



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

**Zoom Meeting ID: 813 9857 1097**  
**Zoom Password: 898490**  
**Zoom Call-In: +1 646 876 9923**

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

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

<https://us02web.zoom.us/j/81398571097?pwd=pllZO5Ao67bHD3lldFFiJV0VuOc8cn.1>

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

**PROTOCOL FOR TELEPHONE/ZOOM MEETING**

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

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## MEETING AGENDA

### IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

### PRESENTATION

### APPROVAL OF MINUTES

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

<b>RECOMM</b>	Approval
<b>ACTION</b>	Motion for Approval
<b>EXHIBIT</b>	Minutes of the 4/1 meeting

Pages 8 – 13

### NEW BUSINESS

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

On 5/23, the Board approved the report from the planning session on the strategic goals and objectives for PY 24/25. Staff distributed the report to the appropriate Board committees. Each committee tracks progress on achieving the deliverables in the form of a strategic planning matrix. Consideration to 1) approve the matrix and 2) assign CSBD staff to develop the next steps and benchmarks and bring updates to the committee.

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

Pages 14 – 20

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

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

**RECOMM** Approval  
**ACTION** Motion for Approval  
**EXHIBIT** CSBD Marketing and Communications Plan for PY 24/25

**Pages 21 – 33**

**3. Business Confidence Indicator Tile**

CSBD distributed a Business Confidence Survey to nearly 13,000 employer contacts, shared the survey on social media, and enlisted our Chamber and industry association partners to distribute it. The response rate has been low, and not enough information has been received to effectively launch the Business Confidence Indicator tile on the CSBD Economic Dashboard. In lieu of the Business Confidence Indicator tile, consideration to post the Greater Fort Lauderdale Alliance (GFLA) 2024 Broward Executive Leadership Survey Report on CSBD’s website. This survey provides insight into the community of Broward businesses, identifying trends and common concerns from owners, CEOs, and other decision-makers. We have spoken to the Alliance and they have agreed we could post the business survey results done by Kaufman Rossin.

**RECOMM** Approval  
**ACTION** Motion for Approval  
**EXHIBIT** 2024 Broward Executive Leadership Survey Report

**Pages 34 – 57**

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## REPORTS

### 1. CSBD Chatbot

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

<b>ACTION</b>	Demo
<b>EXHIBIT</b>	None

### 2. Outreach to Rotary Clubs in Broward County

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

<b>ACTION</b>	None
<b>EXHIBIT</b>	None

### 3. Employer Services Infograph April 2023 – March 2024

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

<b>ACTION</b>	Review
<b>EXHIBIT</b>	CSBD Employer Services Infograph

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#### 4. Update on the Career Pathway Videos

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

**ACTION**                      None  
**EXHIBIT**                      None

#### 5. Industry Intermediary Report

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

**ACTION**                      None  
**EXHIBIT**                      Memo #18 – 23 (BR)

**Pages 59 – 61**

#### 6. CSBD Spring Career Fair

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

**ACTION**                      None  
**EXHIBIT**                      [Veterans Spring Career Fair Video](#)

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**7. Employer Forums in the Manufacturing and Healthcare Industries**

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

**ACTION**                      None  
**EXHIBIT**                      None

**8. Summer Youth Employment Program**

The Broward County Board of Commissioners (BCBOC) planned to vote on awarding CSBD \$385,000 to serve 83 youth this summer at the commission meeting on 5/21. During the meeting, CSBD President/CEO Carol Hylton made a presentation about the Summer Youth Employment Program and its value to the community. The BCBOC awarded CSBD \$385,000 and an additional \$315,000 for a total of \$700,000 to serve a total of 150 youth.

**ACTION**                      None  
**EXHIBIT**                      None

**9. Broward County Economic Dashboard**

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

**ACTION**                      None  
**EXHIBIT**                      Broward County Labor Market Information  
[CareerSource Broward Dashboard](#)

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**MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR**

**MATTERS FROM THE EMPLOYER SERVICES COMMITTEE**

**MATTERS FROM THE FLOOR**

**MATTERS FROM THE PRESIDENT/CEO**

**ADJOURNMENT**

**THE NEXT EMPLOYER SERVICES COMMITTEE MEETING WILL BE HELD ON AUGUST 5, 2024**



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

**Zoom Meeting ID: 825 1295 7494**  
**Zoom Password: 602629**  
**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:** Heiko Dobrikow, Paul Farren, Lori Wheeler, Denise Jordan, Mark Schaunaman, Michael Goldstein, and Francois Leconte, who chaired the meeting.

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

### **APPROVAL OF MINUTES**

Approval of the Minutes of the 1/22 meeting.

**On a motion by Paul Farren and seconded by Lori Wheeler, the Employer Services Committee unanimously approved the minutes of the 1/22 meeting.**

### **NEW BUSINESS**

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

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

Mr. Leconte introduced the item and asked Mr. Ash if he had anything to add.

Mr. Ash explained that the employees would be trained in fiber optics, burglar alarm installation, biometrics, and security camera installations. The employees will earn an average wage of nearly \$29/hour, which will have a positive impact on our WIOA performance.

**On a motion by Paul Farren and seconded by Heiko Dobrikow, the Employer Services Committee unanimously approved awarding Total Network Consulting, Inc., an IWT grant for \$79,324 to train 12 employees to earn job-related certifications.**



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## **2. Donations for the 2024 State of the Workforce Event**

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

Mr. Leconte introduced and reviewed the item.

Carol Hylton brought attention to the list of Board members who supported the event and expressed her appreciation. There was no further discussion.

**On a motion by Paul Farren and seconded by Heiko Dobrikow, the Employer Services Committee unanimously approved acceptance of a 1) \$5,000 donation from the Greater Ft. Lauderdale Chamber of Commerce and 2) \$2,445 donated to CareerSource Broward through Eventbrite for a total of \$7,445.**

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

Considered the approval of the final updates to the Employer Services Committee Strategic Planning Matrix for PY 23/24.

Mr. Leconte introduced the item and asked Mr. Ash to review the work that has been done and the accomplishments toward the goals and objectives.

Mr. Ash reviewed the updates to the Strategic matrix and provided an overview of the progress made to bring the matrix to successful completion. He explained that CSBD did a great job in securing more donations for events this program year than in previous years. These donations have been beneficial in offsetting the expenses and improving the event experiences. Mr. Ash stated that our outreach to the community through marketing materials and other informational pieces, such as our newsletter, has continued to be an effective way to reach our targeted audiences, including employers, job seekers, elected officials, and the Haitian and Caribbean communities in Broward.

Ms. Hylton thanked Mr. Leconte for helping facilitate our One Stop Operator, Nadine Jackson's participation in a podcast in the Haitian American community. Mr. Leconte commended Ms. Jackson for doing a terrific job of bringing awareness of CSBD's services to the Haitian American Community.

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

## **REPORTS**

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

CSBD, in partnership with the School Board of Broward County, hosted the inaugural WOW Youth Career Exploration event on 3/14 at the Amerant Bank Arena for 9<sup>th</sup> and 10<sup>th</sup>-grade

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students who were able to experience a broad spectrum of career pathways through hands-on and virtual reality immersive exhibits. The exhibits provided by our education and employer community included interactive culinary activities, airplane simulators, 3D digital models and designs, respiratory mannequins, patient simulators, robots, web development, cyber security projects, drones, a 35-foot boat, a fire engine, an ambulance, and various police vehicles. Feedback from students and exhibitors has been positive.

Mr. Leconte introduced the item and stated that he attended and was very impressed with the event and proud of the work CSBD does to assist youth in the community. He asked if anyone else who attended wanted to share their impressions.

Mr. Dobrikow congratulated staff on a successful event. He thanked committee members Ms. Wheeler of the Marine Industries Association of South Florida (MIASF) and Mr. Goldstein of LAN Infotech for their participation. Mr. Dobrikow stated that the flow and movement of the youth throughout the different worlds was well coordinated. He added that he was very impressed by the exhibitors and the interactive experiences at the event.

Ms. Hylton, thanked Mr. Leconte and Mr. Dobrikow for their kind words and presented a short slideshow video from the event to the committee for all to enjoy.

Ms. Wheeler asked if the video would be shared on social media, to which Ms. Hylton replied yes.

## **2. Employer Services Infograph January – December 2023**

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

Mr. Dobrikow stated that he was impressed that over 50,000 job openings were posted in Employ Florida, and he hoped that highlighting this in an infographic would educate and inspire more employers to post their jobs. He commended staff on creating the infograph and recommended that the work-based training grants be highlighted by type, e.g., On-the-Job Training, Paid Internships, Youth Summer Internships, etc.

Ms. Hylton thanked Mr. Dobrikow for his suggestion and replied that we would look at breaking out the various types of work-based training for the next infograph.

## **3. Update On CSBD Chatbot For Employers**

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

Mark Klincewicz stated that information is currently being added to the chatbot, and the testing has been going well. Ms. Hylton added once the chatbot for employers is deployed successfully

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that a chatbot for job seekers and youth will be developed and implemented.

Mr. Dobrikow commented that the CSBD website is more user-friendly than the websites of many other workforce boards he has visited. The chatbot will continue to increase the functionality of our website. He commended staff on a great-looking and navigable website.

#### **4. CSBD Spring Career Fair**

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

Ms. Hylton stated that the career fair will be marketed to the technical colleges to bring student groups to the event, similar to how the schools brought students to the State of the Workforce Job Fair. She added that the schools will be encouraged to bring the students to a career center for resume reviews and updates in preparation for meeting employers at the event.

#### **5. Veterans Outreach Video**

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

Mr. Ash stated that the video will be used in presentations to various veteran groups in the county, such as the Pompano Beach Veterans Center, FAU Veteran Students Center, and Mission United. He added that it will be shared on CSBD’s website, social media platforms, and with our chamber and business association partners.

Ms. Hylton said the video will highlight our services to Veterans who are in job search, including skills assessment and military occupational crosswalk services. It will also highlight to employers the benefits of hiring Veterans. Funds from the Get There Faster grant will be used to produce the video.

#### **6. Education and Industry Consortium Membership**

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

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Ron Moffett reported that the consortium was created by Senate Bill 240, as part of the REACH Act. Mr. Moffett indicated that CSBD has, for many years, convened the business and education communities in a publicly-noticed meeting to review and make recommendations to our regional targeted in-demand occupations list which governs WIOA participant referrals to training programs. Mr. Moffett stated the first consortium meeting was in March, and the members received an overview of CSBD services and reviewed the Individual Training Account and Targeted Occupations lists. The consortium made recommendations regarding the Targeted Occupations List (TOL) relative to wages. A report of the meeting is being prepared and will be presented at a Board meeting. The consortium will meet quarterly, with the next meeting planned for May.

