverage partnerships to expand our exposure to the business community.

Mr. Leconte reviewed the item. There was no further discussion.

2. Paychecks for Patriots Hiring Event

Paychecks for Patriots Veterans Hiring Fair will be on 11/14 at the Tamarac Community Center. The first hour of the event will be reserved for veterans and family members of veterans. The School Board will also be transporting students who are nearing graduation from the Technical Colleges. The event is being marketed to job seekers and employers through social media, geo-fencing, radio advertisements, distribution of flyers to community partners, advertising in the career centers, and word of mouth. To date, nearly 650 job seekers and over 150 employers have registered to attend.

Mr. Leconte reviewed the item and inquired if Mr. Ash had anything to add. Mr. Ash stated that the event is receiving tremendous interest, and employers and job seekers are still registering. He expressed confidence that it would be a successful event. He indicated that we are expecting CareerSource Florida President Adrienne Johnston to attend.

Heiko Dobrikow stated that our goal for job seeker attendance should be 1,000+ in order to provide a good ratio of attendees to employers and jobs. Ms. Hylton noted that we are expecting more than 1,000 based on the number of job seekers who have already pre-registered.

3. Summer Youth Employment Program Employer Engagement

The committee members were asked to share the Employer Flyer with their business connections. The employer portal is open and we are looking for private employers, not-for-profit organizations, and municipalities to become worksites for the youth over the summer. The program offers employers an incredible opportunity to empower the next generation by shaping our youth for future careers today!

Mr. Leconte invited Mr. Ash to provide an update. Mr. Ash stated that the employer portal is open for the Summer Youth Employment Program and added that the student portal would open in early December.

4. Update on the Manufacturing Industry Career Pathways Video

The Manufacturing Industry Career Pathway Video will be the third of a four-part series of industry-specific informational videos spotlighting in-demand careers in targeted industries. The video will highlight careers such as Welding Fabricators, Injection Molding Technicians, Quality Assurance Inspectors, and Production Floor Workers. The video will expand awareness of career pathways for in-demand occupations. Education and Industry Consortium Chair Matt Rocco and the South Florida Manufacturing Association participated in the production of the video.

Mr. Leconte asked Mr. Ash if he had anything he wanted to add. Mr. Ash explained that this is the third video of a four-part series highlighting in-demand industries and careers in Broward County. He mentioned that the video is currently in the editing stages and will be available in the coming month.

5. Aviation Industry Employer Forum

This month, CSBD will hold an engaging employer forum with the Aviation Industry on 11/7. This event 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 at the next committee meeting.

Mr. Leconte reviewed the item. There was no further discussion.

6. Marine Industry Initiative

On 9/16, Bert Fowles, Vice President of Marketing for Island Global Yachting and Chairman of the United States Superyacht Association, presented to the Education & Industry Consortium

about the state of the marine industry. Mr. Fowles outlined the skill demands and workforce trends in the private maritime industry, emphasizing the need for guides or "journeys" that illustrate career advancement pathways within the field. CSBD is collaborating with Mr. Fowles to create "customer journeys" one-pagers, which are road maps that job seekers can follow to advance their careers in the marine industry. The one-pagers will showcase work-based learning programs such as OJT, paid internships, and registered apprenticeships.

Mr. Leconte reviewed the item and invited Mr. Ash to provide an update. Mr. Ash said that CSBD's Marine Industry Intermediary is working with Mr. Fowles to create customer journeys. We are providing information on processes related to our work-based training grants.

7. State of the Workforce Breakfast and Job Fair

CSBD will host its State of the Workforce job fair on 1/29/25 at the Broward County Convention Center (BCCC). The BCCC is providing the venue free of charge and parking for attendees, including job seekers, is being provided courtesy of Visit Lauderdale. CSBD is partnering with Broward County Transit to provide complimentary transportation to job seekers from economically distressed zip codes. The School Board will also provide transportation for students who are nearing graduation from the Technical Colleges. Marketing to employers and job seekers for the event will be executed through 1) targeted digital advertisements through geofencing 2) social media and 3) e-blasts.

Mr. Leconte introduced the item.

Marie Suarez indicated that the Chambers of Commerce are planning the business breakfast component of the event and that a keynote speaker is being researched. Denise Jordan added that the BCCC, due to its size, is an ideal location for the event.

Mr. Dobrikow inquired about the number of employers we are targeting for the job fair. Mr. Ash stated the target is 150 employers. Mr. Dobrikow stated that the job fair registration/check-in could be conducted in the foyer area outside the ballroom instead of inside, creating space for more employers in the ballroom. Ms. Hylton agreed, adding that some employers also request more space for their displays. Ms. Hylton added that our IT Department will streamline the registration process through the use of tablets and QR codes.

Mr. Ash stated that we explored holding the business breakfast and job fair on separate levels of BCCC. However, representatives from BCCC indicated that the space would be smaller, which could not accommodate the job fair and would be more space-constrained for the business breakfast.

8. CSBD Hosts Broward County Public Schools

CSBD will host a meeting with 50 Career Champions at our South Career Center on Wednesday, 11/6. The Champions help students prepare for life after high school. We will showcase the marine and healthcare videos to gain more exposure to these industries. A tour of the center will follow the meeting as it is important that they see first-hand the job seeker services CSBD offers to students and their parents. The idea for this collaboration stemmed from our recent Education and Industry Consortium meeting.

Mr. Leconte introduced and reviewed the item and invited Ms. Hylton to comment.

Ms. Hylton explained that this will be a great opportunity for us to present our services to the Champions and highlight the industry videos we produced in the healthcare and marine industries.

9. Unemployment Release

The unemployment rate in Broward County was 3.4 percent in September 2024. This rate was 0.3 percentage points higher than the region's year-ago rate. In September 2024, Broward County's unemployment rate was equal to the state rate. Out of a labor force of 1,097,440, up 685 (+0.1 percent) over the year, there were 36,834 unemployed Broward County residents. CSBD's Economic and Workforce Dashboard allows website visitors to review the current and historical economic and workforce status of Broward County. The dashboard is a value-added resource, allowing businesses the ability to make data-informed decisions.

Mr. Leconte reviewed the item. There was no further discussion.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR

None.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None.

MATTERS FROM THE FLOOR

None.

MATTERS FROM THE PRESIDENT/CEO

Ms. Hylton invited the Committee to visit the Paychecks For Patriots Job Fair, where we will have a videographer on hand to capture testimonials. Ms. Hylton also indicated that the Director of Broward County Transit would be touring the South Career Center to learn how we assist job seekers and employers.

ADJOURNMENT

1:43 p.m.

THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS JANUARY 13, 2025



CareerSource
BROWARD A proud partner of the
AmericanJobCenter
network



ANNUAL STATE OF THE WORKFORCE JOB FAIR*

Secure The Talent You Need.
Find Your Quality Workforce.



Wednesday, January 29, 2025 • 10AM - 1PM
Broward County Convention Center

1950 Eisenhower Blvd, Fort Lauderdale, FL 33316

**Donations of \$25 are welcome to cover the incidentals of the event. If your company/organization is interested in donating or becoming a sponsor, please let us know when completing the registration form.*

SPACE IS LIMITED!

JOIN OUR GROWING LIST OF FEATURED EMPLOYERS SUCH AS:

- BrandsMart USA
- Margaritaville Hollywood Beach Resort
- Broward County Public Schools
- Miller Electric Company
- Broward Health
- Spirit Airlines
- Coca-Cola Beverages Florida
- USPS
- Fort Lauderdale Marriott Harbor Beach
- Walgreens

FULL LIST TO DATE ON OUR REGISTRATION PAGE!



**SPACE IS LIMITED.
REGISTER TODAY AND
RESERVE YOUR SPOT!**

bit.ly/csbdstowe

The initiative referenced by this flyer is paid for by 100% federal funds through a grant totaling \$2,128,992. An equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers on this document may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711.





CareerSource
BROWARD A proud partner of the
AmericanJobCenter
network

ANNUAL STATE OF THE WORKFORCE JOB FAIR

New Year's Resolution
Find My Dream Job!



Wednesday, January 29, 2025 • 10AM - 1PM
Broward County Convention Center

1950 Eisenhower Blvd, Fort Lauderdale, FL 33316

- ✓ **Free Parking At Event.**
- ✓ **Free Transportation Assistance To Event Also Available From Select Locations Around Broward County.***

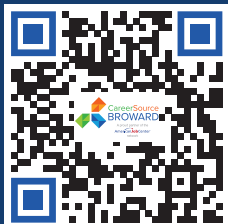
- ✓ **Hundreds Of Jobs Available**
- ✓ **On-The-Spot Résumé Assistance**
- ✓ **Veterans Priority of Service**

FEATURED EMPLOYERS:

- BrandsMart USA
- Broward County Public Schools
- Broward Health
- Coca-Cola Beverages Florida
- Margaritaville Hollywood Beach Resort
- Miller Electric Company
- Spirit Airlines
- USPS
- Walgreens

FULL LIST TO DATE ON OUR REGISTRATION PAGE!

**Transportation assistance details can be found on our registration page.*



**PRE-REGISTER TODAY
AND SEE THE LIST
OF EMPLOYERS.**

bit.ly/csbdsofwj

The initiative referenced by this flyer is paid for by 100% federal funds through a grant totaling \$2,128,992. An equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers on this document may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711.



