



**Broward Workforce Development Board
Employer Services Committee**
Monday, January 12, 2026
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID: 850 0250 6708
Zoom Password: 792471
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 11/10 Employer Services Committee meeting.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Minutes of the 11/10 meeting

Pages 6 – 11

NEW BUSINESS

1. Addition of Occupational Title to Current Targeted Occupation List (TOL)

Consideration to approve adding Medical Equipment Preparers to our PY 25/26 local TOL. Over the year, CareerSource Broward (CSBD) receives input from our industry intermediaries, eligible training providers, and employers in order to evaluate our local TOL. CSBD staff have been able to establish local demand for Medical Equipment Preparers, and all Board-mandated criteria have been met for this occupational title to be added to the TOL.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Memo #16 – 25 (BR)

Pages 12 – 13

2. Employer Services Committee (ESC) Strategic Planning Matrix Update

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

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Strategic Planning Matrix

Pages 14 – 24

3. **AI Playbook for Small and Medium-sized Employers**

Staff convened three AI Employer Roundtables between October and December, engaging nearly 100 local employers to discuss AI, implementation challenges, and workforce impacts. The focus was on aligning AI tools with existing workflows, upskilling current staff, and addressing common misconceptions about AI. Insights from the roundtables and early survey responses are playing a key role in the development of the AI Playbook. The survey remains open and continues to collect additional employer input. We are recommending that the committee share the survey with business colleagues.

**RECOMM
ACTION
EXHIBIT**

Approval
Motion for Approval
[AI Playbook Employer Survey](#)

4. **2026 Worlds of Work Youth Career Exploration Summit**

CSBD, in partnership with the School Board, will host the 2026 Worlds of Work (WOW) on 3/4 at the Amerant Bank Arena. For this year's event, students will engage in hands-on career experiences in the following ten growth industries: 1) Aviation 2) Construction/Energy 3) Manufacturing 4) Healthcare 5) Hospitality 6) Information Technology 7) Logistics/Automotive 8) Marine 9) Public Safety and 10) Professional Services. We are recommending the committee to share the employer exhibitor and supporter opportunity forms with the business community and suggest employers who can assist with showcasing the ten worlds.

**RECOMM
ACTION
EXHIBITS**

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

Pages 25 – 33

REPORTS

1. Marketing & Communications Performance Update Report - PY 25/26

CSBD advanced its Marketing & Communications efforts during the first half of PY 25/26, with continued emphasis on our four priorities 1) expanding earned media visibility 2) outreach campaigns 3) digital engagement and 4) deepening partner-driven promotion. Signature activities during this period included Paychecks for Patriots, Summer Youth Employment Program outreach, and three (3) employer roundtables supporting the development of the AI Playbook. This mid-year report summarizes the progress and success from 6/1/25 through 12/31/25.

ACTION None
EXHIBIT Memo #01 – 25 (COMM)

Pages 34 – 41

2. On-the-Job Training (OJT) Program Changes

The U.S. Department of Labor recently issued a waiver to FloridaCommerce allowing Local Workforce Boards to reimburse businesses of any size up to 90% of OJT participant wages and up to 100% for businesses located in, or employing individuals who reside in Opportunity Zones. Under CSBD's current OJT structure, employers are reimbursed 50 percent to 75 percent of participant wages. This change will incentivize employers in the Opportunity Zones to utilize our services.

ACTION None
EXHIBIT Memo #20 – 25 (BR)

Page 42

3. South Florida Manufacturers Association (SFMA) Pre-Apprenticeship Program

CSBD participated in a roundtable convened by the SFMA and Atlantic Technical College (ATC) to discuss the development of a manufacturing pre-apprenticeship program. The proposed pre-apprenticeship will prepare participants for entry into the SFMA/ATC registered CNC Apprenticeship Program. Employers provided input to help refine the curriculum and skill alignment. CSBD staff engaged employers on how available On-the-Job Training funding may support them in transitioning individuals from the pre-apprenticeship program into the registered apprenticeship program.

ACTION None
EXHIBIT None

4. **Broward County Unemployment and Economic Dashboard**

The unemployment rate in Broward County was 4.6 percent in November 2025, the most recent data available. This rate was 1.4 percentage points higher than the region's year-ago rate. In November 2025, Broward County's unemployment rate was 0.3 percentage points lower than the state rate of 4.9 percent. Out of a labor force of 1,086,836, up 3,132 (+0.3 percent) over the year. There were 50,346 unemployed Broward County residents. The State has indicated that unemployment and labor force statistics for October 2025 are not available due to a lapse in federal data collection activities, and that it will take several months to release more up-to-date data. The dashboard is a value-added resource that allows businesses to make data-informed decisions.

ACTION EXHIBITS

None
Broward County Labor Market Information
[CSBD Economic Dashboard](#)

Pages 43 – 44

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 16, 2026



Broward Workforce Development Board
Employer Services Committee
Monday, November 10, 2025
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID: 856 6443 6224
Zoom Password: 698441
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: Michael Goldstein, Paul Farren, Marie Suarez, Maribel Feliciano, and Francois Leconte, who chaired the meeting.

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

APPROVAL OF MINUTES

1. Approval of the Minutes of the 8/4 Employer Services Committee meeting.

On a motion by Paul Farren and seconded by Michael Goldstein, the Employer Services Committee unanimously approved the minutes of the 8/4 meeting.

2. Approval of the Minutes of the 10/7 Employer Services Committee meeting.

On a motion by Paul Farren and seconded by Michael Goldstein, the Employer Services Committee unanimously approved the minutes of the 10/7 meeting.

NEW BUSINESS

1. Employer Services Committee Meeting Schedule

Considered the approval of the 2026 Employer Services Committee meeting schedule. We have scheduled six (6) meetings for the upcoming year. Meetings are in person. On occasion, if necessary, a committee member can attend via Zoom.

Mr. Leconte reviewed the item. Marie Suarez asked if staff was going to send the Save-the-Dates to the committee members' calendars. Ms. Hylton responded Yes. There was no further discussion.

On a motion by Paul Farren and seconded by Marie Suarez, the Employer Services Committee unanimously approved the 2026 Employer Services Committee meeting schedule.

2. Employer Services Committee (ESC) Strategic Planning Matrix Update

Considered the review and approval of the updates to the PY 25/26 Strategic Planning Matrix.

Mr. Leconte introduced the item and Tony Ash reviewed the matrix, highlighting the progress made in achieving the objectives.

Mr. Goldstein commended the staff on the progress in the matrix, including the work being done around AI. He shared that he attended the first AI Playbook Roundtable and commended CSBD and Gilead Sanders for their excellent organization of the event.

Mr. Leconte added that he is planning to attend an upcoming AI roundtable.

Carol Hylton stated that staff will send committee members a calendar invitation to the remaining roundtables, as well as the industry employer forums as they are scheduled, in the event they would like to attend.

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

3. Strategies for QRT

Considered approval of the strategies to increase employer applications for Quick Response Training (QRT) Grants. As the local fiscal agent for the program, CareerSource Broward seeks to expand awareness and use of QRT among Broward County employers to help more businesses benefit from this state-funded training resource. We asked the committee for input on additional strategies to further engage employers.