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

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

Ms. Hylton stated that Mr. Dobrikow and Dan Lindblade of the Greater Ft. Lauderdale Chamber of Commerce drafted a list of potential venues for next year's event and staff is following up with site visits. She explained that CSBD will be responsible for planning the job fair, and the Chambers will plan the breakfast.

Mr. Dobrikow stated that several business associations have expressed an interest in joining the planning team for the breakfast. He added that he is excited to see the event's growth next year. A follow-up meeting is planned for April.

## **8. Update on the Summer Youth Employment Program**

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

Ms. Hylton stated that the number of youth that we plan to serve has increased to almost 1,200. To accommodate the growth, the youth intake sessions are now held at all three career centers to make them more convenient for the youth. Ms. Hylton added that we are also providing informational sessions for the youths' parents on CSBD services.

Ms. Wheeler inquired if employers were still being accepted. Ms. Hylton answered, yes. She added that the SYEP contract with employers is valid for three years, so if a youth is not placed this year, we can still use the site next year.

## **9. Broward County Economic Dashboard**

CSBD created a dashboard allowing website visitors to review the current and historical economic and workforce status of Broward County. The dashboard is a value-added resource allowing businesses and those looking to move to Broward the ability to make data-informed decisions. Two additional tiles are in process 1) Business Confidence Indicator and 2) Hotel Lodging Index. To get baseline data for Business Confidence, CSBD, and our economist

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developed a survey and sent it out to employers in Broward County. We are also enlisting associations and chambers to send the survey out. CSBD's economist is finalizing the Hotel tile, which will provide a year-over-year comparison of tax and revenue data to identify trends.

Mr. Dobrikow stated that he highlights the dashboard when he is meeting with business contacts about the current labor and economic environment. He commended staff on the excellent resource that tells the story of Broward County labor market and economic conditions.

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

Mr. Leconte shared that his WDFL-18 App will be published next week and will be available via various streaming platforms, including Apple TV, Fire TV, and Roku. He added it will be available on AT&T UVerse by the end of the summer.

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

Ms. Wheeler shared that this month, MIA SF will host its 27th Annual Plywood Regatta, where middle and high school students will gain exposure to careers and skills in the industry and learn soft skills like teamwork.

#### **MATTERS FROM THE FLOOR**

Mr. Dobrikow referenced CSBD's Hidden Sources of Talent web page and inquired whether there is a list of employers that are Veteran-friendly or hire persons with disabilities or are friendly towards hiring persons who are justice-involved.

Mr. Dobrikow asked if there is a possibility that CSBD could "certify" employers as friendly to hiring from those special populations. Ms. Hylton replied that the frontline staff are aware of employers who are veteran friendly employers but there is no formal list. Employers can voluntarily enter this information into the State's database, EmployFlorida, when they complete their registration.

Ms. Wheeler stated that she would like to add a link to the Hidden Sources of Talent page to MIA SF's website as a resource for the members. Ms. Hylton stated that we would send her the link to this page on our website and also the informational one-pager that we have.

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

Ms. Hylton reported that she attended the National Association of Workforce Boards Annual Conference, where the guest speaker focused on building relationships with community partners. We are ahead of the curve with the partnerships and collaborations we have established with events like State of the Workforce and WOW. She added that we will continue to identify community partners and business associations with which to collaborate.

Lastly, Ms. Hylton reminded the members that the Board planning session will be held on 4/25.

**ADJOURNMENT 1:36 p.m.**

**THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS SCHEDULED FOR JUNE 3, 2024**



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# EMPLOYER SERVICES COMMITTEE

Strategic Planning Matrix for PY 24/25

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

**CONNECTING • REIMAGINING • INNOVATING**

**Transformative Partnerships For Tomorrow's Workforce**

**CareerSource Broward Mission:**

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

**CareerSource Broward Vision:**

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

**Employer Services Committee Goal:**

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

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

**CareerSource Broward Strategic Goal #2:**

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

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.0 Create and send a link to BWBD members to add in the signature line of their work email as a way to promote CSBD.</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>				



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

**CareerSource Broward Strategic Goal #2:**

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

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.2 Explore partnerships with Small Business Development entities at colleges and universities, such as FAU’s Small Business Development Center (SBDC) and SCORE</p>	<p>2.2.1 Research whether Broward College has a small business development organization.</p> <p>2.2.2 Meet with the FAU SBDC to identify strategies for collaboration.</p> <p>2.2.3 Meet with the SCORE Broward to explore partnership opportunities.</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>3.1 Research partnering with large companies to create training programs for emerging occupations in the targeted industries.</p> <p>3.2 Continue to strengthen relationships with employers, economic development, and community partners.</p> <p>3.3 Research ways to reach small businesses and message how CSBD is a resource to small businesses, particularly those that have not used our services before.</p>	<p>3.3.1 Consider attending a small business summit to engage with employers.</p> <p>3.3.2 Create outreach materials specifically for small businesses that markets CSBD's value proposition.</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 the feasibility of approaching small business and start-up entrepreneur lenders to explain our services so that they can pass the information on to their customers.</p> <p>3.5 Consider sharing the success of the partnership with the Greater Fort Lauderdale and Greater Hollywood Chambers of Commerce to encourage other chambers to share our services with their business members.</p> <p>3.6 Explore developing a survey for organizations, chambers, and employers to measure their engagement with CSBD and to learn about their needs.</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>3.7 Consider revising the value proposition message to employers to help them better understand the value of our services instead of using “free”.</p> <p>3.8 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>3.9 Research employers who recently started a business in Broward County and meet with them about our services.</p> <p>3.10 Explore additional ways to share information regarding our services with all 17 chambers.</p>	<p>3.7.1 Build an interactive landing page on our website with a calculator marketing our value proposition so that users can use it to quantify the value of our services.</p>			



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# Marketing & Communications Strategic Plan

Program Year 24/25

**CONNECTING • REIMAGINING • INNOVATING**

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**Transformative Partnerships For Tomorrow's Workforce**

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## **Executive Summary**

CareerSource Broward (CSBD), the administrative entity of the Broward Workforce Development Board, is committed to adapting its services to changing economic climates, identifying and capitalizing on business trends, and perhaps, most importantly, serving as a successful business model for regional partners and the community as a whole.

The agency's Marketing & Communications Strategic Plan for PY 24/25 focuses on specific efforts that support public information and outreach strategies that inform and educate the general public about CSBD's role in moving Broward County's labor force and economy forward. This includes highlighting ongoing success stories achieved with employers, job seekers, and others we serve.

Strategies include enhanced community outreach and educational campaigns, targeted marketing to distressed communities, and collaboration with core partners such as industry associations, chambers of commerce, local municipalities, and additional key stakeholder groups.

Messaging centered on available workforce services for employers and job seekers will be delivered through established media relations, print marketing, production videos, social media, live and prerecorded podcasts, and various speaking engagements. These strategic and effective forms of communication allow CSBD to increase its brand awareness throughout the region, ultimately achieving the organization's vision and mission while improving performance. We also maintain our role as a convener by holding forums and roundtable events throughout the year, mobilizing our partners and stakeholders to address opportunities and challenges in the workforce.

CSBD will enhance our brand awareness in the community through impactful signature events like the State of the Workforce Business Breakfast and Job Fair, Worlds of Work Youth Expo, and Paychecks for Patriots Career Fair. By organizing and hosting these high-visibility events, CSBD provides valuable opportunities for job seekers and employers to connect and showcases its commitment to workforce development and community engagement. These events serve as platforms to highlight our resources, support for veterans, youth career education, and business partnerships. Through strategic marketing, partnerships, and media coverage of these events, CSBD aims to enhance its reputation as a leader in fostering economic growth and job creation in the region.

This year, CSBD will continue to focus our marketing efforts on messaging designed to build awareness of our value proposition. We will speak more directly about how our services impact employers' bottom line.

Additionally, we will continue coordinating our career center tours with elected officials. During these tours, elected officials gain firsthand insight into the services and programs offered at the career centers, enhancing their understanding of how these resources benefit their constituents. Tours also provide an opportunity to showcase success stories and positive outcomes, illustrating the tangible benefits of workforce programs and services.

Lastly, we will leverage our Workforce Wednesdays Employer Seminars to increase brand awareness in the business community by providing valuable insights and information that address current workforce challenges. By hosting these informative sessions, we will position ourselves as a trusted partner for local businesses, enhancing our visibility and reputation as a leader in workforce development.

## **Vision**

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

## **Mission**

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

## **Broward Workforce Development Board Goals**

The organizational goals identified for CSBD by our governing boards are:

1. Improve the sustainability of the workforce system through increased funding, efficiency, technology, and relevancy.
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.
3. Encourage employers by engaging and identifying their needs, and educating and connecting them to the workforce system to produce innovative workforce solutions.
4. Encourage job seekers to choose CSBD for comprehensive employment, education, and training services and connect them to the workforce system using the state's job bank.
5. To align Broward County community services (social services and education) to maximize employment and work opportunities for targeted populations (veterans, youth, individuals with disabilities, older workers, and ex-offenders).
6. Develop and utilize a legislative agenda to improve employment services and opportunities in Florida.
7. To anticipate legislative, environmental, and economic changes and prepare for those changes in the near and long term.



## **Communications Strategy**

1. Be responsive to changing communication trends.
2. Ensure all marketing and communication material is in compliance with the guidelines defined in the CSBD Brand Standards Manual. This includes a refresh to the employer outreach marketing packets.
3. Identify opportunities for increased exposure through earned media through TV interviews, opinion editorials, featured news stories, press releases, human interest stories, public service announcements, etc.
4. Responsibly incorporate social media by posting consistent, relevant, and just-in-time information and updates on CSBD services and highlights such as customer testimonials.
5. Maximize the website as CSBD's electronic storefront, incorporating testimonials to tell the story of what the organization stands for and offers its key stakeholders and the general public.
6. Maintain a presence on relevant industry and community-related committees and at community events, serving as the subject matter expert in the area of workforce development. Take advantage of appropriate opportunities to co-brand events with community partners.
7. When feasible, work with firms that specialize in outreach and marketing to ensure CSBD is utilizing the most effective strategies and techniques for building an indelible brand in the community.

