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## **MEETING AGENDA**

### **BROWARD WORKFORCE DEVELOPMENT BOARD, INC. & CAREERSOURCE BROWARD COUNCIL OF ELECTED OFFICIALS**

**Partnership Meeting #227  
Thursday, June 25, 2020  
Ft. Lauderdale, FL 33309**

**Due to COVID - 19, in the interest of keeping our board, staff, and public safe this meeting is being held via Zoom using the link below. Please do not attend in person.**

<https://us02web.zoom.us/j/85442512819?pwd=clQvalZld2ZsREtuU1oxWVNhalZPZz09>

### **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. When using Zoom, please make sure the background is appropriate or choose one of their virtual backgrounds.
5. If you are calling and must leave the call, please don’t put your phone on hold. In some cases, we will get music or recorded messages and we will not be able to conduct business.
6. If you are using your phone for audio, please identify yourself on the screen and state the last 4 digits of the number you are calling from.
7. Please note the chat function has been disabled.

**The Board and Council are 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 whether or not you are able to attend the meeting if you have a conflict with any agenda items.**

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**PLEDGE OF ALLEGIANCE**

**IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS**

**MISSION MOMENT**

**APPROVAL OF MINUTES**

Approval of the minutes of 5/28/20, Broward Workforce Development Board/CareerSource Broward Council Partnership Meeting #226.

<b>RECOMM</b>	Approval
<b>ACTION</b>	Motion for Approval
<b>EXHIBIT</b>	Minutes of the Partnership Meeting

**Pages 13 – 21**

**CONSENT AGENDA**

Consent Agenda items are items that may not need individual discussion and may be voted on as one item. Any member wishing to discuss an item may move to have it considered individually.

**ACCEPTANCE OF CONSENT AGENDA**

<b>RECOMM</b>	Approval
<b>ACTION</b>	Motion for Approval

**1. BWDB Committee Summary**

Summary of actions taken at the following meetings:

Employer Services Committee	6/1/20
One Stop Services Committee	6/9/20
Executive Committee	6/15/20

<b>ACTION</b>	None
<b>EXHIBIT</b>	Memo #23 – 19 (Exec)

**Pages 22 – 24**

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## 2. Monthly Performance Report

The current performance for the month of April is provided. This month's data reflects that within the Big 7 Regions CSBD is in a four-way tie for 1<sup>st</sup> in WIOA Entered Employment Rate (EER), is in a two-way tie for 1<sup>st</sup> in WTP EER, ranks 1<sup>st</sup> in Veterans EER ranks 2<sup>rd</sup> in WP EER and WTP All Family Participation Rate and is in a six-way tie for 2<sup>nd</sup> in WTP Two Parent Participation Rate.

**ACTION** None  
**EXHIBIT** Performance Report for April

**Pages 25 – 36**

## 3. Letter of Support

Letter of support was written for Alan B. Levan | Nova Southeastern University (NSU) Broward Center of Innovation and their proposal to the U.S. Department of Commerce, Economic Development Administration (EDA) funding opportunity. The Center is a public-private partnership between Broward County and NSU tasked with linking the innovation ecosystem to help create an entrepreneurship and technology hub.

**ACTION** None  
**EXHIBIT** Support Letter

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## REGULAR AGENDA

*These are items that the Council and Board will discuss individually in the order listed on the Agenda. Individuals who wish to participate in these discussions may do so merely by raising their hands during the discussion and being recognized by the Chair. The Chair will determine the order in which each individual will speak and the length of time allotted.*

## OLD BUSINESS

### 1. Contract Terms for Incoming President/CEO Carol Hylton

Consideration to approve the employment contract terms for Carol Hylton. As requested at the May meeting, Mayor Josh Levy, Chair CSBD Council of Elected Officials was authorized to negotiate the terms of Ms. Hylton's contract beginning 7/1/20. Both chairs have agreed that we are in enough stability for Ms. Hylton to assume the position of President/CEO.

**RECOMM** Approval  
**ACTION** **Motion for Approval by Council of Elected Officials**  
**EXHIBIT** Memo #19 – 19 (LS)

**Pages 38 – 39**

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**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, 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 is required. Approved at the 6/9 One Stop Services and 6/15 Executive Committee meetings. *(This is in alignment with the Board goal to encourage employers by engaging and identifying their needs, educating and connecting them to the workforce system to produce innovative workforce solutions.)*

**RECOMM**                      Approval  
**ACTION**                      **2/3 Motion for Approval**  
**EXHIBIT**                      Memo #40 – 19 (OPS)

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**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 and 6/15 Executive Committee meetings. *(This is in alignment with the Board goal to encourage employers by engaging and identifying their needs, educating and connecting them to the workforce system to produce innovative workforce solutions.)*

**RECOMM**                      Approval  
**ACTION**                      **2/3 Motion for Approval**  
**EXHIBIT**                      Memo #41 – 19 (OPS)

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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 and 6/15 Executive Committee meetings. *(This is in alignment with the Board goal to encourage employers by engaging and identifying their needs, educating and connecting them to the workforce system to produce innovative workforce solutions.)*

**RECOMM**                      Approval  
**ACTION**                      **2/3 Motion for Approval**  
**EXHIBIT**                      Memo #42 – 19 (OPS)

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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. These additional funds are needed to 1) hire a candidate they have selected at a higher rate than originally budgeted due to their level of experience in working with victims of human trafficking and 2) cover an increase in the percentage of time to be devoted by the supervisor and related fringes, and payroll taxes. This will bring the amount allocated to the FLITE contract from \$188,790 to \$218,202. Approved at the 6/15 Executive Committee meeting. *(This is in alignment with the Board goal 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.)*

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

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5. **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. 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. Approved at the 6/15 Executive Committee meeting. *(This is in alignment with the Board goal to improve the sustainability of the workforce system through increased funding, efficiency, technology, and relevancy.)*

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

**Page 44**

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 and 6/15 Executive Committee meetings. *(This is in alignment with the Board goal to 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.)*

**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 45 – 52**

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**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 and 6/15 Executive Committee meetings. *(This is in alignment with the Board goal 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.)*

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

**Pages 53 – 54**

**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 and 6/15 Executive Committee meetings. *(This is in alignment with the Board goal to 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.)*

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

**Pages 55 – 63**

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**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 and 6/15 Executive Committee meetings. *(This is in alignment with the Board goal to 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.)*

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

**Pages 64 – 65**

**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 and 6/15 Executive Committee meetings. *(This is in alignment with the Board goal to improve the sustainability of the workforce system through increased funding, efficiency, technology, and relevancy.)*

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

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**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 and 6/15 Executive Committee meetings. *(This is in alignment with the Board goal to improve the sustainability of the workforce system through increased funding, efficiency, technology, and relevancy.)*

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

**Page 67**

**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)

**Page 68**

**2. Workers’ Compensation**

This is to report that Bridgefield Employers Insurance Company, which is A rated and our current carrier for workers’ 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

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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 69 – 70**

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 71 – 73**

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 74 – 75**

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**6. CSBD Presentation to the Council of Chamber Executives**

At the 2019 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 made a Zoom 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. Broward County Unemployment**

The unemployment rate in Broward County was 16 percent in May 2020. It was higher by 13 percentage points over the year. In May 2020, Broward County's unemployment rate was higher than the state rate (14.3) and 3 percent higher than the national rate (13 percent). Out of a labor force of 988,718, there were 157,752 unemployed Broward County residents.

**ACTION**                      Discussion  
**EXHIBIT**                    Broward County Labor Market Information

**Pages 76 – 77**

**8. CSBD Media Outreach Encouraging Customers to Complete the Census**

In response to the concerns raised by Mayor Trantalis on the lack of completion of the census by county residents, CSBD sent an email blast on 6/9/20 to over 20,000 people that are in our database telling them the importance of the Census and urging them to fill it out. We also emphasized it on our social media platforms. Mason Jackson reached out to the Census Bureau's Community Partnership Specialist for our area about Mayor Trantalis' idea of creating a Census Day wherein each employer allows their employees to go online at work and fill out the census if they haven't done so. The Partnership Specialist thought it was a great idea and is going to bring it to management. She even had some ideas about how employers could incentivize participation. She is also going to send Mason materials targeted to employers which have already been developed. These will be forwarded to the members of the Board when received. Deadline for filling out the forms is 10/31. Discussions are continuing.

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

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**MATTERS FROM THE CAREERSOURCE BROWARD COUNCIL**

**MATTERS FROM THE BOARD**

**MATTERS FROM THE FLOOR**

**MATTERS FROM THE PRESIDENT/CEO**

**ADJOURNMENT**

***THE NEXT BROWARD WORKFORCE DEVELOPMENT BOARD/CAREERSOURCE BROWARD COUNCIL MEETING IS SCHEDULED FOR JULY 23, 2020 AT 12:00 P.M.***

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## MINUTES

### **BROWARD WORKFORCE DEVELOPMENT BOARD, INC. & CAREERSOURCE BROWARD COUNCIL OF ELECTED OFFICIALS**

**Partnership Meeting #226  
Thursday, May 28, 2020  
Ft. Lauderdale, FL 33309**

**Due to Covid- 19, in the interest of keeping our board, staff, and public safe this meeting is being held via Zoom. The CSBD Offices are closed; please do not attend in person.**

**The Board and Council are 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 whether or not you are able to attend the meeting if you have a conflict with any agenda items.**

**Attendees via zoom: Mayor Josh Levy, Commissioner Tim Ryan, Mayor Dean Trantalis, Gary Arenson, Josie Bacallao, Michael Carn, Zac Cassidy, Kristen Cavallini-Soothill, Dr. Ben Chen, Dr. Mildred Coyne, Heiko Dobrikow, Paul Farren, Cynthia Gaber, Frank Horkey, Dr. Lisa Knowles, Kevin Kornahrens, Dawn Liberta, Ismael Martinez, Mayor Frank Ortis, Dr. Gertrudis Perez-Dusek, Sam Robbin, Jim Ryan, Pam Sands, Cynthia Sheppard, Bob Swindell, Dr. Steve Tinsley, Marjorie Walters, and Janet Wincko**

#### **PLEDGE OF ALLEGIANCE**

#### **ROLL CALL AND SELF INTRODUCTIONS**

#### **MISSION MOMENT**

Patricia Palacios-Colon, Director of Human Resources, A&S Total Cleaning, provided the mission moment.