Mr. Leconte introduced the item. Mr. Ash reported that, as the new local fiscal agent for QRT, CSBD will focus on increasing employer participation by promoting the program through Workforce Wednesdays, podcasts, chamber partnerships, and real employer success stories. He noted that CSBD will also incorporate AI to strengthen outreach and streamline the application process, while coordinating with economic development partners to integrate QRT into broader business expansion efforts.

Mr. Farren inquired how employers would be identified. Mr. Ash explained that we will work with the Broward County Office of Economic and Small Business Development, Greater Ft. Lauderdale Alliance, Chambers, and industry associations to assist in identifying the employers.

Mr. Leconte inquired if new businesses in Broward are eligible to use QRT.

Ms. Hylton stated that the QRT program supports new and expanding companies. She added that the grant will cover the costs of training employees on software, equipment, and processes. Carol said that staff will meet with employers and explain how the grant covers the training-related costs.

Mr. Goldstein suggested that the Greater Hollywood and Greater Ft. Lauderdale Chambers of Commerce add information about QRT to their new member orientation packets. Ms. Suarez liked the idea and agreed to it. Mr. Ash stated he would follow up with ESC member Denise Jordan of the Greater Ft. Lauderdale Chamber of Commerce.

On a motion by Paul Farren and seconded by Marie Suarez, the Employer Services Committee unanimously approved the strategies to further engage employers about QRT.

REPORTS

1. Update on the AI Playbook for Small and Medium-sized Employers

CareerSource Broward, in partnership with Gilead Sanders LLC, continues progress on the region's first AI Playbook for Small and Medium-Sized Businesses. The first employer roundtable was held on 10/30, which engaged local businesses in discussions on AI awareness and adoption opportunities. Employers shared that the session was highly valuable, providing practical insights and sparking ideas on how AI can enhance their daily operations and long-term growth. The next roundtables are scheduled for 11/14 and 12/4. To broaden participation, a survey was distributed to employers and shared through key partners, including industry associations, local Chambers of Commerce, the Greater Fort Lauderdale Alliance, and the Broward Office of Economic and Small Business Development. Insights gathered from both efforts will guide development of the Playbook's practical tools and recommendations.

Mr. Leconte introduced the item and indicated that the staff is doing an excellent job developing the playbook.

Ms. Hylton stated that we are planning to record a podcast about the development of the AI Playbook, which will feature feedback from participating employers. Mr. Leconte offered to post the podcast on his station. Ms. Hylton thanked him and stated that staff would forward it to him when it was completed.

2. AI Tools for Employers Webpage

CareerSource Broward has developed its new webpage “AI Tools for Employers,” in consultation with BWDB and ESC member Michael Goldstein. The page provides local businesses with practical tools, articles, and links to help them explore and integrate artificial intelligence into their operations. It will also serve as the future home of the AI Playbook for Small and Medium Employers, which is currently in development. The page is designed to evolve over time as we gather feedback from employers and add new AI tools, success stories, and training resources to support Broward’s business community in this fast-changing space.

Mr. Leconte introduced the item. Mr. Ash provided a demonstration of the webpage and thanked Mr. Goldstein for his guidance with developing the resource page. Mr. Goldstein acknowledged Mark Klincewicz for leading the development of the page and collaborating closely throughout the process.

3. Chamber Contract Renewals

CareerSource Broward (CSBD) has renewed its contracts with the Greater Fort Lauderdale Chamber of Commerce for \$50,000 and the Greater Hollywood Chamber of Commerce for \$45,000, extending both agreements through 9/30/26. These partnerships continue to strengthen our employer outreach and engagement efforts by leveraging the Chambers’ networks to promote CSBD’s business services and training programs. The Chambers serve as intermediaries to develop commitments for work-based training in OJTs, internships, and incumbent worker training contracts. CSBD has been pleased with the services provided.

Mr. Leconte introduced the item. Ms. Suarez noted that the partnership has been very beneficial in educating and connecting the Chamber’s members with workforce services.

4. Report on Aviation Industry Employer Forum

CSBD held an aviation industry employer forum on 11/4. The forum was well attended representing employers, education, and workforce and economic development partners. The objective of the forum was to discuss skill gaps, training needs, and best workforce practices, and to identify strategies to strengthen the local aviation talent pipeline. The strategies developed to address these challenges include 1) placing youth in summer internships 2) exploring the development of local aviation registered apprenticeship programs and 3) assisting employers with AI implementation through CSBD’s AI IWT grant and AI Playbook for Small and Medium-Sized Employers.

Mr. Leconte introduced the item and commended the staff on holding the forum. There was no further discussion.

5. **Back to Work, Back to School Neighborhood Career Fair**

On 9/23, CSBD hosted the Back to School, Back to Work Neighborhood Career Fair at our South One-Stop Center. This dynamic event was designed to connect job seekers with meaningful employment and training opportunities as they re-engage with the workforce or pursue new career paths. Over 100 job seekers attended the event, of which 35 expressed an interest in training. Employers at the event shared that they were pleased with the skills of applicants and we are following up with the employers and the job seekers to obtain employment information.

Mr. Leconte introduced the item. Mr. Ash reviewed the item and stated that the event is aligned with the committee's direction to hold smaller, more targeted recruitment events throughout the year.

6. **Manufacturing Industry Career Fair**

In alignment with hosting smaller, more targeted hiring events, a Manufacturing Industry Job Fair was held on 10/14 at our South One-Stop Center. Seven manufacturing companies participated including ACR Electronics, Dayton-Granger, HEICO Aerospace, Scarano Marine, and Q'Straint and nearly 70 job seekers were in attendance. Both employers and job seekers expressed strong satisfaction with the format and connections made, and staff are currently following up with employers to capture hiring outcomes.

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

7. **Employer Services Infograph October 2024 – September 2025**

CSBD's Employer Services Infograph was created to convey information about the delivery of our services to employers quickly and clearly through visual elements. The infograph is ideal for enhancing our storytelling and increasing the shareability of content across various platforms. CSBD hosted 63 recruitment events and job fairs during the period covered by the infograph. Additionally, through the outreach team, CSBD assisted Broward employers with over \$4.4 million in work-based training investments, including OJT grants, paid internships, and incumbent worker training.

Mr. Leconte introduced the item and Mr. Ash provided an overview of the Infograph.

Mr. Leconte commented that the information reported in the Infograph is impressive and commended staff on their excellent work.

8. **Broward County Unemployment and Economic Dashboard**

Due to the Federal government shutdown, the unemployment report is unavailable.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR

Mr. Leconte commended staff on organizing and executing a successful Paychecks for Patriots Job Fair, noting that it was both well-coordinated and well-attended.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None.

MATTERS FROM THE FLOOR

None.

MATTERS FROM THE PRESIDENT/CEO

Ms. Hylton reported that this year's Paychecks for Patriots Job Fair had a tremendous turnout with over 2,400 job seekers in attendance. The feedback from the job seekers and over 140 employers was very positive.

ADJOURNMENT

1:03 P.M.

THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS JANUARY 12, 2026

Memorandum #16-25 (BR)

To: Employer Services Committee

From: Carol Hylton, President/CEO

Subject: Addition of Occupational Title to Current Targeted Occupation List

Date: November 12, 2025

SUMMARY

Consideration to approve adding Medical Equipment Preparers to our PY 25/26 local Targeted Occupations List (TOL). Over the year, CareerSource Broward (CSBD) receives input from our industry intermediaries, eligible training providers, and employers in order to evaluate our local TOL. CSBD staff has been able to establish local demand for Medical Equipment Preparers, and all Board-mandated criteria have been met for this occupational title to be added to the TOL.