REGISTER NOW



BROWARD COUNTY STATE OF THE WORKFORCE



WEDNESDAY, JANUARY 29, 2025, 7:30 AM - 1 PM
BROWARD COUNTY CONVENTION CENTER

Don't miss out on this chance to gain essential knowledge, access powerful tools, and network with professionals to elevate your business. Connect with top talent at our job fair, providing an opportunity to build a dynamic, skilled team.

JOB FAIR • 10 AM - 1 PM

SPONSORSHIP OPPORTUNITIES

TITLE PARTNER - \$15,000

- Logo displayed on all online and print marketing.
- Sponsor Placement on all prerecorded materials.
- Opportunity to include a table drop item.
- Two (2) tables of (10). Equivalent to twenty registrants.
- Full page ad in program book.
- Six (6) month Tile ad on Fort Lauderdale, Hollywood, and Pompano Chamber websites.
- Table at Career Fair
- Personalized pictures with speakers and VIP's.
- Premium Breakfast table placement
- Banner ad in four (4) Chamber weekly newsletters.
- Ten (10) minutes of mic time at the podium including video.
- Focal piece in the Fort Lauderdale Chamber's digital magazine.
- Up to four (4) personal introductions.
- Breakfast or Lunch with Chamber CEO's

PRESENTING SPONSOR - \$10,000

- Logo displayed on all online and print marketing.
- Sponsor Placement on all prerecorded materials.
- Opportunity to include a table drop item.
- Two (2) tables of (10). Equivalent to twenty registrants.
- Full page ad in program book.
- Five (5) month Tile ad on Fort Lauderdale, Hollywood, and Pompano Chamber websites.
- Table at Career Fair
- Personalized pictures with speakers and VIP's.
- Premium Breakfast table placement
- Banner ad in three (3) Chamber weekly newsletters.

WORKFORCE SPONSOR - \$5,500

- Logo displayed on all online and print marketing.
- Sponsor Placement on all prerecorded materials.
- Opportunity to include a table drop item.
- Table of ten (10).
- Half page ad in program book.
- Three (3) month Tile ad on Fort Lauderdale, Hollywood, and Pompano Chamber websites.
- Table at Career Fair
- Banner ad in two (2) Chamber weekly newsletters.

BUSINESS SPONSOR - \$2,500

- Logo displayed on all online and print marketing.
- Sponsor Placement on all prerecorded materials.
- Opportunity to include a table drop item.
- Half a table/ Five (5) registration.
- Half page ad in program book.
- Two (2) month Tile ad on Fort Lauderdale, Hollywood, and Pompano Chamber websites.
- Table at Career Fair
- Banner ad in one (1) Chamber weekly newsletters.

COMMUNITY SPONSOR - \$1,500

- Logo displayed on all online and print marketing.
- Sponsor Placement on all prerecorded materials.
- Opportunity to include a table drop item.
- Three (3) registrations.
- Quarter page ad in program book.
- Table at Career Fair
- Banner ad in one (1) Chamber weekly newsletter.

EVENT PRICING

BREAKFAST SINGLE SEATING

MEMBERS • \$50 FUTURE MEMBERS • \$75

BREAKFAST TABLE OF 10

MEMBERS • \$500 FUTURE MEMBERS • \$750

JOB FAIR EMPLOYER TABLE

\$300 • includes 2 Breakfast Seats; exclusive to chamber member and CareerSource Broward partners



register online at
tinyurl.com/Stateoftheworkforce

For further information please contact:
Liza Soto at liza@ftlchamber.com | 954-462-5380

PRESENTED BY



Register at tinyurl.com/stateoftheworkforce



THE 2025 WORLDS OF WORK CONFERENCE AND EXPO

**JOIN US BY BECOMING A SUPPORTER
FOR THIS AMAZING EVENT**



TUESDAY MARCH 11, 2025 | 8:30 A.M. – 12:30 P.M.

AMERANT BANK ARENA | *Home of the Florida Panthers*

CareerSource Broward, in partnership with the Broward County School Board, is proud to announce the 2025 Worlds of Work (WOW) conference and expo. This amazing event allows our 9th and 10th-grade high school students to get a hands-on educational opportunity to become familiar with the wide range of career opportunities available to them. Youth will have the opportunity to participate in virtual reality work experiences in various high-wage-demand occupations. From robots to aircraft and healthcare simulations, career options will come alive for the teen!

Today's challenging economy means young people need to make the best career choice possible. However, many students do not know the details or educational requirements surrounding demand occupations within various industries. Worlds of Work focuses on introducing our students to the amazing career opportunities that are available to them. Youth from Broward County high schools will soon be gearing up to attend the 2025 Worlds of Work Expo. Universities and technical colleges will be on hand to advise youth on how to best prepare for their futures and showcase how youth can get the skills they will need to succeed.

At WOW, employers will collaborate within twelve world industry focus areas to create interactive and immersive experiences for the students. Each world will be responsible for showcasing exciting careers in high demand and providing opportunities for economic mobility. Local educators join their respective worlds to provide the most engaging opportunities for all participants.

Supporter opportunities are available. Each supporter level provides your company with exposure and benefits electronically and in person. With your help and support, this annual event will send the message that the time is now for students to start their journey toward a career in diverse industries at work in their own backyards.

All funds received from supporters will go towards offsetting the cost of this and future WOW events.

JOIN US BY BECOMING A SUPPORTER FOR THIS AMAZING EVENT

DIAMOND SUPPORTER - \$10,000

- ▶ Top billing in all promotional collateral, including company logo (email, flyers, invitation, media alerts, website, etc.)
- ▶ Company logo with direct link on CareerSource Broward's Worlds of Work website
- ▶ Company logo on event invitation (only diamond supporter logos displayed)
- ▶ Full page, full color advertisement in student companion book
- ▶ Logo on welcome sign and other event signage (Due February 14, 2025).
- ▶ Sponsorship announcement via social media, company tagged in event promotions
- ▶ Company logo printed on student information bag (Due February 7, 2025)
- ▶ Opportunity to put company information (promo item, flyer, pamphlet, etc.) in student goody bag

PLATINUM SUPPORTER - \$5,000

- ▶ Company logo with direct link on CareerSource Broward's Worlds of Work website
- ▶ Full page, full color advertisement in student companion book
- ▶ Company name on event invitation
- ▶ Logo on event signage (Due February 14, 2025)
- ▶ Sponsorship announcement via social media, company tagged in event promotions
- ▶ Company logo printed on student information bag (Due February 7, 2025)

GOLD SUPPORTER - \$2,000

- ▶ Company logo with direct link on CareerSource Broward's Worlds of Work website
- ▶ Half page, full color advertisement in student companion book
- ▶ Logo on event signage (Due February 14, 2025)
- ▶ Sponsorship announcement via social media, company tagged in event promotions
- ▶ Company logo printed on student information bag (Due February 7, 2025)

SILVER SUPPORTER - \$1,000

- ▶ Company logo with direct link on CareerSource Broward's Worlds of Work website
- ▶ Quarter page, full color advertisement in student companion book
- ▶ Event signage (Due February 14, 2025)
- ▶ Sponsorship announcement via social media, company tagged in event promotions

BRONZE SUPPORTER - \$500

- ▶ Company logo with direct link on CareerSource Broward's Worlds of Work website
- ▶ Acknowledgement in student companion book
- ▶ Event signage (Due February 14, 2024)
- ▶ Sponsorship announcement via social media, company tagged in event promotions

| BENEFIT | DIAMOND SUPPORTER \$10,000 | PLATINUM SUPPORTER \$5,000 | GOLD SUPPORTER \$2,000 | SILVER SUPPORTER \$1,000 | BRONZE SUPPORTER \$500 |
|--|---|---|---------------------------------------|---|---------------------------------------|
| Supporter announcements via social media, company tagged in event promotions | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company logo with direct link on CareerSource Broward's Worlds of Work website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Acknowledgement in student companion book | ✓ | ✓ | ✓ | ✓ | ✓ |
| General event signage | ✓ | ✓ | ✓ | ✓ | ✓ |
| Full-page, full-color advertisement in student companion book | ✓ | ✓ | | | |
| Half-page, full-color advertisement in student companion book | | | ✓ | | |
| Quarter page, full-color advertisement in student companion book | | | | ✓ | |
| Company logo on student information bag | ✓ | ✓ | ✓ | | |
| Company logo on event signage | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on welcome signage | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunity to put company info in student information bag | ✓ | ✓ | | | |
| Top billing in all promotional collateral, including company logo | ✓ | ✓ | | | |

SUPPORTER COMMITMENT FORM

Please fill out the information below, select your supporter commitment, sign, and return to WOW@careersourcebroward.com.

Please note that all supporter commitment acceptances are offered on a first-come, first-served basis. Supporter commitments cannot be held without a signed and submitted commitment form.

Payment for a supporter commitment will be invoiced upon receipt of the signed commitment form.

COMPANY: _____

MAIN CONTACT: _____

BILLING ADDRESS: _____

PHONE: _____ EMAIL: _____

WEBSITE: _____

SUPPORTER COMMITMENT:

DIAMOND (\$10,000) PLATINUM (\$5,000) GOLD (\$2,000) SILVER (\$1,000) BRONZE (\$500)

AUTHORIZING FIRST AND LAST NAME: _____

AUTHORIZING SIGNATURE: _____





EXHIBITOR INFORMATION



TUESDAY, MARCH 11, 2025
8:30 A.M. – 12:30 P.M.

