



Broward Workforce Development Board
Executive Committee
Monday, June 15, 2020
12:00 Noon – 1:30 p.m.

Zoom Meeting ID: 847 0555 3306
Zoom Password: 675903
Zoom Call in: +1 646 876 9923



VIRTUAL MEETING

Due to Coronavirus, in the interest of keeping our board, staff, and public safe this meeting is being held via Zoom video conference. Please do not attend in person.

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.
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. If using Zoom, please make sure the background is appropriate or choose one of their alternative backgrounds.
5. If you 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.

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

INTRODUCTION OF ANY UNIDENTIFIED CALLERS

APPROVAL OF MINUTES

Approval of the Minutes of the 5/11/20, Executive Committee meeting.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Minutes

Pages 9 – 13

NEW BUSINESS

1. **Work Experience Contract with Early Learning Coalition, Inc. (ELC)**

Consideration to approve a Workforce Innovation and Opportunity Act (WIOA) youth Work Experience contract with the ELC for Program Year (PY) 20-21. While we do not know the exact number of Work Experience customers ELC will take, we do not anticipate the non-financial contract amount will exceed \$24,000. Because Mason Jackson Jr., President/CEO of CSBD serves on the ELC Board, a 2/3 vote of the Board members present at a Board meeting with an established quorum will be required. Approved at the 6/9 One Stop Services Committee meeting.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Memo #40 – 19 (OPS)

Page 14

2. **Work Experience Contract with Broward Education Foundation (BEF)**

Consideration to approve a WIOA youth Work Experience contract with the BEF for PY 20-21. While we do not know the exact number of Work Experience customers BEF will take, we do not anticipate the non-financial contract amount will exceed \$24,000. Because Board member Frank Horkey is also the Chair of the Board of Directors for the BEF, a 2/3 vote of the Board members present at a meeting with an established quorum is required. Approved at the 6/9 One Stop Services Committee meeting.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT Memo #41 – 19 (OPS)

Page 15

3. **Work Experience Contract with Jewish Adoption and Foster Care Options (JAFCO)**

Consideration to approve a WIOA adult Work Experience contract with JAFCO for PY 20-21. While we do not know the exact number of Work Experience customers JAFCO will take, we do not anticipate the non-financial contract amount will exceed \$24,000. Because Ron Moffett, Senior Vice President of Operations is related to JAFCO's site director, a 2/3 vote of the Board members present at a Board meeting with an established quorum will be required. Approved at the 6/9 One Stop Services Committee meeting.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT Memo #42 – 19 (OPS)

Page 16

4. **FLITE Navigator Out of School Youth contract**

Consideration to approve the addition of \$29,412 for FLITE center for PY 20 – 21 which begins on 7/1/20. This will bring the amount allocated to the FLITE contract from \$188,790 to \$218,202. Although we did budget a slight increase to their contract when the Board approved their renewal in April, there was a delay in hiring the additional Navigator due to COVID-19. They have selected a candidate and would like to hire them at a higher rate than originally budgeted due to their level of experience in working with victims of human trafficking. As there is sufficient funds in the youth budget we are recommending the increase. The additional funds will also cover an increase in the percentage of time to be devoted by the supervisor, related fringes, and payroll taxes.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT Memo #17 – 19 (LS)

Page 17

5. **Approval of the Renewal of Taylor Hall Miller Parker and Cherry Bekaert Monitoring Contracts**

Consideration to renew the contracts 1) Cherry Bekaert LLP, at a cost of \$22,500 per visit for a total of \$67,500 for 3 visits a year for fiscal monitoring and 2) Taylor Hall Miller Parker, P.A. (THMP) at a cost of \$28,000 per visit for a total of \$84,000 for 3 visits a year for program monitoring. CSBD was satisfied with the work performed last year. While the Audit Committee did not meet on this matter we sent the memo to the members and asked for their feedback. All responses we receive will be brought to the Executive Committee meeting.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT Memo #18 – 19 (LS)

Page 18

6. **Region 22 Targeted Occupations List (TOL) for PY 20-21**

Consideration to approve the TOL for PY 20-21. We sent the preliminary TOL for PY 20-21 provided by the state to local education and business stakeholders to get input and gather additional relevant labor market data. We also held a publicly noticed meeting to review the occupational changes to Region 22's TOL and gather additional information. CSBD recommends 1) retaining 21 occupations proposed by the State for removal and 2) adding 7 new occupations. Approved at the 6/9 One Stop Services Committee meeting.

RECOMM Approval
ACTION Motion for Approval
EXHIBITS Memo #43 – 19 (OPS)
 Exhibit A Region 22 PY 20 – 21 TOL
 Exhibit B The list of the 21 Occupations to be Retained

Pages 19 – 26

7. **Continued Eligibility for Miami Dade College**

Consideration to approve Miami Dade College's Continued Eligibility for the next two year period 7/1/20 thru 6/30/22. WIOA requires Eligible Training Providers (ETPs) to submit new applications every two years to remain on the Eligible Training Provider List. Miami Dade College has met the ETP application renewal requirements. Approved at the 6/9 One Stop Services Committee meeting.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT Memo #46 – 19 (OPS)

Pages 27 – 28

8. CareerSource Broward Marketing and Communications Plan for PY 20-21

Each year, CSBD implements targeted and strategic outreach to job seekers, employers, and community stakeholders through the press and digital, print, and social media, in an effort to increase awareness of our services. This plan identifies CSBD’s communication goals and objectives for PY 20-21. This year, a majority of our marketing efforts will center on the “Help Is Here” campaign in response to the coronavirus pandemic. Approved at the 6/1 Employer Services Committee meeting.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT CSBD Marketing and Communications Strategic Plan for PY 20-21

Pages 29 – 37

9. Outreach to Large/Small Employers and Employers in Distressed Communities

Consideration to approve CSBD’s strategies for outreach and engagement of employers in alignment with the Employer Services Committee’s Strategic Planning Matrix. Due to the impacts on the local workforce as a result of the Coronavirus pandemic, CSBD developed strategies for outreach and engagement of employers in order to identify those with current hiring and training needs in this changed landscape. Approved at the 6/1 Employer Services Committee meeting.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT Memo #06 – 19 (CBR)

Pages 38 – 39

10. Additional Workforce Innovation and Opportunity Act (WIOA) Funds

Consideration to accept \$100,569 in WIOA state-level funds. This is Region 22’s share of funds awarded by the State for WIOA performance under their performance model. These additional funds will be used to build capacity to serve the anticipated increase in dislocated workers who will be coming to our centers for re-employment assistance. CSBD will continue to monitor demand and program expenditures to assure the maximum number of individuals is being served. Approved at the 6/9 One Stop Services Committee meeting.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT Memo #49 – 19 (OPS)

Page 40

11. Acceptance of Bank of America Charitable Foundation Funds for Start-Up Now

Consideration to accept a grant award of \$10,000 from the Bank of America Charitable Foundation for the Start-Up Now Program. In April 2017, the Board approved for CSBD to seek financial support for Start-Up Now. CSBD completed the Bank of America grant application in February and has been awarded \$10,000 in private funding. These funds will be used to cover PY 20 – 21 costs such as grant writing, tuition for non-WIOA applicants and food for program events. Approved at the 6/9 One Stop Services Committee meeting.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT Memo #48 – 19 (OPS)

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REPORTS

1. Directors & Officers (D&O) Insurance with Employment Practice Liability

The Board has authorized the President/CEO to make the purchase of D&O Insurance with a report to the governing boards each year. Our current carrier, Philadelphia Insurance gave us the lowest quote. The current policy for D&O and Employee Practices Liability Insurance is expiring. The cost of the policy is \$9,384, which is \$1,766 more than last year’s premium of \$7,618 because we added, fiduciary liability coverage for the staff 401K and workplace violence coverage up to \$250,000.

ACTION None
EXHIBIT Memo #16 – 19 (LS)

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2. Workman’s Compensation

This is to report that Bridgefield Employers Insurance Company, which is A rated and our current carrier for workman’s compensation insurance will continue to be our carrier effective 5/1/20 at a rate of \$24,751.94. This is a decrease from our rate last year of \$38,882.59 and is a result of not operating the summer youth program this year. Prior to coverage from our current carrier we had to enter the State Joint Underwriting Association pool. We sought quotes from other carriers but they declined to respond. This policy covers CSBD employees. EmpHire has its own policy for the center staff.

ACTION None
EXHIBIT None

3. **Update on Re-Opening the Three One Stop Career Centers and Admin Office**

This memo provides an update on the re-opening of CSBD administrative office and the three one stop career centers. In preparation to re-open the centers, CSBD developed a detailed project plan. We executed that plan and successfully re-opened each of the three centers to staff and customers on Monday, 6/1.

ACTION Review
EXHIBIT Memo #47 – 19 (OPS)

Pages 43 – 44

4. **Summary of CSBD’s On-going Communication During COVID-19**

Since the outbreak of COVID-19, CSBD has been extremely proactive in sharing important workforce development resources and support programs with Broward County job seekers, employers, community partners, local municipalities and more. Staff used all communication channels including 1) frequent updates to our Website 2) media relations and 3) social media to inform customers and the community about our services and the availability of resources needed to help recover. The included exhibit is a summary of messaging completed and planned by CSBD’s communications department through 6/10/2020.

ACTION Review
EXHIBIT Summary CSBD’s Communication Efforts During COVID-19

Pages 45 – 47

5. **At-A-Glance Guide to Re-Employment Assistance**

As a result of COVID-19 there are many types of assistance available to those whose employment has been affected by the virus. This is an at-a-glance guide to 1) Florida’s reemployment assistance 2) the assistance available under The Coronavirus Aid, Relief, and Economic Security (CARES) Act of 2020 and 3) Disaster Unemployment Assistance.

ACTION Review
EXHIBIT At-A-Glance Guide to Re-Employment Assistance

Pages 48 – 49

6. CSBD Presentation to the Council of Chamber Executives

At the last years Board Planning session, one of the goals developed was for staff to make a presentation at a Council of Chamber Executives meeting. At their 6/10/20 meeting we participated via Zoom and made a presentation covering the array of services we provide. The Council of Chamber Executives consists of the presidents of the Chambers of Commerce in Broward County. The presentation covered our employer solutions such as training grants, virtual job fair services, job posting and pre-screening, and resources to employers related to the COVID-19 pandemic. The presentation was well received and we have already received requests to meet and present with individual chambers and connect our services such as On-the-Job Training and Paid Internships to chamber member companies as well as the chambers themselves. These presentations are being scheduled.