BACKGROUND

In compliance with the Workforce Innovation and Opportunity Act (WIOA), the TOL governs the provision of the WIOA-funded training programs being offered to individuals needing training assistance within the workforce system. Once the TOL is approved by the Board, it becomes final and requires no further ratification by the CareerSource Florida, Inc. Board of Directors. The CSBD governing boards may approve changes and add new occupations to the TOL throughout the year. The occupation must meet all of the following criteria:

1. Have a minimum of twenty-five job openings in Broward County in the past ninety days
2. Have an entry wage rate equal to or greater than the Broward County wage rate of \$15.88
3. Require more than a high school diploma but less than a Master's degree and,
4. Require occupational training at a minimum that results in a postsecondary adult vocational training certificate, college credit certificate, applied technology diploma, Associate of Science degree, or Bachelor of Science degree.

DISCUSSION

To fulfill our role as workforce convenors, CSBD receives input from our industry intermediaries, eligible training providers, and employers throughout the year to ensure our local TOL is up to date and responsive to local labor market conditions.

During our recent review, we established that Medical Equipment Preparers meet the criteria outlined above in the Background and in the table below.

Occupation	Entry Wage	Job Posts Within Last 3 Months	Credential	Description
Medical Equipment Preparers	>\$15.88	>25	Certificate	Prepare, sterilize, install, or clean laboratory or healthcare equipment. May perform routine laboratory tasks and operate or inspect equipment.

CSBD recommends approval of this addition to our local area's TOL for PY 25/26. If approved, we will notify the State and our ITA providers and post the updated TOL to our website.

RECOMMENDATION

Approve adding Medical Equipment Preparers to our local TOL for PY 25/26.



EMPLOYER SERVICES COMMITTEE

Strategic Planning Matrix for PY 25/26

Jim Ryan

Francois Leconte

Carol Hylton

Board Chair

ESC Chair

President/CEO



A proud partner of the
American Job Center
network



CareerSource Broward Mission:

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

CareerSource Broward Vision:

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

Employer Services Committee Goal:

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

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

CareerSource Broward Strategic Goal #1:

Improve the sustainability of the workforce system through increased funding, efficiency, technology, and relevancy.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
1.0 Work with our outreach team to identify processes that can be optimized through AI and, where applicable, assist employers with incumbent worker training.	1.0.1 Meet with the outreach team to explore opportunities for enhancing employer services through AI, including reviewing current workflows and identifying areas for improvement.	<ol style="list-style-type: none"> 1) Conduct a minimum of two meetings with the CSBD outreach team to explore opportunities for enhancing employer services through AI. 2) Implement a minimum of three employer-facing processes that could benefit from AI integration. 	2/26	<p>In Progress:</p> <p>Staff held three meetings and identified opportunities to enhance employer services using AI. As a result, CSBD is now using AI to:</p> <ol style="list-style-type: none"> 1) Map employer job descriptions to occupations on the Targeted Occupations List to better align OJT opportunities with in-demand occupations. 2) Check email communications to improve tone and clarity. 3) Translate the electronic job seeker check-in module into Spanish and Haitian Creole at recruitment events, improving check-in efficiency and employer engagement. <p>CSBD will engage board member Michael Goldstein to explore the feasibility of further expanding our use of AI in the following areas:</p> <ol style="list-style-type: none"> 1) Standardizing employee onboarding and training, including integrated assessments to ensure consistent understanding across all centers. 2) Improving employee access to policy guidance through faster, more intuitive AI-supported retrieval. 3) Creating automated introductory prompts for employers and job seekers newly registered in Employ Florida.

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

CareerSource Broward Strategic Goal #1:

Improve the sustainability of the workforce system through increased funding, efficiency, technology, and relevancy.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
1.0 Work with our outreach team to identify processes that can be optimized through AI and, where applicable, assist employers with incumbent worker training.	1.0.2 Coordinate with the Business Services team to promote the availability of AI-related incumbent worker training (IWT) grants.	Develop a minimum of 15 AI IWT grants.	1/26	<p>In Progress: Staff has developed AI IWT grants with the following employers:</p> <ol style="list-style-type: none"> 1. Locality Bank 2. Advanced Roofing 3. 2Lyons Aerospace 4. Broward Health 5. School Board of Broward County 6. ACR Electronics 7. Cleva Technologies 8. Beghelli, Inc. 9. All Pro Fabricators 10. South Beach Lady Charters 11. HOMES Inc. 12. Mr. Wireman 13. HANDY, Inc. <p>These grants are assisting employers train staff in areas such as AI-driven data analysis, software development, systems automation, and other emerging technologies that strengthen business operations and workforce competitiveness.</p>

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

CareerSource Broward Strategic Goal #1:

Improve the sustainability of the workforce system through increased funding, efficiency, technology, and relevancy.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
1.1 Assess the feasibility of developing a guide/playbook targeted toward small and medium-sized employers in Broward County that are seeking guidance to implement and use AI in their businesses.	1.1.1 Issue a Request for Quotes (RFQ) to procure a qualified public or private university partner to assess, design, and draft the AI Playbook.	<p>1) RFQ is published and responses are received, evaluated, and an organization is selected.</p> <p>2) Conduct three engagement sessions with local CEOs and business owners to gather insights on AI use and implementation needs.</p> <p>3) Finalize the playbook and hold three post-delivery workshops or briefings with employers to share key findings from the playbook.</p>	3/26	<p>In Progress:</p> <p>The AI Playbook for Small and Medium Employers RFQ was advertised on 6/9. The rating committee selected Gilead Sanders, the #1 ranked entity.</p> <p>The AI Playbook Survey launched on 10/24 to capture employer perspectives on AI adoption and workforce needs.</p> <p>Staff convened three AI Employer Roundtables in October, November, and December to gather direct input from local CEOs and business leaders on practical AI applications, implementation challenges, and workforce implications. In total, more than 100 employers participated across the three sessions.</p> <p>Discussion during the roundtables focused on practical AI adoption, including defining clear use cases, aligning tools with existing workflows, and upskilling current staff. Employers also addressed common workforce misconceptions and emphasized the role of AI in supporting employees and improving efficiency. Feedback received from the discussions will be used in the development of the playbook.</p>

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

**CareerSource Broward Strategic Goal #1:
Improve the sustainability of the workforce system through increased funding, efficiency, technology, and relevancy.**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
1.2 Educate employers attending Workforce Wednesdays and our Employer Forums regarding available AI tools and how they can be effectively deployed to help them stay up to date with the AI revolution.	1.2.1 Integrate AI-focused content in four Workforce Wednesday (WFW) sessions and/or employer forums.	Feature an AI subject matter expert in four WFW sessions/employer forums to present on AI implementation strategies for employers interested in implementing AI in their operations.	3/26	<p>In Progress</p> <p>The Aviation Industry Employer Forum was held on 11/4 and featured Juan Ortega, CEO and Co-Founder of Authority AI, who presented on practical AI implementation strategies. The presentation sparked active discussion and positive feedback.</p> <p>Additionally, Mr. Ortega presented at the Workforce Wednesday Seminar on 11/19, reinforcing practical AI implementation concepts for employers across industries. The session provided an opportunity to promote participation in the AI Playbook Roundtable and Survey to gather additional employer input.</p> <p>Staff are planning an additional Workforce Wednesday session featuring an AI subject matter expert in February to continue advancing this effort.</p>