## **Target Audiences**

1. CEOs and Business Owners
2. Human Resources Professionals
3. Job Seekers, including residents in the Distressed Communities
4. Broward Workforce Development Board Members
5. CSBD Employees
6. Elected officials and the legislative delegation
7. Out-of-School Youth ages 18 to 23 and their parents/influencers

8. In-School Youth ages 14 to 16 and their parents/influencers
9. Trade and Industry Representatives
10. Media
11. Chambers of Commerce members
12. WIOA Core Partners
13. Municipalities
14. Veterans Groups
15. Community and education partners

### **Key Messages**

The key messages we want CSBD's target audiences to hear as a result of the activities in this plan are:

1. CSBD is Broward County's premier workforce agency, committed to developing the talent pipeline by showcasing success stories, leveraging social media, and engaging in community outreach. Through targeted campaigns, partnerships with local businesses and educational institutions, and participation in community events, we will highlight our comprehensive career services, training programs, and job placement successes to demonstrate our impact on workforce development and economic growth in the region. Our diverse talent pipeline includes veterans, white-collar professionals, blue-collar workers, and more.
2. Through CSBD, employers' benefit from streamlined recruitment processes, access to top talent, and tailored workforce development programs, which all lead to increased productivity, reduced turnover, and, ultimately, a significant boost to their bottom line.
3. CSBD is the organization of choice for individuals in career transition and job search. We have trained professionals eager to assist job seekers in finding their first job or next best job.
4. CSBD's role as a strategic leader and convener of local partners, stakeholders, and businesses extends to embracing the transformative potential of AI, integrating it into our efforts to develop innovative initiatives and strategies for building Broward's diverse economy.

5. Success stories experienced between CSBD and Employers/Job Seekers/Community Partners.
6. CSBD is an invaluable resource to Broward County, helping people meet their educational and career goals and assisting employers find and train the talent they need to remain competitive. Communicate this to the local legislative delegation as they determine how to invest public resources.
7. Highlight how CSBD is evolving and continuously improving its processes and services to more effectively and efficiently meet and exceed the needs of employers and job seekers.
8. CSBD is committed to enhancing public awareness of the Economic Dashboard, ensuring that its invaluable insights into economic trends and opportunities are effectively communicated and utilized for the benefit of our community.
9. CSBD plans to amplify awareness and engagement for the Summer Youth Employment Program through targeted outreach initiatives. By leveraging various marketing channels and community partnerships, we aim to highlight the program's benefits and opportunities, ultimately empowering local youth to participate in skill-building and meaningful employment experiences during the summer months

### **Communications Tactics**

1. **Media Relations**: Establishing a presence with local media outlets is crucial for helping to brand and promote our organization. News releases and media alerts will be distributed through CSBD's communications office. This tactic also allows CSBD to pitch newsworthy stories to members of the media and the general public – giving more positive exposure related to the service and resources CSBD provides.
2. **Social Media**: Social media continues to be a major focus and growing Internet component, with more users signing up for social accounts daily. CSBD can use its existing social media outlets (Facebook, Twitter, Instagram, YouTube, and LinkedIn) as an opportunity to reach its stakeholders and target audience to promote news, events, programs, and other resources, as part of a larger communications effort.
3. **Digital / Online Marketing Initiatives**: Digital marketing is a cost-effective method for reaching a wide audience. For example, an email or social media campaign can transmit a marketing message to consumers for a small fraction of the cost of a TV ad or print campaign, potentially reaching a wider audience. Through the use of electronic eBlasts, Google Ads, social media ads, digital invitations, videos, geofencing/location-based services, and more, CSBD will be able to position itself for success, as it relates to spreading the word.

4. Website: In today's ever-changing business climate, it is imperative that organizations have a user-friendly website in order to distribute, post, and make public information that will benefit their stakeholders and target audience. CSBD's website ([careersourcebroward.com](http://careersourcebroward.com)) will be the main source of general information about the organization's programs, services, and initiatives. The website will be relevant and SEO-friendly, making CSBD easier to find in online search results. CSBD is dedicated to implementing a chatbot search assistant, available on every page of the site, to help visitors easily find information.
5. Electronic Newsletter: Newsletters are a staple in any high-performing email marketing strategy. It is a cost-effective medium used to reach a targeted audience, keeping them informed of important news and other significant information. CSBD will distribute a dynamic electronic newsletter on a routine and consistent basis.
6. Print Marketing Materials: Along with a solid online presence, print design will be essential to CSBD's success. Print is still an effective, widely used form of marketing and will continue to be so for years to come. CSBD will continue to create visually pleasing marketing materials (flyers, brochures, invitations, infographics, outdoor/exterior advertising, etc.) to help tell the organization's value to stakeholders and the community.
7. Photography/Video: Good-quality and high-resolution photos give CSBD the tools it needs to showcase events, staff, and other important subjects related to ongoing services in the community. We plan to incorporate more photography, video testimonials, signature event and program overview videos, as well as industry-specific informational videos in our digital marketing initiatives.
8. Staff as brand ambassadors: CSBD staff are positioned to be the organization's most effective asset in expanding brand awareness. Because they know the organization, each employee truly becomes part of the outreach team—in addition to their day-to-day job. For example, they can spread the word about new initiatives and programs through their professional and personal networks. Additionally, staff are encouraged to volunteer and support community events, further enhancing the organization's visibility and impact. All staff should work toward the overarching goal of winning stakeholders and customers.
9. BWDB members as brand ambassadors: Whether it is speaking publicly to community and employer groups, adding new contacts to the CSBD newsletter list, or posting/sharing CSBD information on social media, BWDB members are in a prime position to serve as effective brand ambassadors. BWDB members will be provided the information and tools necessary to assist in expanding the awareness of CSBD services in the community.

## **Key Focus Areas and Objectives**

### **A. Media Relations:** Strengthening relationships with the media.

- Proactive and interactive media relations initiatives that result in increased exposure to CSBD programs and services.
- Maintain timely response to media inquiries.

### **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:
  - targeting customers in the distressed communities.
  - to employers about the benefits of serving as a worksite for the Summer Youth Employment Program and the Out-of-School Youth Program.
  - to help local municipalities recognize the opportunity to partner with us to assist their unemployed and underemployed residents with employment and occupational training.

### **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 bi-monthly to employers, job seekers, elected officials, and other community stakeholders.

### **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.

### **E. Staff Engagement:** Keep all CSBD staff informed and engaged in organizational priorities.

- Disseminating and sharing information, stories, and material with CSBD employees.

**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.

**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.

**A. Media Relations:** Strengthening relationships with the media.

Objective 1: A proactive and interactive media relations program that results in increased exposure to CSBD programs and services		
	Action Item	Timeframe
1	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.	July 2024 through June 2025
2	Maintain an online press room on the CSBD website that includes a media kit, links to press releases, fact sheets, and positive story ideas.	Ongoing
3	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.	Ongoing
4	Expand awareness outreach to include national and state organizations, professional associations and business groups.	Ongoing
Objective 2: Maintain timely response to media inquiries		
	Action Item	Timeframe
1	Make ongoing comprehensive presentations at the career center meetings about the agency’s procedures for handling media requests.	August 2024 through June 2025

**B. Marketing Campaigns:** Execute timely marketing campaigns through print, radio, electronic, and social media platforms and brand ambassadors.

Objective: Create and implement marketing campaigns that reach CSBD’s targeted audience promoting CSBD’s various programs and/or services.		
	<b>Action Item</b>	<b>Timeframe</b>
1	Develop an internal marketing and communications calendar for Program Year 24/25, to include marketing campaigns aimed at: a) Job seekers and those interested in transitioning into a new career, b) Targeted employers in high-demand industry sectors, c) Local municipalities to inform them about CSBD services available to their residents, d) 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.	July 2024
2	Continue to deploy marketing campaigns in Spanish and Haitian Creole when applicable to the targeted audience.	Ongoing

**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.

Objective: Distribute the newsletter bi-monthly to employers, job seekers, elected officials, and other community stakeholders.		
	<b>Action Item</b>	<b>Timeframe</b>
1	Distribute the newsletter, via email, bi-monthly.	July 2024 September 2024 November 2024 January 2025 March 2025 May 2025

**D. Social Media:** Intentional and consistent use of social media platforms to expand awareness.

Objective 1: Use Twitter, Facebook, Instagram, and LinkedIn for the distribution of information about our programs and services		
	<b>Action Item</b>	<b>Timeframe</b>
1	Use CSBD’s Twitter, Facebook, Instagram, and LinkedIn platforms during marketing campaigns to disseminate CSBD announcements and updates.	Ongoing
Objective 2: Increase the number of followers on Twitter, Facebook, and Instagram.		
	<b>Action Item</b>	<b>Timeframe</b>
1	Increase the number of Twitter followers by 10 percent. Currently, CSBD has 2,188 followers.	June 2025
2	Increase the number of Facebook followers by 10 percent. Currently, CSBD has 5,326 followers.	June 2025
3	Increase the number of Instagram followers by 10 percent. Currently, CSBD has 5,739 followers.	June 2025
4	Increase the number of LinkedIn followers by 10 percent. Currently, CSBD has 4,857 followers.	June 2025
Objective 3: Use YouTube, Vimeo or other mass media tools for the distribution of information about our programs and services via quarterly podcasts.		
	<b>Action Item</b>	<b>Timeframe</b>
1	Record and post at least four (4) podcasts and/or videos that can be posted on CSBD’s YouTube channel and social media.	June 2025
2	Establish themes/discussion points for each scheduled quarterly podcast segment (training programs, hiring needs, workforce trends, etc.).	September 2024

**E. Staff Engagement:** Keep all CSBD staff informed and engaged in organizational priorities.

Objective: Disseminating and sharing information, stories, and material with CSBD employees.		
	<b>Action Item</b>	<b>Timeframe</b>
1	Continue to gather, store and disseminate relevant news clippings related to CSBD’s vision and mission.	Ongoing
2	Continue to include CSBD staff in the distribution list of all press releases, media alerts, general communications, and relevant information.	Ongoing
3	Host an all-employee contest to encourage CSBD staff to follow the organization’s current social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube).	July 2024 through January 2025



**F. Partnerships:** Leveraging community and private sector partnerships to expand CSBD exposure.

Objective: Increase awareness through marketing with our partners in public education, local chambers of commerce, industry associations, and other community-based organizations.		
	<b>Action Item</b>	<b>Timeframe</b>
1	Expand our partnership with Broward libraries to provide information about CSBD services to customers of the libraries.	Ongoing
2	Continue to provide workforce-related content and editorials for industry association newsletters (SFHHA, SFMA, GFLA, NAWIC, and Chambers).	Ongoing

**G. Create / Incorporate More Consistent Video Content:** Produce additional short videos that can highlight and explain the array of services offered by CareerSource Broward and the value that they bring to customers.