ACTION None
EXHIBIT None

7. Update on CEO Transition

ACTION None
EXHIBIT None

MATTERS FROM THE EXECUTIVE COMMITTEE

MATTERS FROM THE FLOOR

MATTERS FROM THE PRESIDENT/CEO

ADJOURNMENT

NEXT EXECUTIVE COMMITTEE MEETING WILL BE HELD ON JULY 13, 2020.



Broward Workforce Development Board
Executive Committee
Monday May 11, 2020
12:00 Noon – 1:30 p.m.

Call In Number: (888) 585-9008
Passcode: 219-169-288

MINUTES
CareerSource Broward
Ft. Lauderdale, FL 33309

Due to Coronavirus, in the interest of keeping our board, staff, and public safe this meeting is being held via teleconference. The CSBD Offices are closed; please do not attend in person.

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.

ATTENDEES VIA PHONE: Gary Arenson, Dr. Ben Chen, Paul Farren, Dr. Lisa Knowles, Mayor Frank Ortis, Pam Sands, Dr. Steve Tinsley, Marjorie Walters

SELF-INTRODUCTIONS

MEETING PROTOCOL FOR TELEPHONE/ZOOM MEETING

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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. If using Zoom, please make sure the background is appropriate or choose one of their alternative backgrounds.
5. If you 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 join after roll call, please announce your presence.

APPROVAL OF MINUTES

Approval of the Minutes of April 13, 2020, Executive Committee meeting.

On a motion made by Gary Arenson and seconded by Dr. Ben Chen the Executive Committee unanimously approved the minutes of the April 13, 2020 meeting.

NEW BUSINESS

1. PY 2020 – 2021 Preliminary Budget

Considered to approve the PY 2020-21 preliminary budget. The Preliminary Budget being presented reflects a decrease of 10.2% in formula and carryforward funds. The total amount of formula and carryforward that we project to be available in PY 20-21 is \$19,993,306 as compared to \$22,255,496 actual in PY 19-20. The budget is allocated to address the local recovery efforts from the COVID pandemic, support the ability to offer our services virtually, and continues to emphasize investments in participant training and getting people back to work. This is a revised budget from the one considered at the one stop committee meeting of May 5, 2020.

Mason Jackson presented the preliminary budget. He stated that we used the same format as the previous year. The Elected officials will receive a more detailed budget analysis.

Dr. Ben Chen asked if we are going to receive more funding due to the pandemic. Mason Jackson responded, yes, we have heard from the State that they are going to try and give us additional funds.

2. Renewal of First Staff DBA EmpHire Staffing, Inc., Contract

Consideration to renew the First Staff DBA EmpHire Staffing, Inc., (EmpHire) contract for the staffing of the CareerSource Broward career centers. EmpHire has been staffing the career centers since July 2008. They have complied with all of our financial and personnel requests as well as worked aggressively to keep benefit and insurance costs contained. Their fee remains the same as last year at \$66.50 per employee/per pay period for a total fee of approximately \$172,900. Approved at the 5/5 One Stop Services Committee meeting.

Mason Jackson stated that EmpHire Staffing is keeping the cost the same as last year. They have complied with all of our financial and personnel requests as well as worked aggressively to keep benefit and insurance costs contained.

On a motion made by Gary Arenson and seconded by Dr. Ben Chen the Executive Committee unanimously approved the renewal contract for EmpHire.

3. Contract Renewal for a One-Stop Operator

Consideration to 1) renew the contract with Workforce Guidance Associates, LLC to continue Nadine Gregoire-Jackson as the One Stop Operator and 2) budget up to \$56,000.00 subject to negotiation and based on CSBD need. Since starting as our One Stop Operator last fall,

Nadine has had a positive impact, has timely met her contract deliverables and her work is of high quality. This will be the first of two yearly renewals. Approved at the 5/5 One Stop Services Committee meeting.

Mason Jackson stated that over the last few months she has done many positive things to strengthen our relationships with our partners which will ultimately benefit our mutual customers. Nadine has done a terrific job for us and working successfully with our partners.

On a motion made by Gary Arenson and seconded by Dr. Ben Chen the Executive Committee unanimously approved the renewal contract for a One-Stop Operator.

4. PY 2020 – 2021 Preliminary Budget

Consideration to approve the PY 2020-21 preliminary budget. The Preliminary Budget being presented reflects a decrease of 10.2% in formula and carryforward funds. The total amount of formula and carryforward that we project to be available in PY 20-21 is \$19,993,306 as compared to \$22,255,496 actual in PY 19-20. The budget is allocated to address the local recovery efforts from the COVID pandemic, support the ability to offer our services virtually, and continues to emphasize investments in participant training and getting people back to work. This was revised with new state numbers after the approval at the 5/5 One Stop Services Committee meeting. The overall allocation is reduced but the proportional distribution is the same. This is a revised budget from the one considered at the one stop committee meeting of May 5, 2020.

On a motion made by Dr. Ben Chen and seconded by Paul Farren the Executive Committee unanimously approved the PY 20 – 21 Preliminary budget.

5. Continued Eligibility for Atlantic, McFatter and Sheridan Technical Colleges

Considered to approve Atlantic, McFatter, and Sheridan Technical College's Continued Eligibility for the next two year period 7/1/20 thru 6/30/22. The Workforce Innovation and Opportunity Act requires eligible training providers to submit new applications every two years to remain on the Eligible Training Provider List (ETPL). Atlantic, McFatter, and Sheridan Technical College, have met the ETP application renewal requirements. Because Board member, James Payne, is employed by the School Board of Broward County a 2/3 vote of the Board members present at a meeting with an established quorum is required. Approved at the 5/5 One Stop Services Committee meeting.

Mason Jackson stated the Workforce Innovation and Opportunity Act requires eligible training providers to submit new applications every two years to remain on the (ETPL). We split agenda items 5, 6, and 7 because of the conflict of interest.

On a motion made by Pam Sands and seconded by Gary Arenson the Executive Committee unanimously approved the continued eligibility for Atlantic, McFatter, and Sheridan Technical Colleges.

6. Continued Eligibility for Broward College

Considered to approve Broward College's Continued Eligibility for the next two year period 7/1/20 thru 6/30/22. WIOA requires Eligible Training Providers to submit new applications every two years to remain on the ETPL. Broward College has met the ETP application renewal requirements. Because Board member, Dr. Mildred Coyne, is employed at Broward College and Board Member, Francois LeConte serves on the Broward College Business Advisory Committee, a 2/3 vote of the Board members present at a meeting with an established quorum is required. Approved at the 5/5 One Stop Services Committee meeting.

On a motion made by Marjorie Walters and seconded by Gary Arenson the Executive Committee unanimously approved the continued eligibility for Broward College.

7. Continued Eligibility for Ten (10) Current ITA Providers

Considered to approve Continued Eligibility for ten (10) of our current ITA providers for the next two year period beginning 7/1/20 thru 6/30/22. WIOA requires ETPs to submit new applications every two years to remain on the ETPL. All ten schools have met the ETP application renewal requirements. These providers are grouped together because we believe they can be passed as a group because there are no known conflicts of interest on the board. Approved at the 5/5 One Stop Services Committee meeting.

On a motion made by Gary Arenson and seconded by Dr. Steve Tinsley the Executive Committee unanimously approved the continued eligibility for ten current ITA providers.

REPORTS

1. CSBD's Plan to Re-Open our Centers and Corporate Office

Although we do not have a project date of reopening, CSBD has been proactive in developing a plan for when we do re-open our administrative building and career centers. For the past several weeks staff has been brainstorming and putting together a plan to gradually reopen in phases. Since the presentation at the one stop committee, we have received a few plans from other Boards and overall the plans are consistent although our plan is more detailed.

Mason Jackson stated that we have not been permitted to open up our buildings as of yet. Our plan has established procedures in place to ensure centers are equipped for customer social distancing of both customers and staff. We have also reached out to other regions to see what their plans are to reopen safely.

Gary Arenson inquired how we are going to operate our board meetings once we are open. He further asked if we are going to have our meetings in the board room or continue them on zoom. Mason Jackson responded that we will continue to have zoom meetings for the time being.

Dr. Lisa Knowles stated that the plan looks great and staff did a good job with brainstorming.

Mason Jackson thanked the senior staff members for doing a good job with the plan.

MATTERS FROM THE EXECUTIVE COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

Mason Jackson commended Dr. Lisa Knowles for doing a great job facilitating our virtual meetings.

Mason Jackson stated that he has not been sending daily updates on unemployment because it is published in the newspaper and did not want to overwhelm everyone with all the emails. He further noted that he will send out the local figures once they come out. Mason Jackson advised that the current unemployment rate is about 20%.

Mason Jackson stated that we have been assisting the state with the pin resets but they have now asked us if we could help them with entering the backlog of paper applications.

Mason Jackson stated that we held our second virtual job fair on 5/1. We will continue the virtual job fairs through June.

Mason Jackson advised that our May Board meeting will be held via zoom.

ADJOURNMENT: 12:50 pm

<p>NEXT EXECUTIVE COMMITTEE MEETING WILL BE HELD ON JUNE 15, 2020.</p>

Memorandum #40 – 19 (OPS) Revised

To: Executive Committee

From: Mason Jackson, President/CEO

Subject: WIOA Youth Work Experience Contract Approval for Early Learning Coalition of Broward County, Inc.

Date: June 9, 2020

SUMMARY

Consideration to approve a Work Experience contract with the Early Learning Coalition of Broward County, Inc. (ELC) for Program Year (PY) 20-21. While we do not know the exact number of Work Experience customers ELC will take, we do not anticipate the non-financial contract amount will exceed \$24,000.¹ Because Mason Jackson Jr., President/CEO of CareerSource Broward (CSBD) serves on the ELC Board a 2/3 vote of the Board members present at a meeting with an established quorum is required. Approved at the 6/9 One Stop Services Committee meeting.

BACKGROUND

ELC was initially approved as a Work Experience site by the CareerSource Broward (CSBD) governing boards in 2014. State rules require that we approve entry into contracts with entities represented by local board management staff by a 2/3 vote of the majority after a quorum is seated and a conflict of interest has been declared.

DISCUSSION

ELC is a host Work Experience site and the term of their non-financial contract ends 6/30/20. In the past, Workforce Innovation and Opportunity Act (WIOA) Youth have benefited from their work experiences at the ELC and we would like to continue this successful partnership. It is not anticipated that the wages will exceed \$24,000 for PY 20-21. Mason Jackson Jr., the CSBD President/CEO also serves on the Board of the ELC To comply with the state's guidance, a 2/3 vote is needed at the Board meeting and Mason Jackson Jr. if present, should declare a conflict of interest and complete the State Form 8B.