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

**CareerSource Broward Strategic Goal #1:
Improve the sustainability of the workforce system through increased funding, efficiency, technology, and relevancy.**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
1.3 Act as a resource and a convener in providing employers with AI solutions.	1.3.1 Coordinate employer engagement sessions — such as forums, roundtables, or workshops — focused on practical uses of AI in business operations.	Integrate discussion and feedback related to the development of the AI Playbook for Employers into a minimum of four employer forums and other employer events during the program year.	3/26	<p>Completed:</p> <p>Discussion and feedback about the playbook were included in the following employer events:</p> <ol style="list-style-type: none"> 1) AI Playbook Roundtable – 10/30 2) Aviation Industry Employer Forum – 11/4 3) AI Playbook Roundtable – 11/14 4) Workforce Wednesday Seminar – 11/19 5) AI Playbook Roundtable – 12/4 <p>Employers who attended the events, as well as those who participated in the Paychecks for Patriots Job Fair, were asked to complete the AI Playbook Survey.</p> <p>Additionally, CSBD launched an AI Resource Webpage to help employers explore practical tools, training opportunities successfully integrate AI into their businesses.</p> <p>To further promote AI employer integration, staff will continue to include discussions regarding the AI Playbook and AI Resources Webpage at upcoming Workforce Wednesday Seminars and employer forums.</p>

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

CareerSource Broward Strategic Goal #3:

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

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
3.0 Use employer activities to educate employers on a) the benefits of hiring older workers and b) creative hiring practices that attract older workers.	3.0.1 Invite a guest speaker on age-inclusive hiring, including Veterans, into our Workforce Wednesday (WFW) Seminars and upcoming employer forums.	Guest speaker on the subject of age-inclusive hiring at a minimum of four WFW seminars and forums.	2/26	<p>In Progress:</p> <p>Elio Patino, Project Director for the AARP Foundation's Senior Community Service Employment Program, presented on age-inclusive hiring during the 10/29 Workforce Wednesday session. His presentation sparked strong discussion on building multigenerational teams and was well-received by attendees who valued the insights on engaging experienced workers in today's labor market. The event was featured across CSBD's social media platforms, extending its reach and reinforcing the importance of multigenerational hiring among local employers.</p> <p>December's Workforce Wednesday featured Janet Granger, a national expert on the generational workforce, who presented on improving communication and collaboration across age groups, with a focus on the benefits of hiring and engaging younger talent within multigenerational workplaces.</p> <p>Staff are planning a follow-up Workforce Wednesday session in January that builds on these themes, pairing Ms. Granger's perspective on the value of youth hiring with CSBD staff highlighting the Summer Youth Employment Program as a practical pathway employers can use.</p>

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

CareerSource Broward Strategic Goal #3:

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

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
3.0 Use employer activities to educate employers on a) the benefits of hiring older workers and b) creative hiring practices that attract older workers.	3.0.2 Research effective age-diverse hiring practices, including industry-specific approaches, and identify examples that can be shared with employers through outreach, seminars, or digital content..	Develop and launch a creative digital campaign (e.g., short podcast series, video highlights, or myth-busting posts) that shares researched age-inclusive hiring strategies.	3/26	In Progress: <ol style="list-style-type: none"> 1) CareerSource Broward launched a four-part social media series that featured testimonials and myth-busting tips celebrating the value of experienced workers and showcasing how CSBD helps employers tap into the power of seasoned talent to strengthen their workforce. 2) October's Workforce Wednesday Seminar focused on building multigenerational teams and was promoted through flyers and targeted social media posts, generating strong interest among employers. 3) A new episode of The Source podcast, released in December, highlights multigenerational workforce success stories, including a young participant who shared his experience navigating CSBD programs. The episode is part of a coordinated digital marketing campaign aligned with a Workforce Wednesday session focused on generational hiring and the Summer Youth Employment Program.

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

**CareerSource Broward Strategic Goal #3:
Encourage employers by engaging and identifying their needs, and educating and connecting them to the workforce system to produce innovative workforce solutions.**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
3.1 Consider the feasibility of serving employers located in CSBD's regional partner's area, regardless of their employees' county of residence.	3.1.1 Initiate discussions with workforce board leadership at CareerSource South Florida (CSSF) to explore shared service delivery options.	CSBD to schedule and conduct a meeting with CSSF.	2/26	<p>Pending:</p> <p>This item remains pending as both boards await further direction from CareerSource Florida regarding the Regional Plan timeline. Discussions to date have focused on identifying potential areas of collaboration, such as joint employer forums, shared marketing efforts, and regional grant opportunities, which will be explored once formal planning begins.</p>
	3.1.2 Create a summary of the strategies and action steps from the meeting with CSSF, including potential partnership opportunities to serve regional employers.	Implement the strategies developed.	3/26	

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

CareerSource Broward Strategic Goal #3:

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

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
3.2 Explore partnering with Miami to coordinate events and/or activities that would serve both workforce areas in the region.	3.2.1 Connect with Miami's workforce board staff to discuss joint priorities and identify potential event themes or target industries for collaboration.	Identify at least one event or activity concept that aligns with shared regional goals.	1/26	<p>Pending:</p> <p>This item remains pending as both boards await further direction from CareerSource Florida regarding the Regional Plan timeline. Discussions to date have focused on identifying potential areas of collaboration, such as joint employer forums, shared marketing efforts, and regional grant opportunities, which will be explored once formal planning begins.</p>
	3.2.2 Pilot a co-hosted event (e.g., virtual job fair, employer roundtable, or information session) that targets employers and job seekers across both regions	Hold a minimum of one joint event, if CSSF is in agreement.	3/26	



THE 2026 WORLDS OF WORK CONFERENCE AND EXPO

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



WEDNESDAY, MARCH 4, 2026 | 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 2026 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 2026 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 ten 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 6, 2026).
- ▶ Sponsorship announcement via social media, company tagged in event promotions
- ▶ Company logo printed on student information bag (Due February 6, 2026)
- ▶ Company logo printed on map
- ▶ 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 6, 2026)
- ▶ Sponsorship announcement via social media, company tagged in event promotions
- ▶ Company logo printed on student information bag (Due February 6, 2026)
- ▶ Company logo printed on map

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 6, 2026)
- ▶ Sponsorship announcement via social media, company tagged in event promotions
- ▶ Company logo printed on student information bag (Due February 6, 2026)
- ▶ Company logo printed on map

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 6, 2026)
- ▶ Sponsorship announcement via social media, company tagged in event promotions
- ▶ Company logo printed on map

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 6, 2026)
- ▶ Sponsorship announcement via social media, company tagged in event promotions
- ▶ Company logo printed on map

BENEFIT	DIAMOND SUPPORTER \$10,000	PLATINUM SUPPORTER \$5,000	GOLD SUPPORTER \$2,000	SILVER SUPPORTER \$1,000	BRONZE SUPPORTER \$500
Company logo printed on student maps	✓	✓	✓	✓	✓
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	✓	✓	✓	✓	✓
Quarter page, full-color advertisement in student companion book				✓	
Half-page, full-color advertisement in student companion book			✓		
Company logo on student information bag	✓	✓	✓		
Company logo on event signage	✓	✓	✓		
Full-page, full-color advertisement in student companion book	✓	✓			
Company name on event invitation		✓			
Company logo on event invitation	✓				
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



WEDNESDAY, MARCH 4, 2026
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 2026 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!