Objective: Research other organizations and agencies that use short video segments to feature information about programs, resources, and customer success stories.		
	<b>Action Item</b>	<b>Timeframe</b>
1	Identify local, state, and national organizations and agencies that use video content effectively to relay public information about resources, programs, and customers' success stories.	October 2024
2	Develop a plan for creating and disseminating more consistent short video segments and clippings that can be featured on CSBD's social media platforms, quarterly newsletters, outreach presentations, employer forums, and more.	June 2025

THE GREATER FORT LAUDERDALE ALLIANCE'S

# 2024 BROWARD EXECUTIVE LEADERSHIP SURVEY

## What we're seeing right now

Despite economic concerns, leaders continue to invest in people and hire new talent.

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*Life. Less taxing.*

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## METHODOLOGY

The Greater Fort Lauderdale Alliance partnered with Kaufman Rossin to administer and analyze its 2024 Broward Executive Leadership Survey.

This survey provides insight into the community of Broward businesses, identifying trends and common concerns. Surveys were distributed to 9,247 individuals, sourced from the database of Dun & Bradstreet, and both the Alliance and Kaufman Rossin's proprietary databases. The recipients were identified as Broward business owners, CEOs, or other decision makers for Broward operations. A total of 152 responded.

While we make several comparisons in this report to prior years' data, it's important to note that while the list of leaders invited to respond remains similar, all specific respondents are not the same from year to year.

## EXECUTIVE SUMMARY

**The Greater Fort Lauderdale Alliance's 2024 Broward Executive Leadership Survey received a strong response from local professionals. 67% of respondents were CEOs, presidents, or business owners.**



1. **Businesses are investing more in their people**, and there's a growing need for talent, with more than half of respondents expected to increase staff this year. Professionals and administrative staff are the most sought-after employees.



2. **There's a slight shift away from fully remote or hybrid work**, with 65% of respondents reporting a fully on-site workforce.



3. **Signs of economic uncertainty** can be seen throughout the data. The cost/availability of employee housing and inflation emerged as the top two issues for businesses, and more than a third of respondents called Broward "unaffordable."

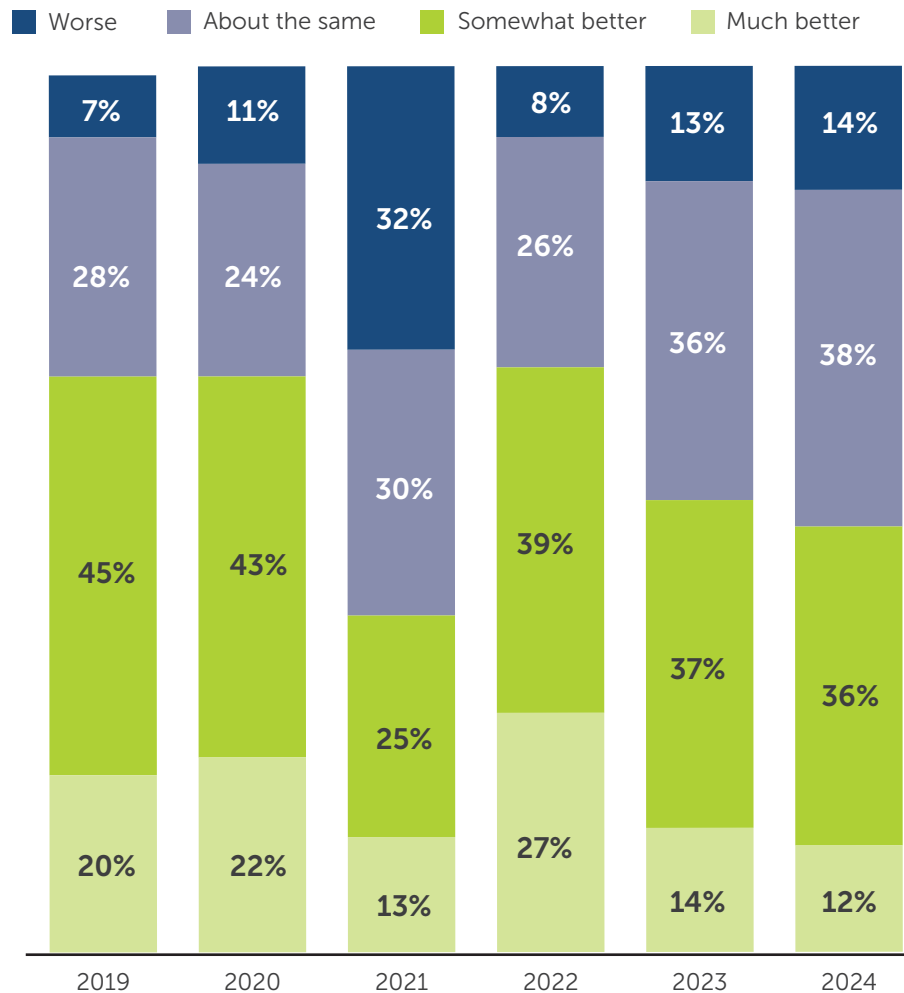
Respondents continue to express strong alignment with the values of the Broward business community, praising its collaborative and inclusive nature, willingness to look for innovative solutions, and growth-mindedness.



## How are Broward's leaders responding to economic conditions?

**Business leaders remain cautiously optimistic. Despite concerns about affordable housing and inflation, nearly half of respondents believe that their business is better or much better than last year.**

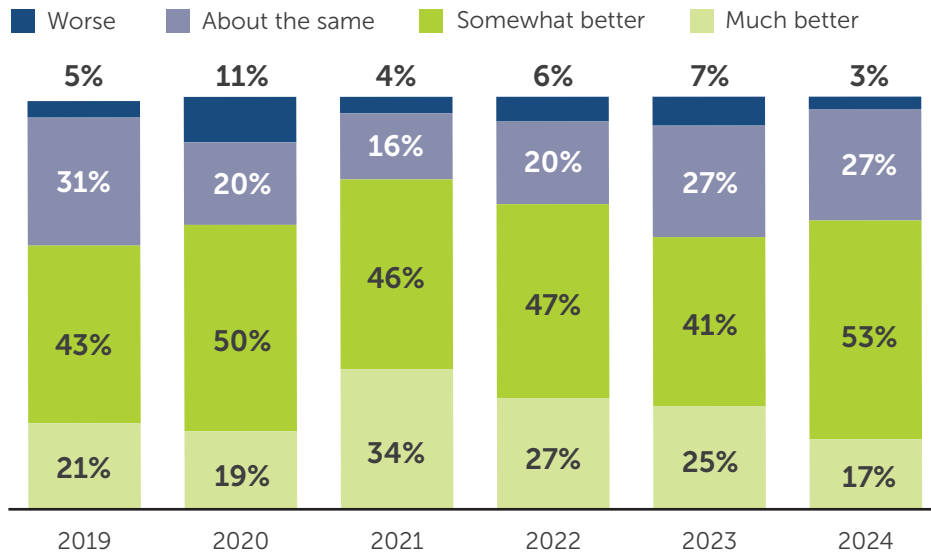
How is the health of your business today, compared to a year ago?



Though 66% of last year's respondents predicted a better year in 2024, the actual results fell short of their expectations, with just 48% saying business is better or much better...

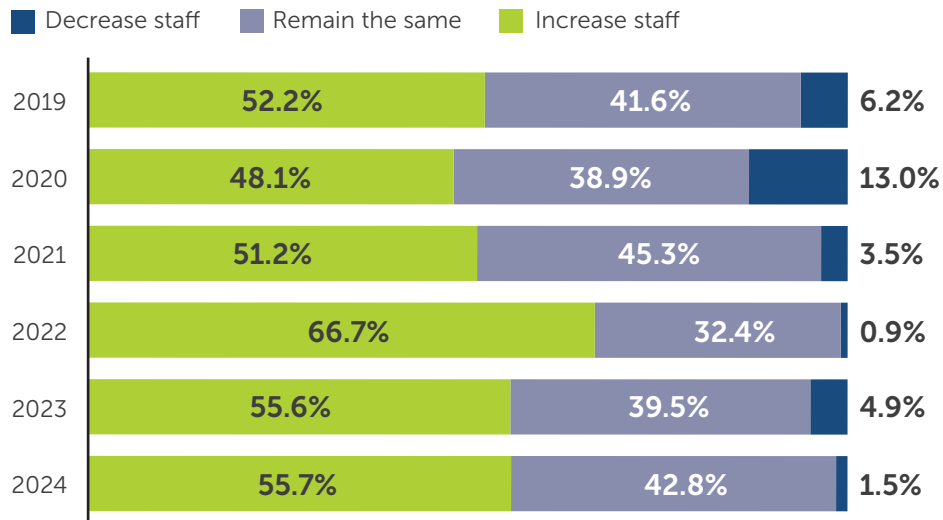
70% of respondents believe the health of their business will be better or much better in March 2025. The percentage of those who believe the health of their business will be worse in one year decreased from 7% in 2023 to 3% in 2024.

