
MEETING AGENDA

Due to Covid- 19, in the interest of keeping our committee members, staff, and public safe this meeting is being held via Zoom. Please do not attend in person.

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

PROTOCOL FOR TELEPHONE/ZOOM MEETING

1. Please state your name when making or seconding a motion. Such as “I move the item, and your name – “jane doe”. Please also identify yourself when asking a question.
2. Put your phone/microphone on mute when not speaking. Don't forget to take it off when you wish to speak.
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.

APPROVAL OF MINUTES

Approval of the Minutes of the February 3, 2020 Employer Services Committee meeting.

**RECOMM
ACTION
EXHIBIT**

Approval
Motion for Approval
Minutes of the February 3, 2020 ESC meeting

Pages 5 - 7

NEW BUSINESS

1. CareerSource Broward Marketing and Communications Plan for Program Year 2020-2021

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 CSBD services. This plan identifies CSBD's communications goals and objectives for the 2020-2021 program year. This year, a majority of our marketing efforts will center on the Help Is Here campaign in response to the coronavirus pandemic.

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

Pages 8 - 16

2. Strategies for Outreach to Large/Small Employers and Employers in Distressed Communities

Due to the impacts on the local workforce as a result of the Coronavirus pandemic, CareerSource Broward is developing strategies for outreach and engagement of employers in order to identify employers with current hiring and training needs in this changed landscape. Staff is asking the committee to 1) recommend additional strategies and 2) approve the strategies.

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

Pages 17 – 18

3. ESC Strategic Plan Matrix for 2020

The updated Employer Services Committee Strategic Plan Matrix is presented for discussion, additions, and approval.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Employer Services Committee Strategic Plan Matrix

Pages 19 – 31

REPORTS

1. CareerSource Broward COVID-19 Communications and Marketing Outreach Efforts

Since the outbreak of the coronavirus (COVID-19) pandemic, CareerSource Broward (CSBD) has been extremely proactive at using various marketing and communication tactics to share relevant and important information with Broward County job seekers, employers, community partners, local municipalities and more. This is a summary of the integrated marketing efforts completed and planned by CSBD's communications department through 5/25/2020.

**ACTION
EXHIBIT**

Review
COVID-19 Communications and Marketing Summary

Page 32 - 34

2. CareerSource Broward Virtual Job Fairs

As a response to the surge in lay-offs associated with the coronavirus pandemic, CareerSource Broward has held a series of virtual job fairs in April and May. Over 8,800 job seekers and 53 employers have participated in the three on-line events to date. Participating employers included Amazon, Broward County Government, Broward College, Kindred Healthcare, Walmart, Walgreens, WastePro and more. We plan to host two additional job fairs in June.

**ACTION
EXHIBIT**

Discussion
Memo #05-19 (CBR)

Pages 35 – 36

3. Broward County Unemployment Information

The Broward County unemployment rate was 14.5 percent in April 2020, 11.7 percentage points higher than the region's year-ago rate (2.8 percent). The April 2020 rate was 1.2 percentage points higher than the state rate of 13.3 percent and 0.1 percentage point lower than the national rate (14.4 percent). The labor force was 935,487, down 90,574 (-8.8) over the year. There were 136,008 unemployed Broward residents.

**ACTION
EXHIBIT**

Discussion
Unemployment Overview of Broward County

Pages 37 - 38

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

MATTERS FROM THE FLOOR

MATTERS FROM THE PRESIDENT/CEO

ADJOURNMENT

THE NEXT ESC MEETING WILL BE HELD ON SEPTEMBER 2, 2020 at 12:30pm
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MINUTES

**CareerSource Broward Board Conference Room, 2890 West Cypress Creek Road
Ft. Lauderdale, FL 33309**

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

SELF-INTRODUCTIONS:

ATTENDANCE: Paul Farren, Francois Leconte, Dr. Lisa Knowles, and (via phone) Steve Tinsley, Janet Wincko and Kristen Cavallini-Soothill,

