



**Broward Workforce Development Board
Employer Services Committee**
Tuesday, October 7, 2025
12:30 p.m. – 12:45 p.m.

Zoom Meeting ID: 838 5665 8593
Zoom Password: 194109
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

NEW BUSINESS

1. CareerSource Broward To Serve As Quick Response Training (QRT) Grants Fiscal Agent

Consideration to approve 1) CareerSource Broward (CSBD) as the local fiscal agent for the QRT program and 2) to add QRT to the employer services offered by CSBD. The program provides training grants to new and expanding businesses for new hires. CareerSource Florida is asking local boards to serve as the fiscal agent for the QRT grants. As a fiscal agent we assist employers with the application process and approve the grant distributions once training is completed, and will receive a payment of 5% of each grant awarded.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Memo #11 – 25 (BR)

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2. 2025 Employer Awareness and Satisfaction Survey Results

Every two years, CSBD surveys local employers to measure their awareness and satisfaction with our services. The survey reveals marked increases in both categories from the 2023 Survey, with “satisfaction” rising by 13% and “awareness” increasing by 17%. The survey feedback also indicated that employers prefer smaller and mid-sized job fairs over large-scale events.

RECOMM	Develop Additional Strategies
ACTION	Motion for Approval
EXHIBIT	Memo #12 – 25 (BR)

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REPORT

1. The State of the Workforce (SOTW) Event

The SOTW employers and job seekers' feedback regarding the execution and deployment of the event earlier this year was stellar. A significant number of employers and job seekers did comment on the parking and the traffic entering and exiting the event, indicating it took 2 hours to enter/exit the parking lot. Some of the difficulties could be attributed to the ongoing construction; however, the new Omni Hotel opening, which is adjacent to the Convention Center and the start of the cruise season in late fall will continue to generate traffic and make parking a challenge. After conferring with the Greater Fort Lauderdale and Hollywood Chambers, and speaking to members of our Executive Committee, it was determined that to be responsive to the voice of our customers we should pivot to smaller, targeted job fairs.

ACTION	None
EXHIBITS	None

2. 2025 Paychecks for Patriots Job Fair

CSBD will host its annual Paychecks for Patriots (P4P) Veterans Hiring Fair on 11/7 at the Tamarac Community Center. The first hour of the event will be reserved for veterans and family members of veterans. CSBD is partnering with Broward County to provide courtesy transportation from our One-Stop Centers, and the City of Tamarac will provide expanded off-site parking to accommodate attendees.

ACTION	None
EXHIBITS	P4P Employer Flyer P4P Supporter Form

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 NOVEMBER 10, 2025
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Memorandum #11-25 (BR)

To: Employer Services Committee

From: Carol Hylton, President/CEO

Subject: State Requests Local Boards Serve As Fiscal Agents For Quick Response Training (QRT) Grants

Date: October 2, 2025

SUMMARY

Consideration to approve 1) CareerSource Broward (CSBD) as the local fiscal agent for the QRT program and 2) to add QRT to the employer services offered by CSBD. The program provides training grants to new and expanding businesses for new hires. CareerSource Florida is asking local boards to serve as the fiscal agent for the QRT grants. As a fiscal agent we assist employers with the application process and approve the grant distributions once training is completed, and will receive a payment of 5% of each grant awarded.

BACKGROUND

QRT is a grant program that has been in operation for over 25 years, funded via State general revenue, and administered by CSF. The program provides training grants to new and expanding businesses for new hires in Florida's Qualified Targeted Industries 1) Aviation/Aerospace 2) Cleantech 3) Financial/Professional Services 4) Homeland Security/Defense 5) Infotech 6) Life Sciences, and 7) Manufacturing. Employers are recruited locally and apply to CSF for the grants. The fiscal agent reviews the applications before they are submitted to CSF. CSF reviews and awards the grants, and through the fiscal agent, reimburses employers upon completion of training.

DISCUSSION

CSF is asking local boards to serve as the fiscal agent for processing QRT grants. The fiscal agent assists employers with the application process and approves the grant distributions once training is completed. In exchange for serving as fiscal agent, CSBD will receive a payment of 5% of each local grant awarded to an employer.

CSBD currently offers employer services through its federal workforce development grants, which are most appealing to small and medium-sized employers. If approved, QRT will provide CSBD an opportunity to offer larger-sized employers training grants. There will also be the additional advantage of being able to introduce larger employers to the one-stop system and connect them to our job seeker population.

RECOMMENDATION

Approve 1) CSBD to serve as the local fiscal agent for the QRT grant program and to 2) add QRT to the employer services CSBD offers.

Memorandum #12 – 25 (BR)

To: Employer Services Committee

From: Carol Hylton, President/CEO

Subject: 2025 Employer Awareness and Satisfaction Survey Results

Date: October 3, 2025

SUMMARY

Every two years, CareerSource Broward (CSBD) surveys local employers to measure their awareness and satisfaction with our services. The survey reveals marked increases in both categories from the 2023 Survey, with “satisfaction” rising by 13% and “awareness” increasing by 17%. The survey feedback also indicated that employers prefer smaller and mid-sized job fairs over large-scale events.