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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. When 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.

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## **APPROVAL OF MINUTES**

Approval of the minutes of April 23, 2020, Broward Workforce Development Board/CareerSource Broward Council Partnership Meeting #225.

**A motion to approve the minutes of April 23, 2020, BWDB Partnership/CareerSource Broward Council meeting #225 was made by Gary Arenson and seconded by Kristen Cavallini-Soothill. The Broward Workforce Development Board, Inc./CareerSource Broward Council of Elected Officials unanimously approved the minutes.**

## **CONSENT AGENDA**

Consent Agenda items are items that may not need individual discussion and may be voted on as one item. Any member wishing to discuss an item may move to have it considered individually.

## **ACCEPTANCE OF CONSENT AGENDA**

**On a motion made by Michael Carn and seconded by Heiko Dobrikow, the Broward Workforce Development Board, Inc. /CareerSource Broward Council of Elected Officials unanimously approved the Consent Agenda of May 28, 2020.**

### **1. BWDB Committee Summary**

Summary of actions taken at the following meeting:

One Stop Services Committee – 5/5/20  
Executive Committee – 5/11/20

### **2. Monthly Performance Report**

The current performance for the month of March is provided. This month's data reflects that within the Big 7 Regions CSBD is in a four-way tie for 1<sup>st</sup> in WIOA Entered Employment Rate (EER), ranks 1<sup>st</sup> in WTP and Veterans EER and ranks 2<sup>rd</sup> in WTP All Family Participation Rate and WP EER.

## **OLD BUSINESS**

### **1. Appointment of CareerSource Broward (CSBD) President/CEO Upon the Retirement of the Current President/CEO**

Consideration for approval of Ms. Carol Hylton, current CSBD Executive Vice President to the position of CSBD President/CEO upon the retirement of CSBD President/CEO Mason C. Jackson. The Council members have completed their interviews with Ms. Hylton, as requested at the April meeting. Ms. Hylton is recommended to the position by the CSBD President/CEO Mason Jackson, the members of the Broward Workforce Development Board, Inc. (BWDB), and the former BWDB Chairs still serving on the Board. *(Maintain our role as workforce development leaders through advocacy by the board, collaboration, providing information and intelligence to stakeholders with feedback from the community.)*

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Mason Jackson stated that at the April BWDB meeting he recommended Carol Hylton, our Executive Vice President of 13 years, to be appointed to the President/CEO position upon his retirement. At that meeting, the elected officials requested that interviews be set up with Ms. Hylton before they vote. Mr. Jackson reported that the interviews were conducted right after the April board meeting. Mr. Jackson also reported that the past CEO chairs submitted a signed letter of support recommending Carol to the position of President and it was provided to the elected officials.

Mayor Josh Levy stated that the elected officials all had an opportunity to interview Ms. Hylton. He further stated that they all benefitted from learning about her, and the vision she has for CSBD; Mayor Levy then asked for a motion.

Commissioner Tim Ryan motioned that the Council of Elected officials appoints Ms. Carol Hylton as the President/CEO and that Mayor Josh Levy acts on behalf of the Council to negotiate a contract with Carol to be presented at the next BWDB meeting, including her salary based on her education, experience, and aptitude and considering Mason's salary and his years of experience. Mayor Dean Trantalis seconded this motion.

A discussion ensued. Mayor Levy asked Mason Jackson if he has a contract for his position. Mason Jackson stated that he has never had a contract during his tenure.

Mayor Levy further inquired what Mason Jackson's expectations were with respect to being available for consultation in the months of transition. Mason Jackson stated that he was not planning on leaving the organization in the lurch during the Covid-19 situation until we get on an even keel; and that the definition of even keel is when the Council and Board Chairs agree, at which time he would like to start his 3 months of part-time.

Mayor Levy stated that with Carol taking the position of President/CEO he believes that Ms. Hylton should signal to the elected officials when it is the right time to transition Mason Jackson to part-time and that, of course, Ms. Hylton will discuss this with Mason. Mayor Levy requested General Counsel, Rochelle Daniels, work on the contract and present it to him.

Mayor Dean Trantalis asked Carol if she had someone in mind for her position. Ms. Hylton replied that she appreciated the Council and Board's support but that she had not yet considered a possible replacement because she did not feel it was appropriate to start making decisions before the Council had taken action on her appointment.

Carol Hylton then expressed her appreciation to Mayor Levy, Mayor Trantalis, and Commissioner Ryan, for their belief and trust in her abilities to carry our wonderful organization into the future. Ms. Hylton thanked Mason for his guidance and support stating: "Mason has set the bar high and I have learned a lot under his leadership." Ms. Hylton further thanked everyone who recommended her to become the next President/CEO and said she looks forward to working with the Council, the Board, the staff, and the community.

Gary Arenson inquired if the board is required to make a motion to confirm her appointment besides the elected official's motion. Mason Jackson responded no, the board already voted to recommend Ms. Hylton.

Dr. Mildred Coyne stated that she was unable to hear the full motion and requested to hear the motion again. Commissioner Tim Ryan stated: The motion is to make Carol Hylton our new President/Chief Executive Officer. She will take the helm as soon as Mason Jackson transfers his status from full-time to part-time. Mayor Josh Levy is authorized to negotiate an employment contract, including salary, with Carol somewhere between what she is making

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now and Mason's salary taking into account his experience. The negotiated contract is to be presented at the next BWDB meeting.

**On the motion made by Commissioner Tim Ryan and seconded by Mayor Dean Trantalis, the CSBD Council of Elected Officials approved the motion.**

## REGULAR AGENDA

*These are items that the Council and Board will discuss individually in the order listed on the Agenda. Individuals who wish to participate in these discussions may do so merely by raising their hands during the discussion and being recognized by the Chair. The Chair will determine the order in which each individual will speak and the length of time allotted.*

### **NEW BUSINESS**

#### **1. Program Year (PY) 2020 – 2021 Preliminary Budget**

Considered approving the PY 20-21 preliminary budget. The preliminary budget being presented reflects a decrease of 9.3% in formula and carryforward funds. The total amount of formula and carryforward that we project to be available in PY 20-21 is \$20,193,306 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, supports the ability to offer our services virtually, and continues to emphasize investments in participant training and getting people back to work. Subsequent to both committee meetings we received additional budget information from the state. While the actual dollar figures are slightly different the proportional share among the categories is the same. Approval at the 5/5 One Stop Services and 5/11 Executive Committee meetings. *(This is in alignment with the BWDB goal 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).*

Mason Jackson stated that the CSBD Council of elected officials receives a more detailed outline, per their request, and also goes to any Board member requesting more detail.

The preliminary budget does not include dedicated grants. The preliminary budget presented reflects a decrease of 9.3% in formula and carryforward funds. The total formula and carryforward funds that we project to be available in PY 20-21 are \$20,193,306 as compared to \$22,255,496 in PY 19-20. There have been multiple changes in the budget since the One Stop Services and Executive Committee meetings. We will provide a true-up of the budget in January.

Mr. Jackson noted that the WIOA AD and DW total PY 20-21 allocation is \$10,156,935.

Due to COVID 19 and the shelter-in-place order, our youth was not able to participate in WEX. The funds set aside will be carried forward to next year. The projected PY 20 – 21 allocations for WIOA youth is \$3,901,014.

Mr. Jackson stated the factors impacting the budget:

State requirements are 50% of WIOA AD and DW funds to be spent on training, which were reduced last year to 30% because of the good economy. CSBD has budgeted 100% for out-of-school youth. However, the federal WIOA law requires 75% of youth be spent on out-of-school youth.



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Mr. Jackson stated that for PY 19-20, we budgeted 28% for program support staff. Next year, we budgeted 27%. He further noted that our facilities and related costs are \$3,056,532.

Gary Arenson inquired about the Summer Youth Program funds. Mason Jackson responded that those funds are considered dedicated grants. The majority of those funds come from Children Services Council.

Dr. Coyne asked if we have considered any money for staff to enhance remote services. Mason Jackson responded, yes, we are looking into enhancing remote services.

Mayor Dean Trantalis inquired if the State is going to ramp up its allocations to the local boards knowing that the need is more significant due to the pandemic. Mason Jackson responded that the CareerSource Florida is allowed to take 15% of the WIOA overall allocations and keep it at the state level for projects they want to fund. They are going to recommend to their board to allocate most of the funds to the local regions, which means they will have less discretionary funds statewide for multi-regional projects.

Mayor Dean Trantalis asked if there is money available under the CARES Act. Mason Jackson responded not for us; it is available for reemployment services for unemployed persons, not training dollars.

No vote taken at this time; discussion only.

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

Considered renewing the First Staff DBA EmpHire Staffing, Inc., (EmpHire) contract for the staffing of the CSBD 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 and 5/11 Executive Committee meetings. *(This is in alignment with the BWDB goal 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).*

Mason Jackson stated that this is the second renewal of a possible three-year contract. EmpHire has been an excellent contractor providing the staff in our career centers.

**On a motion made by Gary Arenson and seconded by Kristen Cavallini-Soothill, the Broward Workforce Development Board, Inc./CareerSource Broward Council of Elected Officials unanimously approved the renewal of First Staff DBA EmpHire Staffing, Inc. contract.**

## **3. Contract Renewal for a One-Stop Operator**

Considered to 1) renew the contract with Workforce Guidance Associates, LLC, to continue as the One-Stop Operator and 2) budget \$56,000. Since being assigned as our One-Stop Operator last fall, Nadine Jackson has had a positive impact, has timely met the 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 and 5/11 Executive Committee meetings. *(This is in alignment with the BWDB goal to maintain our role as workforce development leaders through advocacy by the board, collaboration, providing information and intelligence to stakeholders with feedback from the community.)*

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Mason Jackson stated that this is our contract with Workforce Guidance Associates, LLC, Nadine Jackson. She is doing a good job for us as the One-Stop Operator.