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At WOW, employers will collaborate within ten 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 will participate in 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

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 6, 2026. Please email your logo to WOW@careersourcebroward.com
3. Proof of liability insurance. Please email a copy to WOW@careersourcebroward.com by February 20, 2026.

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 March 3, 2026
- 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 starting on Tuesday, March 3rd at 9:00 a.m., ending on Wednesday, March 4th 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

MARCH 3, 2026	
9 a.m. – 5 p.m.	Exhibitor set-up
MARCH 4, 2026	
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 #01-25 (Comm)

To: Employer Services Committee

From: Carol Hylton, President/CEO

Subject: Marketing & Communications PY 25/26 Mid-Year Update Report

Date: January 07, 2026

SUMMARY

CareerSource Broward (CSBD) advanced its Marketing & Communications efforts during the first half of PY 25/26, with continued emphasis on our four priorities 1) expanding earned media visibility 2) outreach campaigns 3) digital engagement and 4) deepening partner-driven promotion. Signature activities during this period included Paychecks for Patriots, Summer Youth Employment Program outreach, and three (3) employer roundtables supporting the development of the AI Playbook. This mid-year report summarizes the progress and success from 6/1/25 through 12/31/25.

BACKGROUND

The Mid-Year report for PY 25/26 continues the direction set in our strategic plan and documents progress achieved during the first half of the program year.

CSBD communication efforts continue to support public awareness of workforce solutions that strengthen Broward County's talent pipeline and employer competitiveness. Messaging highlights include access to career services, training resources, business solutions, and measurable outcomes, while reinforcing CSBD's role as a convener for workforce services.

DISCUSSION

During the first half of PY 25/26, CSBD implemented targeted marketing campaigns and refreshed print, digital, and social collateral to improve reach and accessibility. Per the committee's recommendation, QR codes were added to materials to streamline access to detailed information, while multimedia content continued to support program awareness and customer education.

CSBD also launched The Source podcast, releasing six episodes in 2025 and expanding distribution to Spotify for the first time. Planning for 2026 episodes is underway to support continued engagement with employers and job seekers.

Digital performance increased significantly, with social media growth surpassing multiple annual targets by mid-year. Additional channel metrics and campaign results are included in the detailed section.

1) EXPANDING EARNED MEDIA VISIBILITY

MEDIA RELATIONS:

Strengthening relationships with the media. Disseminate monthly press releases, secure at least (10) positive media coverage clips. Maintain online press room.

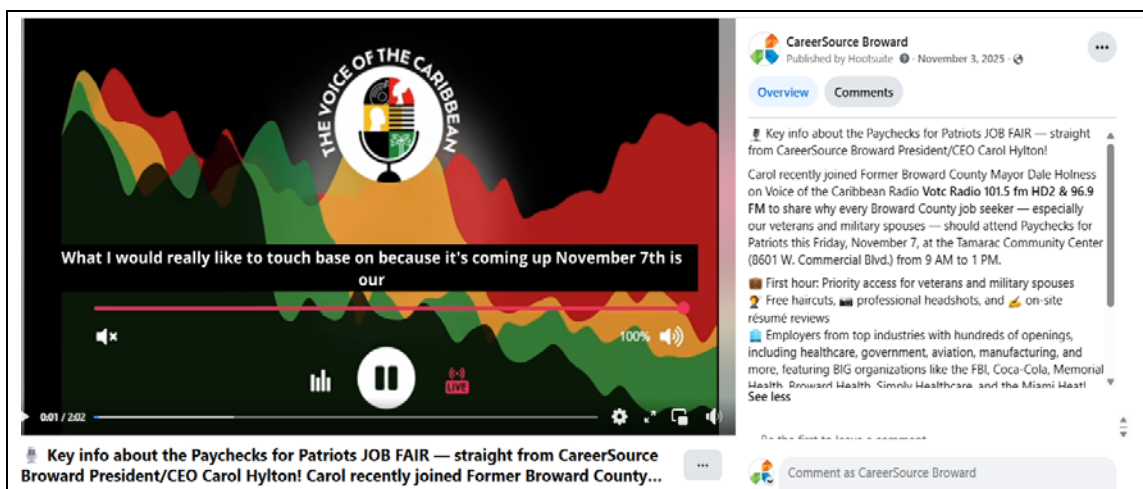
Updates:

- 6 press releases
- 6 positive media clips

WLRN - Carol Hylton Interview AI Grant for Employers	Tamarac Talk - Paycheck for Patriots
<p>Broward County invests \$300,000 to train local workers on AI</p> <p>WLRN Public Media By Carlton Gillespie Published April 8, 2025 at 11:48 AM EDT</p> <p>For employers and employees in Broward County, the AI revolution isn't coming — it's already here.</p> <p>Broward County's local workforce development board has announced a \$300,000 grant to train workers on AI. Carol Hylton is the President and CEO of CareerSource Broward. She said the money will help employers stay ahead of the curve in a shifting business landscape.</p> <p>"It's really our ability to be nimble, right? If we're gonna continue to have a thriving economy, we have to be nimble as changes occur," Hylton said.</p>	<p>tamarac talk</p> <p>The #1 News Source for Tamarac, Florida</p> <p>HOME NEWS BUSINESS DIRECTORY EVENTS CRIME & SAFETY POLITICS</p> <p>Home > News > Paychecks for Patriots Job Fair Returns Nov. 7 in Tamarac</p> <p>NEWS - EVENTS</p> <p>Paychecks for Patriots Job Fair Returns Nov. 7 in Tamarac</p> <p>by Sharon Aron Baron · October 31, 2025</p> <p>Facebook X Twitter Reddit LinkedIn WhatsApp 14 Shares</p> <p>954-247-HURT LAW OFFICES OF ADAM BARON P.A. Over 30 Years Experience 3111 N University Drive Coral Springs FL 33065</p> <p></p> <p>Tamarac Community Center (City of Tamarac)</p> <p>CareerSource Broward will host the 13th annual Paychecks for Patriots Job Fair on Friday, Nov. 7, offering job seekers the chance to connect directly with employers hiring for hundreds of positions across multiple industries.</p>