AMERANT BANK ARENA | *Home of the Florida Panthers*

CareerSource Broward, in partnership with the Broward County School Board, is proud to announce the 2025 Worlds of Work (WOW) conference and expo. This amazing event allows our 9th and 10th-grade high school students to get a hands-on educational opportunity to become familiar with the wide range of career opportunities available to them. Youth will have the opportunity to participate in virtual reality work experiences in various high-wage-demand occupations. From robots to aircraft and healthcare simulations, career options will come alive for the teen!

Today's challenging economy means young people need to make the best career choice possible. However, many students do not know the details or educational requirements surrounding demand occupations within various industries. Worlds of Work focuses on introducing our students to the amazing career opportunities that are available to them. Youth from Broward County high schools will soon be gearing up to attend the 2025 Worlds of Work Expo. Universities and technical colleges will be on hand to advise youth on how to best prepare for their futures and showcase how youth can get the skills they will need to succeed.

At WOW, employers will collaborate within twelve world industry focus areas to create interactive and immersive experiences for the students. Each world will be responsible for showcasing exciting careers in high demand and providing opportunities for economic mobility. Local educators join their respective worlds to provide the most engaging opportunities for all participants.

1. Aviation
2. Construction, Energy and Utility
3. Manufacturing
4. Healthcare
5. Hospitality
6. Information Technology
7. Logistics, Transportation, and Automotive
8. Marine
9. Public Safety and Service
10. Professional Services
11. Education
12. Government

EXHIBITOR LOGISTICS

Please see exhibitor logistical information below for your review. Please note exhibitors will be responsible for all costs associated with their booth and experience on site.

ITEMS NEEDED FROM EXHIBITORS

1. Completed exhibitor registration form. If exhibiting in more than one world, please complete a different form for each world.
2. Company logo. Please provide as a .jpg, .png or .eps (as high resolution as possible). Your logo will appear in the WOW Student Book. To be included in the book, we must have your logo by February 7, 2025. Please email your logo to WOW@careersourcebroward.com
3. Proof of liability insurance. Please email a copy to WOW@careersourcebroward.com by February 21, 2025.

EXHIBIT LOCATION

An industry liason will be assigned to you and will let you know the exact location of your exhibit.

WOW HUB

The WOW Hub serves as the entrance to the event. All participants will come to the WOW Hub to check-in.

BOOTHS

Note: Vehicles and other large pieces of equipment count as a booth.

Booths include:

- Designated space inside the expo: please request the ideal amount of space you will need in the exhibitor commitment form.
- Employer hospitality area.
- Exposure to over 1200 students in Broward County.

Large Equipment:

- There is limited space for larger (outside-of-booth requests) so these requests will be reviewed by the event organizers, and you will be notified if your request is accepted.
- Vendors who will be bringing large vehicles or equipment will also be bound by a set-up schedule on Monday, March 10th.
- Stand-up banners are allowed but must fit within your booth space.
- Booths should be both engaging and memorable for students who want to know about various careers. Each booth must have a hands-on activity that will let students experience a new career option. Your interactions with the students should help them understand how they might fit in with your organization in the future.

Security:

- There will round the clock security on Monday, March 10th, and Tuesday, March 11th. On March 11th, security ends at 4:00 p.m.

Power Strips/Extension Cords/Generators:

- Exhibitors must provide their own power strips, extension cords, generators.

Parking Pass and Parking:

- Exhibitors will be given specific directions as to where to enter, unload, and park.

Safety, Security, and First Aid:

- Safety and security are top priorities. Exhibitors will be provided a safety and security plan.

World Logistics Liaison:

- Each world will have a logistics liaison who will be the exhibitor contact.
- Exhibitors should consult this person for all needs.

Giveaways:

- Each world may coordinate a giveaway that promotes the world.
- All promotional items to be handed out to students must be approved prior to the Expo.
- No tents, candy, stickers, pens or umbrellas are allowed.

Identification:

- Exhibitors are asked to have their company identification or driver's license while at the Expo and may be required to produce the identification upon request. If possible, exhibitors are asked to wear their company identification while at the Expo.

Attire:

- Exhibitors are asked to wear khakis, a shirt with company logo, and comfortable, closed-toe shoes. No jeans.

Meals/Snacks:

- There will be a hospitality room for all exhibitors and volunteers.
- Water and snacks will be available throughout the day.
- We ask exhibitors to go in shifts so exhibit coverage is ensured. Exhibitors should not eat in the exhibit area or while talking with students.

Visitors:

- Visitors are required to register before entering the Expo. Visitor check-in will be at the entrance of the event. Visitors are asked to have their company identification or driver's license while at the Expo and may be required to produce the identification upon request.

STUDENT ROTATION INFORMATION

TOUR GUIDES

- Tour guides will accompany each group. The tour guides, along with each school’s chaperones, will lead the students through the Expo following a zone rotation.

COLOR CODING

- For the Expo, we will be using a color-coding system to identify buses, students, and zone rotations. The goal is for students to identify with a specific color and use that color throughout the entire event.
- Each student will be given a backpack with a specific color.
- A tour guide will carry a specific-colored sign and will follow a zone rotation map based on that color.

SCHEDULE OF EVENTS

| MONDAY, MARCH 10, 2025 | |
|-------------------------|---|
| 9 a.m. – 5 p.m. | Exhibitor set-up |
| TUESDAY, MARCH 11, 2025 | |
| 7:30 a.m. – 8:15 a.m. | Exhibitor check-in, set-up, and registration |
| 8:45 a.m. | All exhibitors are asked to be at their exhibit ready to begin. |
| 8:45 a.m. | Opening remarks |
| 9:00 a.m. | Group rotations begin |
| 12:30 p.m. | Conclusion of exhibits |
| 1:00 p.m. – 4:00 p.m. | Exhibitor breakdown |

EXHIBITOR COMMITMENT FORM

Please fill out the information below and return to WOW@careersourcebroward.com.

Exhibitor space cannot be held without a signed and submitted interest form. All interested exhibitors will be reviewed by the CareerSource Broward team for approval. Exhibitors will be responsible for all costs associated with their booth and experience on site.

COMPANY: _____

MAIN CONTACT: _____

ADDRESS: _____

PHONE: _____ EMAIL: _____

ADDITIONAL EMAIL OF COMPANY REPRESENTATIVE: _____

INDUSTRY: _____

WEBSITE: _____

PLEASE PROVIDE A FEW BRIEF DETAILS ABOUT WHAT YOUR BUSINESS WOULD LIKE TO EXHIBIT ON SITE AND THE STUDENT EXPERIENCE YOU WILL OFFER: _____

WHAT SIZE SPACE DO YOU REQUIRE FOR YOUR EXHIBIT? _____

DO YOU REQUIRE OUTSIDE EXHIBIT SPACE? IF SO PLEASE PROVIDE DETAILS HERE: _____

PLEASE SPECIFY THE EXACT NUMBER OF PERSONNEL YOU PLAN TO HAVE AT YOUR EXHIBIT: _____

AUTHORIZING FIRST AND LAST NAME: _____

AUTHORIZING SIGNATURE: _____



Memorandum #11–24 (BR)

To: Employer Services Committee
From: Carol Hylton, President/CEO
Subject: Local Employer Awareness and Satisfaction Survey
Date: January 9, 2025

SUMMARY

Every two years, CSBD conducts a survey of employers to measure awareness and customer satisfaction of our services. We collect data on workforce challenges and get input on areas for regional collaboration on initiatives such as job fairs. Responses to the survey will be used to develop value-added workshop content and establish a list of guest speakers for our Workforce Wednesday seminars. It is recommended that the Employer Services Committee review, provide input, and approve the survey questions.

BACKGROUND

In June 2023, CSBD conducted an email-based survey to Broward County employers to measure brand awareness. CSBD also used this opportunity to survey employers' satisfaction with our services. The survey targets were comprised of employers registered in Employ Florida, some of whom were self-registered and hadn't used CSBD services before. We also sent the survey to employers through our network of chambers of commerce and the Greater Fort Lauderdale Alliance. Results from the survey showed over 70% of the employers surveyed were aware of CSBD, with an 8% increase in our awareness through social media, and over 80% were "Very Likely" or "Likely" to recommend CSBD's services to other businesses.

DISCUSSION

In addition to measuring our awareness and satisfaction among employers, this year's survey will collect data on workforce challenges businesses have faced or are currently facing and what steps have been taken to adapt. The survey is designed to capture the voice of the customer to gather valuable feedback from employers on how they are preparing for emerging workforce impacts such as 1) the large number of baby boomers reaching retirement age (often referred to as the 'Silver Tsunami') and the growing trend of retirees re-entering the job market (the 'Great Unretirement') and 2) how AI is transforming the workforce by creating new jobs, improving efficiency and automating tasks. We will also get input on regional collaborations with CareerSource South Florida in Miami-Dade regarding job fairs and other initiatives. Responses to the survey will be used to 1) inform our communications and marketing plan 2) refresh our messaging 3) target strategies for engagement 4) develop value-added workshop content and 5) establish a list of guest speakers for our Workforce Wednesday seminars.

We will follow the same process we used last time to share the survey with the business community. Staff will begin sending the survey upon the Committee's approval. The draft survey questions are provided for review and input.

RECOMMENDATION

It is recommended that the Employer Services Committee review, provide input, and approve the questions on the local employer awareness and satisfaction survey.