RECOMMENDATION

Approve the recommendation to enter into a WIOA youth Work Experience contract with the ELC for up to, but not exceeding, \$24,000 for PY 20-21.

¹ Work experience wages are paid directly to WIOA participants and do not go directly to the host work site.

Memorandum #41 – 19 (OPS) Revised

To: Executive Committee

From: Mason Jackson, President/CEO

Subject: WIOA Youth Work Experience Contract Approval for Broward Education Foundation, Inc.

Date: June 9, 2020

SUMMARY

Consideration to approve a Workforce Innovation and Opportunity Act (WIOA) Youth Work Experience contract with the Broward Education Foundation, Inc. (BEF) for Program Year (PY) 20-21. While we do not know the exact number of Work Experience customers that BEF will take, we do not anticipate it to exceed \$24,000. Because a Board member Frank Horkey is also the Chair of the Board of Directors for the BEF, a 2/3 vote of the Board members present at a meeting with an established quorum is required. Approved at the 6/9 One Stop Services Committee meeting.

BACKGROUND

State rules require that we approve contracts with entities associated with the local board by a 2/3 vote of the majority after a quorum is seated and a conflict of interest has been declared. State rules also require that contracts in excess of \$25,000 be approved by the state.

DISCUSSION

The BEF has been a Work Experience site for the WIOA Youth program, since 2017. The work experience partnership has been successful and CSBD participants obtained skills on how to maintain detailed and accurate inventory of merchandise in a warehouse setting. CSBD and the BEF would like to continue this successful partnership for PY 20-21. While we do not know the exact number of youth customers the BEF will take we do not anticipate it to exceed \$24,000. To comply with the State's guidance, a 2/3 vote of the Board members present is required after a quorum is seated at the Board meeting and Frank Horkey whether or not present should declare a conflict of interest and complete the State Form 8B for this non-financial agreement.

RECOMMENDATION

Approve the recommendation to enter into a WIOA youth Work Experience contract with the Broward Education Foundation, Inc. for up to, but not exceeding, \$24,000 for PY 20-21.

Memorandum #42 – 19 (OPS) Revised

To: Executive Committee

From: Mason Jackson, President/CEO

Subject: WIOA Work Experience Contract Approval for Jewish Adoption and Foster Care Options (JAFCO)

Date: June 9, 2020

SUMMARY

Consideration to approve a WIOA adult Work Experience contract with Jewish Adoption and Foster Care Options (JAFCO) for Program Year (PY) 20-21. While we do not know the exact number of Work Experience customers JAFCO will take, we do not anticipate the non-financial contract amount will exceed \$24,000. As Ron Moffett, Senior Vice President of Operations is related to JAFCO's Site Director, a 2/3 vote of the Board members present at a meeting with an established quorum is required. Approved at the 6/9 One Stop Services Committee meeting.

BACKGROUND

JAFCO was initially approved as a Work Experience site by the CareerSource Broward (CSBD) governing boards in 2014. State rules require that we approve entry into contracts with entities represented by local board management staff by a 2/3 vote of the majority after a quorum is seated and a conflict of interest has been declared.

DISCUSSION

JAFCO is a host work experience site and the term of their non-financial contract ends 6/30/2020. JAFCO would like to continue to participate in the WIOA Work Experience program. This has been a successful partnership and our WIOA customers have benefited from the opportunity to gain work experience at JAFCO. This past year JAFCO offered permanent employment to both of our work experience participants, one of whom accepted and is still employed. While we do not know the exact number of work experience customers JAFCO will take, we do not anticipate the non-financial contract amount will exceed \$24,000 for PY 20-21. As Ron Moffett, Senior Vice President of Operations is related to JAFCO's Site Director, to comply with the state's guidance, a 2/3 vote is needed at the Board meeting and Ron Moffett, if present, should declare a conflict of interest and complete the State Form 8B.

RECOMMENDATION

Approve the recommendation to renew the WIOA adult Work Experience contract with JAFCO for up to, but not exceeding, \$24,000 for PY 20-21.

Memorandum #17 – 19 (LS)

To: Executive Committee

From: Mason C. Jackson, President/CEO

Subject: FLITE Navigator Out of School Youth contract

Date: June 10, 2020

SUMMARY

Consideration to approve the addition of \$29,412 for FLITE center for Program Year (PY) 20 – 21 which begins on 7/1/20. This will bring the amount allocated to the FLITE contract from \$188,790 to \$218,202. Although we did budget a slight increase to their contract when the Board approved their renewal in April, there was a delay in hiring the additional Navigator due to Covid-19. They have selected a candidate and would like to hire them at a higher rate than originally budgeted due to their level of experience in working with victims of human trafficking. As there is sufficient funds in the youth budget we are recommending the increase. The additional funds will also cover an increase in the percentage of time to be devoted by the supervisor, related fringes, and payroll taxes.

BACKGROUND

At the 4/23/20, governing boards' meeting the FLITE center was approved for up to \$188,790 for PY20-21 which included an additional navigator to work with youth who were victims of human trafficking.

DISCUSSION

Following the April governing boards' meeting, FLITE contacted CSBD to report that they had not yet hired the third navigator who was to work with victims of human trafficking because of delays resulting from the COVID-19. FLITE asked to hire someone at a higher rate than originally proposed, as there is sufficient funds remaining in the youth budget, we are recommending an increase to the FLITE budget of an additional \$29,412.

The additional funds will also cover an increase in the percentage of time to be devoted by the supervisor, related fringes, and payroll taxes. This will bring their contract to a total of \$218,202 for PY 20-21.

RECOMMENDATION

Approve an additional \$29,412 for the FLITE Navigator Sub-grant Agreement for PY 20 – 21.

Memorandum #18 – 19 (LS)

To: Executive Committee

From: Mason C. Jackson, President/CEO

Subject: Approval of the Renewal of Taylor Hall Miller Parker and Cherry Bekaert Monitoring Contracts

Date: June 11, 2020

SUMMARY

Consideration to renew contracts for monitoring with 1) Cherry Bekaert LLP, at a cost of \$22,500 per visit for a total of \$67,500 for 3 visits a year for fiscal monitoring and 2) Taylor Hall Miller Parker, P.A. (THMP) at a cost of \$28,000 per visit for a total of \$84,000 for 3 visits a year for program monitoring. CSBD was satisfied with the work performed last year. While the Audit Committee did not meet on this matter we sent the memo to the members and asked for their feedback. All responses we receive will be brought to the Executive Committee meeting.

BACKGROUND

The CSBD contracts for external monitoring to support the oversight responsibilities of the governing boards. As the cost of the services is under \$250,000 (under \$150,000 at the time of the solicitation of quotes) CSBD solicited quotes for program and fiscal monitoring. We received 2 quotes and it was decided to split these services into two (2) separate contracts for program and fiscal monitoring between the two responders.

CSBD entered into contracts for monitoring with 1) Cherry Bekaert, LLP (Cherry) for fiscal monitoring and 2) Taylor Hall Miller Parker, P.A. (THMP) for program monitoring. The contracts are written for one year and renewable each year through September 30th.

DISCUSSION

Cherry and THMP have been conducting fiscal and program monitoring pursuant to their contracts. The reports are timely and in a format approved by staff and the Audit Committee.

CSBD has been satisfied with the services of both firms and is recommending that their contracts be renewed for one year at a cost of \$67,500 and \$84,000 respectively which are at the same rates as last year. The staff of the two firms works well with CSBD staff and are available in the event questions arise.

RECOMMENDATION

Approval to renew the contracts with Cherry and THMP at a cost of \$67,500 and \$84,000 respectively.

Memorandum #43 – 19 (OPS) Revised

To: Executive Committee

From: Mason Jackson, President/CEO

Subject: Targeted Occupations List for Program Year (PY) 20-21

Date: June 9, 2020

SUMMARY

Consideration to approve changes to our local area's Targeted Occupations List (TOL) for PY 20-21. CareerSource Broward (CSBD) received its preliminary TOL from the State on 5/15, which proposed both removing and adding occupations. As we always do, CSBD researched the preliminary list and compared it to the Broward Workforce Development Board, Inc. / CareerSource Broward Council of Elected Officials (Board) approved criteria. We held a public meeting and invited comments from eligible training providers, community partners, business leaders, and industry intermediaries. Based upon our review and community input CSBD recommends 1) retaining twenty-one (21) occupations proposed by the State for removal and 2) adding seven (7) new occupations proposed by the State. Approved at the 6/9 One Stop Services Committee meeting.

BACKGROUND

In compliance with federal law, the TOL governs the provision of the Workforce Innovation and Opportunity Act (WIOA) funded training programs being offered to individuals needing training assistance within the workforce system. Annually the State evaluates each local area's TOL and sends a preliminary list of the in-demand occupations. CSBD received its preliminary TOL from the State on 5/15, which proposed 1) removing occupations that were on the list last program year and 2) adding new occupations. Once the TOL is approved by the Board it becomes final and requires no further ratification by the CareerSource Florida (CSF), Inc. Board of Directors. The Board may approve changes and add new occupations to the TOL throughout the year and CSBD is required to submit quarterly updates to the State whether or not changes have occurred.

For an occupation to be included on CSBD's TOL for PY 20-21, the occupation must meet all of the following criteria:

1. Have a minimum of 25 job openings in Broward County in the past ninety (90) days,
2. Broward County entry wage rate equal to or greater than \$12.61,
3. Require more than a high school diploma but less than a Master's degree,
4. Require occupational training at a minimum that results in a postsecondary adult vocational training certificate, college credit certificate, applied technology diploma, Associate of Applied Science, or Associate of Science degree.

DISCUSSION

For the PY 20-21 TOL, the State proposes changes through the issuance of the preliminary TOL to 1) add new occupational titles and 2) remove occupational titles that were on the list last year. In addition, based on the Florida Price Level Index the CSF Board of Directors approved an increase in the minimum entry wage rate from \$12.59 per hour to \$12.61 per hour.