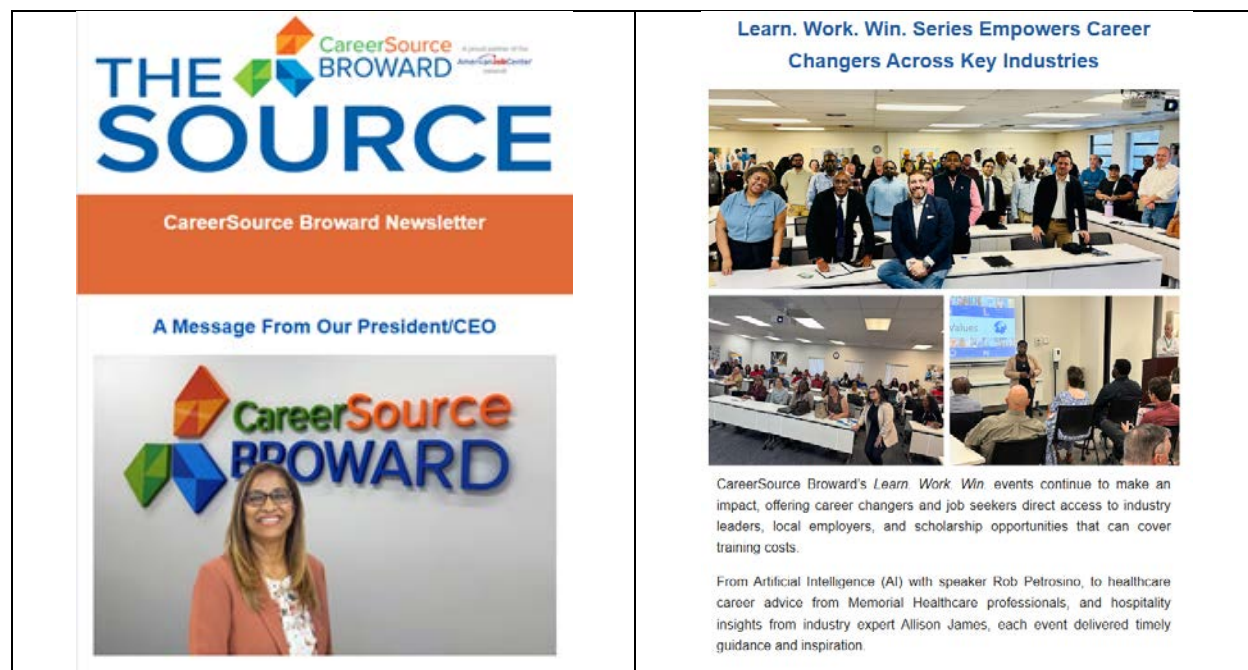
Shortly after our press release was published on the AI Training Grant, Carol Hylton was interviewed by local radio station WLRN, discussing what local employers should know.

Carol was also interviewed live on the Voice of the Caribbean 101.5FM to promote Paychecks for Patriots and provide more information to job seekers and employers.



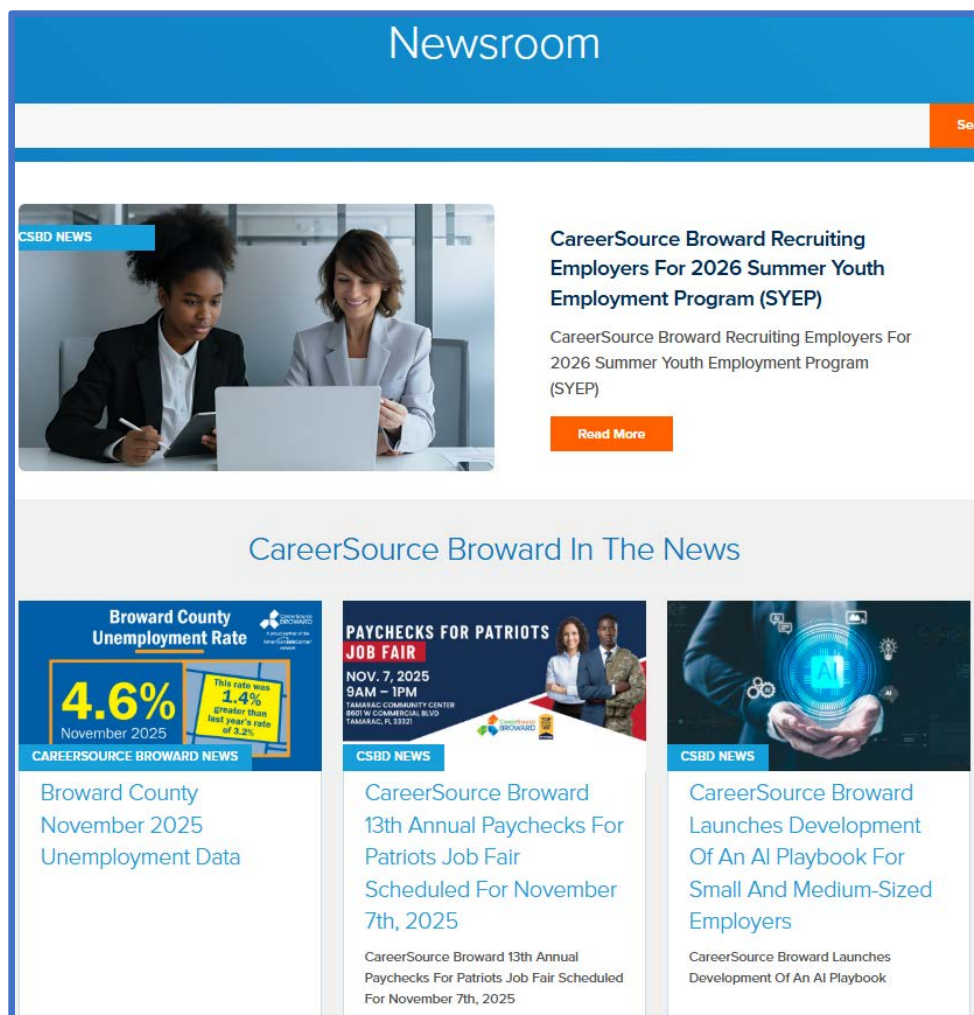
ELECTRONIC NEWSLETTER:

CSBD continues to publish its electronic newsletter on a quarterly basis to keep the public informed of agency updates, highlights, and workforce-related information, providing timely and relevant content for the reporting period.



CSBD NEWSROOM:

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





2) OUTREACH CAMPAIGNS

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.

Updates:

Signature events and programs, including Paychecks for Patriots, Worlds of Work, and the Summer Youth Employment Program, remain central to the Communications planning calendar and are supported through coordinated marketing efforts. During the reporting period, the Communications Department also supported development of the AI Playbook for Small to Medium-Sized Employers through targeted outreach, roundtables, and promotional messaging. Customized communications continue for key audiences, with local municipalities included to expand reach and strengthen community awareness.

CAMPAIGN EXAMPLES:

Paychecks for Patriots 2025 Campaign	Short Term Training Campaign
 <p>PAYCHECKS FOR PATRIOTS JOB FAIR</p> <p>NOV. 7, 2025 9AM – 1PM</p> <p>TAMARAC COMMUNITY CENTER 8601 W COMMERCIAL BLVD TAMARAC, FL 33351 (954) 677-5555</p> <p>REGISTER NOW http://bit.ly/p4p-2025-employer</p> <p>EMPLOYERS FIND YOUR QUALITY WORKFORCE</p>	 <p>Looking for work? CareerSource Broward can help!</p> <p>Career in Under a Year</p> <ul style="list-style-type: none"> Scholarship-funded short-term training Paid Internships – earn while you learn! Financial support for uniforms, tools, & transportation (based on eligibility) Dedicated Success Coach to assist you! <p>GET STARTED NOW!</p>

CSBD achieved record employer and job seeker participation at the 2025 Paychecks for Patriots Career Fair, supported by coordinated promotion across digital channels and community partners. A post-event recap video was produced to highlight services, success stories, and promote future signature initiatives.

INDUSTRY PATHWAY VIDEOS:

CSBD released two additional career pathway videos focused on Manufacturing and Information Technology, completing the campaign. The videos were promoted digitally and distributed through career centers, schools, industry partners, and community-based organizations.