**On a motion made by Mayor Dean Trantalis and seconded by Gary Arenson, the Broward Workforce Development Board, Inc./CareerSource Broward Council of Elected Officials unanimously approved the contract renewal for a One-Stop Operator.**

**4. PY 2020 – 2021 Preliminary Budget**

Considered approving the PY 20-21 preliminary budget. The preliminary budget being presented reflects a decrease of 9.3% in formula and carryforward funds. The total amount of formula and carryforward that we project to be available in PY 20-21 is \$20,193,306 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, supports the ability to offer our services virtually, and continues to emphasize investments in participant training and getting people back to work. Subsequent to both committee meetings we received additional budget information from the state. While the actual dollar figures are slightly different, the proportional share among the categories is the same. Approval at the 5/5 One Stop Services and 5/11 Executive Committee meetings. *(This is in alignment with the BWDB goal 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).*

**On a motion made by Commissioner Tim Ryan and seconded by Paul Farren, the Broward Workforce Development Board, Inc./CareerSource Broward Council of Elected Officials unanimously approved the PY 20 – 21 preliminary budget.**

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

Considered approving 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 require eligible training providers (ETP) to submit new applications every two years to remain on the Eligible Training Provider List (ETPL). Atlantic, McFatter and Sheridan Technical Colleges, have met the ETP application renewal requirements. Because Board member, James Payne, is employed by the School Board of Broward County (SBBC), 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 and 5/11 Executive Committee meetings. *(This is in alignment with the BWDB goal 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).*

Mason Jackson stated that Atlantic, McFatter, and Sheridan Technical College's submitted their renewal application timely and each included all the mandated criteria. As a result, CSBD is recommending Atlantic, McFatter, and Sheridan Technical College for approval to continue on the CSBD ETPL for the next 2-year period 7/1/20 thru 6/30/22.

James Payne declared a conflict of interest for this item as he is employed by SBBC. He abstained from voting and will be required to submit a conflict of interest form.

**On a motion made by Heiko Dobrikow and seconded by Kristen Cavallini-Soothill, the Broward Workforce Development Board, Inc./CareerSource Broward Council of Elected Officials unanimously approved continued eligibility for Atlantic, McFatter and Sheridan Technical Colleges by a 2/3 vote of the seated quorum.**

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## 6. Continued Eligibility for Broward College

Considered approving Broward College's continued eligibility for the next two-year period 7/1/20 thru 6/30/22. WIOA requires ETPs to submit new applications every two years to remain on the ETPL. Broward College has met the ETP application renewal requirements. Because Board members, Dr. Mildred Coyne, who is employed at Broward College, and 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 and 5/11 Executive Committee meetings. *(This is in alignment with the BWDB goal 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).*

Dr. Mildred Coyne declared a conflict of interest for this item as she is employed at Broward College. She abstained from voting and will be required to submit a conflict of interest form.

Francois Leconte has a conflict of interest for this item as he serves on the Broward College Business Advisory Committee. He was not present at the meeting, but will be required to submit a conflict of interest form.

**On a motion made by Mayor Dean Trantalis and seconded by Heiko Dobrikow, the Broward Workforce Development Board, Inc./CareerSource Broward Council of Elected Officials unanimously approved continued eligibility for Broward College by a 2/3 vote of the seated quorum.**

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

Considered approving the 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 since there are no known conflicts of interest on the board. Approved at the 5/5 One Stop Services and 5/11 Executive Committee meetings. *(This is in alignment with the BWDB goal 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).*

**On a motion made by Kristen Cavallini-Soothill and seconded by Pam Sands, the Broward Workforce Development Board, Inc. /CareerSource Broward Council of Elected Officials unanimously approved the continued eligibility for ten (10) current ITA providers.**

## REPORTS

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

CSBD has been proactive in developing a plan for re-opening its office and career centers. For the past several weeks, staff have been brainstorming and putting together a plan to gradually reopen in phases. Since the presentation at the One Stop Services Committee, we have received a few plans from other Boards and overall the plans are consistent; although, our plan is more detailed. During the week of 5/26, staff will be trained on the safety and social

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distancing protocols we developed, which are in line with the Center for Disease Control guidelines. We are scheduled to re-open on 6/1. For the safety of staff and customers, in accordance with social distancing rules, we will allow walk-in customers as space is available.

Mason Jackson stated that our re-open plan establishes our procedures to ensure centers are equipped for customer entry and social distancing of both customers and staff.

## **2. Disaster Dislocated Worker Grant**

CSBD has received the funds for the Covid-19 Disaster Dislocated Worker Grant. We have notified the community by 1) posting it to our website and 2) sent the letter to community partners.

Mason Jackson stated we sent out a letter to non-profits and municipalities advising them of the ability for them to serve as host worksites for the worker/participants, similar to the way we work together after a hurricane. The temporary work assignments can include humanitarian assistance, cleaning of public facilities, and other recovery-related projects.

## **3. Broward County Unemployment**

The unemployment rate in Broward County was 14.5 percent in April 2020. Higher by 11.7 percentage points over the year. In April 2020, Broward County's unemployment rate was higher than the state rate (13.3) and .1 percent point higher than the national rate (14.4 percent). Out of a labor force of 935,487, there were 136,008 unemployed Broward County residents.

Mason Jackson stated that this is the shortest press release he has seen. The unemployment rate was run early April before the big hit of coronavirus. Mr. Jackson noted that we are trying to expand manufacturing jobs here so that we can create higher-paying jobs. If you want the latest information on reemployment, you can go to [floridajobs.org](http://floridajobs.org). You can access the state dashboard to see county by county or industry.

Josie Bacallao stated that she is currently working with the communities that have been hit hard. She mentioned that communities, like Century Village, are facing issues with getting jobs due to their age group. Mason Jackson stated that there is age bias happening in the workforce. He further noted that, if she would like CSBD could help assist her with her efforts, we would make it happen.

Dr. Ben Chen inquired if the state suspended the work search through the unemployment site. Mason Jackson responded, yes, they do not have to enter their work searches, but it will only last until the end of the month and they will be required to enter their work searches. Dawn Liberta stated that SNAP interviews and waivers have been extended until the end of June.

Mayor Dean Trantalis stated that Broward is not doing well with the Census count. He mentioned that workplaces should include a Census Day at work. Employers should ask their employees to take 5-10 minutes to register and complete the Census. Mason Jackson responded that we will find out the contact person at the Census and distribute the information to the board.

Paul Farren mentioned that he received the financial form. Mason Jackson responded that he will send out a reminder to the board to fill out the financial form.

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**MATTERS FROM THE CAREERSOURCE BROWARD COUNCIL**

Commissioner Tim Ryan inquired if we received the \$1.5 million National Dislocated Worker Grant. Mason Jackson responded that the State allotted us approximately \$1.15 million. Commissioner Ryan asked how municipalities can help with hiring dislocated workers.

Mason Jackson responded CSBD will use the staffing companies recently procured and approved by the CSBD governing boards to provide the staff for the disaster relief employment.

Rochelle Daniels stated that we sent out worksite agreements to all the municipalities, the county, and nonprofits. We negotiated the worksite agreement with the county this week. CSBD has placed the agreement on our website for review.

Mayor Dean Trantalis wished Heiko Dobrikow a happy birthday.

**MATTERS FROM THE BOARD**

None

**MATTERS FROM THE FLOOR**

None

**MATTERS FROM THE PRESIDENT/CEO**

Mason Jackson congratulated Dr. Lisa Knowles on becoming a full professor.

**ADJOURNMENT: 1:13 PM.**

***THE NEXT BROWARD WORKFORCE DEVELOPMENT BOARD/CAREERSOURCE BROWARD COUNCIL MEETING IS SCHEDULED FOR JUNE 25, 2020 AT 12:00 P.M.***

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**Memorandum #23 – 19 (Exec)**

**To:** Broward Workforce Development Board, Inc./CareerSource Broward Council of Elected Officials

**From:** Mason Jackson, President/CEO

**Subject:** Board Committee Summary

**Date:** June 16, 2020

**SUMMARY**

This memorandum provides a summary of the Board Committee activity for June, 2020.

**DISCUSSION****Employer Services Committee Meeting – 6/1/20**

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

**Chair:** Paul Farren

On 6/1/20, Employer Services Committee Members met to approve and discuss:

- Minutes of the 2/3/20 Employer Services Committee Meeting
- CareerSource Broward Marketing and Communications Plan for Program Year (PY) 20 - 21
- Strategies for Outreach to Large/Small Employers and Employers in Distressed Communities
- Updates to the Employer Services Committee Strategic Plan Matrix for 2020

Reports presented to the committee included: CareerSource Broward COVID-19 Communications and Marketing Outreach Efforts, CareerSource Broward Virtual Job Fairs and Broward County Unemployment Information.

The next Employer Services Committee meeting will be held on 9/2/20.

## **One Stop Services Committee Meeting – 6/9/20**

**One Stop Services Committee Goal:** To maximize employment and training opportunities for all job seekers, to include youth and those with multi-faceted barriers.

**Chair:** Gary Arenson

On 6/9/20, One Stop Services Committee Members met to approve and discuss:

- Minutes of the 5/5/20 One Stop Services Committee meeting
- Acceptance of \$100,569 in Workforce Innovation and Opportunity Act (WIOA) funds
- Acceptance of \$10,000 from the Bank of America Charitable Foundation for Start-Up Now
- Region 22's Targeted Occupations List for PY 20-21
- WIOA Work Experience Contract renewals for:
  - Early Learning Coalition
  - Jewish Adoption and Foster Care Options; and,
  - Broward Education Foundation
- Continued Eligibility for Miami Dade College.