CareerSource Broward

2025 Local Employer Awareness and Engagement Survey Questions

1. In what industry does your business/organization operate?

- | | |
|---|--|
| <input type="checkbox"/> Administrative and Waste Services | <input type="checkbox"/> Management of Companies and Enterprises |
| <input type="checkbox"/> Agriculture, Forestry, Fishing and Hunting | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Arts, Entertainment, and Recreation | <input type="checkbox"/> Marine |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Mining |
| <input type="checkbox"/> Aviation/Aerospace | <input type="checkbox"/> Professional and Technical Services |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Public Administration |
| <input type="checkbox"/> Educational Services | <input type="checkbox"/> Real Estate and Rental and Leasing |
| <input type="checkbox"/> Finance and Insurance | <input type="checkbox"/> Restaurant/Food Service |
| <input type="checkbox"/> Health Care and Social Assistance | <input type="checkbox"/> Transportation and Warehousing |
| <input type="checkbox"/> Hotel/Lodging | <input type="checkbox"/> Utilities |
| <input type="checkbox"/> Information Technology | <input type="checkbox"/> Retail Trade |
| <input type="checkbox"/> Life Sciences | <input type="checkbox"/> Wholesale Trade |
| | <input type="checkbox"/> Other _____ |

2. What is the current size of your business/organization?

- 1 to 50 employees
 51 to 250 employees
 251+ employees

3. In the last two years, has your business/organization experienced any specific workforce development challenges or difficulties, or are you currently experiencing any?

- Yes No

4. What are the workforce development challenges or difficulties experienced? (select all that apply) – Logic – only asked if answers YES to Q3

- Demand for increased wages
 Filling vacant positions
 Increase in demand for remote work opportunities
 Employee retention
 Employee training
 Skill gaps within our workforce
 Ensuring that the skills and knowledge of our employees remain relevant and up to date in a rapidly changing business environment
 Other _____

5. How did your hiring or workforce management practices change over the last two years? (select all that apply) – Logic – only asked if answers YES to Q3
- | | |
|---|--|
| <input type="checkbox"/> Hired additional employees | <input type="checkbox"/> Redesigned duties to allow more remote work |
| <input type="checkbox"/> Increased employees' hours of work | <input type="checkbox"/> Invested in skills upgrade training for current employees |
| <input type="checkbox"/> Utilized social media to recruit | <input type="checkbox"/> Automated processes |
| <input type="checkbox"/> Increased salaries and wages | <input type="checkbox"/> None |
| <input type="checkbox"/> Created more part-time jobs | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Reduced minimum education requirements for positions | |
6. Are you interested in learning about the benefits of hiring from targeted populations (e.g., persons with disabilities, justice-involved citizens, and/or youth) as a means to expand your talent pool? – Logic – only asked if answers "Filling Vacant Positions" to Q4
- Yes No
7. Have you heard that CareerSource Broward offers services to address various employer needs?
- Yes No
8. How did you hear about the employer services offered by CareerSource Broward? (select all that apply) – Logic – only asked if answers YES to Q7
- | | |
|---|--|
| <input type="checkbox"/> Social Media | <input type="checkbox"/> Westside Gazette |
| <input type="checkbox"/> Chamber of Commerce | <input type="checkbox"/> Greater Ft. Lauderdale Alliance |
| <input type="checkbox"/> Word of Mouth | <input type="checkbox"/> Florida Trend Magazine |
| <input type="checkbox"/> Internet Search | <input type="checkbox"/> Invest: Greater Ft. Lauderdale Magazine |
| <input type="checkbox"/> Radio Ad | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Sun Sentinel | |
| <input type="checkbox"/> South Florida Business Journal | |
9. Have you received employer services from CareerSource Broward in the last two years?
- Yes No
10. Please specify the **type of service(s)** you received (select all that apply): – Logic – only asked if answers YES to Q9
- | | |
|--|---|
| <input type="checkbox"/> Job Postings | <input type="checkbox"/> Training Grants (e.g., incumbent worker training, on-the-job training, paid internships) |
| <input type="checkbox"/> Recruitment Event | <input type="checkbox"/> Labor Market Information |
| <input type="checkbox"/> Job Fair (e.g., Paychecks for Patriots, State of the Workforce) | <input type="checkbox"/> Federal Bonding |
| <input type="checkbox"/> Attended Workforce Wednesdays | <input type="checkbox"/> Assistance with Layoffs |
| <input type="checkbox"/> Employer Seminar | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Candidate Skills Assessments | |

Don't Remember

11. How likely are you to **recommend** CareerSource Broward's employer services to other businesses in your network? – Logic – only asked if answers YES to Q9

- Very Likely
- Likely
- Unlikely
- Very Unlikely

12. Are you aware of AI-powered (artificial intelligence) chat systems, such as ChatGPT, designed to provide real-time assistance for employment-related queries?

- Yes No

13. Have you ever utilized an AI-powered (artificial intelligence) chat system for employment-related support? – Logic – only asked if answers YES to Q12

- Yes No

14. Please provide a brief description of how you utilized AI-powered (artificial intelligence) chat system for employment-related support. – Logic – only asked if answers YES to Q13

15. How is your business/organization preparing for workforce changes related to the aging workforce (Silver Tsunami) and the increasing trend of retirees re-entering the job market (Great Unretirement)?

- Flexible work schedules to attract older and younger workers
- Upskilling or reskilling older employees for evolving job requirements
- Actively recruiting retirees or experienced workers to fill skills gaps
- Partnering with workforce boards for recruitment and training
- Adopting age-inclusive workplace policies
- No plans yet, but considering actions in the future
- Not applicable to our organization
- Other (please specify): _____

16. Which of the following activities would be of benefit to South Florida employers through increased collaboration between CareerSource Broward and CareerSource South Florida (Miami-Dade)? (select all that apply)

- Regional Job Fairs – collaboratively planned for South Florida employers
- Regional Business Summits - designed to bring together key stakeholders to discuss strategies, trends, and resources for addressing workforce-related challenges and opportunities
- Joint Marketing – collaborative advertisements, such as ads on radio, social media, print publications, etc.
- Other _____

17. What workshop topics would be of interest to you? (select all that apply)

- Finding and Retaining Talent
- Navigating E-Verify and Hiring Foreign Labor
- Employee Training and Development
- Using Employ Florida as a Recruitment Tool
- Understanding and Reducing Employee Turnover
- Using Internships to Recruit and Train New Talent
- Expanding Your Candidate Pool with Target Populations
- Small Business Survival
- Other _____

18. We'd appreciate the opportunity to connect with you. Would you like us to contact you to discuss specific ways in which we can provide assistance tailored to your business/organization's needs?

- Yes
- No

19. Please provide us with the following information for follow-up. – Logic – only asked if answers "NO" to Q9 or "YES" to Q18

- o Business/Organization Name _____
- o Contact Person Name _____
- o Email _____
- o Phone _____

20. Please provide any additional comments or suggestions to help us better understand how CareerSource Broward can assist and support employers like you.



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EMPLOYER SERVICES COMMITTEE

Strategic Planning Matrix for PY 24/25

Jim Ryan, 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>1/2025</p> | <p>Completed: CSBD created a badge with our logo and a “Proud Supporter” or “Proud Board Member” insignia and developed instructions that Board and Committee members can use to add it to their email signature lines.</p> |
| | <p>2.0.2 Distribute the linked logo and instructions to the Board members.</p> | <p>Instructions are distributed to the Board and committee members.</p> | <p>1/2025</p> | <p>Completed: CSBD distributed the linked logo and instructions to Board and Committee members.</p> |
| <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>2.1.1 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>Completed: The following events were attended:</p> <ol style="list-style-type: none"> 1) 5/28/24 – Summer Building Trades Meeting recommended by BWDB member Sandy McDonald 2) 6/17/24 – Good Jobs Tour with USDOL Secretary Julie Su recommended by BWDB member Mark Schaunaman 3) 9/13/24 – Broward County Executives Roundtable recommended by BWDB member Bob Swindell 4) 11/7/24 – Fall Building Trades Meeting recommended by BWDB member Sandy McDonald 5) 1/9/25 - State of the City Address with Mayor Josh Levy recommended by ESC Member Marie Suarez |