**Looking ahead, how healthy do you think your business will be in one year compared to today?**



Consistent with last year, 56% of respondents intend to increase their staff. However, the percentage of respondents who expect their company to decrease staff dropped to 1.5%

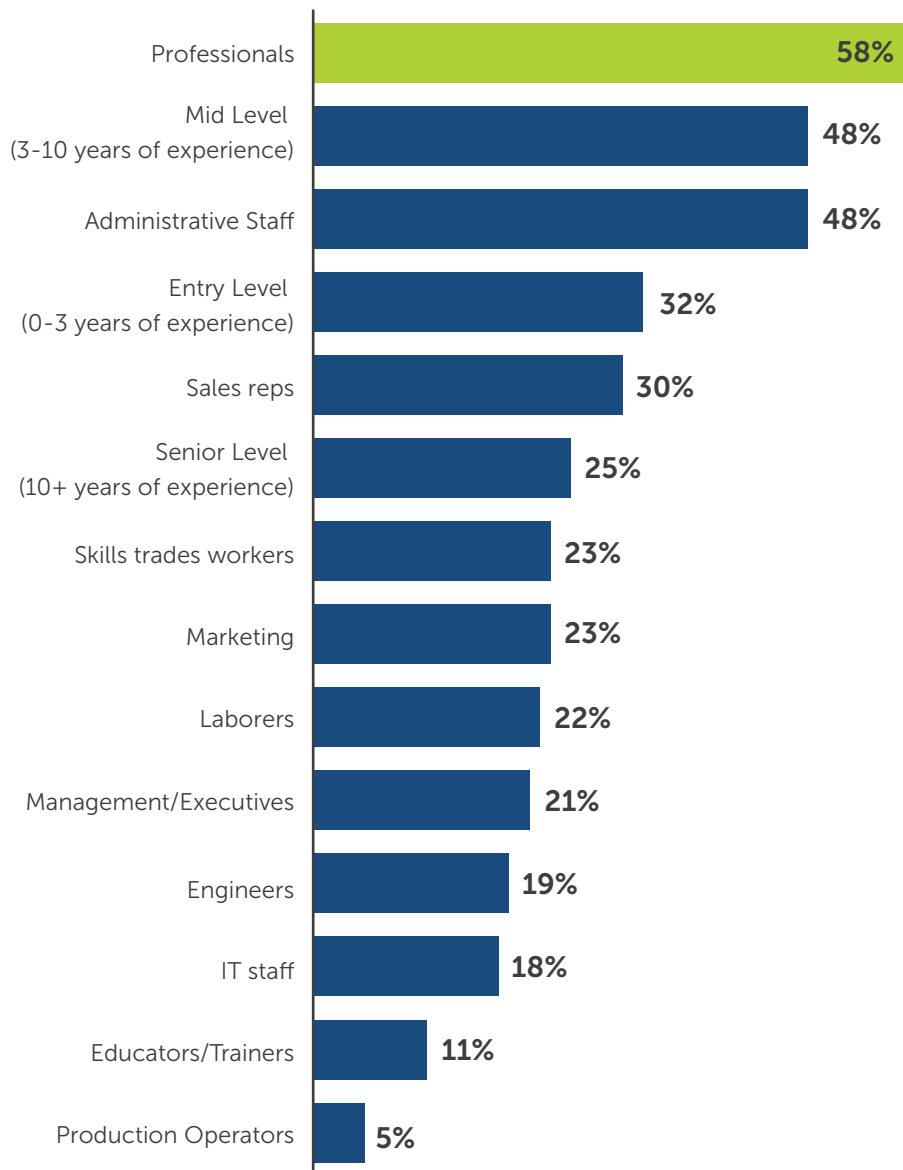
**During 2024, do you expect your company to:**





## Professionals and administrative staff are the most sought-after employees in 2024.

What type of employees will you need?

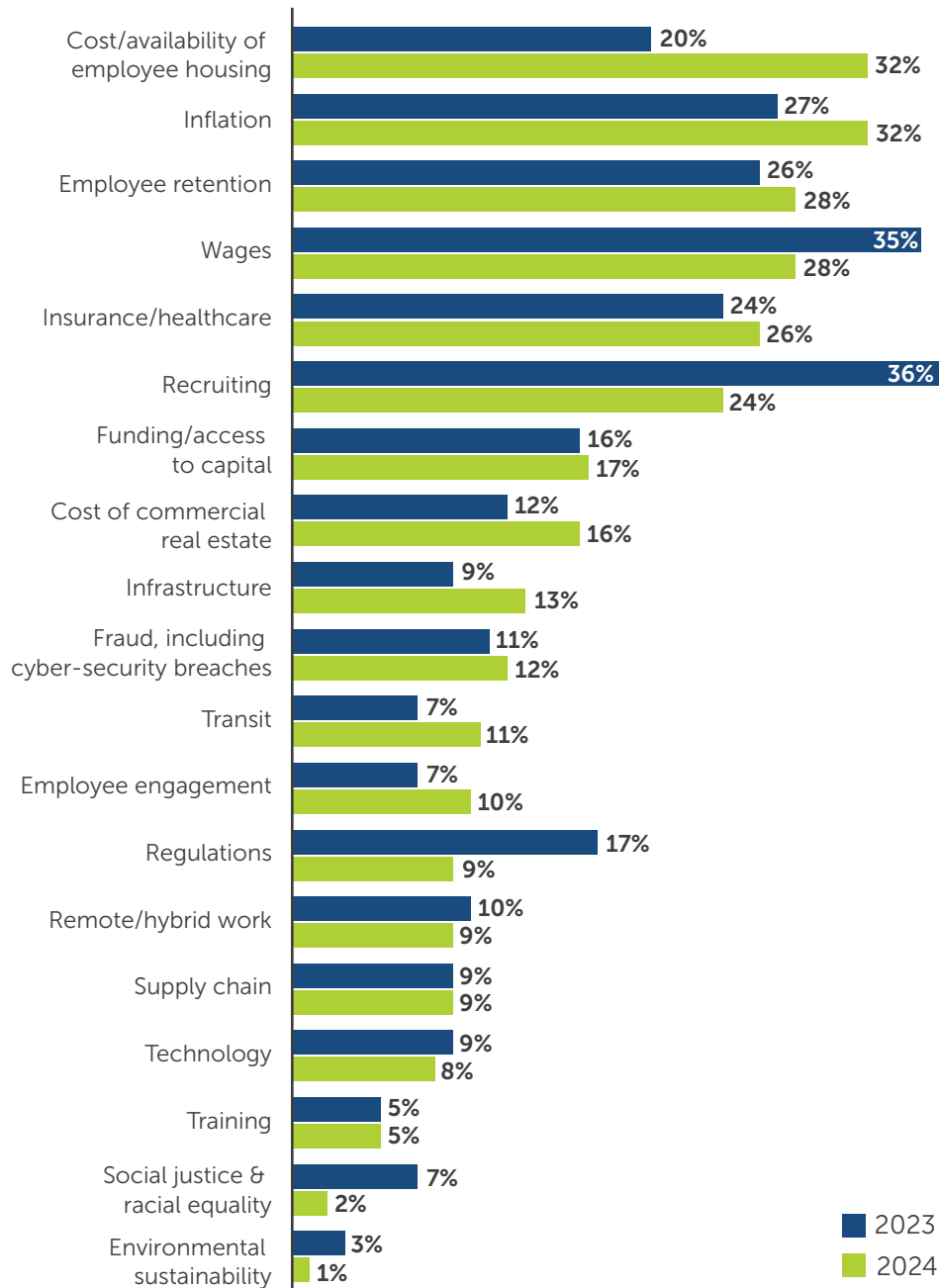


In terms of experience, mid-level employees are needed more than entry and senior level. 22% of respondents are in need of laborers, double what respondents reported in 2023.



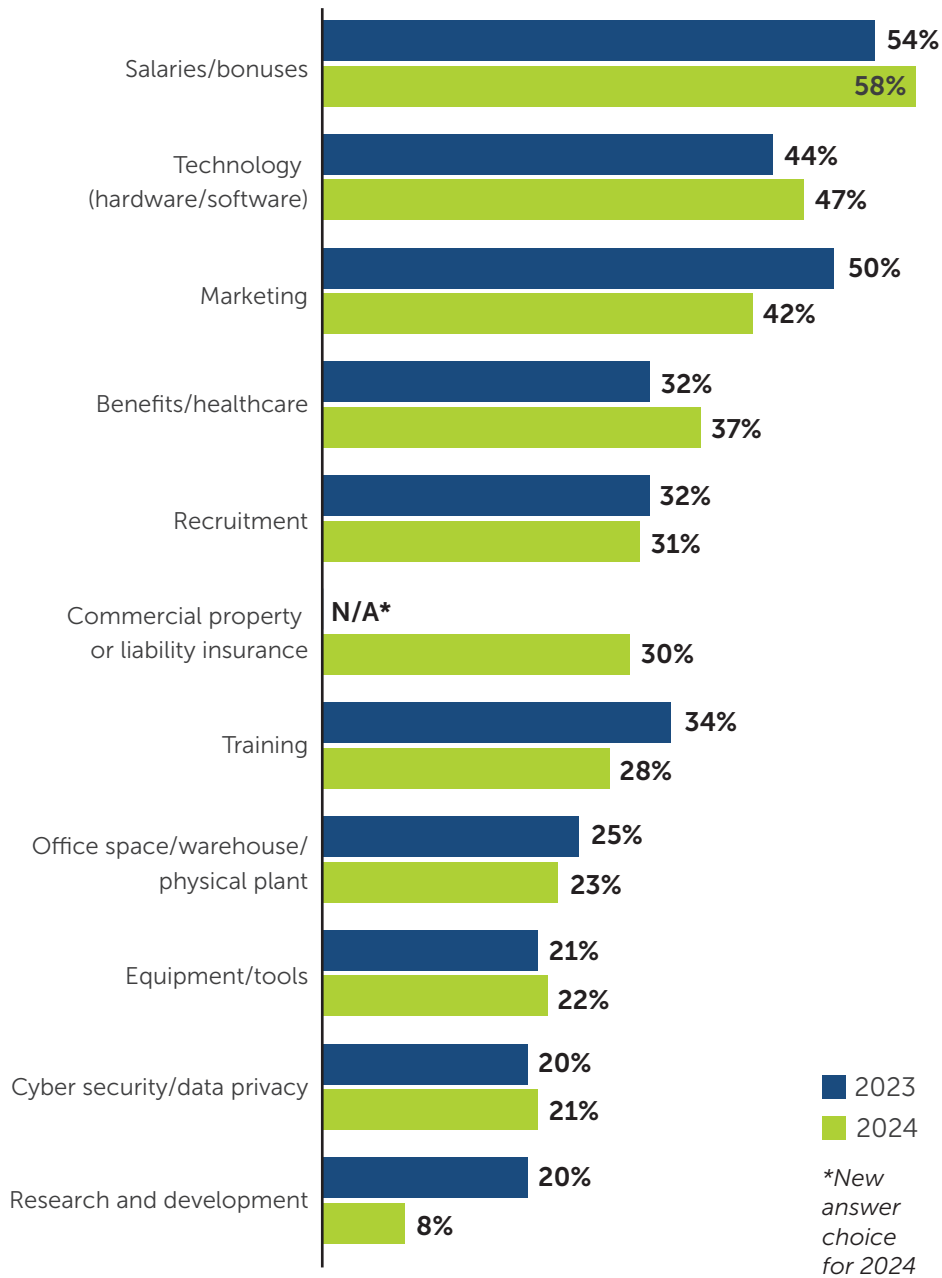
Availability of affordable employee housing and inflation were the top 2 issues in 2024. Employee retention was a close third. Employee recruiting, the #1 issue in 2023, dropped to #6.