The committee participated in two presentations: 1) an update by our One Stop Operator on the activities she has completed and 2) a brief demonstration of how we are using Zoom to deliver on-line workshops. Reports presented to the committee included: an update on the re-opening of the One Stop centers and corporate office, a regional recruitment initiative for City Furniture, an At-A-Glance Guide to Re-Employment Assistance, the monthly performance report and Broward County Unemployment Information.

**The next One Stop Services Committee Meeting is scheduled for 9/1/20.**

## **Executive Committee Meeting –6/15/20**

**Executive Committee Goal:** Responsible for oversight of all functions. Membership is made up of the BWDB officers, Chairs of each of the committees and recent past chairs.

**Chair:** Dr. Lisa Knowles

On 6/15/20, Executive Committee Members met to approve and discuss:

- Minutes of the 5/11/20 Executive Committee meeting
- WIOA Work Experience Contract renewals for:
  - Early Learning Coalition
  - Jewish Adoption and Foster Care Options; and,
  - Broward Education Foundation
- Addition of \$29,412 to FLITE Navigator Out of School Youth Contract
- Renewal of Taylor Hall Miller Parker and Cheery Bekaert Monitoring contracts
- Region 22's Targeted Occupations List for PY 20 - 21
- Continued Eligibility for Miami Dade College
- CareerSource Broward Marketing and Communications Plan for PY 20 – 21
- Strategies for outreach to Large/Small Employers and Employers in Distressed Communities

- Acceptance of \$100,569 in Workforce Innovation and Opportunity Act (WIOA) funds and,
- Acceptance of \$10,000 from the Bank of America Charitable Foundation for Start-Up Now

Reports presented to the committee included the: Directors & Officers (D&O) Insurance with Employment Practice Liability, Workers' Compensation insurance renewal, Update on the re-opening of the Career Centers and administrative office, At-A-Glance Guide to Re-Employment Assistance, CSBD presentation to the Council of Chamber Executives, and an update on CEO transition.

**The next Executive Committee Meeting is scheduled for Monday 7/13/20.**

### **RECOMMENDATION**

None. For Informational Purposes only.





# Performance Report

**Month-to-Month Rolling 12 Month Period &  
Program Year-to-Date as of April 2020**

**Entered Employment Rate for the Month of April 2020 across all Big Seven Regions**

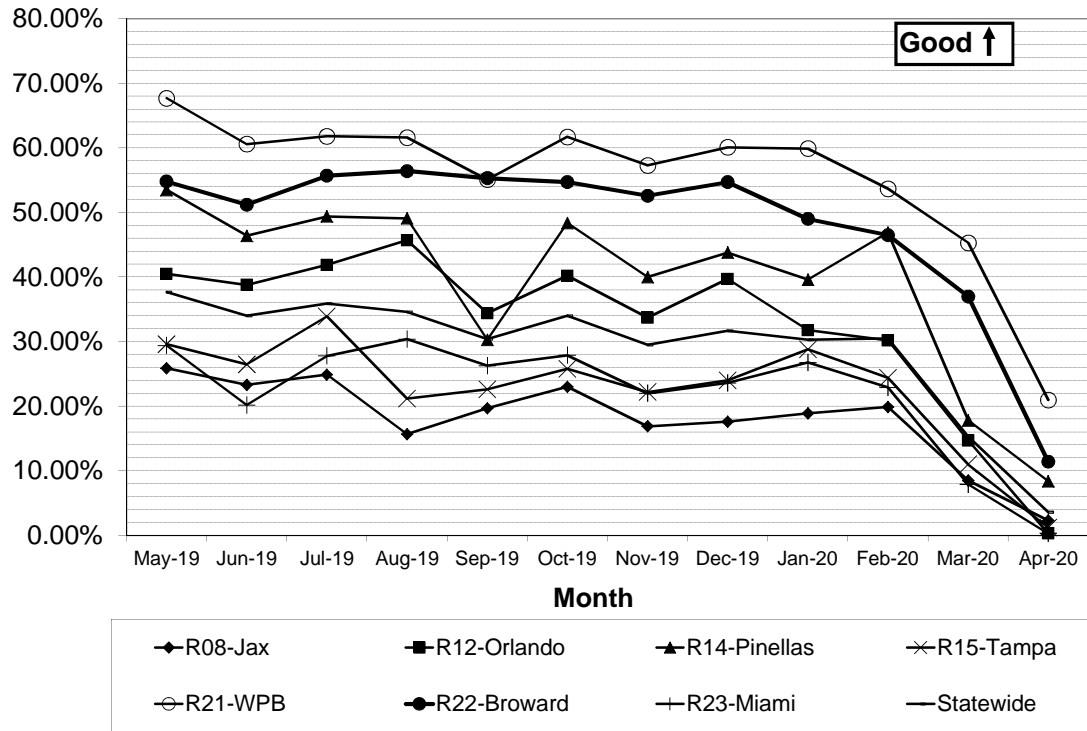
	WTP		Wagner-Peyser		Veterans		WIOA Adult/DW	
<b>Region 8 - Jacksonville</b>	36.60%	↑	29.30%	↓	31.00%	↓	100.00%	—
<b>Region 12 - Orlando</b>	57.10%	↑	27.80%	↓	30.50%	↓	100.00%	—
<b>Region 14 - Pinellas</b>	50.00%	↓	31.80%	↓	31.70%	↓	100.00%	—
<b>Region 15 - Tampa</b>	34.50%	↑	30.20%	↓	18.20%	↓	72.70%	↑
<b>Region 21 - WPB</b>	44.40%	↑	34.80%	↑	25.80%	↓	60.00%	↑
<b>Region 22 - Broward</b>	<b>57.10%</b>	↑	<b>39.80%</b>	↓	<b>46.50%</b>	↑	<b>100.00%</b>	—
<b>Region 23 - Miami</b>	20.50%	↓	45.40%	↓	27.80%	↑		—
<b>Statewide</b>	44.40%	↑	37.10%	↓	33.40%	↓	86.70%	↑

Note: Arrows indicate direction of change since previous month's figures. Flat line indicates no change.

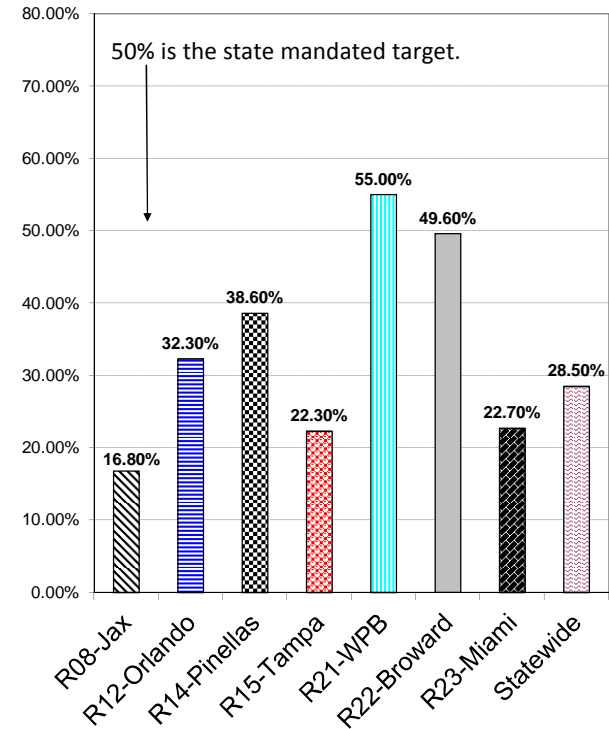
<b>Legend / Abbreviation Key</b>	WTP	Welfare-Transition Program	DW	Dislocated Worker
	WIOA	Workforce Innovation and Opportunity Act		