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>2.2 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>2.2.1 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>3/2025</p> | <p>On Target: Met with FAU SBDC and agreed on points to promote each other's services. CSBD will present at two of their quarterly meetings, beginning in March, and SBDC will present at our Workforce Wednesdays. Through our collaboration with the SBDC, staff met with FAU's VP & Provost of the FAU Broward campuses to start the process of including CSBD content in the FAU newsletter. Information about the State of the Workforce Job Fair will be included in the newsletter scheduled for mid-January.</p> |
| | <p>2.2.2 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>3/2025</p> | <p>On Target: Staff met with SCORE Broward and, as a result:</p> <ul style="list-style-type: none"> a) SCORE is registered to participate in the State of the Workforce Job Fair as a community partner b) CSBD is scheduled to make a presentation about our employer services to their network of volunteer business coaches in March c) SCORE is scheduled as a featured presenter at a Workforce Wednesday Seminar in March. The topic is being finalized. |
| | <p>2.2.3 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.</p> | <p>3/2025</p> | <p>On Target: Research conducted. Only SBDC and SCORE offer services to small businesses.</p> <p>CSBD convened a meeting with the US Small Business Administration (SBA) who flew in from Atlanta. As a result, 1) SBA staff will exhibit at job fairs 2) conduct presentations at Workforce Wednesdays and 3) provided materials to CSBD regarding business disaster loans and resiliency resources. CSBD created a landing page and posted the information on our website to connect their services with small businesses located in Broward County.</p> <p>SBA will 1) attend the State of the Workforce Job Fair in January and 2) give a presentation at a Workforce Wednesday event in April about Hurricane Resiliency Preparation for Employers, which will be advertised and marketed ahead of time to employers.</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>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>12/2024</p> | <p>Completed: Marketing materials for the work-based training grants were updated to include the value proposition of the funds that employers can save to their bottom lines. The materials are now part of the outreach packet provided to employers.</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>3/2025</p> | <p>On Target: Staff researched upcoming small business conferences and we are planning to attend the following:</p> <ol style="list-style-type: none"> 1. Small Business Expo (March 6, 2025 in Miami) 2. Broward Business and Beyond (May 9, 2025) 3. SBDC Small Business Success Summit (August 18-19, 2025 in Tampa) |
| | <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 or business groups.</p> | <p>2/2025</p> | <p>On Target: Staff researched and have identified the two following venture capital firms located in Broward County:</p> <ol style="list-style-type: none"> 1) The Venture Mentoring Team – we are scheduled to present on 1/15. They will also share information about our work-based training programs with their 280 mentors. 2) Las Olas Venture Capital – Staff contacted them to coordinate a presentation. They requested information about our employer services and will share it with their members. <p>Additionally, presentations have been made to five out of seven active Rotary Clubs in the county, which are made up of small business persons and entrepreneurs. The remaining clubs have booked calendars and will let us know when they have availability for a presentation.</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>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>3.0.1 Research podcasts hosted by other workforce boards in Florida.</p> | <p>Research is conducted and used, where feasible, to develop CSBD’s podcasts, including topics, podcast length, and format.</p> | <p>12/2024</p> | <p>On Target: Staff researched CareerSource Tampa Bay and CareerSource Central Florida, which both have (audio only) podcasts available on Spotify. Mayor Levy, Chair of our Council, emphasized the importance of video content, stating that it helps identify the people being interviewed and creates a more personal connection. We purchased and tested our equipment to record short podcasts. Clips from the first podcast are being edited and will be posted to social media on 1/14.</p> |
| <p>3.1 Consider ways to partner with large companies to create training programs for emerging occupations in the targeted industries.</p> | <p>3.0.2 Develop and implement a podcast calendar for the program year to include the topics and guests.</p> | <p>A calendar is created, and podcasts are published every other month.</p> | <p>3/2025</p> | <p>Completed: Staff is developing a podcast calendar that will identify the topics and guests scheduled for the year. The calendar has been developed for bi-monthly podcasts. The first podcast was recorded and is being edited for social media. The second podcast is being recorded on 1/15.</p> |
| <p>3.1 Consider ways to partner with large companies to create training programs for emerging occupations in the targeted industries.</p> | <p>3.1.1 Identify and engage employers with 250+ employees to assess their training needs.</p> | <p>Developed work-based training grants (OJT, IWT, Customized Training) with a minimum of 6 large employers.</p> | <p>3/2025</p> | <p>In Progress: Staff researched and identified over 40 companies. Several, including Spirit Airlines, Heico Corp., HCA Florida Healthcare, and Tow Boat US met with staff and are assessing how to utilize the grants for their training needs. In the process of our engagement with them, 16 of the employers participated in the Paychecks For Patriots Job Fair and/or will participate in the State of the Workforce Job Fair.</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 |
|---|---|---|---------------|---|
| <p>3.2 Continue to strengthen relationships with employers, economic development, and community partners.</p> | <p>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.</p> | <p>Research completed and strategies implemented to partner with them.</p> | <p>3/2025</p> | <p>On Target: Research was completed and the following Broward cities with the highest unemployment rates were identified:</p> <ul style="list-style-type: none"> • Pompano Beach 3.9% - Met with the city on 11/7. We are in the process of developing an agreement with the city to serve as a paid internship worksite for approximately 12 to 18 participants. • Oakland Park 3.3% - Met with the city on 1/3. Information about the State of the Workforce Job Fair will be included in the city's newsletter. We will also partner to hold a neighborhood job fair in the Summer. • Lauderhill 4.2% - Met on 1/8 and agreed to collaborate to share information about CSBD's services in their newsletter. The city is also coordinating introductions between CSBD and the city's large employers, such as Fassmer Service of America. • Dania Beach 3.8% - The meeting is scheduled for 1/21. • Lauderdale Lakes 4.2% - The meeting is scheduled for 1/22. |
| <p>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.</p> | <p>3.3.1 Create testimonial social media content about the value of the partnerships, including the value-added services, and share it with all Chambers.</p> | <p>Testimonial social media content is created and shared with the 16 Chambers in the county.</p> | <p>2/2025</p> | <p>On Target: In September, CSBD developed and presented a breakout panel discussion to a packed audience at the State Workforce Summit in Orlando. Content from the session was shared on social media. In February, short testimonial videos with the Fort Lauderdale and Hollywood Chambers of Commerce about the value of Chamber partnerships with CSBD will be recorded and shared with the various Chambers in the county.</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 |
|---|---|--|------------------------------|---|
| <p>3.4 Explore developing a survey for organizations, chambers, and employers to measure their engagement with CSBD and to learn about their needs.</p> | <p>3.4.1 Deploy an employer awareness survey.</p> | <p>The survey is sent, and the results are analyzed and followed up on.</p> | <p>2/2025</p> | <p>On Target: A survey to measure employers' engagement with CSBD and learn about their workforce needs has been developed and is on the ESC agenda for review. It will be sent to a wide range of employers once the questions are approved.</p> |
| <p>3.5 Consider revising the value proposition message to employers to help them better understand the value of our services instead of using "free."</p> | <p>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.</p> <p>3.5.2 Redesign outreach packets to use more plain language and market the value proposition.</p> | <p>The landing page is launched and marketed to employers, Chambers, and business associations.</p> <p>Outreach materials are redesigned and in use.</p> | <p>11/2024</p> <p>3/2025</p> | <p>Completed: CSBD has created two calculators: 1) On-the-Job Training and 2) Paid Internship/Work Experience. These web-based/mobile responsive tools enable employers to input information about their training or internship requirements and instantly receive an estimate of the potential cost savings offered by CSBD. Employers can adjust the input data to explore various scenarios and calculate different return on investment possibilities. CSBD Employer Outreach Staff are sharing the calculator with their employers and with our Chamber and business association partners. The feedback from employers has been positive, commenting that the tool is user-friendly and informative.</p> <p>On Target: The employer outreach packets have been reviewed, and we are in the process of identifying fresh designs and updating the value proposition language.</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 |
|---|---|--|---|---|
| <p>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.</p> <p>3.7 Research employers who recently started a business in Broward County and meet with them about our services.</p> | <p>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.</p> <p>3.7.1 Explore developing a routine system with the Broward County Office of Economic and Small Business Development (OESBD) 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> | <p>The testimonial page is launched and added to marketing materials for employers.</p> <p>Engage a minimum of 20 new businesses registered with Broward County.</p> | <p>2/2025</p> <p>2/2025</p> <p>2/2025</p> | <p>On Target: We recently launched our employer testimonial page on our website. As we update our outreach materials, a QR code to the testimonials page will be added so employers can hear the voice of the employer customer about the benefits of using our services.</p> <p>On Target: A landing page where the OESBD can refer employers to request one-on-one consultations with a CSBD Business Services Representative will be launched in February. The page will include an Employer Interest Form that will load into a database to allow staff to follow up.</p> <p>On Target: CSBD is developing the congratulatory note / script that will introduce new businesses to our services and will include a link to the landing page where employers can connect with us. The congratulatory note will launch in February with the landing page.</p> |

Memorandum #01-24 (Comm)

To: Employer Services Committee

From: Carol Hylton, President/CEO

Subject: Marketing & Communications Strategic Plan PY 24/25 Mid-Year Progress Report

Date: January 9, 2025

SUMMARY

CareerSource Broward (CSBD) has achieved significant progress in its Marketing & Communications Strategic Plan for PY 24/25, focusing on four key priorities: 1) enhancing media relations, 2) executing targeted marketing campaigns, 3) increasing social media engagement, and 4) strengthening partnerships with key stakeholders. Signature events such as the Paychecks for Patriots Career Fair, the Summer Youth Employment Program, and the upcoming State of the Workforce Job Fair have effectively increased awareness and highlighted CSBD's critical role in connecting employers with job seekers. Additionally, career center tours coordinated for elected officials, community leaders, and partners have provided direct insights into the value of CSBD's services and showcased impactful success stories, further solidifying its presence and impact within the community.

BACKGROUND

The Marketing & Communications Strategic Plan for Program Year (PY) 24/25, approved by the BWDB board in June of 2024, outlines a comprehensive approach to enhancing public awareness of CSBD's mission to facilitate workforce development in Broward County. The plan prioritizes outreach, education, and engagement initiatives highlighting CSBD's role in promoting access to quality employment opportunities, supporting employer workforce needs, and contributing to the region's economic sustainability.

A sampling of initiatives for PY 24/25 include:

- strengthening collaborations with stakeholders,
- increasing visibility in underserved communities,
- and utilizing storytelling to underscore the tangible benefits of our programs and services.

Signature events, such as the Paychecks for Patriots Career Fair and the upcoming State of the Workforce Job Fair, provide valuable platforms to connect employers with job seekers while demonstrating CSBD's commitment to workforce development and training.

DISCUSSION

To enhance communication effectiveness, CSBD has implemented targeted campaigns, expanded social media engagement, and developed multimedia content. The deployment of QR codes across marketing channels has improved customer access to program information and enabled data collection to evaluate the success of outreach initiatives. Additionally, partnerships with several Broward County Chambers of Commerce have strengthened our regional presence and broadened awareness of CSBD's services.