CSBD sent the preliminary TOL to local education and business stakeholders to get input and gather additional relevant labor market data. CSBD also conducted a public meeting via Zoom on 5/3/20 and invited eligible training providers, community partners, business leaders, and industry intermediaries to participate. Thirty-two (32) individuals participated in the meeting including Board Chair, Dr. Lisa Knowles, and Board member, Bob Swindell, of the Greater Fort Lauderdale Alliance, Renato Cortez with Broward College, Steven Perry from the School Board of Broward County McFatter Technical College and our industry intermediaries. At the meeting, we provided an overview of the PY 20-21 TOL and the governing board's criteria and, gave everyone the opportunity to share information and provide feedback on the State's proposed list.

During the meeting, there was a significant amount of discussion on the COVID-19 pandemic and its effect on local labor market conditions. The consensus was that the shutdown of businesses caused as a result of COVID is a unique event and that the local economy will recover as businesses re-open. Based on the feedback from the public meeting, and our own research using tools such as Jobs EQ and Employ Florida supporting evidence and information was established to retain twenty-one (21) occupations proposed by the State for removal. Each of the occupations recommended for retention meets all the criteria for inclusion on the PY 20-21 TOL. Table 1 is a list of the 21 occupations CSBD is recommending to be retained.

Table 1: The Retention of 21 Occupations

1. Architectural and Engineering Managers	2. Legal Secretaries
3. Architectural and Civil Drafters	4. Opticians/ Dispensing
5. Automotive Service Technicians and Mechanics	6. Pharmacy Technicians
7. Avionics Technician	8. Physician Assistants
9. Cardiovascular Technologists and Technicians	10. Police, Fire, and Ambulance Dispatchers
11. Cargo and Freight Agents	12. Producers and Directors
13. Detectives and Criminal Investigators	14. Real Estate Brokers
15. Elementary School Teachers, except special education	16. Social and Human Services Assistant
17. Executive Secretaries	18. Transportation, Storage and Distribution Managers
19. First Line Supervisors of Food Preparation and Serving Workers	20. Vocational Education
	21. Industrial Engineers

The State proposed adding seven (7) occupations to this year's list that were not on the TOL last year. CSBD recommends that they be added since the TOL presents local labor market information that may be useful to others for research etc. CSBD always maintains our process that prior to adding any new training provider or occupational training course to the Individual

Training Account (ITA) list we re-confirm that occupations meet all Board criteria. Table 2 is a list of the 7 occupations proposed by the State that CSBD is recommending be added.

Table 2: The Addition of 7 New Occupations Proposed by the State

1. Brick Masons and Block Masons	2. Managers, all other ¹
3. Community and Social Service Specialist ²	4. Postsecondary Teachers, all other
5. Computer Operations, all other ³	6. Real Estate Agents
	7. Directors, Religious Activities and Education

Exhibit A is the PY 20-21 TOL per the State that includes the addition of seven (7) new occupations.

Exhibit B is the list of the twenty-one (21) occupations CSBD is recommending to be retained. Both exhibits will be posted to our website upon Board approval.

Due to the COVID-19 Pandemic, CSBD will closely monitor local labor market conditions and its effect on the TOL throughout the year and will bring recommendations for changes to the Board as warranted.

RECOMMENDATION

Approve the PY 20-21 TOL with the following changes from the preliminary TOL provided by the State 1) retain twenty-one (21) occupations proposed by the State for removal 2) add seven (7) new occupations.

¹ All managers not listed separately. According to Jobs EQ, some of the managerial titles that may fall under “all other” include Production manager, Project manager, Sales Area manager, and Grievance manager just to name a few.

² All community and social service specialists not listed separately. These occupational titles include Community Organizer, Stability Associate, and Canvasser.

³ All computer occupations not listed separately. These occupational titles include IT Project manager, Applications Project Manager, and IT Project Coordinator.

2020-21 Regional Demand Occupations List

Sorted by Occupational Title

Workforce Development Area 22 - Broward County

Selection Criteria:

- 1 FLDOE Training Code 3 (PSAV Certificate), 4 (Community College Credit/Degree), or 5 (Bachelor's Degree)
- 2 80 annual openings and positive growth
- 3 Mean Wage of \$15.49/hour and Entry Wage of \$12.61/hour
- 4 High Skill/High Wage (HSHW) Occupations:
Mean Wage of \$24.29/hour and Entry Wage of \$15.49/hour

SOC Code†	HSHW††	Occupational Title†	Annual	Annual	2018 Hourly Wage		FLDOE	In EFI	Data
			Percent		Openings	Mean			
			Growth				Code	Industry?	
13-2011	HSHW	Accountants and Auditors	1.65	1,100	34.64	21.58	5	Yes	R
11-3011	HSHW	Administrative Services Managers	1.55	103	45.15	24.93	4	Yes	R
41-3011		Advertising Sales Agents	0.14	158	31.07	15.40	3	Yes	R
49-3011		Aircraft Mechanics and Service Technicians	1.59	212	27.57	15.18	3	Yes	R
53-2011	HSHW	Airline Pilots, Copilots, and Flight Engineers	1.47	585	90.58	47.57	4	Yes	S
27-4011		Audio and Video Equipment Technicians	1.51	628	21.47	13.02	4	Yes	S
49-3021		Automotive Body and Related Repairers	1.25	117	20.62	12.78	3	Yes	R
43-3031		Bookkeeping, Accounting, and Auditing Clerks	0.34	1,305	21.17	14.07	4	Yes	R
47-2021		Brickmasons and Blockmasons	1.54	882	18.61	12.70	3	No	S
49-3031	HSHW	Bus and Truck Mechanics and Diesel Engine Specialists	1.08	123	25.69	19.26	3	Yes	R
13-1199	HSHW	Business Operations Specialists, All Other	1.63	848	33.87	17.48	4	Yes	R
47-2031		Carpenters	1.21	783	20.06	14.07	3	Yes	R
47-2051		Cement Masons and Concrete Finishers	1.95	108	18.99	13.75	3	Yes	R
35-1011		Chefs and Head Cooks	1.01	82	26.63	13.98	3	Yes	R
11-1011	HSHW	Chief Executives	0.11	180	94.13	31.50	5	Yes	R
17-2051	HSHW	Civil Engineers	1.14	138	41.49	23.72	5	Yes	R
13-1031	HSHW	Claims Adjusters, Examiners, and Investigators	0.42	263	30.78	21.06	3	Yes	R
21-2011		Clergy	0.75	82	22.16	14.58	5	Yes	R
21-1099		Community and Social Service Specialists, All Other	1.70	135	20.90	14.28	5	Yes	R
13-1041	HSHW	Compliance Officers	1.03	163	32.93	18.81	3	Yes	R
11-3021	HSHW	Computer and Information Systems Managers	1.88	161	64.64	36.86	5	Yes	R
15-1143	HSHW	Computer Network Architects	1.55	162	50.24	30.16	3	Yes	R
15-1152	HSHW	Computer Network Support Specialists	2.11	116	29.13	20.50	3	Yes	R
15-1199	HSHW	Computer Occupations, All Other	1.57	982	37.93	20.73	3	Yes	S
15-1131	HSHW	Computer Programmers	0.02	121	35.83	16.53	3	Yes	R
15-1121	HSHW	Computer Systems Analysts	1.64	241	46.74	26.23	4	Yes	R
15-1151		Computer User Support Specialists	1.90	422	23.30	14.44	3	Yes	R
47-4011	HSHW	Construction and Building Inspectors	1.03	116	33.77	25.15	3	Yes	R
11-9021	HSHW	Construction Managers	1.29	316	46.76	29.93	4	Yes	R
13-1051	HSHW	Cost Estimators	1.25	147	32.92	20.91	4	Yes	R

2020-21 Regional Demand Occupations List

Sorted by Occupational Title

Workforce Development Area 22 - Broward County

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- 4 High Skill/High Wage (HSHW) Occupations:
Mean Wage of \$24.29/hour and Entry Wage of \$15.49/hour

SOC Code†	HSHW††	Occupational Title†	Annual	Annual	2018 Hourly Wage		FLDOE	In EFI	Data
			Percent		Openings	Mean	Entry	Training	
			Growth				Code	Industry?	
15-1141	HSHW	Database Administrators	1.63	677	41.76	25.88	4	Yes	S
31-9091		Dental Assistants	1.60	287	19.31	14.51	3	Yes	R
29-2021		Dental Hygienists	1.51	117	25.24	13.84	4	Yes	R
29-2032	HSHW	Diagnostic Medical Sonographers	2.70	501	31.65	24.44	3	Yes	S
21-2021		Directors, Religious Activities and Education	0.61	80	19.84	13.35	5	No	R
47-2111		Electricians	0.98	647	23.69	15.86	3	Yes	R
13-2051	HSHW	Financial Analysts	NR	NR	23.95	34.68		Yes	R
11-3031	HSHW	Financial Managers	2.29	248	62.62	33.55	5	Yes	R
13-2099	HSHW	Financial Specialists, All Other	1.46	770	32.46	17.81	3	Yes	S
33-2011	HSHW	Firefighters	1.07	181	33.15	23.20	3	Yes	R
47-1011	HSHW	First-Line Supervisors of Construction Trades and Extraction Workers	1.36	509	32.72	22.65	4	Yes	R
37-1011		First-Line Supervisors of Housekeeping and Janitorial Workers	1.56	202	20.30	14.13	3	Yes	R
37-1012		First-Line Supervisors of Landscaping, Lawn Service, and Grounds Maintenance Workers	1.61	128	22.62	15.90	3	Yes	R
49-1011	HSHW	First-Line Supervisors of Mechanics, Installers, and Repairers	1.25	338	30.34	18.49	3	Yes	R
41-1012	HSHW	First-Line Supervisors of Non-Retail Sales Workers	1.12	546	41.09	22.66	4	Yes	R
43-1011	HSHW	First-Line Supervisors of Office and Administrative Support Workers	0.71	1,166	27.52	16.95	4	Yes	R
39-1021		First-Line Supervisors of Personal Service Workers	1.33	185	20.25	13.60	3	Yes	R
51-1011	HSHW	First-Line Supervisors of Production and Operating Workers	0.55	217	28.39	18.62	3	Yes	R
41-1011		First-Line Supervisors of Retail Sales Workers	0.87	1,227	24.04	15.10	3	Yes	R
11-9051	HSHW	Food Service Managers	1.36	165	34.22	17.95	4	Yes	R
11-1021	HSHW	General and Operations Managers	1.42	897	58.15	24.79	4	Yes	R
47-2121		Glaziers	1.66	685	18.26	13.74	3	Yes	S
27-1024		Graphic Designers	0.86	192	23.59	13.60	4	Yes	R
29-2099		Health Technologists and Technicians, All Other	1.85	92	19.21	13.99	3	Yes	R
49-9021		Heating, Air Conditioning, and Refrigeration Mechanics and Installers	1.63	495	21.79	15.78	3	Yes	R
53-3032		Heavy and Tractor-Trailer Truck Drivers	0.91	755	20.01	14.13	3	Yes	R
43-4161		Human Resources Assistants, Except Payroll and Timekeeping	0.37	97	18.71	14.14	3	Yes	R
13-1071	HSHW	Human Resources Specialists	1.37	478	29.71	18.40	5	Yes	R
49-9041		Industrial Machinery Mechanics	1.15	121	22.59	15.70	3	Yes	R
53-7051		Industrial Truck and Tractor Operators	0.77	2,744	17.53	12.35	3	Yes	S
15-1122	HSHW	Information Security Analysts	3.36	578	44.21	27.96	3	Yes	S
41-3021		Insurance Sales Agents	1.23	683	30.57	13.52	3	Yes	R
27-1025		Interior Designers	0.93	109	21.54	13.86	4	Yes	R
25-2012	HSHW	Kindergarten Teachers, Except Special Education	1.30	151	25.10	20.94	5	No	R
29-2061		Licensed Practical and Licensed Vocational Nurses	1.11	270	22.44	18.04	3	Yes	R
43-4131		Loan Interviewers and Clerks	1.29	158	21.54	15.62	3	Yes	R
13-2072	HSHW	Loan Officers	1.08	153	37.18	20.45	4	Yes	R
51-4041		Machinists	0.84	126	19.65	12.80	3	Yes	R
13-1111	HSHW	Management Analysts	2.08	490	34.68	20.35	5	Yes	R