### Top issues in 2024 vs. 2023



## Where do business leaders plan to invest?

Consistent with 2023, salaries, technology and marketing took the top three spots. Marketing, which was the second highest investment category in 2023, decreased in response rate from 50% to 42%.



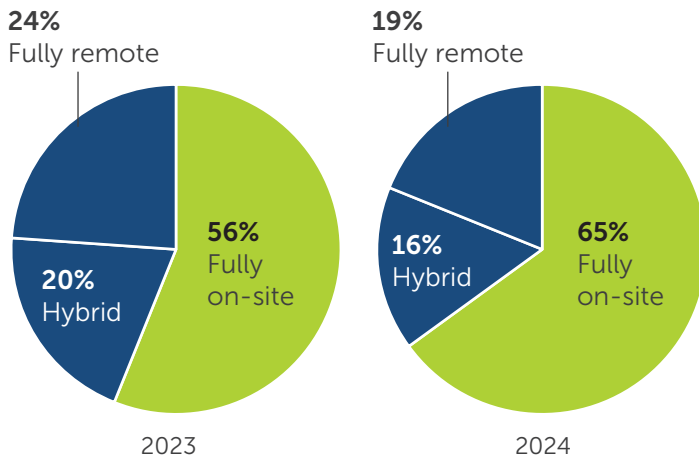


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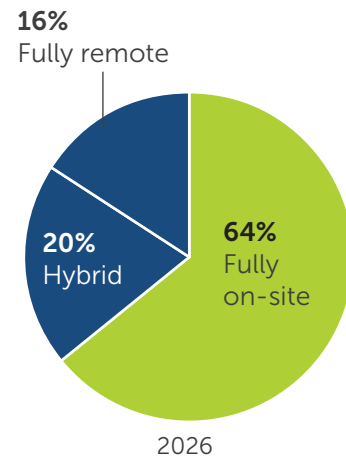
## How are employees working?

The majority of employees are back in the office. 65% of the workforce is fully on-site, increasing 9 points compared to 2023, while hybrid and fully remote both decreased.

What percent of your workforce is remote, hybrid or fully on-site?



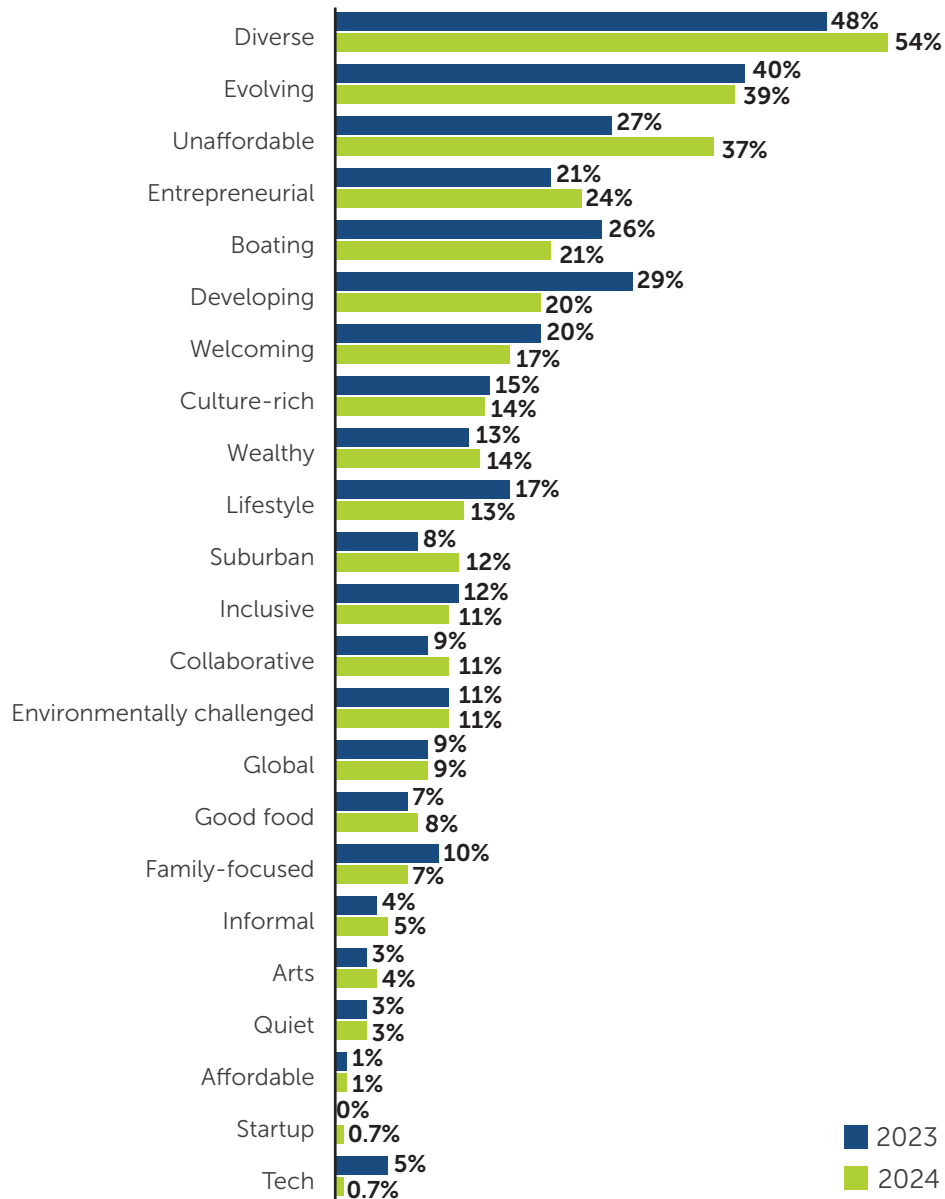
Looking ahead in 2 years, what percent of your workforce do you think will be remote, hybrid or fully on-site?



On average, respondents believe the workforce will have a similar breakdown, with the majority working fully on-site.

## What do respondents think about Broward County?

We asked respondents to fill in the blank:  
Broward County is a \_\_\_\_\_ community.



“Diverse,” and “evolving” continued to be top answers. “Unaffordable” moved from last year’s #4 spot to #3.

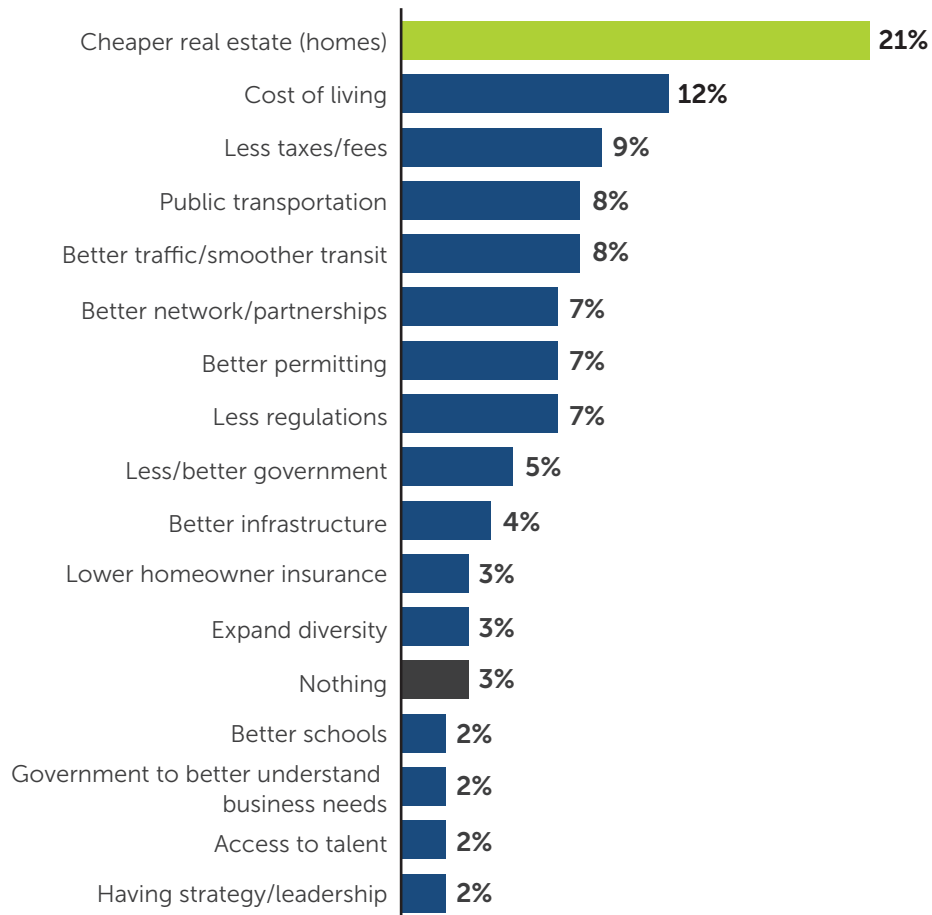




## What do respondents think could be better about Broward County?

Cheaper real estate, followed by cost of living topped the list. Better traffic, which was last year's top concern, dropped to #5.

What would make doing business better in Broward County?



There are plenty of reasons why respondents enjoy doing business in Broward County.

A word cloud of reasons for doing business in Broward County. The words are arranged in a circular pattern around the central word 'diversity'. The words are in various colors (blue, green, black) and sizes. The largest word is 'diversity'. Other prominent words include 'location', 'weather', 'growth', 'ports', 'proximity', 'community', 'access to talent', 'business-friendly', 'friendly', 'cost advantage', 'feels small/is great', 'airport', 'progressive', 'welcoming', 'easy', 'entrepreneurial', 'network', 'home', 'lifestyle', 'tax advantage', 'collaborative', 'people', 'good leadership', 'progressive', 'environment', 'infrastructure', 'family friendly', and 'friendly'.