The Broward County Economic and Workforce Dashboard remains a key resource, providing stakeholders with real-time, data-driven insights into the county’s economic and workforce health. Ongoing updates and enhancements to the dashboard ensure its relevance and utility in supporting informed decision-making across the community. During the last 7 months, there have been over 3000 views of the dashboard, a 7% increase in views compared to the 7 months prior.

The following are updates for action item elements listed in the CSBD Marketing & Communications Strategic Plan for Program Year 24/25 for the last seven months.



A. Media Relations: Strengthening relationships with the media.

- Disseminate monthly press releases, media alerts, or human-interest stories related to CSBD to local, state, and national media outlets while securing at least 10 positive media coverage clips.
- Maintain an online press room on the CSBD website that includes a media kit, links to press releases, fact sheets, and positive story ideas.
- Cultivate positive relationships with media contacts that cover areas of workforce development, while also making targeted follow-up calls to media on news releases of particular interest.
- Expand awareness outreach to include national and state organizations, professional associations, and business groups.

Updates:

- 6 press releases to date.
- 6 positive media clips earned to date

Media Clip Examples:

| | |
|---|---|
| <p>Sun Sentinel article which featured how CSBD is helping the elderly and others find work as an aging population returns to the workforce.</p> <p>BUSINESS</p> <p>As cost of living rises, the ‘unretired’ in South Florida return to work</p>  <p>Barry Schoen, 74, answers the phone at CareerSource Broward in Coconut Creek on Friday. The retired veteran who is married and has a special-needs adult child had to return to work due to the cost of living in South Florida. (Amy Beth Bennett / South Florida Sun Sentinel)</p> | <p>Tamarac Talk article helping to promote our Paychecks for Patriots event. Showcasing CSBD’s effort to help veterans and the economy.</p>  |
|---|---|

- Our website has a press room called “newsroom,” which includes relevant news stories, announcements, workshops of the month, recent press releases, and media articles.

Newsroom Example:

The screenshot shows a newsroom website with a blue header containing the word "Newsroom" and a search bar with a magnifying glass icon and a "Search" button. Below the header, there is a featured article on the left with a dark blue background and white text. The article title is "ANNUAL STATE OF THE WORKFORCE JOB FAIR" with "ANNUAL STATE OF THE" in white and "WORKFORCE JOB FAIR" in white and yellow. Below the title, it says "Secure The Talent You Need. Find Your Quality Workforce." and "Wednesday, January 29, 2025 • 10AM - 1PM Broward County Convention Center". At the bottom of the article, it says "1950 Eisenhower Blvd, Fort Lauderdale, FL 33316". To the right of the featured article is a white article titled "CareerSource Broward To Host 2nd Annual State Of The Workforce Job Fair At Broward County Convention Center". Below the title, it says "CareerSource Broward To Host 2nd Annual State Of The Workforce Job Fair At Broward County Convention Center" and "Read More" in an orange button. Below the featured article and white article, there are three smaller news items, each with a photo of an individual and a "CSBD NEWS" tag. The first item features a woman and is titled "CareerSource Broward Welcomes Catherina Rozario To Broward Workforce Development Board". The second item features a woman and is titled "NAWB Appoints CareerSource Broward President/CEO Carol Hylton As Board Member". The third item features a man and is titled "CareerSource Broward Welcomes Superintendent Dr. Howard Hepburn to Broward Workforce Development Board".

- Collaboration with reporter David Lyons from the Sun Sentinel has increased our relationship regarding media exposure. For example, following a noticeable increase in the number of elderly individuals returning to the workforce, David approached CSBD for insights. This led to an interview with our President/CEO, where we shared our observations on this trend.
- National Exposure through FOX News. A live report on the increasing number of elderly individuals returning to the workforce was nationally televised.
- Carol Hylton was appointed to serve on the National Association of Workforce Boards (NAWB) 's Board of Directors. As a member of the Board, Ms. Hylton will work alongside 24 other workforce

development leaders from across the nation on issues critical to workforce development policy and implementation.

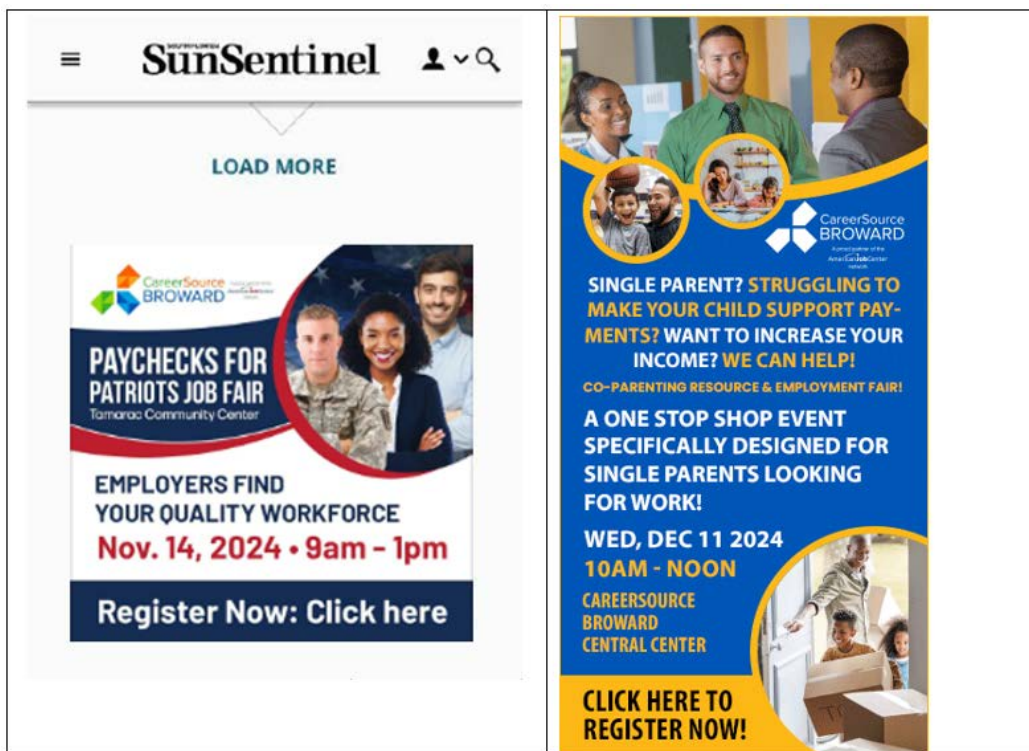
B. Marketing Campaigns: Execute timely marketing campaigns through print, radio, digital, and social media platforms. Create and implement marketing campaigns that reach CSBD's targeted audience, promoting CSBD's various programs and/or services. In addition to marketing our standard services, campaigns will be developed to:

- Target customers in distressed communities.
- Employers about the benefits of serving as a worksite for the Summer Youth Employment Program and the Out-of-School Youth Program.
- Help local municipalities recognize the opportunity to partner with us to assist their unemployed and underemployed residents with employment and occupational training
- Job seekers and those interested in transitioning into new careers.
- Targeted employers in high-demand industry sectors.
- Local municipalities to inform them about CSBD services available to their residents, general population of job seekers and employers to promote CSBD signature events such as the State of the Workforce, Worlds of Work, and Paychecks for Patriots.

Updates:

- Key events such as Paychecks for Patriots, State of the Workforce, Worlds of Work, and our Summer Youth Employment Program are all a part of our Communications planning calendar, with marketing efforts associated with each. Engaging customized messages go out for employers, jobseekers, youth, or their parents where applicable. Local municipalities are included in our marketing and social media efforts.

CAMPAIGN EXAMPLES:



- CareerSource Broward achieved record-breaking participation from both employers and job seekers at the 2024 Paychecks for Patriots Job Fair. Marketing efforts included leveraging our website, email campaigns, social media outreach, targeted paid advertisements, and strong collaboration with community partners. Building on this success, CSBD created an engaging proof-of-performance video, now serving as a key promotional tool to highlight our services and drive interest in signature events, such as the upcoming State of the Workforce Job Fair.