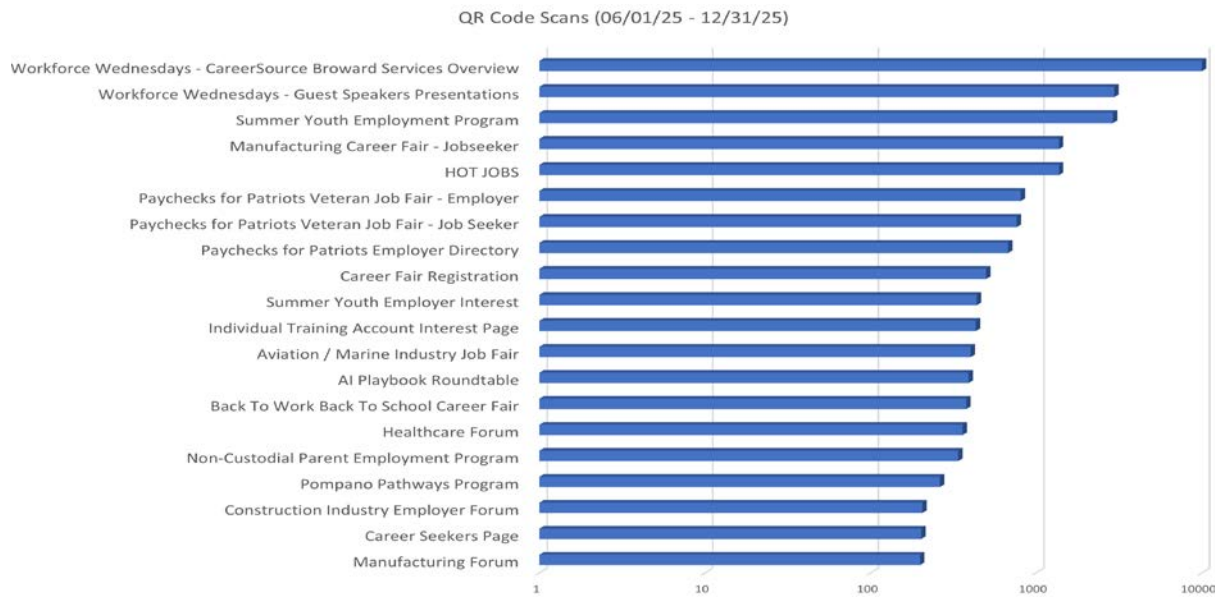


3) DIGITAL ENGAGEMENT

QR CODE USAGE:

In response to the committee's recommendation, CSBD increased the use of QR codes across marketing materials to improve access to program information and strengthen outreach measurement. QR codes continue to support event promotion and on-site engagement, particularly for job fairs and Workforce Wednesdays, while also generating scan data that helps evaluate performance. The data below from the past seven months shows strong engagement with event-related codes and notable participation from Summer Youth Employment Program customers, reinforcing youth as a key audience for digital outreach.

QR CODES SCAN REPORT:



SOCIAL MEDIA:

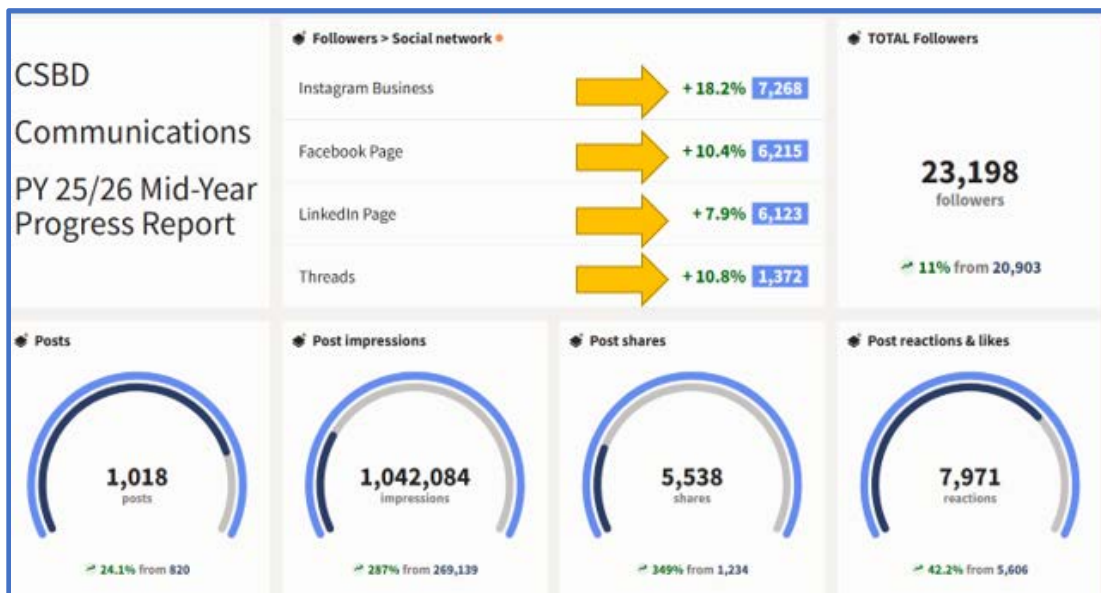
Intentional and consistent use of social media platforms to expand awareness. Utilize Facebook, Instagram, and LinkedIn to distribute relevant and timely information. Continue to increase the number of followers.

Updates:

Our goal for the full program year is to increase followers on each platform by 10%. At the **mid-year point**, we have nearly reached that benchmark across all channels, as highlighted in the chart below, with Instagram significantly exceeding the annual target.

We maintain an active, dynamic social media presence with engaging posts across our platforms multiple times per week to promote CSBD services, highlight events and appearances, and share success stories and positive news.

ENGAGEMENT INCREASE OVER THE 6-MONTH PERIOD



4) DEEPENING PARTNER-DRIVEN PROMOTION

“THE SOURCE” AUDIO PODCAST SERIES

Communications launched The Source, CareerSource Broward's audio podcast, as a new storytelling and education platform focused on employer engagement and workforce services, with distribution expanded to Spotify to increase reach and on-demand accessibility.

Episodes feature program highlights, workforce events, success stories, and business solutions, including the Summer Youth Employment Program, Worlds of Work, training grants, and emerging initiatives such as the AI Playbook for Small to Medium-Sized Employers.

SPOTIFY PAGE	WEBPAGE
 A screenshot of the Spotify mobile app interface for 'The Source Podcast by CareerSource Broward'. The top section shows the episode title 'The Source Podcast Episode 6 - Level Up Your Career - A Job Seeker Success Story' and the date 'Dec 31, 2025'. Below this is an 'Episode Description' section with a paragraph about the podcast's focus on workforce stories and a link to 'Show more'. At the bottom, there is a 'Comments' section and a 'See all episodes' button.	 A screenshot of the 'The Source Podcast' webpage. The header features the podcast title and a blue microphone logo. The main content area includes a description of the podcast's focus on employer engagement and workforce development. Below this is a section for 'Episode 6: Level Up Your Career - A Job Seeker Success Story', which includes a brief description of the episode and a link to 'LISTEN ON SPOTIFY'. The page also features a graphic of a person at a computer with the podcast logo.

AI PLAYBOOK FOR SMALL AND MEDIUM EMPLOYERS:

Communications has provided support in the development of AI Playbook for Small and Medium-Sized Employers through coordinated social media, targeted email, press outreach, digital ads, and short-form video content. These efforts have encouraged employers to participate in roundtables and complete the AI Playbook survey.