BACKGROUND

As a component of our continuous improvement strategies CSBD surveys our employers biennially to determine their level of awareness and satisfaction with our services along with an assessment of our effectiveness. The survey is conducted online. Employers can respond anonymously or can share their contact information.

To encourage broad participation, along with distribution to our internal list of employers, we asked our local chambers of commerce, industry associations, and the Greater Fort Lauderdale Alliance to distribute the survey to their members. This collaboration has significantly enhanced our reach and ensured that we capture feedback from a diverse range of employers throughout the region.

DISCUSSION

We received responses from 256 employers, providing valuable input to help shape future strategies. The majority of responders or 64% were from small businesses with 50 or fewer employees. The results are provided below.

A. Employer Awareness

Result: 83% of the employer responders heard of CSBD, a 17% increase from the 2023 survey. 34% said they heard about CSBD through word of mouth; 27% heard of us because of their association with the Chambers, and 23% heard of us through our social media.

Future Considerations:

1. Continue to work closely with our Chamber of Commerce partners on employer outreach initiatives, delivering presentations about our services, sharing information on social media, and developing work-based training grants for the Chamber member companies.
2. As word of mouth was the main source of employer awareness of CSBD, employers who are working with us will be asked to share their experiences during chambers and employer association meetings.
3. We will continue to feature employer testimonials in our outreach materials and events.

B. CSBD Employer Effectiveness

Result: 94% of employers responded that they would recommend CSBD's employer services to other businesses. This represents a 13% increase from our last survey.

Future Considerations:

1. Continue partnering with the chambers by providing our marketing and outreach materials to them to share with their members.
2. Continue to highlight employer success stories and testimonials in our newsletters, presentations, and digital content which promote the value of our services.

C. Employer Needs/Interests

To determine whether our services are meeting employer needs we asked:

- About the size and focus of our local job fairs.
- About their interest in a South Florida region-wide job fair and other initiatives.
- About the impact of the 'Silver Tsunami' or the large number of baby boomers reaching retirement age as already retired employees seek to re-enter the labor force.
- Their knowledge and use of AI.

Results:

- Job Fairs: 54% of employers indicated a preference for small to medium-sized job fairs rather than large events or company-specific hiring fairs.
- Regional Job Fairs & Initiatives:
 - 49% stated regional job fairs would benefit South Florida employers.
 - 40% indicated that we could explore the idea of joint marketing initiatives.
 - 31% felt we could consider having regional business meetings.
- Silver Tsunami and returning retirees: 30% indicated they have implemented flexible work schedules to attract older and younger workers.
- AI: 63% of employers said they were aware of AI-powered chat systems; 37% had experience utilizing AI and where they were using AI it was for HR-related functions, such as drafting job descriptions and interview questions.

Future Considerations

1. Job Fairs' Size and Focus:

We reflected on these results along with the feedback solicited after each of our job fairs. A majority of employers prefer small and mid-sized targeted industry-related local job fairs.

2. Regionalism

CSBD is continuing to explore regional activities with CareerSource South Florida.

3. Silver Tsunami and the Great Unretirement

CSBD will solicit ideas during our Employer Forums on retaining experienced workers. We will share best practices—such as flexible scheduling and mentorship programs, through the forums and our Workforce Wednesday Employer Seminars.

4. Knowledge of AI

Based on the responses, employers need information and guidance. To that effect CSBD will assist employers with the AI workplace transformation as follows:

- Make the AI Playbook for Small and Medium-sized Companies that we are developing as widely available to employers as possible by posting it on our website, promoting it in our marketing materials, and providing the QR code so it can be downloaded whenever we are at employer events.
- Inviting guest speakers on AI to our employer Workforce Wednesday Seminars.
- Include AI in the topics covered at our Employer Industry Forums.
- Feature AI and its transformation of the workplace as the focus of one of the CSBD podcasts.
- Continue to offer AI Incumbent Worker Training grants to local employers.

Our survey provides employers with the opportunity to comment and below are some of their comments:

- “CareerSource is great and offers excellent services to employers.”
- “You have been very supportive and collaborative in all our needs.”
- “Thank you for allowing our organization to post our open positions on Employ Florida.”
- “CareerSource is very supportive of my business.”
- “The on-the-job training program helped me sustain my business during a difficult time in my industry. I am grateful for the opportunity.”

Of the 256 employers, 118 provided their contact information and expressed interest in learning more about CSBD’s business services. The Employer Services Team has been actively following up and scheduling meetings with these employers to discuss the full range of services available to support their workforce needs.

RECOMMENDATION

Approve the strategies listed in Future Considerations above and 2) discussion and input on additional strategies.