STAFF: Tony Ash, Mason Jackson, Carol Hylton, Javon Lloyd, Robert Evans, Jack Bennings, Irma Valentin

PRESENTATIONS

Leticia Latino van-Splunteren, CEO of Neptuno USA Corp. and Chair of the Federal Communications Commission's (FCC) Working Group on Broadband Infrastructure Deployment Job Skills and Training Opportunities, presented on the expansion of 5G wireless locally and the job growth that will accompany it. Her presentation focused on 1) the need to add more 5G infrastructure to the area, such as towers, to meet the demand, and 2) the employment opportunities the expansion will create and the skills training needed to meet the employment demand.

According to Ms. Van-Splunteren, there are currently 20,000 tower climbers in the United States but will need to increase to 49,000 in the next five to seven years in order to remain competitive globally. Mason Jackson asked what happens to the trained workers once the towers are built since we'd have several people trained for a time limited job. Ms. Van-Splunteren responded that her FCC working group is designing career pathways that tower climbers can transition into.

APPROVAL OF MINUTES

Approval of the Minutes of the December 2, 2019 Employer Services Committee meeting.

On a motion made by Francois Leconte and seconded by Dr. Lisa Knowles the Employer Services Committee unanimously approved the minutes of the December 2, 2019 Employer Services Committee meeting.

1. ESC Strategic Plan Matrix for 2020

Consideration to approve the Employer Services Committee Strategic Plan Matrix for 2020 where the board asked that CSBD focus digital outreach to employers.

On a motion made by Dr. Lisa Knowles and seconded by Kristen Cavallini-Soothill the Employer Services Committee unanimously approved the ESC Strategic Plan Matrix for 2020.

2. Industry Employer Forums

Consideration to approve CSBD to host seven (7) Employer Forums through November 30, 2020 and recommendation to the board to authorize CSBD to use up to \$2,000.00 per forum for a total of \$14,000.00 of the funds reserved for food and beverage out of the general fund. The forums will provide information on CSBD services and benefits to the employers and provide CSBD the opportunity to learn about the issues that impact their recruiting, hiring and training decisions and what skills gaps exist.

On a motion made by Francois Leconte and seconded by Dr. Lisa Knowles the Employer Services Committee unanimously approved the planning and implementation of seven Industry Employer Forums.

REPORTS

1. Targeted Community Outreach Infograph July 2019 – January 2020

Tony Ash presented an overview of the Targeted Community Outreach Infograph showing the targeted zip codes and reported that we have partnered with other community organizations and held job readiness workshops in the targeted communities. CSBD has also placed advertisements on targeted Broward County Transit buses and bus benches and the targeted zip codes to promote scholarship opportunities and workforce education.

2. Broward College IT Apprenticeship

Tony Ash reported that CSBD is collaborating with Broward College to recruit employers for the IT apprenticeship program. CSBD can assist with grant funding which covers up to \$2,620 per apprentice for wages and training costs. The graduates will obtain their IT certifications upon completion of the program.

3. Getting Ready for 5G: Preparing a Skilled Workforce for Future Wireless Networks

Fifth-generation (5G) mobile communications networks are expected to disrupt nearly every job sector and ecosystem across the world as deployment of these technologies enables more robotics and automation, adding to productivity wherever advanced network services are deployed. The sea change expected from the deployment of 5G networks can only happen with a sufficiently skilled labor force trained to design, install, and monitor these networks. This report aims to address the need for effective on-the-job training, classroom, and online education to meet the labor needs associated with this growth.

4. Employer Services Infograph November - December 2019

CSBD hosted 28 mass recruitment events for employers seeking to fill over 715 available positions. Also through the industry intermediaries, CSBD posted 43 available jobs for employers in Broward's targeted industries during this time period.

5. Broward County Unemployment Information

The Broward County unemployment rate was 2.5 percent in December 2019, 0.6 percentage point lower than the region's year-ago rate (3.1 percent). The December 2019 rate was equal to the state rate of 2.5 percent. The labor force was 1,049,805, up 13,021 (+1.3) over the year. There were 26,705 unemployed Broward residents.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

None

ADJOURNMENT: 1:45 P.M.