**Welfare Transition Program (WTP) All-Family Participation Data for the Big 7 Regions**

**Month-to-Month Participation Rate for Rolling 12 Month Period**

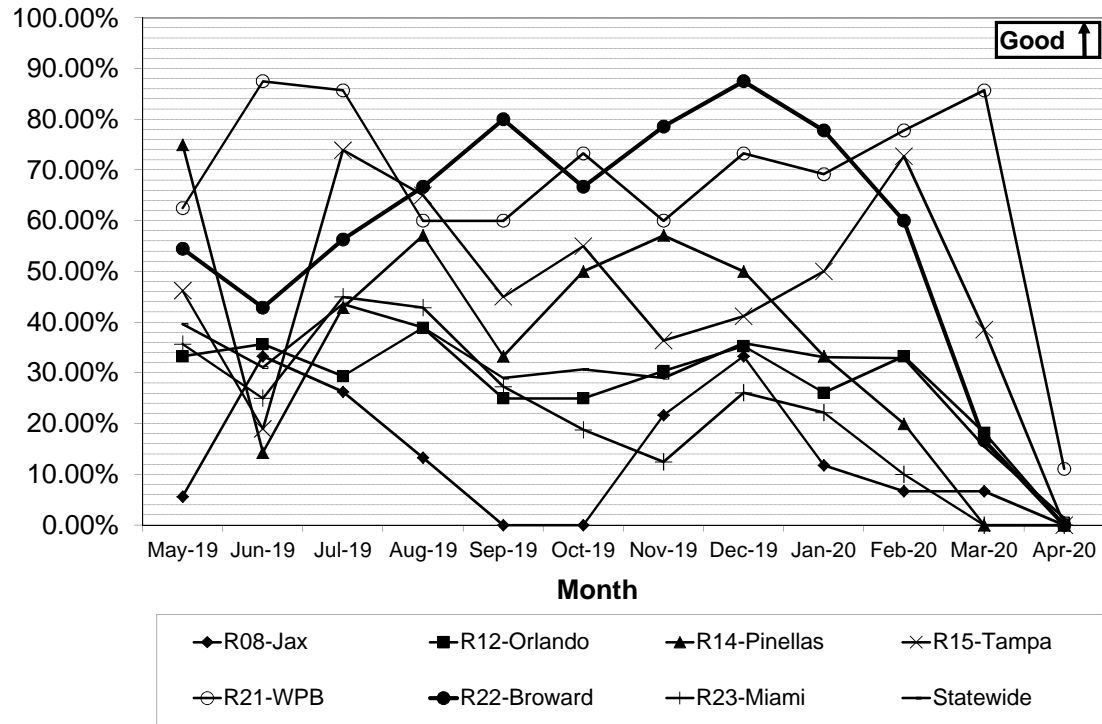


**Program Year-to-Date (YTD) Participation Rate as of April 2020**

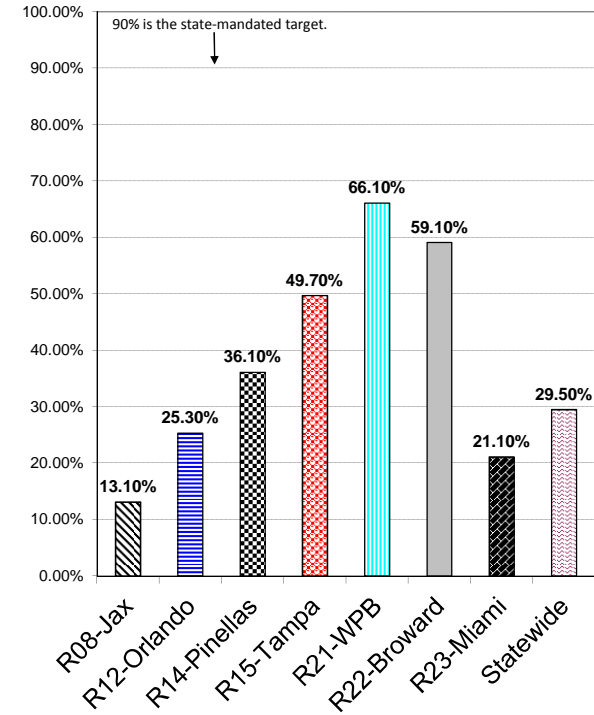


**Welfare Transition Program (WTP) Two-Parent Family Participation Data for the Big 7 Regions**

**Month-to-Month Participation Rate for Rolling 12 Month Period**

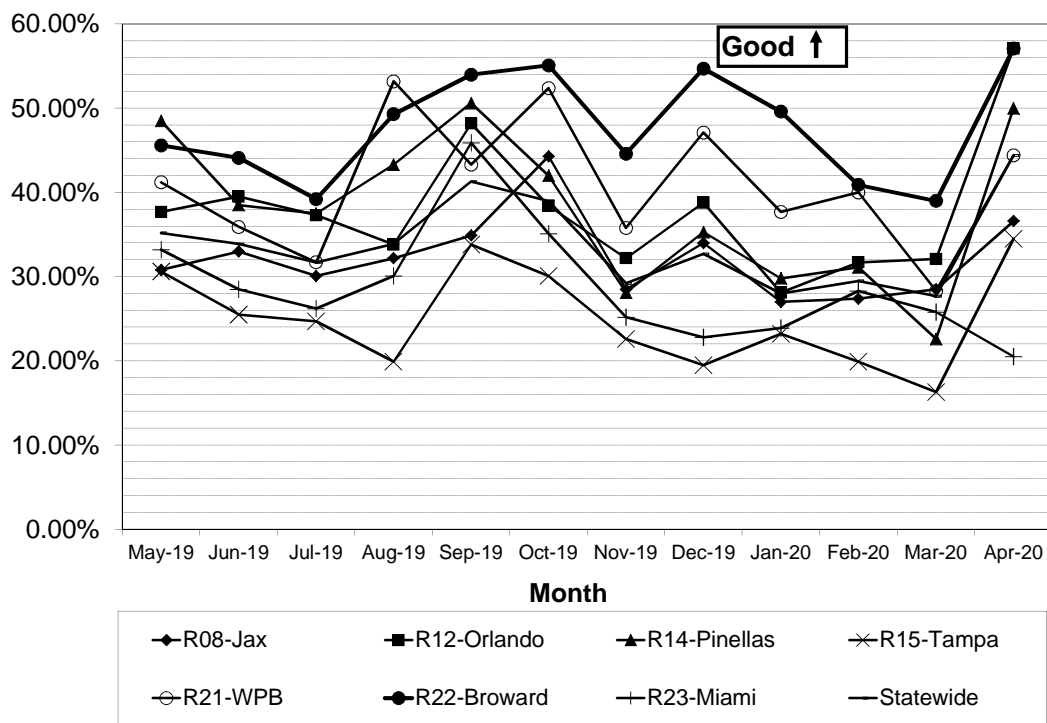


**Program Year-to-Date (YTD) Participation Rate as of April 2020**

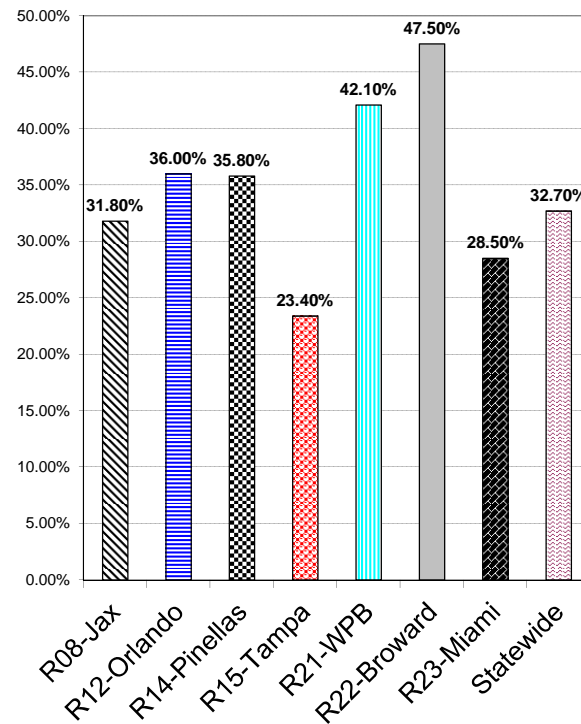


**Welfare Transition Program (WTP) Entered Employment (EE) Data for the Big 7 Regions**

**Month-to-Month EE Rate for Rolling 12 Month Period**



**Program Year-to-Date (YTD) EE Rate as of April 2020**

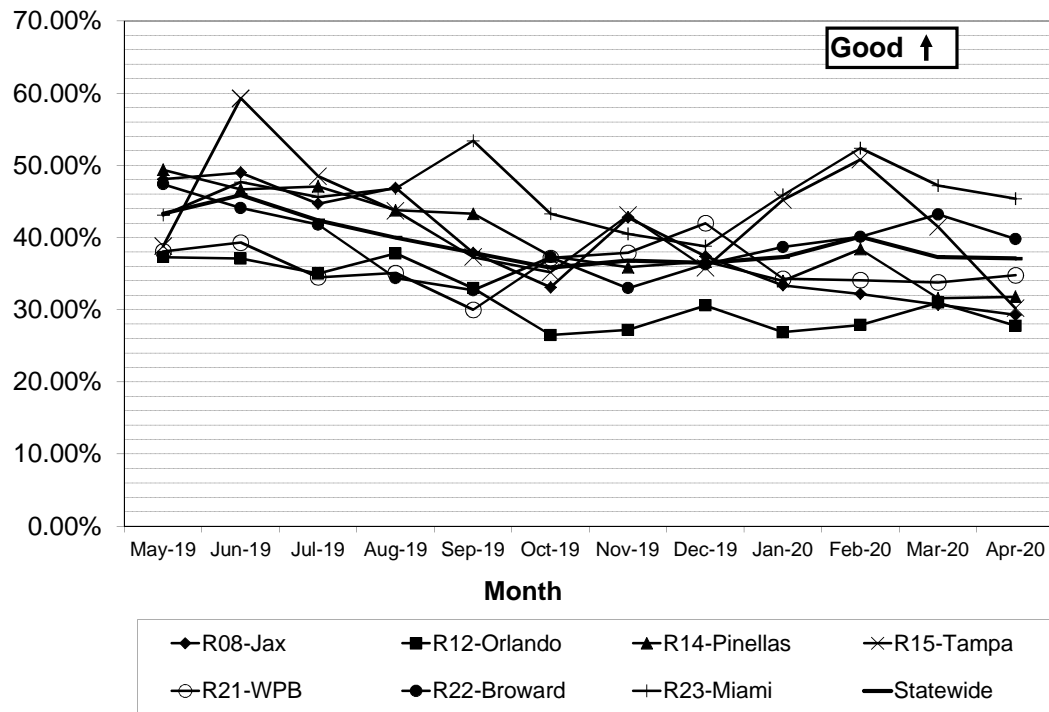


## Analysis of Welfare Transition Program (WTP) Performance

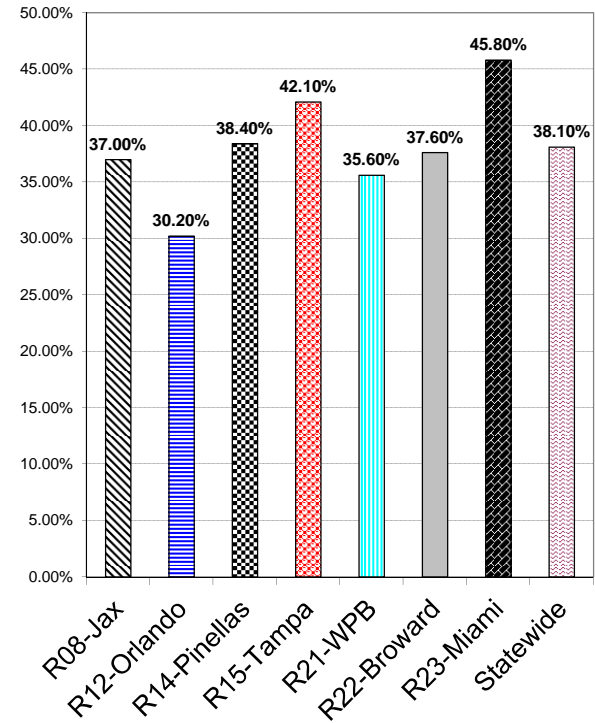
	<b>Measure</b>	<b>Goal</b>	<b>Month (April)</b>	<b>PYTD</b>
<b>WTP Program Performance At-A-Glance</b>	All Family Participation	50%	11.4%	49.6%
	Two-Parent Family Participation	90%	0%	59.1%
	Entered Employment Rate (EER)	39%	57.1%	47.5%
<b>Current Situation and Performance Summary</b>	<p>In relation to the Big 7 Regions:</p> <p><u>All Family Participation Rate</u> CSBD ranks 2<sup>nd</sup> in performance for the month and ranks 2<sup>nd</sup> Program Year-To-Date.</p> <p><u>Two Parent Participation Rate</u> CSBD ranks 2<sup>nd</sup> in performance for the month and ranks 2<sup>nd</sup> Program Year-To-Date.</p> <p><u>Entered Employment Rate</u> CSBD ranks 1<sup>st</sup> place in performance for the month and ranks 1<sup>st</sup> Program Year-To-Date.</p> <p>The Entered Employment Rate (EER) is calculated by cases closed due to employment divided by the number of overall case closures during the month.</p>			
<b>Strategies and Action Steps</b>	<p>WTP is a mandatory program currently under a participation waiver. Although customers are not participating at the required hours for us to meet performance, we are engaging them and providing assistance.</p> <p>CSBD is proactively adapting to our new virtual service environment by creating new virtual ways to provide services and engage job seekers. We are currently:</p> <ul style="list-style-type: none"> <li>• Promoting CSBD’s bi- monthly Virtual Job Fairs.