PAYCHECKS FOR PATROITS JOB FAIR:

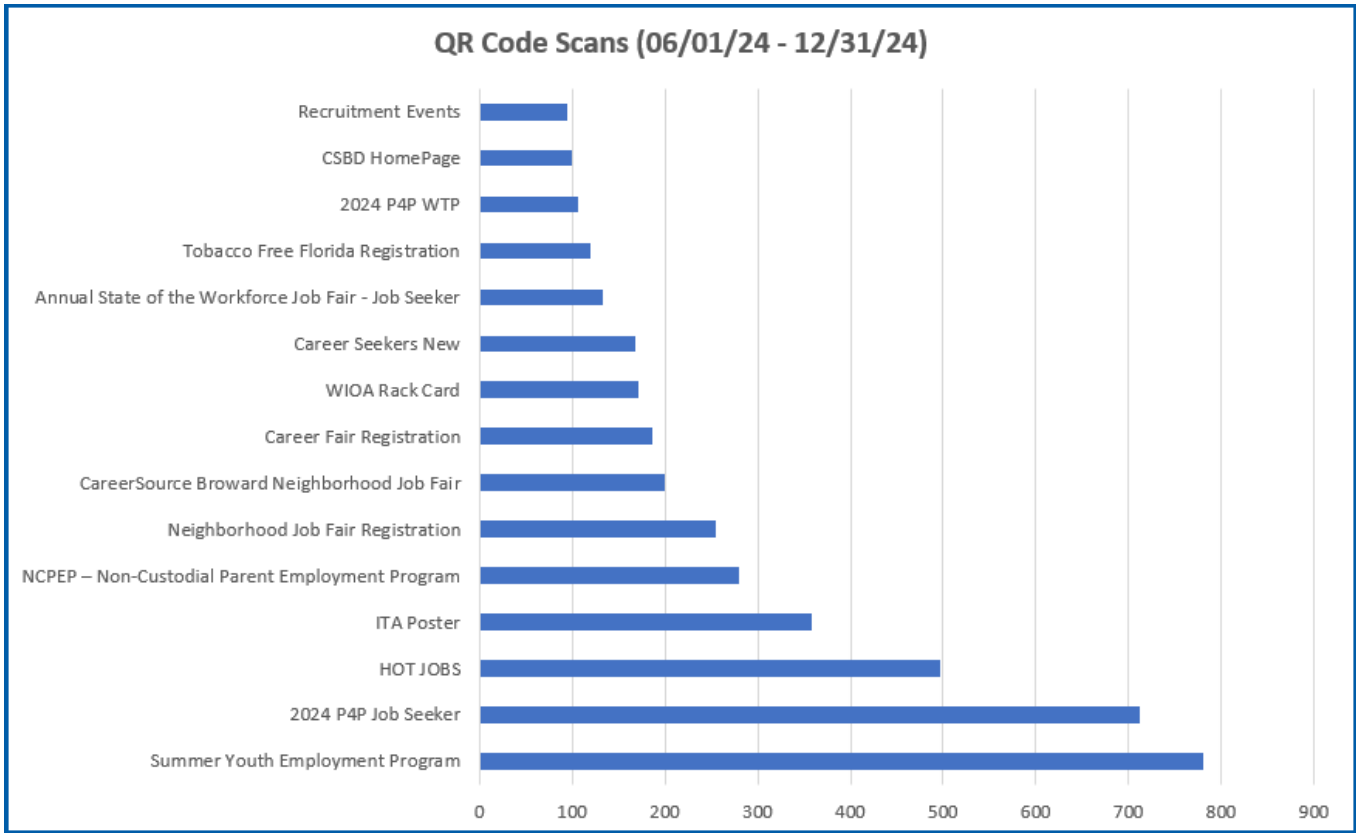


- CareerSource Broward released two videos highlighting career opportunities in the Marine and Healthcare industries. These videos were marketed online and on social media and also made available at our career centers and through partnerships with schools, industry, and community organizations.

MARINE AND HEALTHCARE INDUSTRY PATHWAY VIDEOS:



- The use of QR codes across various marketing channels has enhanced customer access to program information while enabling data collection to assess the effectiveness of outreach efforts. The report below lists the top 15 most scanned QR codes for the previous seven months. It shows that younger participants from our Summer Youth Employment Program stand out as a key audience. Additionally, QR codes for job fair registrations have proven highly effective, serving dual purposes: promoting events in advance and facilitating on-site operations during the events themselves.



C. Electronic Newsletter: Utilize an electronic newsletter to keep the public informed of CSBD updates, highlights, and other workforce-relevant information on a consistent basis.

- Distribute the newsletter quarterly to employers, job seekers, elected officials, and other community stakeholders.

Update:

- Our most recent newsletter, The Source, was distributed in December of 2024. Subsequent newsletters are set to be disseminated quarterly, providing timely information for the covered period.

EXAMPLE:

THE SOURCE
CareerSource Broward
A proud partner of the AmericanJobCenter network

CareerSource Broward Newsletter
Fall / Winter 2024

A Message From Our President/CEO

What a team!

CSBD's 2024 Paychecks for Patriots Career Fair - A Resounding Success for Employers and Job Seekers!

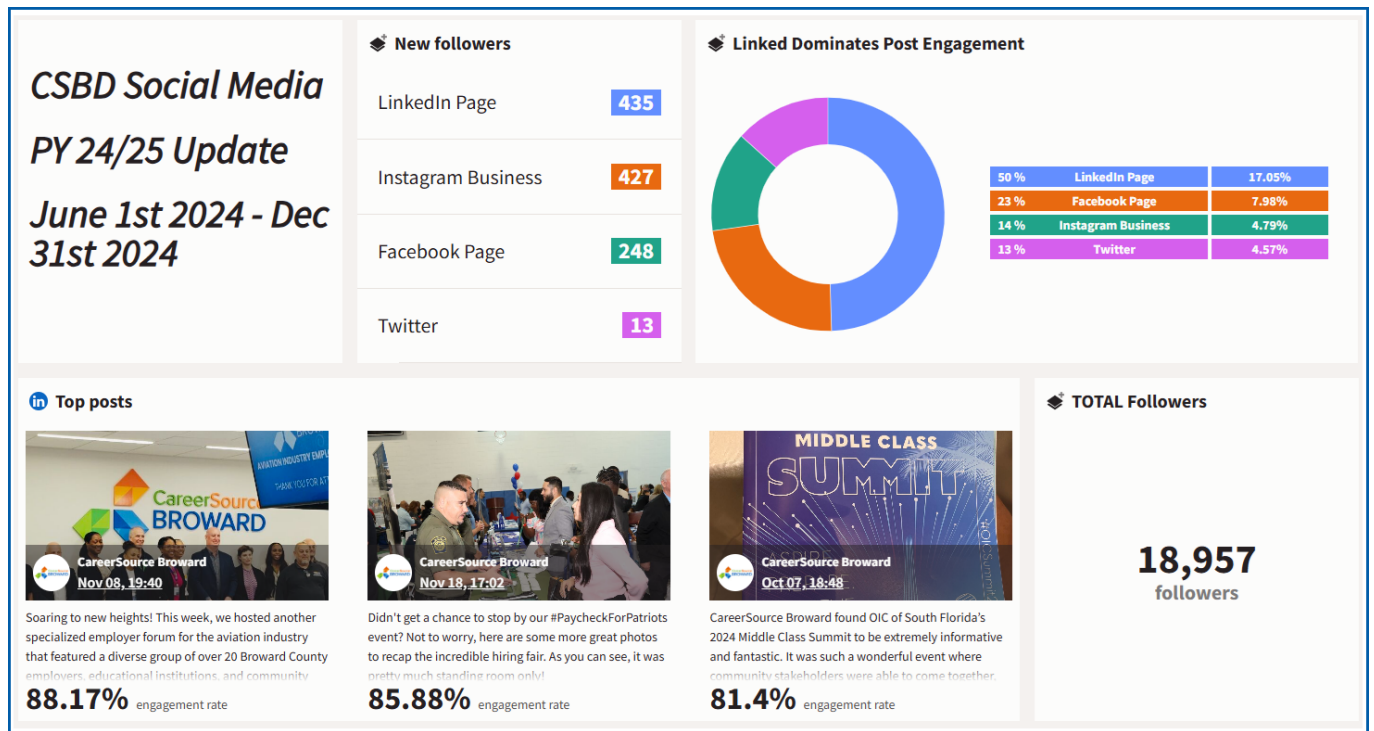
Serving our veterans first, amidst state dignitaries and local leaders, 1,400 job seekers lined up to enter the Tamarac Community Center (courtesy of Mayor Gomez - thank you!) for this year's Paychecks For Patriots (P4P) Career Fair. The morning began with welcoming words for our veterans and employers offered by state and local officials. Two hundred employers and community partners greeted and interviewed prospective candidates on-site offering second interviews and jobs on the spot.

- D. Social Media:** Intentional and consistent use of social media platforms to expand awareness.
- Use Twitter, Facebook, Instagram, and LinkedIn for distributing relevant and timely information.
 - Continue to increase the number of Twitter and Instagram followers and Facebook “Likes.”
 - Use YouTube/Vimeo for video distribution of information about our programs, services, and industry-specific career pathways.
 - Record and post at least four (4) podcasts and/or videos that can be posted on CSBD's YouTube channel and social media.

Updates:

- We maintain an active and dynamic presence on social media, creating engaging posts across all four platforms multiple times a week. These posts are designed to promote CSBD services, highlight events and appearances, and share positive news and success stories.
- At mid-year, we have seen a <1% increase in our Twitter following. To achieve our 10% target, we have implemented a new tool called Hootsuite, which allows us to efficiently post to all social media platforms simultaneously, which will result in an increase to posts on Twitter, with the intent of attracting more followers.
- At mid-year, our Instagram follower count has increased by 4.7%, and with the implementation of Hootsuite, we are confident that the 10% goal for June 2025 will be achieved.
- At mid-year, our Facebook follower count increased by 7.8%, and we are on target to achieve the 10% increase in followers' goal for this social media platform.
- At mid-year, our LinkedIn follower count increased by 8.9%, and we are on target to achieve the 10% increase in followers' goal for this social media platform.

SOCIAL MEDIA GROWTH SNAPSHOT:



YouTube).

F. Partnerships: Leveraging community and private sector partnerships to expand CSBD exposure. Increase awareness through marketing with our partners in public education, local chambers of commerce, industry associations, and other community-based organizations.

Updates:

- To date, marketing materials have been disseminated to library partners to enhance public awareness. Resume workshops have been executed as part of our commitment to supporting workforce development initiatives within the community. Additionally, presentations were conducted at select library locations to connect residents with critical career resources in their neighborhoods.
- Our key marketing and communication messages are part of the newsletters sent out by the City of Hollywood Chamber of Commerce, and the City of Ft. Lauderdale Chamber of Commerce.