AI PLAYBOOK ROUNDTABLE EXAMPLES:

CareerSource BROWARD TOP WORKPLACE 2023

SHAPE THE NEXT CHAPTER OF AI IN BROWARD COUNTY!

JOIN OUR 2ND AI PLAYBOOK ROUNDTABLE!

CareerSource Broward
2890 W. Cypress Creek Rd.
Fort Lauderdale, FL 33309

Friday, November 14, 2025
From 9AM-11AM

Gilead Sanders
Executive Director

CareerSource Broward is continuing the development of the region's first **AI Playbook for Small and Mid-Sized Employers**...and your participation is important to us!

- Understand your company's current awareness and readiness for AI
- Identify challenges to adoption
- Gather real feedback through live polling and interactive activities

To register, please visit: bit.ly/csbdaiipb

CareerSource Broward Business Services
www.careersourcebroward.com | 954-677-JOBS (5627)

Find Us On:      A proud partner of the **Altamonte Center** network




Memorandum #20-25 (BR)

To: Employer Services Committee

From: Carol Hylton, President/CEO

Subject: Update to OJT Reimbursement and Training Duration

Date: January 5, 2026

SUMMARY

The U.S. Department of Labor recently issued a waiver to FloridaCommerce allowing Local Workforce Boards to reimburse businesses of any size up to 90% of OJT participant wages and up to 100% for businesses located in, or employing individuals who reside in Opportunity Zones. Under CareerSource Broward's (CSBD) current OJT structure, employers are reimbursed 50 percent to 75 percent of participant wages. This change will incentivize employers in the Opportunity Zones to utilize our services.

BACKGROUND

Last month, FloridaCommerce notified the LWDBs that the USDOL approved a waiver to the WIOA provision that caps OJT wage reimbursement at 75 percent. As a result, LWDBs may reimburse businesses of any size up to 90 percent of participant wages and up to 100 percent for businesses located in, or employing individuals who reside within, designated Opportunity Zones.

DISCUSSION

Under CSBD's current OJT structure, employers are reimbursed 50 percent to 75 percent of participant wages. With the recent approval allowing higher reimbursement rates to be applied more broadly, CSBD is adjusting local program design to ensure OJT remains accessible and sustainable within available state funding. Specifically, CSBD is reducing the maximum length of OJT training plans from 1,040 hours to 520 hours. Maintaining longer OJT durations while applying higher reimbursement rates would limit the number of employers that could be served through the program.

This adjustment allows CSBD to balance increased reimbursement levels with program reach, ensuring OJT remains responsive to employer needs, supports timely skill development, and continues to function as a short-term, job-specific training tool for a broad range of businesses.

RECOMMENDATION

None. For information purposes only.

Overview of the CareerSource Broward Region
Not Seasonally Adjusted
January 07, 2026

- The unemployment rate in the CareerSource Broward region (Broward County) was 4.6 percent in November 2025. This rate was 1.4 percentage points greater than the region's year ago rate of 3.2 percent. The region's November 2025 unemployment rate was 0.3 percentage point lower than the state rate of 4.9 percent. The labor force was 1,086,836, up 3,132 (+0.3 percent) over the year. There were 50,346 unemployed residents in the region.

Fort Lauderdale-Pompano Beach-Sunrise Metro Division

- In November 2025, nonagricultural employment in the Fort Lauderdale-Pompano Beach-Sunrise MD was 941,400, an increase of 2,900 jobs (+0.3 percent) over the year.
- The Leisure and Hospitality (+2.1 percent); Financial Activities (+1.9 percent); Government (+1.1 percent); Other Services (+0.5 percent); and Professional and Business Services (+0.4 percent) industries grew faster in the metro area than statewide over the year.
- The Fort Lauderdale-Pompano Beach-Sunrise MD had the highest annual job growth compared to all the metro areas in the state in the Financial Activities (+1,400 jobs) industry.
- The Fort Lauderdale-Pompano Beach-Sunrise MD had the third highest annual job growth compared to all the metro areas in the state in the Leisure and Hospitality (+2,100 jobs) industry.
- The Fort Lauderdale-Pompano Beach-Sunrise MD was tied for the third highest annual job growth compared to all the metro areas in the state in the Government (+1,200 jobs) industry.
- The Fort Lauderdale-Pompano Beach-Sunrise MD had the third fastest annual job growth rate compared to all the metro areas in the state in the Leisure and Hospitality (+2.1 percent) industry.
- The industries gaining jobs over the year were Leisure and Hospitality (+2,100 jobs); Financial Activities (+1,400 jobs); Government (+1,200 jobs); Professional and Business Services (+700 jobs); Trade, Transportation, and Utilities (+400 jobs); and Other Services (+200 jobs).
- The industries losing jobs over the year were Construction (-1,700 jobs); Manufacturing (-900 jobs); Education and Health Services (-300 jobs); and Information (-200 jobs).

Unemployment Rates			
(not seasonally adjusted)	Nov-25	Oct-25	Nov-24
CareerSource Broward (Broward County)	4.6%	-	3.2%
Florida	4.9%	-	3.5%
United States	4.3%	-	4.0%

Nonagricultural Employment by Industry (not seasonally adjusted)	Ft. Lauderdale-Pompano Beach-Deerfield Beach Metropolitan Division				Florida			
	Nov-25	Nov-24	change	percent change	Nov-25	Nov-24	change	percent change
Total Employment	941,400	938,500	2,900	0.3	10,134,300	10,069,700	64,600	0.6
Mining and Logging	#N/A	#N/A	#N/A	#N/A	5,600	5,600	0	0.0
Construction	54,300	56,000	-1,700	-3.0	651,800	658,300	-6,500	-1.0
Manufacturing	31,500	32,400	-900	-2.8	428,400	430,600	-2,200	-0.5
Trade, Transportation, and Utilities	210,500	210,100	400	0.2	2,055,700	2,045,200	10,500	0.5
Wholesale Trade	55,000	54,100	900	1.7	405,800	400,400	5,400	1.3
Retail Trade	112,800	112,900	-100	-0.1	1,186,100	1,186,600	-500	0.0
Transportation, Warehousing, and Utilities	42,700	43,100	-400	-0.9	463,800	458,200	5,600	1.2
Information	19,400	19,600	-200	-1.0	160,700	155,800	4,900	3.1
Financial Activities	75,100	73,700	1,400	1.9	691,300	690,000	1,300	0.2
Professional and Business Services	175,000	174,300	700	0.4	1,627,600	1,628,900	-1,300	-0.1
Education and Health Services	124,200	124,500	-300	-0.2	1,621,400	1,569,000	52,400	3.3
Leisure and Hospitality	100,800	98,700	2,100	2.1	1,317,400	1,316,000	1,400	0.1
Other Services	38,300	38,100	200	0.5	381,800	383,000	-1,200	-0.3
Government	112,200	111,000	1,200	1.1	1,192,600	1,187,300	5,300	0.4

Population	2024	2023	change	percent change
CareerSource Broward (Broward County)	2,037,472	2,002,786	34,686	1.7
Florida	23,372,215	22,904,868	467,347	2.0

Average Annual Wage	2024	2023	change	percent change
CareerSource Broward (Broward County)	\$71,492	\$69,239	\$2,253	3.3
Florida	\$69,492	\$66,446	\$3,047	4.6