</li> <li>• Contacting customers and promoting online educational platforms to improve skills.</li> <li>• Provide one-on-one virtual services for job search and resume writing assistance.</li> <li>• Utilizing new electronic fillable forms for staff to better provide services virtually to CSBD customers.</li> </ul> <p>These forms will allow customers to fill out, sign and return documents to CSBD by email.</p>			

**Wagner-Peyser (WP) Program Entered Employment (EE) Data for the Big 7 Regions**

**Month-to-Month EE Rate for Rolling 12 Month Period**



**Program Year-to-Date (YTD) EE Rate as of April 2020**



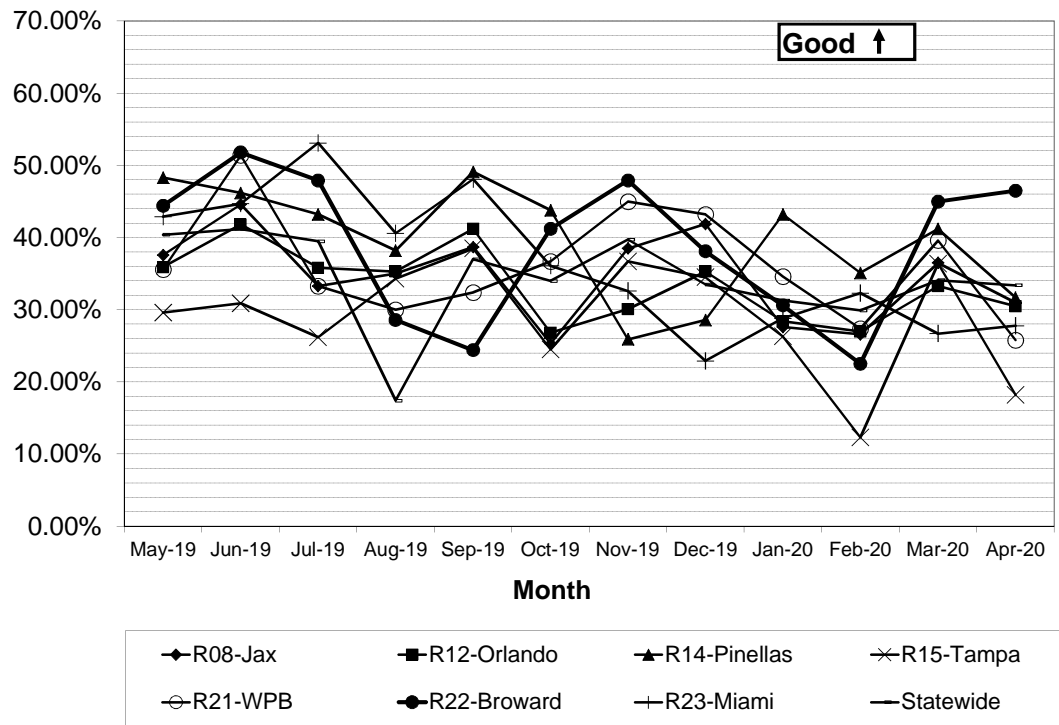
## Analysis of Wagner-Peyser (WP) Performance

WP Program Performance At-A-Glance	Measure	Performance*	
		Month (April)	PYTD
	Entered Employment Rate	39.8%	37.60%
<p><i>*Please note: The performance detail is based on the Monthly Management Report (MMR). Due to lagging data, our true YTD rate will adjust at the end of the program year.</i></p>			
<p><b>Current Situation and Performance Summary</b></p>	<p>The data that captures the new wage record is still lagging behind. As stated above the Monthly Management Report will adjust at year end. Trends have shown that the MMR performance is usually 30-35% lower than the final year-end report.</p> <p>CSBD is in 2<sup>nd</sup> place for performance for the month April.</p> <p><b><u>Since the beginning of the program year July 2019</u></b></p> <ul style="list-style-type: none"> <li>• 816 WP customers entered into employment</li> <li>• 15,009 customers receiving WP services</li> </ul>		
<p><b>Strategies and Action Steps</b></p>	<p>CSBD is proactively adapting to our new virtual service environment by creating new virtual ways to provide services and engage job seekers and employers. In April we:</p> <ul style="list-style-type: none"> <li>• Promoted CSBD's bi-monthly Virtual Job Fairs with over 20 employers who are actively recruiting.</li> <li>• Contacted customers and promoted our new weekly virtual Employment Workshops.</li> <li>• Provide one-on-one phone services for resume assistance, individualized job search and job referrals, and promoted CSBD services to recently displaced workers who are in need of assistance with gaining employment.</li> <li>• Created new electronic fillable forms for staff to better provide services virtually to CSBD customers. These forms will allow customers to fill out, sign and return to CSBD by email.</li> </ul>		