**diversity**

progressive environment  
people good leadership proximity  
collaborative **location** ports  
*business-friendly* infrastructure  
**diversity**  
lifestyle **home** community easy  
tax advantage network entrepreneurial  
**access to talent** **weather** welcoming  
family friendly progressive  
**growth** airport  
friendly cost advantage feels small/is great



**WHAT PEOPLE SAY COULD BE BETTER ABOUT DOING BUSINESS IN BROWARD:**

”

*More access to affordable real estate and office space*

”

*Better infrastructure and more driving options*

”

*Wages that can keep up with the cost of living*

”

*Improve ways for people to safely and reliably get to jobs with buses and trains*

”

*Faster/more streamlined permitting system to allow new companies to get up and running quickly*



**WHAT PEOPLE LIKE ABOUT BUSINESS IN BROWARD:**

”

*Culturally  
diverse  
community...  
a rich  
environment  
to open any  
business*

”

*Friendly  
and  
welcoming  
to new  
businesses  
and  
residents*

”

*Sense of  
community  
spirit...  
ability  
to work  
together*

”

*A business  
community  
that  
continues  
to evolve  
and grow*

”

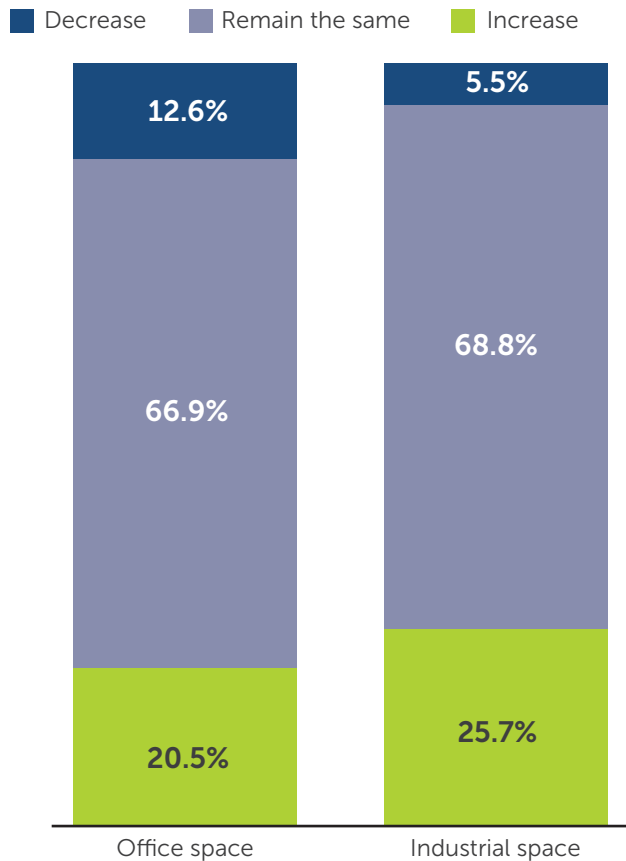
*Location  
and demo-  
graphics...  
ease of doing  
business*





## Commercial real estate needs are stable.

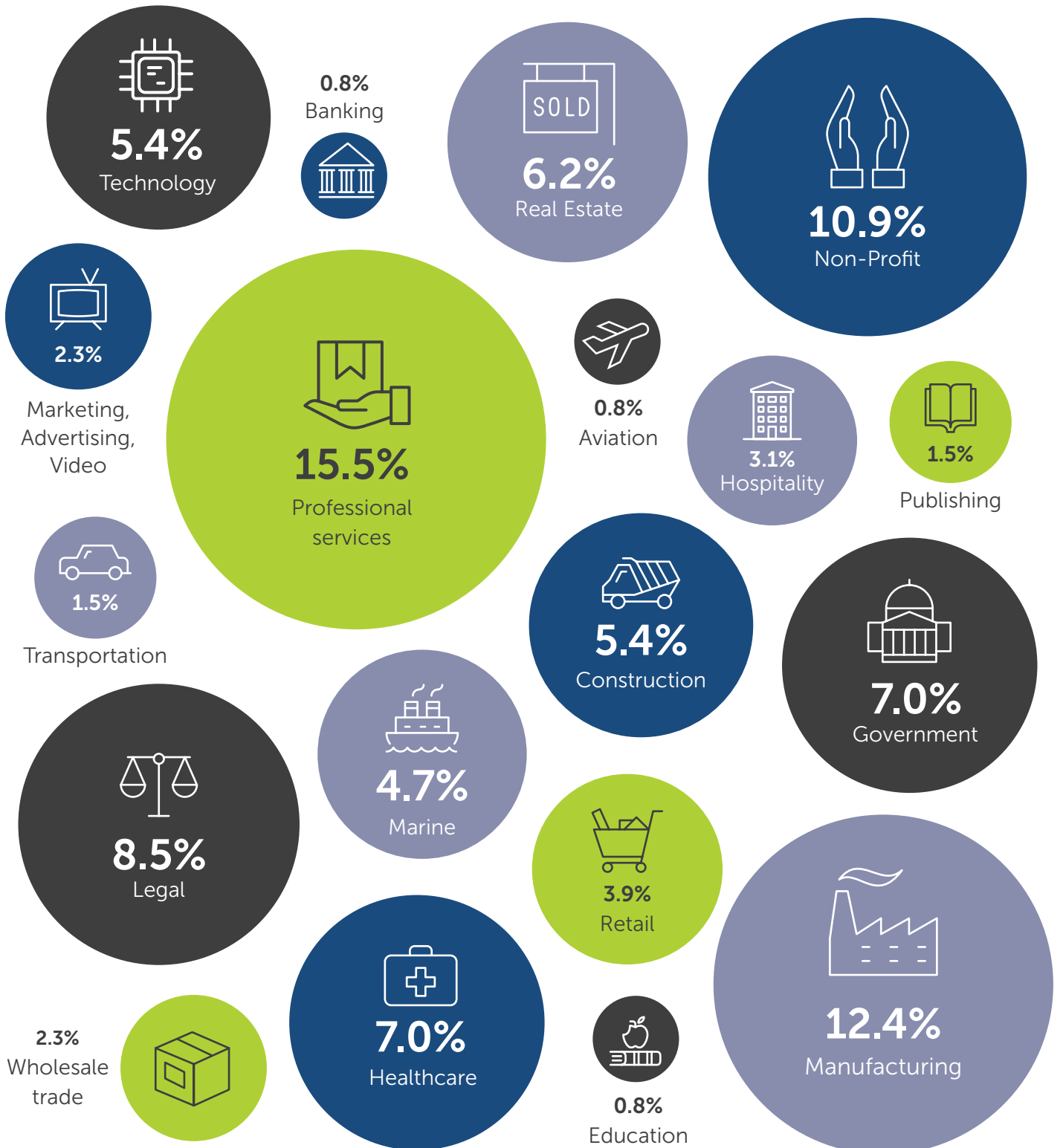
In the next 12 months do you expect your real estate needs in Broward County to increase, decrease or remain the same?



We added a new question about real estate needs for the next 12 months. For both office space and industrial, the majority of respondents believe their real estate needs will remain the same. Comments suggested that both affordability and inflation—two themes that emerged throughout the data—were factors in their real estate decisions.

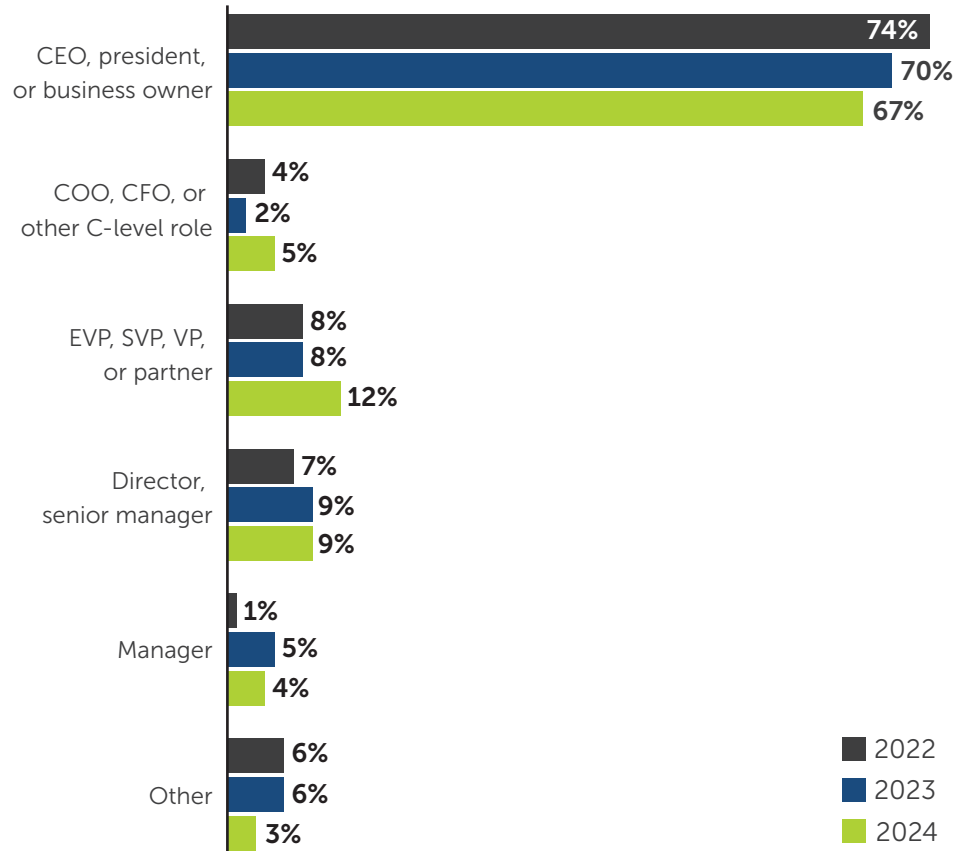
# WHO RESPONDED?

Professional services remains the largest industry responding while manufacturing and non-profit have grown.





67% of respondents were CEOs, presidents and business owners. 12% described their role as an EVP, SVP, VP or partner, compared to 8% in 2023.