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics and Economic Research (WSER)

2020-21 Regional Demand Occupations List

Sorted by Occupational Title

Workforce Development Area 22 - Broward County

Selection Criteria:

- 1 FLDOE Training Code 3 (PSAV Certificate), 4 (Community College Credit/Degree), or 5 (Bachelor's Degree)
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- 4 High Skill/High Wage (HSHW) Occupations:
Mean Wage of \$24.29/hour and Entry Wage of \$15.49/hour

SOC Code†	HSHW††	Occupational Title†	Annual	Annual	2018 Hourly Wage		FLDOE	In EFI	Data
			Percent		Openings	Mean			
			Growth				Code	Industry?	
11-9199	HSHW	Managers, All Other	1.15	355	46.73	23.51	4	Yes	R
13-1161	HSHW	Market Research Analysts and Marketing Specialists	2.75	548	34.72	16.98	5	Yes	R
11-2021	HSHW	Marketing Managers	1.71	104	59.85	33.90	5	Yes	R
31-9011		Massage Therapists	2.67	213	18.31	13.67	3	Yes	R
29-2012		Medical and Clinical Laboratory Technicians	1.15	104	24.93	14.56	4	Yes	R
29-2011		Medical and Clinical Laboratory Technologists	1.04	119	24.93	14.56	4	Yes	R
11-9111	HSHW	Medical and Health Services Managers	1.58	164	69.35	39.16	5	Yes	R
31-9092		Medical Assistants	3.28	892	17.56	13.61	3	Yes	R
29-2071		Medical Records and Health Information Technicians	1.78	114	21.85	13.80	4	Yes	R
43-6013		Medical Secretaries	1.91	364	17.26	13.40	3	Yes	R
13-1121		Meeting, Convention, and Event Planners	1.66	1,083	23.53	14.14	4	Yes	S
25-2022	HSHW	Middle School Teachers, Except Special and Career/Technical Educ	1.38	330	25.80	18.99	5	No	R
49-3051		Motorboat Mechanics and Service Technicians	0.62	83	22.67	15.03	3	Yes	R
15-1142	HSHW	Network and Computer Systems Administrators	1.41	174	40.96	26.62	4	Yes	R
47-2073		Operating Engineers and Other Construction Equipment Operators	1.81	171	21.30	14.95	3	Yes	R
23-2011	HSHW	Paralegals and Legal Assistants	1.76	363	25.86	17.81	3	Yes	R
13-2052	HSHW	Personal Financial Advisors	1.78	150	42.01	23.10	5	Yes	R
31-9097		Phlebotomists	2.32	1,151	15.52	12.45	3	Yes	S
31-2021	HSHW	Physical Therapist Assistants	2.97	917	29.64	22.61	4	Yes	S
47-2152		Plumbers, Pipefitters, and Steamfitters	1.65	327	21.75	15.81	3	Yes	R
33-3051	HSHW	Police and Sheriff's Patrol Officers	1.08	370	35.65	26.50	3	No	R
25-1199	HSHW	Postsecondary Teachers, All Other	2.00	95	40.40	21.39	4	No	R
33-9021		Private Detectives and Investigators	NR	NR	20.32	13.36		No	R
11-9141	HSHW	Property, Real Estate, and Community Association Managers	1.29	391	30.23	19.41	4	Yes	R
27-3031		Public Relations Specialists	1.21	118	27.28	15.08	5	Yes	R
13-1023	HSHW	Purchasing Agents, Except Wholesale, Retail, and Farm Products	0.19	152	29.15	19.10	4	No	R
29-2034	HSHW	Radiologic Technologists	1.62	1,021	27.23	19.61	3	Yes	S
41-9022		Real Estate Sales Agents	1.16	4,463	28.24	12.53	3	Yes	S
29-1141	HSHW	Registered Nurses	1.49	1,345	33.89	26.46	4	Yes	R
29-1126	HSHW	Respiratory Therapists	2.42	87	27.66	21.97	4	Yes	R
11-2022	HSHW	Sales Managers	1.48	197	64.63	35.49	5	Yes	R
41-4012		Sales Representatives, Wholesale and Manufacturing, Except Techn	1.09	1,537	27.74	12.91	3	Yes	R
41-4011	HSHW	Sales Representatives, Wholesale and Manufacturing, Technical and	1.41	416	41.82	17.42	3	Yes	R
25-2031	HSHW	Secondary School Teachers, Except Special and Career/Technical E	1.41	334	25.56	18.94	5	No	R
41-3031	HSHW	Securities, Commodities, and Financial Services Sales Agents	0.27	260	37.80	16.88	5	Yes	R
49-2098		Security and Fire Alarm Systems Installers	1.63	894	20.21	14.38	3	No	S
47-2211		Sheet Metal Workers	1.29	190	19.29	14.41	3	Yes	R
15-1132	HSHW	Software Developers, Applications	3.64	509	47.16	30.71	4	Yes	R
15-1133	HSHW	Software Developers, Systems Software	1.91	171	43.66	28.89	5	Yes	R

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics and Economic Research (WSER)

2020-21 Regional Demand Occupations List

Sorted by Occupational Title

Workforce Development Area 22 - Broward County

Selection Criteria:

- 1 FLDOE Training Code 3 (PSAV Certificate), 4 (Community College Credit/Degree), or 5 (Bachelor's Degree)
- 2 80 annual openings and positive growth
- 3 Mean Wage of \$15.49/hour and Entry Wage of \$12.61/hour
- 4 High Skill/High Wage (HSHW) Occupations:
Mean Wage of \$24.29/hour and Entry Wage of \$15.49/hour

SOC Code†	HSHW††	Occupational Title†	Annual	Annual	2018 Hourly Wage		FLDOE	In EFI	Data
			Percent		Openings	Mean			
			Growth				Code	Industry?	
47-2221		Structural Iron and Steel Workers	1.72	702	21.10	14.52	3	Yes	S
21-1011		Substance Abuse and Behavioral Disorder Counselors	2.30	94	22.22	15.10	5	Yes	R
29-2055		Surgical Technologists	1.68	90	23.36	18.07	3	Yes	R
49-2022	HSHW	Telecommunications Equipment Installers and Repairers, Except Lin	0.40	302	30.30	22.20	3	Yes	R
49-9052		Telecommunications Line Installers and Repairers	0.60	85	20.35	14.87	3	Yes	R
13-1151		Training and Development Specialists	2.01	230	28.58	14.77	5	Yes	R
33-9093		Transportation Security Screeners	NR	NR	19.67	17.18		No	R
15-1134	HSHW	Web Developers	1.56	91	34.05	18.04	3	Yes	R
51-4121		Welders, Cutters, Solderers, and Brazers	1.14	1,815	19.07	13.53	3	Yes	S

†SOC Code and Occupational Title refer to Standard Occupational Classification codes and titles.

††HSHW = High Skill/High Wage.

†††Data Source:

R = Meets regional wage and openings criteria based on state Labor Market Statistics employer survey data. Regional data are shown.

S = Meets statewide wage and openings criteria based on state Labor Market Statistics employer survey data. Statewide data are shown.

NR = Not releasable.

EFI - Enterprise Florida, Inc.

Addendum to 2020-21 Regional Demand Occupations List

Based on the preliminary TOL provided by the State, the feedback from the public meeting and our own research using tools such as Jobs EQ and Employ Florida supporting evidence and information was established to show that the following twenty one (21) occupations proposed by the State for removal meet the Workforce Estimating Conference Selection criteria for retention on the list of 1) 25 annual openings and positive growth, 2) Mean Wage of \$15.49/hour and Entry Wage of \$12.61/hour and 3) if High Skill/High Wage (HSHW) Occupations: Mean Wage of \$24.29/hour and Entry Wage of \$15.49/hour.

Sorted by Occupational Title

Workforce Development Area 22 - Broward County

	SOC Code	HSHW	Occupational Title	Entry Wage
1.	119041	HSHW	Architectural and Engineering Managers	\$37.15
2.	173011	HSHW	Architectural and Civil Drafters	\$18.75
3.	493023	-	Automotive Service Technicians and Mechanics	\$12.34
4.	492091	HSHW	Avionics Technician	\$19.60
5.	292031		Cardiovascular Technologists and Technicians	\$14.12
6.	435011		Cargo and Freight Agents	\$13.04
7.	333021	HSHW	Detectives and Criminal Investigators	\$28.15
8.	252021	HSHW	Elementary School Teachers, except special education	\$23.77
9.	436011		Executive Secretaries	\$18.15
10.	531031		First Line Supervisors of Food Preparation and Serving Workers	\$12.62
11.	172112	HSHW	Industrial Engineers	\$22.03
12.	436012		Legal Secretaries	\$13.35
13.	292081		Opticians/ Dispensing	\$14.00
14.	292052	-	Pharmacy Technicians	\$15.04
15.	291071	HSHW	Physician Assistants	\$38.01
16.	435031		Police, Fire, and Ambulance Dispatchers	\$13.95
17.	272012	HSHW	Producers and Directors	\$19.39
18.	419021		Real Estate Brokers	\$14.52
19.	211093		Social and Human Services Assistant	\$13.52
20.	113071	HSHW	Transportation, Storage and Distribution Managers	\$30.41
21.	251194		Vocational Education	\$17.55

Memorandum #46 – 19 (OPS) Revised

To: Executive Committee

From: Mason Jackson, President/CEO

Subject: Continued Eligibility for Miami Dade College

Date: June 10, 2020

SUMMARY

The Workforce Innovation and Opportunity Act (WIOA) requires eligible training providers (ETP) submit new applications every two years to remain on the Eligible Training Provider List (ETPL). Miami Dade College, has met the ETP application renewal requirements. CSBD recommends approval of Miami Dade College's Continued Eligibility for the next two year period 7/1/20 thru 6/30/22. Approved at the 6/9 One Stop Services Committee meeting.