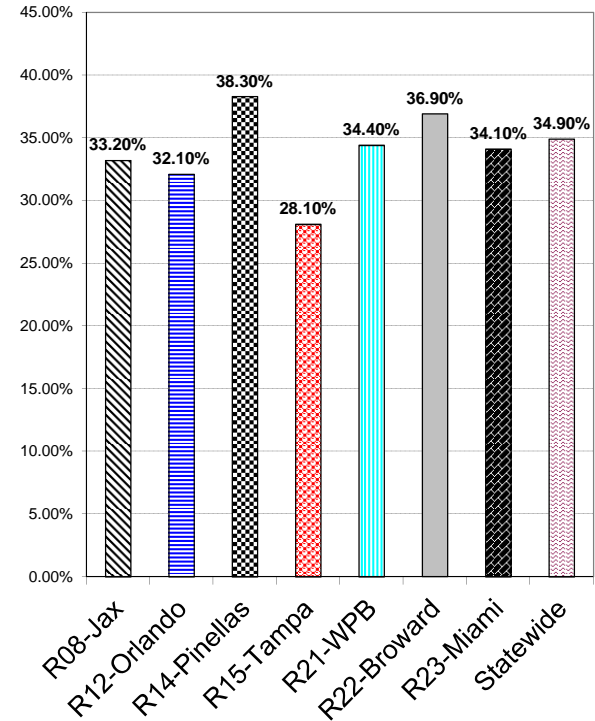


**Veterans' Entered Employment (EE) Data for the Big 7 Regions**

**Month-to-Month EE Rate for Rolling 12 Month Period**



**Program Year-to-Date (YTD) EE Rate as of April 2020**

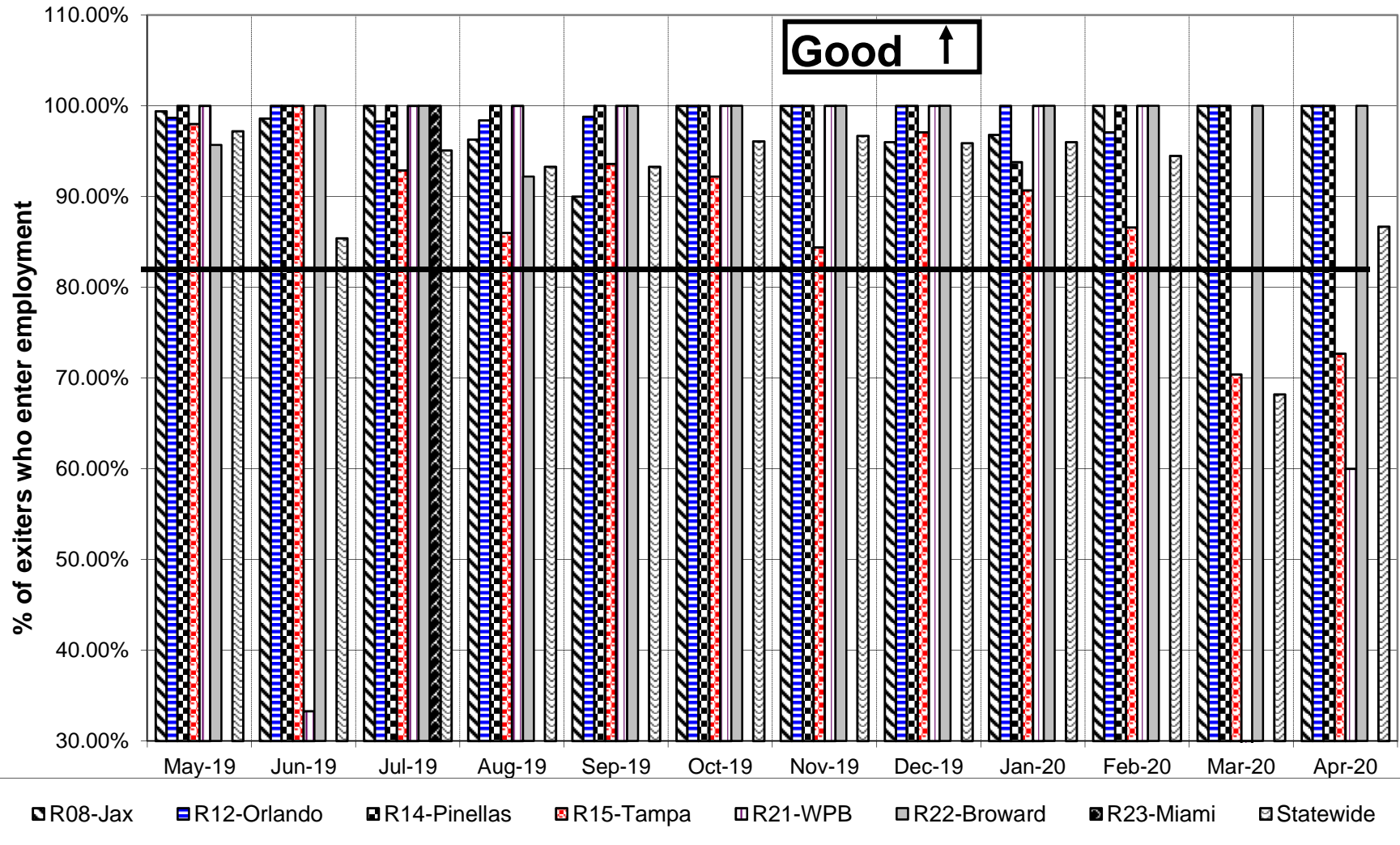


## Analysis of Veterans' Performance

Veterans' Program Performance At-A-Glance	Measure	Performance	
		Month (April)	PYTD
	Entered Employment Rate	46.5%	35.9%
Current Situation and Performance Summary	<p><b>CSBD is in 1<sup>st</sup> place for Entered Employment Rate performance for the month of April.</b></p> <p><b><u>Since the beginning of the program year July 2019:</u></b></p> <ul style="list-style-type: none"> <li>• 251 Veterans placed in employment</li> <li>• 1,047 Veteran customers actively utilized CSBD employment services</li> </ul>		
	<p>During the month of April CSBD quickly equipped staff with laptop computers and cell phones to ensure continuation of our services and continuous customer engagement. This allowed staff to:</p> <ul style="list-style-type: none"> <li>• Increase calls to provide one-on-one services; providing veterans with resume assistance, individualized job searched/job referrals, and promoting CSBD services to recently displaced veterans in need of assistance with gaining employment.</li> <li>• LVERs joined the Business Services Team efforts by providing "Veteran Friendly" employers to participate in the CSBD Virtual Job Fair.</li> <li>• Veterans were granted early access to the CSBD Virtual Job Fair to increase employment to the veteran population.</li> <li>• WP staff is engaging with recently registered Veterans providing information on the upcoming Virtual Job fairs and providing information on our recently launched Virtual Employment Workshops so that customers can take advantage of these services provided by CSBD at no cost.</li> </ul>		
Strategies and Action Steps			

### Comparison of the Workforce Innovation and Opportunity Act (WIOA) Entered Employment Rate for Adult & Dislocated Workers across the 7 largest Regions in Florida for the Rolling 12 Month Period

.Note: Data presented as bar graph due to strong overlap of all regions in the near-100% range



**Analysis of Workforce Innovative and Opportunity Act (WIOA) Adult and Dislocated Worker Performance**

WIOA Program Performance At-A-Glance	<u>Measure</u>	Performance	
		Month (April)	PYTD
	Entered Employment Rate	100%	100%
<b>Current Situation and Performance Summary</b>	<p>CSBD is in a 4-way tie for 1<sup>st</sup> in performance for the month and is 1<sup>st</sup> in Program Year-To-Date.</p> <p><u>Since the beginning of the program year July 2019:</u></p> <ul style="list-style-type: none"> <li>• 353 WIOA customers entered employment</li> <li>• CSBD has enrolled 654 customers into WIOA-funded training</li> </ul> <p><i><b>Note:</b> While our rate is high we want to continue enrolling customers into basic and individualized services to increase the number special populations' customers receiving WIOA training related services to assist with increasing their employment and wage rates.</i></p>		
<b>Strategies and Action Steps</b>	<p>During the month of April CareerSource Broward's centers remained closed to ensure the safety of our customers and staff due to COVID-19 and comply with stay at home orders.</p> <ul style="list-style-type: none"> <li>• To continue enrollments into training, Success Coaches are working with the customers in navigating the new environment, by staying informed on various ITA providers' closures/ reopening and provided access to virtual tools and new learning platforms.</li> <li>• Job Developers and employment Success Coaches are working with Industry Intermediaries and our Business Services team to schedule and hold virtual job fairs with employers who have open positions aligned to our ITA graduates.</li> </ul>		



June 8, 2020

Josh Levy  
Mayor, City of Hollywood  
Chair  
CareerSource Broward  
Council of Elected Officials

Dean Trantalis  
Mayor, City of Fort Lauderdale  
Vice Chair  
CareerSource Broward  
Council of Elected Officials

Tim Ryan  
Commissioner  
Board of County Commissioners  
Chair Pro Tem  
CareerSource Broward  
Council of Elected Officials

Dr. Lisa Knowles  
Chair  
Broward Workforce  
Development Board, Inc.

Mason C. Jackson  
President/CEO  
CareerSource Broward

Mr. Greg Vaday  
US DOC, EDA  
Atlanta Regional Office  
01 West Peachtree Street, NW, Suite 1820,  
Atlanta, GA 30308-3510

Dear Mr. Vaday:

This letter is in support of the Alan B. Levan | NSU Broward Center of Innovation and their proposal to the U.S. Department of Commerce, Economic Development Administration (EDA) funding opportunity.

CareerSource Broward is the administrative entity of the Broward Workforce Development Board. Our mission is to provide innovative solutions through the professional delivery of quality services, which consistently and effectively meet the workforce needs of jobseekers and employers. Having a center like the Alan B. Levan | NSU Broward Center of Innovation will ensure that all of us working on improving the Broward County community will have a venue to continue to collaborate and make a significant impact.

The Center is a public-private partnership between Broward County and Nova Southeastern University tasked with linking the innovation ecosystem to help create an entrepreneurship and technology hub. In order for the Center to truly be a hub of entrepreneurship and technology, it needs to have the highest technology and the infrastructure to support it. The Center’s focus on cultivating innovation and supporting businesses from startup to scaleup will ensure a thriving Broward County community.

We highly encourage the EDA to fund this vital infrastructure project as it will result in a stronger, better-skilled community, and region.

Sincerely,

*Mason C Jackson Jr*

Mason C. Jackson, Jr.  
President/CEO

CareerSource Broward  
Administrative Office  
2890 West Cypress Creek Road  
Fort Lauderdale, FL 33309  
P: 954.202.3830

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## Memorandum #19 – 19 (LS)

**To:** The CareerSource Council of Elected Officials  
**From:** Rochelle Daniels, General Counsel  
**Subject:** President/CEO Employment Contract  
**Date:** June 19, 2020

### SUMMARY

Consideration of approval of the Employment Contract negotiated by the Honorable Josh Levy, Mayor City of Hollywood and CSBD Council Chair with Ms. Carol Hylton in accordance with the CSBC Council motion and vote at its May 28, 2020 meeting.

### BACKGROUND

At the March CSBD Executive Committee Meeting and at the April Broward Workforce Development Board. Inc. / CSBD Council of Elected Officials Meeting, Mr. Mason Jackson, CSBD President/CEO announced his retirement. At the May meeting of the Council of Elected Officials, Ms. Carol Hylton, Executive Vice President, CSBD was appointed the new CSBD President/CEO to begin upon Mason Jackson's retirement.

The CSBD Council appointment motion included the following:

...that Mayor Josh Levy act on behalf of the Council to negotiate a contract with Carol to be presented at the next BWDB meeting including her salary based on her education, experience and aptitude and considering Mason's salary and his years of experience.

### DISCUSSION

In preparation for the negotiation of the Employment Contract I prepared a schedule of elements typically included in Employment Contracts along with information on CSBD policy with respect to the various CSBD employee benefits. Mayor Levy and I met on June 9, 2020, and on June 17, 2020 to review the contract elements.

The elements were reviewed with Ms. Hylton, who also spoke to Mayor Levy on June 9, 2020. In accordance with Council direction Ms. Hylton's salary was determined taking into consideration: Mr. Jackson's and Ms. Hylton's current salaries, Ms. Hylton's Master's Degree in Social Service from Columbia University, her over 30 years' experience in Social Service, her 13 years as the CSBD Executive VP, the salaries of other workforce board CEO's and the salaries of not-for profit and governmental executives in Broward County.

The following is the results of that meeting:

<b>Contract Element</b>	<b>Agreed to Terms and Conditions</b>
Contract Start	July 1, 2020
Salary	\$200,000
Performance Appraisal	Annual per CSBD Policy
Increases	Annual per CSBD Policy 3% can exceed per contract criteria
Vacation	6 weeks per CSBD Policy
Benefits	Per CSBD Policy
Retirement	\$2,160 to be contributed over the CSBD Policy of \$5,850
Severance	1 month's pay for each year as President/CEO up to 6 months
Termination	Serves at the pleasure of the Council
Term	Annual, automatic renewal unless terminated

The contract was drafted in accordance with the above and was provided to each of the elected officials in advance of the meeting. Also out of respect to Mr. Jackson's request that the BWBD and Council Chairs determine the start date for the new President/CEO, I contacted Dr. Knowles the BWDB Chair who deferred to Mayor Levy agreeing that Ms. Hylton should officially step into the position in concert with the new Program Year on July 1, 2020.