Survey powered by:

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APRIL 2023 - MARCH 2024

### EMPLOYER TESTIMONIAL



**TRISH MOLINA, MANAGER AT DP HOTELS** – *"At the CareerSource Broward Spring Job Fair, we were immediately impressed by the number of outstanding candidates who visited our booth to learn more about our job openings and fill out applications. The CareerSource Broward staff were amazing, helping us translate for Haitian and Spanish-speaking candidates and assisting them with the application process. We were very pleased with both the quantity and quality of the applicants. We are now in contact with several candidates and had our first interview with the hotel's General Manager as soon as we returned. Kudos to the CareerSource Broward team for being so friendly, helpful, and supportive!"*

**9,799** EMPLOYERS  
SERVED



**44,661**

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

**68,864**

New Job Openings Posted  
in Employ Florida

**\$4,093,138**  
TRAINING REIMBURSEMENTS TO EMPLOYERS

OJT - **\$223,558**  
Skills Upgrade (IWT) - **\$71,049**  
Adult and Youth Paid Internships - **\$3,798,531**

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

### EMPLOYER TESTIMONIAL



**ZAHRA SHIPMAN, GENERAL MANAGER AT GOODAIR INC.** – *"We appreciate all the assistance CareerSource Broward has provided us over the years." The OJT program has been beneficial to our company's growth and helped us offset some of the expense associated with the high cost of training."*

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## **Memorandum #18-23 (BR)**

**To:** Employer Services Committee  
**From:** Carol Hylton, President/CEO  
**Subject:** Industry Intermediary Report  
**Date:** May 28, 2024

### **SUMMARY**

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

### **BACKGROUND**

To further our role as conveners of workforce development services and to increase outreach and visibility to businesses within the targeted industries, CSBD has staff assigned to eight (8) targeted industries. The selected industries are aligned with the emerging sectors identified by the Greater Fort Lauderdale Alliance and Broward County Government. The industries are 1) Healthcare 2) Technology 3) Construction 4) Marine 5) Aviation/Aerospace 6) Finance 7) Manufacturing and 8) Hospitality. This has enabled us to become entrenched in the targeted industries and provide just-in-time solutions to their workforce needs.

### **DISCUSSION**

CSBD has developed several industry-related workforce initiatives based on intelligence gleaned from the series of employer industry forums and from research conducted by the staff intermediaries. Below is an update on some of the initiatives this program year:

#### **Hospitality**

- Held an employer forum in July where over 30 industry professionals, based on feedback we heard from employers, received a presentation on E-Verify and Florida Senate Bill 1718 from Robert Turk of Stearns Weaver Miller, a firm that specializes in Labor and Employment Law. Mr. Turk provided an overview of the law and how it will influence employers' procedures for onboarding newly hired talent.
- To assist the industry with hiring needs related to the peak season, CSBD held a Hospitality Industry Job Fair in September where 14 employers, including Riverside Hotel, Pelican Grand Resort, Holiday Inn Express Ft. Lauderdale Cruise Airport, and Margaritaville Resort, recruited among almost 200 job seekers in attendance.
- At our annual Spring Career Fair in May, we assisted a large hotel hire over 30 Haitian-Creole and Spanish-speaking customers on-the-spot.
- Our intermediary is in the process of developing paid internship opportunities with several hotels and our WIOA customers.

## **Construction**

- Developed nearly \$57,000 in work-based training grants to assist a local roofing company in training apprentices in solar roofing and roof maintenance/repair.
- In January, held the CSBD Construction Industry Job Fair in partnership with the Broward County Office of Economic and Small Business Development (OESBD) and Balfour Beatty to support the Greater Fort Lauderdale/Broward County Convention Center Expansion Project. Over 120 job seekers attended and met with employers recruiting to fill over 100 job openings.
- In February, CSBD's Construction Intermediary presented work-based training grants at the Florida Women's Business Center.
- CSBD's Construction Intermediary and Vice President of Business Relations recorded a podcast with the City of Miramar to discuss CSBD Employer Services.

## **Technology**

- Presented CSBD employer services at South Florida Tech Hub's Tech Talent Fest Event and also served as a guest panelist to discuss how workforce development can address training needs resulting from the growth of artificial intelligence and cybersecurity.
- Assisted Creative Designs, a local software company, with the approval of a new registered apprenticeship program for software development training. CSBD will provide support to the On-the-Job Training (OJT) portion of the program.
- Developed \$12,000 in skills upgrade training grants to assist an employer with the development of their workforce.
- Based on feedback we received from employers' concerns about Artificial Intelligence (AI) in the workplace, we held a Technology Industry Employer Forum at the Nova University Levan Center of Innovation, where a lively roundtable discussion on the impact of AI in the workplace was held. The forum was moderated by Rob Petrosino, Head of Emerging Tech & Innovation at PeakActivity.

## **Marine**

- Partnering with the Marine Industries of South Florida (MIASF) and employers participating in MIASF's to expand registered apprenticeship OJTs in the program. The apprentices will graduate from the program with all proficiencies in yachting general maintenance.
- Collaborating with MIASF to produce a video highlighting career pathways and apprenticeship opportunities in the industry. The video will be shared with the School Board of Broward County to expand awareness of marine industry careers among the youth.

## **Healthcare**

- Partnering with Broward Health to provide work-based training in high-demand occupations. These training efforts will be supported by the Health Care Initiative discretionary funding and WIOA if needed. We anticipate obligating up to \$250,000 across Internships, OJT, and Incumbent Worker Training (IWT).
- In the process of developing work-based training grants with Memorial Healthcare to train newly certified nurses.
- We are hosting a Healthcare Industry Employer Forum on 6/18, where we will convene the business community and education partners to discuss the industry's workforce pain points and develop strategies to address the challenges. The county's two large public hospital systems, Broward Health and Memorial Healthcare, are scheduled to attend.

## **Aviation**

- Developed nearly \$115,000 in IWT grants to upskill aviation mechanics to remain competitive in repairing the latest innovations with airplane engines.

## **Finance**

- Collaborating with Locality Bank to provide skills upgrades through an IWT grant of up to \$120,000 to train up to 50 employees. They will receive training in sales processes, prospecting, sales cycles, managing sales teams, and accountability.
- Partnering with Locality Bank to provide paid internships to out-of-school youth. They will be placed in clerical positions working with database management.

## **Manufacturing**

- We are hosting a Manufacturing Industry Employer Forum on 6/6 in partnership with the South Florida Manufacturing Association, where we will convene the business community and education partners to discuss the industry's workforce development needs and challenges and identify strategies for addressing pain points.

## **RECOMMENDATION**

None. For information purposes only.

**Overview of the CareerSource Broward Region**  
**Not Seasonally Adjusted**  
**May 17, 2024**

- The unemployment rate in the CareerSource Broward region (Broward County) was 3.1 percent in April 2024. This rate was 0.7 percentage point greater than the region's year ago rate of 2.4 percent. The region's April 2024 unemployment rate was 0.1 percentage point lower than the state rate of 3.2 percent. The labor force was 1,095,618, up 18,549 (+1.7 percent) over the year. There were 33,772 unemployed residents in the region.

**Fort Lauderdale-Pompano Beach-Deerfield Beach Metro Division**

- In April 2024, nonagricultural employment in the Fort Lauderdale-Pompano Beach-Deerfield Beach MD was 932,000, an increase of 23,200 jobs (+2.6 percent) over the year.
- The Other Services (+9.6 percent); Leisure and Hospitality (+4.4 percent); Education and Health Services (+4.3 percent); Government (+4.3 percent); and Trade, Transportation, and Utilities (+3.3 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 (+4,500 jobs) and Other Services (+3,400 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 (+9.6 percent) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the second highest annual job growth compared to all the metro areas in the state in the Trade, Transportation, and Utilities (+6,700 jobs) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the third highest annual job growth compared to all the metro areas in the state in the Leisure and Hospitality (+4,300 jobs) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the third fastest annual job growth rate compared to all the metro areas in the state in the Leisure and Hospitality (+4.4 percent) and Trade, Transportation, and Utilities (+3.3 percent) industries.
- The industries gaining jobs over the year were Trade, Transportation, and Utilities (+6,700 jobs); Education and Health Services (+5,200 jobs); Government (+4,500 jobs); Leisure and Hospitality (+4,300 jobs); Other Services (+3,400 jobs); and Construction (+1,300 jobs).
- The industries losing jobs over the year were Professional and Business Services (-1,400 jobs); Financial Activities (-400 jobs); Manufacturing (-300 jobs); and Information (-100 jobs).

<b>Unemployment Rates (not seasonally adjusted)</b>	<b>Apr-24</b>	<b>Mar-24</b>	<b>Apr-23</b>
CareerSource Broward (Broward County)	3.1%	3.2%	2.4%
Florida	3.2%	3.3%	2.4%
United States	3.5%	3.9%	3.1%

<b>Nonagricultural Employment by Industry (not seasonally adjusted)</b>	<b>Ft. Lauderdale-Pompano Beach-Deerfield Beach Metropolitan Division</b>				<b>Florida</b>			
	<b>Apr-24</b>	<b>Apr-23</b>	<b>change</b>	<b>percent change</b>	<b>Apr-24</b>	<b>Apr-23</b>	<b>change</b>	<b>percent change</b>
Total Employment	932,000	908,800	23,200	2.6	9,968,400	9,753,600	214,800	2.2
Mining and Logging	#N/A	#N/A	#N/A	#N/A	6,000	5,700	300	5.3
Construction	52,500	51,200	1,300	2.5	643,700	623,500	20,200	3.2
Manufacturing	30,400	30,700	-300	-1.0	427,800	419,100	8,700	2.1
Trade, Transportation, and Utilities	209,300	202,600	6,700	3.3	2,005,400	1,946,200	59,200	3.0
Wholesale Trade	55,900	54,000	1,900	3.5	402,100	388,000	14,100	3.6
Retail Trade	108,500	106,700	1,800	1.7	1,171,800	1,135,000	36,800	3.2
Transportation, Warehousing, and Utilities	44,900	41,900	3,000	7.2	431,500	423,200	8,300	2.0
Information	20,500	20,600	-100	-0.5	159,900	159,000	900	0.6
Financial Activities	72,200	72,600	-400	-0.6	675,700	680,700	-5,000	-0.7
Professional and Business Services	171,000	172,400	-1,400	-0.8	1,628,900	1,627,500	1,400	0.1
Education and Health Services	125,300	120,100	5,200	4.3	1,524,500	1,470,900	53,600	3.6
Leisure and Hospitality	101,800	97,500	4,300	4.4	1,349,500	1,316,200	33,300	2.5
Other Services	38,900	35,500	3,400	9.6	376,700	366,300	10,400	2.8
Government	110,000	105,500	4,500	4.3	1,170,300	1,138,500	31,800	2.8

<b>Population</b>	<b>2023</b>	<b>2022</b>	<b>change</b>	<b>percent change</b>
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

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