BACKGROUND

In 2014, WIOA changed the way in which schools could continue on the ETPL by requiring a recertification of their eligibility to receive participant individual training account (ITA) funds, every two (2) years. All schools on our ETPL must reapply to be on the ETPL 3 months before their eligibility expires. The intent is for local areas to review the performance of the providers. Locally we have policies in place to do this in addition to the statutory requirements.

As the eligibility period for Miami Dade College expires 6/30/20, they were required to submit their continued eligibility application by 4/1/20.

DISCUSSION

The information required by the state for continued eligibility is information we have required from our providers for many years. This includes but is not limited to licensure, accreditation, issuance of an industry recognized credential and reporting to the Florida Education and Training Placement Information Program (FETPIP).

To ensure there was no disruption in referrals we developed a streamlined application form and sent it along with instructions to all our training providers including the deadline for filing.

Prior to the 4/1/20 deadline Miami Dade College informed us that they were unable to submit the application by the deadline due to the school's closure from COVID-19 and stay at home orders. At that time they made a formal request to us to consider their application once their staff was allowed to return and complete it. Late applications with good cause are allowable under CareerSource Florida policy.

Miami Dade College has now submitted their renewal application and it included all the mandated criteria. As a result CSBD is recommending Miami Dade College for approval to continue on the CSBD ETPL for the next 2 year period 7/1/20 thru 6/30/22.

There is no need to approve the courses already approved by the CSBD governing boards as those courses continue to be available to participants as long as:

- a. Miami Dade College continues to be on the ETPL,
- b. The courses continue to lead to an occupation on the targeted occupation in demand list or those courses approved for youth and our welfare customers; and,
- c. Performance metrics for placement meet our local policy and contract provisions.

RECOMMENDATION

Approve Miami Dade College's Continued Eligibility status for the next two year period beginning 7/1/20 thru 6/30/22.



**Marketing & Communications Strategic Plan
Program Year 20/21**

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Executive Summary

CareerSource Broward (CSBD), the administrative entity of the Broward Workforce Development Board, is a federally funded, locally controlled organization that provides innovative employment solutions and quality workforce services to businesses and individuals in Broward County. Serving as a representative and advocate for employment interests in the county, the organization's services are delivered through three strategically located career centers, which provide individual assistance with the Employ Florida, job placement services, career coaching and other employment-related needs.

CSBD understands the importance of the bottom line, as it relates to workforce development, education, training and the labor market. The organization is focused on 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 marketing & communications strategic plan provides information and actionable steps to increase awareness, facilitate growth and promote services and resources, while also identifying opportunities to better serve both the business community and local job seekers through community engagement, integrated marketing techniques and media relations, which will ultimately help achieve the mission and goals of the organization.

This year's marketing strategies will focus on a localized "Help Is Here" campaign – as part of the statewide outreach campaign – informing and educating employers and job seekers that assistance is available for those whose workforce and employment was impacted due to the Coronavirus (COVID-19) pandemic. We will create messaging about our virtual services, including virtual job fairs and online professional career development workshops; online and phone appointments; and other virtual services we bring online as the year progresses.

Through the Help Is Here campaign, we will also target messaging to the distressed communities and the Latin/Caribbean communities.

We will utilize re-employment claimant data on the Florida Department of Economic Opportunity's reemployment claimant dashboard to see what industries were impacted the greatest and least by the pandemic and use this data to engage job seekers and market them for OJT and Work Experience opportunities to employers.

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.

Mission

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

Organizational Goals

The organizational goals identified by CSBD 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 to produce innovative workforce solutions by engaging and identifying their needs, and educating and connecting them to the workforce system.
4. Encourage job seekers to choose CSBD for comprehensive employment, education and training services, and to 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, and ex-offenders).
6. Develop and utilize a legislative agenda to improve employment services and opportunities in Florida.

Communications Strategy

1. Be responsive to changing communication trends.
2. Ensure all marketing and communication material is in compliance with the guidance defined in the CareerSource Brand Standards Manual.
3. Expand our use of the media through press releases, pitching human interest stories, and public service announcements.
4. Responsibly incorporate social media.

5. As the Broward County's workforce development agency, be consistent and intentional in disseminating information and content relevant to workforce-related topics to the local community
6. 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 general public.

Target Audiences

1. CEOs and Business Owners
2. Human Resources Professionals
3. Job Seekers, including those in the distressed communities and in the Latin and Caribbean communities
4. CSBD Employees
5. Elected Officials
6. Trade and Industry Representatives
7. Media

Key Messages

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

1. CSBD is Broward County's premiere workforce agency and has a diverse pipeline of talent in its job seeker pool including Veterans, white-collar, blue-collar, etc.
2. CSBD's portfolio of workforce solutions are designed to save employers money, energy, and time with their recruiting, training and hiring needs.
3. Success stories experienced between CSBD and Employers/Job Seekers/Community Partners

Communications Tactics

1. **Media Relations**: Establishing a presence with local media outlets is absolutely crucial for helping to brand and promote any organization. News releases and media alerts will be distributed through CSBD's communications office, with the senior communications manager taking the lead of drafting, writing and distributing releases for events. This tactic also allows the organization to pitch newsworthy stories to members of the media and general public – giving more positive exposure related to the service and resources CSBD provides.
2. **Digital / Online Marketing Initiatives**: Digital marketing is a cost-effective method for reaching a wide audience. An email or social media campaign, for example, can transmit a marketing message to consumers for the smallest fraction of the cost of a TV ad or print campaign, and potentially reach a wider audience. Through the use of electronic eBlasts, Google Ads, digital invitations, video and more, CSBD will be able to position itself for success, as it relates to spreading the word.
3. **Social Media**: Social media continues to be a major focus and growing component of the Internet, with more users signing up for social accounts every day. CSBD can use its existing social media outlets (Facebook, Twitter, Instagram, YouTube, 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. This includes posting weekly tips to job seekers and employers.
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 its stakeholders and target audience. CSBD's website (www.careersourcebroward.com) will be the main source of general information related to the organizations' programs, services and initiatives. The website will be relevant and SEO-friendly, making CSBD easier to find in online search results.
5. **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, etc.) that will help tell the value of the organization to stakeholders and the community.
6. **Photography/Video**: Having good-quality and high-resolution photos gives CSBD the tool it needs to showcase events, staff and other important subjects related to ongoing services in the community. We plan to use more photography and video testimonials in our digital marketing initiatives.

Key Focus Areas and Objectives

- A. Media Relations:** Strengthening relationships with the media.
- Proactive and interactive media relations initiatives that result in increased exposure of 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, including to the distressed communities and Latin/Caribbean communities.
- Create and implement at least one “Help Is Here” marketing campaign each month promoting CSBD’s various programs and/or services.
- C. 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 for video distribution of information about our programs and services.
- D. Staff Engagement:** Keep all CSBD staff informed and engaged in organizational priorities.
- Disseminating and sharing information, stories and material with CSBD employees.
- E. 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.
 - Partner with Broward County to develop videos about virtual recruitment and hiring tips to employers and job seekers.
- F. Professional Development:** Identify educational and training opportunities to keep pace with the rapidly changing communications industry.
- Seek out additional learning opportunities for marketing and communications staff in order to create and promote effective and sustaining integrated campaigns and public information.

A. Media Relations: Strengthening relationships with the media

Objective 1: A proactive and interactive media relations program that results in increased exposure of CSBD programs and services		
	Action Item	Timeframe
1	Consistent and intentional dissemination of press releases, media alerts, public service announcements and human interest stories related to CSBD	Ongoing
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 a presentation in the career center meetings about the agency's procedures for handling media requests	July 2020

B. Marketing Campaigns: Execute timely marketing campaigns through print, radio, electronic and social media platforms, including to the distressed communities and Latin/Caribbean communities

Objective 1: At least one "Help Is Here" marketing campaign each month promoting CSBD's various programs and/or services.		
	Action Item	Timeframe
1	Develop an internal marketing and communications calendar for Program Year 2020/2021	June 2020
2	Execute monthly "Help Is Here" campaigns outlined in the marketing and communications calendar	Ongoing

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

Objective 1: Use Twitter, Facebook, Instagram, and LinkedIn for distribution of information about our programs and services		
	Action Item	Timeframe
1	Use CSBD's Twitter, Facebook, Instagram, and LinkedIn platforms during marketing campaigns and dissemination of CSBD announcements and updates	Ongoing
Objective 2: Increase the number of Twitter "followers" & "likes", Facebook "followers" & "likes" and Instagram "followers".		
	Action Item	Timeframe
1	Increase the number of Twitter followers & likes by 10 percent. Currently, CSBD has 1,903 "followers" & 306 "likes".	May 2021
2	Increase the number of Facebook followers & likes by 10 percent. Currently CSBD has 4,133 "followers" & 3,883 "likes."	May 2021
3	Increase the number of Instagram followers by 10 percent. Currently CSBD has 1,194 "followers".	May 2021

Objective 3: Use YouTube for distribution of information about our programs and services via quarterly podcasts.		
	Action Item	Timeframe
1	Record and post at least three (3) podcasts and/or videos to the CSBD YouTube channel	May 2021
2	Market CSBD's YouTube channel to the public through eBlast and information on the centers' digital monitors	Ongoing

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

Objective 1: Disseminating and sharing information, stories and material with CSBD employees.		
	Action Item	Timeframe
1	Continue to gather, store and disseminate relevant news clippings related to CSBD's vision and mission	Ongoing
2	Continue to include CSBD staff to the distribution list of all press releases, media alerts, general communications and relevant information	Ongoing
3	Encourage CSBD staff to follow the organization's current social media platforms (Facebook, Twitter, Instagram, LinkedIn, You Tube)	July 2020 January 2021

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

Objective 1: Increase awareness through marketing with our partners in public education, local chambers of commerce, industry associations and other community-based organizations.		
	Action Item	Timeframe
1	Continue to provide information about CSBD services to the Broward public library system	Ongoing
2	Continue to provide workforce-related content and editorials for industry association newsletters (SFHHA, SFMA, SFTA, NAWIC)	Ongoing
3	Partner with Broward County to develop videos about virtual recruitment and hiring tips to employers and job seekers	June-July 2020

F. Professional Development: Identify educational and training opportunities to keep pace with the rapidly changing communications industry.