**RECOMMENDATION**

Approve entry into the Employment Contract negotiated by the Honorable Josh Levy, Mayor City of Hollywood and Chair of the CSBD Council of Elected Officials, per the Council action at their Meeting on May 28, 2020, and accepted by Ms. Carol Hylton.

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**Memorandum #40 – 19 (OPS) Revised**

**To:** Broward Workforce Development Board, Inc./CareerSource  
Broward Council of Elected Officials

**From:** Mason Jackson, President/CEO

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

**Date:** June 15, 2020

**SUMMARY**

Consideration to approve a Youth 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.<sup>1</sup> Because Mason Jackson, 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 and 6/15 Executive Committee meetings.

**BACKGROUND**

ELC was initially approved as a Work Experience site by the 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, 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, 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.

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



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**Memorandum #41 – 19 (OPS) Revised**

**To:** Broward Workforce Development Board, Inc./CareerSource  
Broward Council of Elected Officials

**From:** Mason Jackson, President/CEO

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

**Date:** June 15, 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 and 6/15 Executive Committee meetings.

**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.

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**Memorandum #42 – 19 (OPS) Revised**

**To:** Broward Workforce Development Board, Inc./CareerSource Broward Council of Elected Officials

**From:** Mason Jackson, President/CEO

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

**Date:** June 15, 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 and 6/15 Executive Committee meetings.

**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 6/30/20. 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.

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**Memorandum #17 – 19 (LS) Revised**

**To:** Broward Workforce Development Board, Inc./CareerSource Broward Council of Elected Officials

**From:** Mason C. Jackson, President/CEO

**Subject:** FLITE Navigator Out of School Youth contract

**Date:** June 15, 2020

**SUMMARY**

Consideration to approve the addition of \$29,412 to the FLITE center contract 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. The additional funds will also cover an increase in the percentage of time to be devoted by the supervisor, and related fringes, and payroll taxes. Approved at the 6/15 Executive Committee meeting.

**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. As there is sufficient funds in the youth budget we are recommending the increase.

**RECOMMENDATION**

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

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**Memorandum #18 – 19 (LS) Revised**

**To:** Broward Workforce Development Board, Inc./CareerSource Broward Council of Elected Officials

**From:** Mason C. Jackson, President/CEO

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

**Date:** June 15, 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. Approved at the 6/15 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 30<sup>th</sup>.

**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.

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## Memorandum #43 – 19 (OPS) Revised

**To:** Broward Workforce Development Board, Inc./CareerSource Broward Council of Elected Officials

**From:** Mason Jackson, President/CEO

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

**Date:** June 15, 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 and 6/15 Executive Committee meetings.

### 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 6/3/20 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 <sup>1</sup>
3. Community and Social Service Specialist <sup>2</sup>	4. Postsecondary Teachers, all other
5. Computer Operations, all other <sup>3</sup>	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.

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<sup>1</sup> 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.

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

<sup>3</sup> 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

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Selection Criteria:

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- 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	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)
- 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?	
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:

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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?	
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:** Broward Workforce Development Board, Inc./CareerSource Broward  
Council of Elected Officials

**From:** Mason Jackson, President/CEO

**Subject:** Continued Eligibility for Miami Dade College

**Date:** June 15, 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 and 6/15 Executive Committee meetings.

### 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](http://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:** Broward Workforce Development Board, Inc./CareerSource Broward Council of Elected Officials

**From:** Mason C. Jackson, President/CEO

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

**Date:** June 15, 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 and 6/15 Executive Committee meetings.

### 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.

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**Memorandum #49 – 19 (OPS) Revised**

**To:** Broward Workforce Development Board, Inc./CareerSource Broward Council of Elected Officials

**From:** Mason Jackson, President/CEO

**Subject:** Additional Workforce Innovation and Opportunity Act (WIOA) Funds

**Date:** June 15, 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 and 6/15 Executive Committee meetings.

**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.

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**Memorandum #48 – 19 (OPS) Revised**

**To:** Broward Workforce Development Board, Inc./CareerSource Broward Council of Elected Officials

**From:** Mason Jackson, President/CEO

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

**Date:** June 15, 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 and 6/15 Executive Committee meetings.

**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.

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## Memorandum #16 – 19 (LS) Revised

**To:** Broward Workforce Development Board, Inc./CareerSource Broward Council of Elected Officials

**From:** Mason C. Jackson, President/CEO

**Subject:** D&O Insurance with Employment Practice Liability

**Date:** June 15, 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. Reviewed at the 6/15 Executive Committee meeting.

### 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.<sup>1</sup> 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.

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

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**Memorandum #47 – 19 (OPS) Revised**

**To:** Broward Workforce Development Board, Inc./CareerSource Broward Council of Elected Officials

**From:** Mason Jackson President/CEO

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

**Date:** June 15, 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](http://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](http://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](http://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](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](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](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](https://www.youtube.com/watch?v=A_gv5WTd7aU&feature=youtu.be)

## **Disaster Unemployment Assistance (DUA)**

Disaster Unemployment Assistance (DUA) provides assistance to individuals who have become unemployed as a direct result of a presidentially declared major disaster. In order to qualify for this benefit your employment or self-employment must have been lost or interrupted as a direct result of a major disaster declared by the President of the United States and the Governor must request the assistance. An individual must exhaust all entitlement (RA, Emergency Unemployment Compensation) prior to being eligible for DUA. A claimant who is disqualified from receiving regular reemployment benefits (under any state or Federal law) may be entitled to DUA. Payment will be made to unemployed workers, who as a direct result of a presidentially declared major disaster:

No longer has a job.

Is unable to reach their place of work.

Cannot work due to damage to the place of work.

Becomes the head of the household and is seeking work because former head of household died as a result of the disaster.

Cannot work because of a disaster-incurred injury.

Please contact 1-833-FL-APPLY (1-833-352-7759) for assistance.

**Overview of the CareerSource Broward Region**  
**Not Seasonally Adjusted**  
**June 19, 2020**

- The unemployment rate in the CareerSource Broward region (Broward County) was 16.0 percent in May 2020. This rate was 13.0 percentage point higher than the region's year ago rate of 3.0 percent. The labor force was 988,718, down 50,202 (-4.8) over the year. There were 157,752 unemployed residents in the region.
- In May 2020 nonagricultural employment in the Ft. Lauderdale-Pompano Bch-Deerfield Bch Metro Division was 767,000, a decrease of 97,700 jobs (-11.3 percent) over the year.
- The leisure and hospitality (-45,500 jobs); trade, transportation, and utilities (-11,900); professional and business services (-11,400 jobs); education and health services (-11,400 jobs); other services (-6,900 jobs); government (-4,700 jobs); construction (-2,000 jobs); information (-2,000 jobs); manufacturing (-1,700 jobs); and financial activities (-200 jobs) industries lost jobs over the year.

Note: All data are subject to revision.

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics and Economic Research.

Unemployment Rates (not seasonally adjusted)			
	May-20	Apr-20	May-19
CareerSource Broward (Broward County)	16.0%	14.9%	3.0%
Florida	14.3%	13.5%	3.0%
United States	13.0%	14.4%	3.4%

Nonagricultural Employment by Industry (not seasonally adjusted)	Ft. Lauderdale-Pompano Beach-Deerfield Beach Metropolitan Division				Florida				Annualized Avg. Wages Broward County, Q4 2019
	May-20	May-19	change	percent change	May-20	May-19	change	percent change	
Total Employment	767,000	864,700	-97,700	-11.3	8,099,200	8,950,300	-851,100	-9.5	<b>\$55,338.37</b>
Mining and Logging	NA	NA	NA	NA	5,400	5,800	-400	-6.9	\$87,813.15
Construction	47,200	49,200	-2,000	-4.1	566,900	561,600	5,300	0.9	\$63,289.02
Manufacturing	27,100	28,800	-1,700	-5.9	368,100	383,500	-15,400	-4.0	\$61,580.94
Trade, Transportation, and Utilities	181,700	193,600	-11,900	-6.1	1,666,900	1,786,200	-119,300	-6.7	\$52,318.70
Wholesale Trade	49,600	50,800	-1,200	-2.4	337,900	352,100	-14,200	-4.0	\$80,185.37
Retail Trade	100,700	110,200	-9,500	-8.6	1,004,500	1,100,000	-95,500	-8.7	\$38,210.94
Transportation, Warehousing, and Utiliti	31,400	32,600	-1,200	-3.7	324,500	334,100	-9,600	-2.9	\$57,986.57
Information	18,000	20,000	-2,000	-10.0	128,000	140,100	-12,100	-8.6	\$93,374.52
Financial Activities	63,900	64,100	-200	-0.3	573,400	588,400	-15,000	-2.5	\$89,475.08
Professional and Business Services	140,800	152,200	-11,400	-7.5	1,282,600	1,385,900	-103,300	-7.5	\$66,994.98
Education and Health Services	101,200	112,600	-11,400	-10.1	1,264,200	1,340,800	-76,600	-5.7	\$56,380.41
Leisure and Hospitality	53,400	98,900	-45,500	-46.0	806,400	1,269,500	-463,100	-36.5	\$27,449.42
Other Services	30,600	37,500	-6,900	-18.4	319,800	354,700	-34,900	-9.8	\$38,388.76
Government	103,000	107,700	-4,700	-4.4	1,117,500	1,133,800	-16,300	-1.4	\$71,966.12

Population	2019	2018	change	percent change
CareerSource Broward (Broward County)	1,935,878	1,917,122	18,756	1.0
Florida	21,477,737	21,244,317	233,420	1.1

Average Annual Wage	2019	2018	change	percent change
CareerSource Broward (Broward County)	\$54,643	\$52,974	\$1,669	3.2
Florida	\$51,761	\$50,092	\$1,669	3.3

Note: All data are subject to revision.

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics and Economic Research.