G. Create/Incorporate More Video Content: Produce additional short videos that can highlight and explain the array of services offered by CSBD and the value that they bring to customers. - Research other organizations and agencies that use short video segments to feature information about programs, resources, and customer success stories.

Updates:

- The CSBD Communications Department utilizes a monitoring service to actively identify and track videos and content about CareerSource Broward posted by other organizations or businesses on their social media platforms. This collected information is used to inform and enhance data-driven strategic marketing decisions.
- Numerous video segments have been published and posted on our website and social media platforms to support this initiative. A structured production and dissemination process is already in place to ensure these segments are distributed efficiently and effectively, maximizing their impact across our media outlets.

Memorandum # 12– 24 (BR)

To: Employer Services Committee

From: Carol Hylton, President/CEO

Subject: Report on Aviation Industry Employer Forum

Date: December 30, 2024

SUMMARY

CareerSource Broward held an aviation employer forum on 11/7. The forum was attended by twenty-three (23) individuals, in person and virtually, representing employers, education, the Education and Industry Consortium, and workforce development. The objectives of the forum were to discuss 1) best practices, skill gaps, talent shortages, and training needs and 2) identify actionable strategies to address the skill gaps. Some of the strategies that were developed include a) hosting an aviation industry-related job fair b) placing youth in summer internships and c) industry employers posting vacancies in Employ Florida. CSBD has already begun work on engaging industry employers about participating in SYEP as worksites, posting job orders in Employ Florida, and planning for a job fair in May. A report on the success of the strategies implemented will be presented at the next forum planned for November.

BACKGROUND

On 11/7, CSBD held an employer forum for the aviation industry to convene industry stakeholders to learn the industry's pain points regarding workforce development.

The objectives of the forum were to:

- 1) Discuss skill gaps, talent shortages, and training needs.
- 2) Identify strategies to address the skill gaps and improve the talent pipeline and training needed for jobs in the industry.

DISCUSSION

The forum was attended by 23 individuals representing employers, educational institutions, community partners, and training consultants. A diverse group of employer representatives, including HEICO, Associated Aircraft Manufacturing & Sales, Inc., Gate Gourmet, 2Lyons Aerospace LLC, and Fort Lauderdale Executive Jet Center, were in attendance.

Broward Workforce Development Board Chair Heiko Dobrikow opened the forum with a welcome and an overview of CSBD, followed by remarks from Tony Ash, CSBD Vice President of Business Relations. Johnel Beckford, CSBD's aviation intermediary, then presented about the conditions of the local labor market. After the presentation, Mr. Beckford led a roundtable discussion about the industry's pain points and potential strategies to address them.

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

| Skill Gaps/Training Needs |
|--|
| Aviation Apprenticeships - Structured apprenticeship programs are needed to attract and develop new talent in aviation. |
| Aviation-Related Internships for Youth - Increased opportunities for youth internships to spark early interest in aviation careers. |
| Management-Focused Retention Programs - Programs designed to engage and develop aviation industry leaders and managers, helping them retain skilled employees through effective leadership and workforce engagement strategies. |
| Avionics and Aircraft Mechanics – There is a need for specialized training for skills unique to aviation, such as avionics and aircraft maintenance. |

| Strategies |
|---|
| 1. Aviation Apprenticeships: CSBD will partner with aviation employers to establish state-approved apprenticeship programs, leveraging Registered Apprenticeship OJT to provide targeted, hands-on training for high-demand aviation roles. |
| 2. Aviation-Related Internships for Youth: CSBD's aviation intermediary will actively promote the Summer Youth Employment Program (SYEP) to current and new partners within Broward County's aviation industry, aiming to increase youth exposure to aviation careers and inspire the next generation to support the future of the industry. |
| 3. Management-Focused Retention Programs: CSBD will continue promoting its Incumbent Worker Training (IWT) grant, offering employers access to specialized human resource management training that strengthens retention strategies and fosters employee loyalty. |
| 4. Avionics and Aircraft Mechanics: CSBD will host an aviation industry-related job fair to connect talent with aviation employers in need of avionics and aircraft mechanics. By leveraging the On-the-Job Training (OJT) program, CSBD will support employers in providing specialized training to candidates with transferrable skills, enabling them to gain the unique technical expertise required in avionics and aircraft maintenance. |
| 5. Job Postings in Employ Florida: Employers in attendance will post open positions in Employ Florida so CSBD staff can recruit, assess, and refer candidates who match the employer's requirements. |

CSBD has already begun working on engaging industry employers about participating in SYEP as worksites, posting job orders in Employ Florida, and planning a job fair in May. A report on the success of the strategies implemented will be presented at the next forum, which is planned for November.

RECOMMENDATION

None. For information purposes only.

Overview of the CareerSource Broward Region
Not Seasonally Adjusted
December 20, 2024

- The unemployment rate in the CareerSource Broward region (Broward County) was 3.4 percent in November 2024. This rate was 0.4 percentage point greater than the region's year ago rate of 3.0 percent. The region's November 2024 unemployment rate was 0.2 percentage point lower than the state rate of 3.6 percent. The labor force was 1,082,214, down 11,492 (-1.1 percent) over the year. There were 36,977 unemployed residents in the region.

Fort Lauderdale-Pompano Beach-Deerfield Beach Metro Division

- In November 2024, nonagricultural employment in the Fort Lauderdale-Pompano Beach-Deerfield Beach MD was 945,000, an increase of 14,500 jobs (+1.6 percent) over the year.
- The Other Services (+8.8 percent); Government (+4.0 percent); and Leisure and Hospitality (+2.6 percent) industries grew 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 Government (+4,300 jobs) and Other Services (+3,300 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 (+8.8 percent) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the second fastest annual job growth rate compared to all the metro areas in the state in the Government (+4.0 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 Trade, Transportation, and Utilities (+2,100 jobs) industry.
- The industries gaining jobs over the year were Government (+4,300 jobs); Other Services (+3,300 jobs); Education and Health Services (+2,500 jobs); Leisure and Hospitality (+2,500 jobs); Construction (+2,300 jobs); and Trade, Transportation, and Utilities (+2,100 jobs).
- The industries losing jobs over the year were Professional and Business Services (-1,300 jobs); Manufacturing (-700 jobs); Financial Activities (-300 jobs); and Information (-200 jobs).

| Unemployment Rates (not seasonally adjusted) | Nov-24 | Oct-24 | Nov-23 |
|---|---------------|---------------|---------------|
| CareerSource Broward (Broward County) | 3.4% | 3.3% | 3.0% |
| Florida | 3.6% | 3.5% | 3.0% |
| United States | 4.0% | 3.9% | 3.5% |

| Nonagricultural Employment by Industry (not seasonally adjusted) | Ft. Lauderdale-Pompano Beach-Deerfield Beach Metropolitan Division | | | | Florida | | | |
|---|---|---------------|---------------|---------------------------|----------------|---------------|---------------|---------------------------|
| | Nov-24 | Nov-23 | change | percent change | Nov-24 | Nov-23 | change | percent change |
| Total Employment | 945,000 | 930,500 | 14,500 | 1.6 | 10,108,000 | 9,944,800 | 163,200 | 1.6 |
| Mining and Logging | #N/A | #N/A | #N/A | #N/A | 6,000 | 5,900 | 100 | 1.7 |
| Construction | 56,800 | 54,500 | 2,300 | 4.2 | 675,600 | 645,000 | 30,600 | 4.7 |
| Manufacturing | 30,000 | 30,700 | -700 | -2.3 | 423,500 | 427,200 | -3,700 | -0.9 |
| Trade, Transportation, and Utilities | 215,900 | 213,800 | 2,100 | 1.0 | 2,065,200 | 2,040,400 | 24,800 | 1.2 |
| Wholesale Trade | 57,100 | 55,000 | 2,100 | 3.8 | 409,400 | 395,300 | 14,100 | 3.6 |
| Retail Trade | 112,800 | 113,900 | -1,100 | -1.0 | 1,197,300 | 1,194,100 | 3,200 | 0.3 |
| Transportation, Warehousing, and Utilities | 46,000 | 44,900 | 1,100 | 2.4 | 458,500 | 451,000 | 7,500 | 1.7 |
| Information | 20,000 | 20,200 | -200 | -1.0 | 159,000 | 158,100 | 900 | 0.6 |
| Financial Activities | 73,000 | 73,300 | -300 | -0.4 | 686,000 | 688,200 | -2,200 | -0.3 |
| Professional and Business Services | 171,900 | 173,200 | -1,300 | -0.8 | 1,641,500 | 1,633,500 | 8,000 | 0.5 |
| Education and Health Services | 124,900 | 122,400 | 2,500 | 2.0 | 1,551,800 | 1,517,000 | 34,800 | 2.3 |
| Leisure and Hospitality | 99,300 | 96,800 | 2,500 | 2.6 | 1,328,200 | 1,299,800 | 28,400 | 2.2 |
| Other Services | 40,700 | 37,400 | 3,300 | 8.8 | 387,500 | 371,400 | 16,100 | 4.3 |
| Government | 112,400 | 108,100 | 4,300 | 4.0 | 1,183,700 | 1,158,300 | 25,400 | 2.2 |

| 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 | 2023 | 2022 | change | percent change |
|---------------------------------------|-------------|-------------|---------------|---------------------------|
| CareerSource Broward (Broward County) | \$69,239 | \$66,754 | \$2,486 | 3.7 |
| Florida | \$66,446 | \$63,781 | \$2,664 | 4.2 |