Objective 1: Seek out additional learning opportunities for marketing and communications staff in order to create and promote effective and sustaining integrated campaigns and public information.		
	Action Item	Timeframe
1	Research professional marketing, public relations, advertising and graphic design associations that provide training and education to expand the skillsets and understanding among current staff	May 2021
2	Incorporate training and professional development into staff goals in the performance evaluation	Varies depending on the applicable staff member's evaluation period

Memorandum #06 – 19 (CBR) Revised

To: Executive Committee

From: Mason C. Jackson, President/CEO

Subject: Outreach Strategies for Large/Small Employers and Employers in Distressed Communities

Date: June 10, 2020

SUMMARY

Consideration to approve CSBD's strategies for outreach and engagement of employers. Due to the impacts on the local workforce as a result of the Coronavirus pandemic, CSBD developed strategies for outreach and engagement of employers in order to identify those with current hiring and training needs in this changed landscape. Approved at the 6/1 Employer Services Committee meeting.

BACKGROUND

Due to the Coronavirus pandemic, almost overnight, the unemployment rate in Broward County went from a February rate of 2.9% to 14.5% in April. With the upheaval in employers' workforce structures due to the virus, now more than ever it is important for CareerSource Broward to develop new strategies and techniques to reach employers of all sizes.

DISCUSSION

With the changed landscape of employers scaling down staff due to a reduction in sales; less in-person meetings due to social distancing; and just an overall "wait and see" approach some employers are taking as it relates to hiring, staff has developed strategies for outreach to employers in order to identify and assist those that need hiring and training assistance. Below are the draft strategies for consideration. Benchmarks and timeframes will be developed at a later date.

Large Employers (251+ employees)

- Target their HR Departments through direct messaging on social media
- Leverage the industry sub-committees with the Greater Ft. Lauderdale Chamber of Commerce and the Greater Ft. Lauderdale Alliance
- Leverage the industry sub-committees of Chambers of Commerce that we hold membership in, which are the largest and most active in the county
- Work with county and municipal economic development offices to identify current and emerging hiring needs. For example, what businesses are pulling permits?
- Market our Value Proposition to large employers, such as assisting them with diversity and inclusion efforts
- Schedule meetings with recruiters through Zoom to assess the employer's needs and create a service plan

- Utilize re-employment claimant data on the Florida Department of Economic Opportunity's reemployment claimant dashboard to see what industries were impacted the greatest and least by the pandemic and use this data to engage job seekers and market them for OJT and Work Experience opportunities

Small Employers (1 – 250 employees)

- Market our Value Proposition to small employers
- Market services that will save them money such as training grants and tax incentives
- Schedule meetings with recruiters through Zoom to assess the employer's needs and create a service plan
- Work with county and municipal economic development offices to identify current and emerging hiring needs. For example, what businesses are pulling permits?
- Utilize re-employment claimant data on the Florida Department of Economic Opportunity's reemployment claimant dashboard to see what industries were impacted the greatest and least by the pandemic and use this data to engage job seekers and market them for OJT and Work Experience opportunities

Employers in Distressed Communities

- Market tax incentives for hiring from special populations
- Market services that will save them money such as training grants
- Identify business groups that cater to employers in distressed zip codes such as Opportunity Tax Zones
- Strategies in the Large and Small categories above
- Entrepreneurship opportunities

RECOMMENDATION

Approve the strategies developed by staff for employer outreach and engagement.

Memorandum #49 – 19 (OPS) Revised

To: Executive Committee
From: Mason Jackson, President/CEO
Subject: Additional Workforce Innovation and Opportunity Act (WIOA) Funds
Date: June 9, 2020

SUMMARY

Consideration to accept \$100,569 in State WIOA funds. This is the Region 22 share of funds awarded by the State for WIOA performance under their performance model. These additional funds will be used to build capacity to serve the anticipated increase in dislocated workers who will be coming to our centers for re-employment assistance. CSBD will continue to monitor demand and program expenditures to assure the maximum number of individuals is being served. Approved at the 6/9 One Stop Services Committee meeting.

BACKGROUND

CSBD received an additional \$100,569 of WIOA state-wide discretionary funds awarded for achievements in the employer penetration and adult / dislocated worker training rate. These were criteria under the State's experiment with a new Performance Attainment Model. Several years ago we had opted out of the pilot performance model because the measures were not aligned with the federal measures. Nevertheless, the state applied the pilot's criteria to each board and awarded all the boards some portion of the funds set aside for meeting the goals set by the pilot. CSBD excelled in 2 categories even though we were not participating. They were employer penetration and enrollments in training.

DISCUSSION

The funds can be spent on any allowable WIOA expenditure. It is proposed that we use the funds to 1) increase the number of customers we can enroll in WIOA 2) enhance one-stop accessibility through the virtual delivery of services 3) increase distance assessments, workshops and training and 4) increase the budget for support services to assist WIOA customers who will need assistance to reconnect with work as the economy recovers from COVID-19.

CSBD will continue to monitor demand and program expenditures to assure the maximum number of individuals is being served.

RECOMMENDATION

Acceptance of \$100,569 in additional WIOA funds.

Memorandum #48 – 19 (OPS) Revised

To: Executive Committee

From: Mason Jackson, President/CEO

Subject: Acceptance of Bank of America Charitable Foundation Funds for Start-Up Now

Date: June 9, 2020

SUMMARY

Consideration to accept a grant award of \$10,000 from Bank of America Charitable Foundation for the Start-Up Now Program. In April 2017, the Broward Workforce Development Board, Inc. /CareerSource Broward Council of Elected Officials (Board) unanimously approved CareerSource Broward (CSBD) to seek community support for Start-Up Now. These funds will be used to cover program costs during Program Year (PY) 20 - 21. Approved at the 6/9 One Stop Services Committee meeting.

BACKGROUND

In February of 2016 the Board accepted a U.S. Department of Commerce i6 Challenge Grant, to create and manage *Startup Next (SUN)*, a Broward County center for innovation and entrepreneurship to increase the commercialization of new ideas. The SUN project period was for three years and ended in February, 2019. In anticipation of this, in April of 2017 the Board unanimously approved CSBD to seek community support and other funding to continue the initiative to provide an entrepreneurship training program.

DISCUSSION

Bank of America, through their charitable foundation, provides support for programs that address their funding priorities. Economic mobility is a high priority for them in 2020, and Start-Up Now addresses their emphasis on economic mobility focused on the needs of individuals and families interested in starting a business.

CSBD completed the Bank of America grant application in February and has been awarded \$10,000 in private funding. These funds will be used to cover PY 20 - 21 program year costs such as grant writing, tuition for non-WIOA applicants and food for program events.

RECOMMENDATION

Accept the grant award of \$10,000 from the Bank of America for the Start-Up Now Program.

Memorandum #16 – 19 (LS)

To: Executive Committee
From: Mason C. Jackson, President/CEO
Subject: D&O Insurance with Employment Practice Liability
Date: June 10, 2020

SUMMARY

As the current policy for Directors and Officers (D&O) Insurance was expiring on 4/30/20, CareerSource Broward (CSBD) received quotes for the renewal. The policy was renewed with our current carrier, Philadelphia Insurance as they gave us the lowest quote. The cost of the policy is \$9,384, which is \$1,766 more than last year's premium of \$7,618 because we added, fiduciary liability coverage for the staff 401K and workplace violence coverage up to \$250,000.

BACKGROUND

D&O is liability insurance to indemnify our board and elected officials and pays for the cost of defense as a result of a legal action brought for alleged wrongful acts. Our coverage also includes employment practices liability for alleged wrongful terminations.¹ This year we are increasing coverage for workplace violence and adding fiduciary liability coverage. Workplace violence pays for expenses incurred after such an act occurs, including but not limited to counseling, forensic analysis, and wages to victims, which are expenses that would not be covered by our grants.

DISCUSSION

The current D&O policy was expiring on 4/30/20 so we received quotes for the renewal. Although the premium is under \$10,000 and quotes were not required, CSBD asked it's agent to test the market. We also asked the agent to include fiduciary liability coverage this year. CNA, Great American, and USLI declined to quote. We did get a quote from Stratford at \$22,908 which is more than double the premium quoted by our current carrier.

The cost of the renewal of insurance with the current carrier Philadelphia Insurance Company this year will be \$9,384. This is \$1,766 more than last year's premium of \$7,618. The policy will include an increased threshold for workplace violence and fiduciary liability coverage which covers the employee and CSBD contributions to the 457 retirement plan managed by ICMA.

RECOMMENDATION

None, for informational purposes only.

¹ Note: Intentional illegal acts are typically not covered under D&O policies.

Memorandum #47 – 19 (OPS)

To: Executive Committee

From: Mason Jackson President/CEO

Subject: Update on Re-Opening the Three One Stop Career Centers

Date: June 9, 2020

SUMMARY

This memo provides an update on the re-opening of CareerSource Broward's (CSBD) administrative office on the three on stop career centers. During the Covid-19 Pandemic CSBD quickly adapted and developed new ways to serve job seekers and employers by using virtual services. Customers and employers participated in virtual job fairs and virtual workshops and job seekers continued to receive case management services. In preparation to re-open the centers, CSBD developed a detailed project plan. We executed that plan and successfully re-opened each of the three centers to staff and customers on Monday, 6/1.

BACKGROUND

On 3/16/2020, CSBD closed the doors to the 3 Career Centers due to the Covid-19 Pandemic and Executive and local stay at home orders. CSBD immediately began deploying laptop computers, cell phones and remote access to our servers so that staff could work from home to assist job seekers and employers with their employment needs.

DISCUSSION

During the Covid-19 Pandemic CSBD quickly adapted and developed new ways to serve job seekers and employers by using virtual services as previously explained in our re-opening plan. Customers and employers participated in virtual job fairs and virtual workshops and job seekers continued to receive case management services.

With the anticipated re-opening of businesses in Broward County CSBD began work on a comprehensive plan to safely re-open our administrative office and the 3 one stop career centers. CSBD successfully executed our project plan and re-opened our administrative office and each of the three centers to staff and customers on Monday, 6/1. In order to do so we followed CDC guidelines and followed state and county protocols as well for preparing our office and the centers to safely re-open. The list that follows highlights many of the activities and tasks we undertook to re-open our offices.

Prior to re-opening all staff came in on staggered days where we distributed and provided a half day training on the proper use of Personal Protective Equipment (PPE) and all the steps we were taking to ensure their safety and that of the public.

A few of the highlights are:

- Performed electrostatic disinfection cleaning for all offices.
- Installed Plexiglas in career centers to reduce customer contact.
- Social distancing signage is displayed throughout the Centers and outside to encourage social distancing as well as frequent reminders over the speakers in the centers to emphasize the importance.
- New customer flow patterns were implemented throughout each center with separate entrances and exits.
- Staggered staff scheduling – 2 teams have been created to reduce the volume of staff in the buildings. Staff is working a combination of in office and remotely serving customers virtually.
- We have work experience staff to sanitize and clean frequently touched areas in the centers throughout the day.
- Security personnel is in place to enforce social distancing and re-direct customers trying to enter the centers with an elevated temperature or without proper PPE such as face coverings.

With the three centers re-opened and the continuation of our virtual services CSBD is fully operational and is now providing more services in a greater variety of formats than ever before in our history.

RECOMMENDATION

None. For information only.

Summary of CSBD's Communication Efforts During COVID-19

Summary

Since the outbreak of the coronavirus (COVID-19) pandemic, CareerSource Broward (CSBD) has been extremely proactive in sharing important workforce development resources and support programs with Broward County job seekers, employers, community partners, local municipalities and more. Staff used all communication channels including 1) frequent updates to our Website 2) media relations and 3) social media to inform customers and the community about our services and the availability of resources needed to help recover. Below is a breakdown of all integrated communication efforts completed and planned by CSBD's communications department as of 6/9/20.

Website Updates

- A dedicated webpage (www.careersourcebroward.com/coronavirus) was created on 3/11/20. The webpage serves as a one-stop point for all information related to agency updates, available job seeker and employer resources, COVID-19 related news and more.
- The homepage on the CSBD website was updated with new banners and links to easily direct online visitors to the dedicated COVID-19 webpage.
- A dedicated webpage (careersourcebroward.com/reemploymentassistance) was created on 4/9/20. The webpage provides additional information about Florida's Reemployment Assistance Program and includes a built-in intake form that allows customers to submit their contact information should they need assistance with resetting their CONNECT PIN numbers.
- A dedicated landing page (disasterjobs.careersourcebroward.com) was created on 5/21/20 and contains additional information about CSBD's COVID-19 Dislocated Workers Program.
- CSBD's professional workshops were posted online as of 5/22/20.
- Professional video was developed and produced that featured President/CEO Mason Jackson, who spoke about the importance for businesses to keep their employees, as well as supportive services offered by CSBD to companies and workers facing downsizing or closures. Video was posted on the CSBD website.

Media Relations

- A total of five press releases were sent out to members of the media, community partners, public information officers, religious affiliations and more.
- President/CEO Mason Jackson was interviewed by WPLG Local10 News where he discussed the current job markets, as well as available programs designed to assist job seekers and employers amid the ongoing COVID-19 pandemic.
- Op-ed from President/CEO Mason Jackson was featured in the print and online editions of the Sun-Sentinel and spoke about why South Florida businesses should not lay off their workers amid the COVID-19 crisis.
- CSBD executive vice president Carol Hylton was featured on MSNBC, where she discussed ongoing agency efforts to assist Broward County job seekers and employers.
- Senior communications manager
 - Interviewed twice by WPLG Local10 News on the local job market, and how CSBD is assisting Broward County job seekers and business.
 - Spoke with WIOD News Radio 610AM on the biweekly virtual job fairs, as well as the various virtual workshops being offered online.
 - Featured in WLRN (NPR) to discuss the current labor market and upcoming CSBD initiatives.
 - Spoke with WSFL-TV The CW South Florida on our bi-weekly virtual job fairs. Two news stories aired on the network and also featured two Broward County employers who participated in the online job fairs.
 - Featured on WSVN Channel 7 where they discussed the local job market, as well as ways CSBD is assisting Broward County job seekers and business.
- Coverage secured in several print media outlets, including the Sun-Sentinel, El Sentinel, Parkland Talk and more.

Social Media

- Communications continues to send out relevant social media messaging on its various social media platforms (Twitter, Facebook, Instagram, LinkedIn and YouTube).
- Social media posts have been shared and reposted by the following agencies and municipalities: Broward County government, Broward County Library, City of Hollywood, City of Plantation, City of Sunrise, United Way of Broward County, Hispanic Unity, Broward College, Atlantic Technical College, Greater Fort Lauderdale Alliance, Broward County Public Schools and more.
- A planned paid social media campaign is scheduled to launch in order to help promote services and resources to those individuals and businesses that have been impacted by COVID-19.

Marketing & Advertising

- Marketing video was produced in partnership with the Broward County Office of Economic and Small Business Development. The video featured President/CEO Mason Jackson where he provide tips and best practices for businesses and job seekers, as it relates to seeking employment, hiring talent and the importance of utilizing technology for workforce development need.
- Since 3/11/20, more than 2 million eBlasts have been sent out by CSBD to job seekers, employers, community partners, public information officers, religious groups and more.
- Distributed eblast to over 20,000 individuals, including active registrants in Employ Florida, community partners, public information officers and more reminding them of the importance of completing the 2020 Census and how it impacts funding for healthcare, disaster readiness and other vital health services.
- Information shared through mass email marketing include the Reemployment Assistance Program, Pandemic Unemployment Assistance Program, U.S. Small Business Administration online webinars, Paycheck Protection Program, Short Time Compensation Program, Florida Department of Health COVID-19 Toolkit, CSBD's virtual job fairs and more.
- Several flyers and promotional artwork were created in order to promote new initiatives, including the bi-weekly virtual job fairs, COVID-19 Dislocated Workers Program, online professional workshops and more.
- CSBD-related initiatives were promoted in several municipal and community newsletters, including City of Fort Lauderdale, City of Hollywood, City of Sunrise, Greater Fort Lauderdale Chamber of Commerce, Hallandale Beach Chamber of Commerce, South Florida Hospital & Healthcare Association and more.
- Launched the CareerSource Broward #TipTuesday social media and marketing campaign on 5/19/20 to promote weekly job seeker and employer tips, as it relates to workforce needs during the ongoing COVID-19 pandemic.



At-A-Glance Guide to Re-Employment Assistance

CONNECT

CONNECT is Florida's Reemployment Assistance claims system. CONNECT offers access to apply, file, manage, and review your claim details. Please review the "how to apply" and Claimant FAQs resources for assistance.

How to apply: http://floridajobs.org/docs/default-source/reemployment-assistance-center/unemployment/connect/english_external_guide_claimant.pdf?sfvrsn=e18878b0_2

Claimant FAQs: [http://floridajobs.org/Reemployment-Assistance-Service-Center/reemployment-assistance/claimants/claimant-faqs-\(new\)](http://floridajobs.org/Reemployment-Assistance-Service-Center/reemployment-assistance/claimants/claimant-faqs-(new))

Reemployment Assistance (RA)

Unemployment Insurance was rebranded with the name Reemployment Assistance to reflect the comprehensive goal of assisting Floridians find work during periods of unemployment through training with Florida's CareerSource centers and monetary assistance, when eligible. Please apply for Reemployment Assistance Benefits at <http://www.floridajobs.org/>. When your application has been processed, DEO will notify you of your eligibility by providing a written determination electronically and/or by mail to explain your eligibility status. You may be eligible for these federal benefits. Please review "how to apply" for assistance.

How to apply: <https://www.youtube.com/watch?v=luhcF-Jksks&feature=youtu.be>

Federal Pandemic Unemployment Compensation (FPUC)

The Coronavirus Aid, Relief, and Economic Security (CARES) Act of 2020 creates an additional federal program called the Federal Pandemic Unemployment Compensation. FPUC provides \$600 per week to any individual eligible under Florida law for Reemployment Assistance. This benefit is available for weeks claimed between March 29, 2020 – July 31, 2020, in addition to the funds owed under Florida law to individuals. You may be eligible for these federal benefits. Please review the Claimant FAQs for assistance.

Claimant FAQs: [http://floridajobs.org/Reemployment-Assistance-Service-Center/reemployment-assistance/claimants/claimant-faqs-\(new\)](http://floridajobs.org/Reemployment-Assistance-Service-Center/reemployment-assistance/claimants/claimant-faqs-(new))

Pandemic Emergency Unemployment Compensation (PEUC)

The Coronavirus Aid, Relief, and Economic Security (CARES) Act of 2020 creates an additional federal program called Pandemic Emergency Unemployment Compensation (PEUC). PEUC provides up to 13 additional weeks of benefits to an individual who has exhausted all rights to any regular unemployment compensation and who meets other eligibility requirements of the CARES Act. You may be eligible for these federal benefits. Please review the PEUC Claimant Guide for assistance.

PEUC Claimant Guide: https://floridajobs.org/docs/default-source/reemployment-assistance-center/cares-act/peuc-filing-steps.pdf?sfvrsn=58dc46b0_8

Pandemic Unemployment Assistance (PUA)

The Coronavirus Aid, Relief, and Economic Security (CARES) Act of 2020 creates an additional federal program called Pandemic Unemployment Assistance (PUA). PUA pays benefits to individuals who are not eligible for state Reemployment Assistance (RA) benefits and who have become unemployed as the direct result of a pandemic. You may be eligible for these federal benefits. Please review the PUA Claimant Guide and PUA tutorial for assistance.

PUA Claimant Guide: https://floridajobs.org/docs/default-source/reemployment-assistance-center/cares-act/pua-claimant-guide.pdf?sfvrsn=c2b746b0_12

PUA Tutorial: https://www.youtube.com/watch?v=A_gv5WTd7aU&feature=youtu.be

Disaster Unemployment Assistance (DUA)

Disaster Unemployment Assistance provides assistance to individuals whose employment has been either lost or interrupted as a direct result of a major disaster, as declared by the President of the United States. You may be eligible for these federal benefits. Please contact 1-833-FL-APPLY (1-833-352-7759) for assistance.