THE NEXT ESC MEETING WILL BE HELD ON APRIL 6, 2020 at 12:30pm
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**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.

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
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.
4. Website: In today's ever-changing business climate, it is imperative that organizations have a user-friendly website in order to distribute, post and make public information that will benefit its stakeholders and target audience. CSBD's website (www.careersourcebroward.com) will be the main source of general information related to the organizations' programs, services and initiatives. The website will be relevant and SEO-friendly, making CSBD easier to find in online search results.
5. Print Marketing Materials: Along with a solid online presence, print design will be essential to CSBD's success. Print is still an effective, widely used form of marketing and will continue to be so for years to come. CSBD will continue to create visually pleasing marketing materials (flyers, brochures, invitations, infographics, etc.) that will help tell the value of the organization to stakeholders and the community.
6. Photography/Video: Having good-quality and high-resolution photos gives CSBD the tool it needs to showcase events, staff and other important subjects related to ongoing services in the community. We plan to use more photography and video testimonials in our digital marketing initiatives.

Key Focus Areas and Objectives

A. Media Relations: Strengthening relationships with the media.

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

B. Marketing Campaigns: Execute timely marketing campaigns through print, radio, digital and social media platforms.

- 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

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)

To: Employer Services Committee

From: Mason C. Jackson, President/CEO

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

Date: May 27, 2020

SUMMARY

Due to the impacts on the local workforce as a result of the Coronavirus pandemic, CareerSource Broward is developing strategies for outreach and engagement of employers in order to identify employers with current hiring and training needs in this changed landscape. Staff is asking the committee to 1) recommend additional strategies and 2) approve the strategies.

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

This information is presented to request additional suggestions on strategies from the committee and to seek approval for the strategies above.

RECOMMENDATION

Staff is asking the committee to 1) recommend additional strategies and 2) approve the strategies

BROWARD WORKFORCE DEVELOPMENT BOARD



EMPLOYER SERVICES COMMITTEE

Strategic Planning Matrix for 2020

Dr. Lisa Knowles,
BWDB Chair

Paul Farren,
ESC Chair

Mason Jackson,
President/CEO

CareerSource Broward Mission:

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

CareerSource Broward Vision:

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

Employer Services Committee Goal:

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

STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.				
SIX PILLARS: Talent Supply and Education and Innovation and Economic Development				
BWDB/CareerSource Broward Strategic Goal #2: Maintain Our Roles as Workforce Development Leaders Through Advocacy By the Board, Collaboration, Providing Information and Intelligence to Stakeholders with Feedback from the Community.				
Objective	Next Steps	Benchmark / Performance Measures	Anticipated Due Date	Comments
2.0 Consider creating a “scorecard” with employer needs/vacancies and then match to job seeker skills.	2.0.1 Schedule meeting with intermediaries to develop tracking mechanism for employer needs including vacancies and skills gaps	A mechanism is developed to measure how well CSBD is matching job seekers and employers	June 2020	In process Met with intermediaries and discussed creating a scorecard for measuring how well we are doing matching job seekers to employers’ vacancies. It was determined that we can implement the state’s tracking of the Job Order Fill Rate in our local Key Performance Indicators (KPIs).
	2.0.2 Determine if the Job Order Fill Rate captured at the state level is a measure we can track locally to determine how well we assist employers with filling their vacant needs.			Tracking of the Job Order Fill Rate will begin the week of June 8 th . It will be a weekly measure on the KPI report and will be used to monitor and drive performance with staff assigned to fill job orders in the centers.

STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.				
SIX PILLARS: Talent Supply and Education and Innovation and Economic Development				
BWDB/CareerSource Broward Strategic Goal #3: Encourage Employers by Engaging and Identifying their Needs, Educating and Connecting them to the Workforce System to Produce Innovative Workforce Solutions.				
Objective	Next Steps	Benchmark / Performance Measures	Anticipated Due Date	Comments
3.0 Consider providing presentations to employers on various topics such as recruiting non-traditional talent (persons with disabilities, justice-involved and older workers)	3.0.1 Encourage employers to consider non-traditional job seekers, such as older workers, justice involved and job seekers with disabilities.	Incorporate messaging about benefits of hiring non-traditional job seekers into all employer presentations	June 2020	Completed Research about the benefits of hiring non-traditional job seekers has been completed and the employer presentation has been updated. Some of the benefits of hiring from the special populations include: <ul style="list-style-type: none"> • Financial incentives such as Work Opportunity Tax Credits and Federal Bonding • Solid work ethics • Loyalty because of the employment chance provided
	3.0.2 Encourage employers to only list recommended minimal levels of experience on job descriptions.	1. Develop a script for the BDS to use with employers 2. Train the Job Order Unit (JOU) on how to use Jobs EQ during the 24 hour edit process and draft a script to use with employers	July 2020	In process. 1. Script has been developed and is in use with the employer outreach team. 2. Training and script for the JOU will take place the week of 6/1.

STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.**SIX PILLARS: Talent Supply and Education and Innovation and Economic Development****BWDB/CareerSource Broward Strategic Goal #3:
Encourage Employers by Engaging and Identifying their Needs, Educating and Connecting them to the Workforce System to Produce Innovative Workforce Solutions.**

Objective	Next Steps	Benchmark / Performance Measures	Anticipated Due Date	Comments
	3.0.3 Ensure employers are aware of our services and the qualifications of our job seekers.	Marketing campaign advertising the benefits of using CareerSource Broward and Employ Florida for employers.	August 2020	<p>On going</p> <p>Social media and eblast marketing campaign to employers, specifically those with staffing needs due to the coronavirus pandemic, about using CareerSource Broward and Employ Florida started in May and will run through July.</p> <p>Additionally, presentations about CSBD services to employers were made to the following:</p> <ul style="list-style-type: none">• Sunrise Chamber of Commerce – May 2020• HANDY's "Business Options for Community Leaders" Virtual Event – May 2020• Registered Trade Apprenticeships with Air Conditioning, Refrigeration, and Pipefitting Education Center – May 2020• Registered Trade Apprenticeships with Mills Electric and Rick Shawbell – May 2020• National Electrical Contractors Association South Fl. Chapter – May 2020 <p>Additional opportunities to make presentations are being researched.</p>
	3.04 Target employers with 50 or more employees for a "welcoming meeting" to sell CSBD services.	Host a welcoming event	August 2020	<p>In process</p> <p>A virtual Welcoming Meeting is being planned for 6/9/20, where employers with 50+ employees can learn about CareerSource Broward services including virtual recruitment events, job posting and candidate referrals, and more.</p>

STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.				
SIX PILLARS: Talent Supply and Education and Innovation and Economic Development				
BWDB/CareerSource Broward Strategic Goal #3: Encourage Employers by Engaging and Identifying their Needs, Educating and Connecting them to the Workforce System to Produce Innovative Workforce Solutions.				
Objective	Next Steps	Benchmark / Performance Measures	Anticipated Due Date	Comments
3.1 Consider targeting specific employer groups in order to diversify the types of employers we assist	3.1.1 Explore hosting one of the monthly meetings of the chamber's council of executives at CSBD to develop a stronger bond with the chambers. Contact the president of the council to schedule a meeting to discuss hosting a meeting	Make contact with the Council president and host a meeting with the Chamber's Council of Executives	July 2020	In process Staff spoke with Randie Shane, president of the Chamber of Council Executives about hosting one the council's meetings. Due to social distancing measures because of COVID 19, it was determined that CSBD would present at one of their upcoming virtual meetings. Staff is tentatively scheduled to present at their 6/17 meeting. Final confirmation is in process.

STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.				
SIX PILLARS: Talent Supply and Education and Innovation and Economic Development				
BWDB/CareerSource Broward Strategic Goal #3: Encourage Employers by Engaging and Identifying their Needs, Educating and Connecting them to the Workforce System to Produce Innovative Workforce Solutions.				
Objective	Next Steps	Benchmark / Performance Measures	Anticipated Due Date	Comments
<p>3.1</p> <p>Consider targeting specific employer groups in order to diversify the types of employers we assist</p>	<p>3.1.2 Develop strategies for each category: big employers, small employers, and distressed communities.</p>	<p>Employer strategies developed and implemented.</p>	<p>July 2020</p>	<p>In process Some of the strategies developed include:</p> <p><u>Large Employers</u></p> <ul style="list-style-type: none"> • 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 • Determine our Value Proposition to large employers and market it <p><u>Small Employers</u></p> <ul style="list-style-type: none"> • Determine our Value Proposition to small employers and market it • Market services that will save them money such as training grants and tax incentives <p><u>Employers in Distressed Communities</u></p> <ul style="list-style-type: none"> • Market tax incentives for hiring from special populations • Market services that will save them money such as training grants • Additional strategies will be added and implemented.

STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.				
SIX PILLARS: Talent Supply and Education and Innovation and Economic Development				
BWDB/CareerSource Broward Strategic Goal #3: Encourage Employers by Engaging and Identifying their Needs, Educating and Connecting them to the Workforce System to Produce Innovative Workforce Solutions.				
Objective	Next Steps	Benchmark / Performance Measures	Anticipated Due Date	Comments
<p>3.1</p> <p>Consider targeting specific employer groups in order to diversify the types of employers we assist</p>	<p>3.1.3 Conduct employer forums to better understand employer needs and align our services to address.</p>	<p>Five employer forums conducted</p>	<p>October 2020</p>	<p>In process</p> <p>Due to the COVID 19 pandemic, the industry forums will be done via Zoom instead of in person beginning in June. In addition to a discussion about the skills gaps, we will cover the COVID impacts to the workforce of the industries and discuss possible solutions.</p> <p>The industry intermediaries are in the process of a) compiling a list of possible guest speakers for each forum and b) drafting the agenda and thought questions for their respective forums.</p>

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Objective	Next Steps	Benchmark / Performance Measures	Anticipated Due Date	Comments
3.2 Explore ways to enhance / expand the message sent out via social media, mainstream media	3.2.1 Consider leveraging the chambers for our marketing purposes.	If feasible, advertise with three or more of the larger chambers in Broward County	July 2020	<p>In process</p> <p>Staff has researched and identified marketing opportunities with the following chambers:</p> <ol style="list-style-type: none"> 1. Greater Fort Lauderdale Chamber of Commerce 2. Greater Hollywood Chamber of Commerce 3. Greater Pompano Chamber of Commerce 4. Miramar Pembroke Pines Regional Chamber of Commerce 5. Greater Plantation Chamber of Commerce 6. Davie-Cooper City Chamber of Commerce 7. Hallandale Beach Chamber of Commerce <p>We will engage each to begin our Help Is Here marketing campaign to begin in June.</p>

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Objective	Next Steps	Benchmark / Performance Measures	Anticipated Due Date	Comments
3.2 (cont.) Explore ways to enhance / expand the message sent out via social media, mainstream media	3.2.2 Increase targeted face-to-face outreach in the community (e.g., HOAs, etc.).	25 CSBD presentations in the distressed communities	October 2020	Ongoing The following presentations have been made: <ol style="list-style-type: none"> 1. Pace Center for Girls (33311) – 2/26/20 2. Wisdom Village Crossing Apartments (33311) – 3/5/20 3. Florida Department of Corrections (33311) via Zoom – 5/7/20 4. HANDY (33311) via Zoom – 5/14/20 5. Florida Department of Corrections (33311) via Zoom – 5/21/20
	3.2.3 Explore the feasibility of using the media in the immigrant communities to get information out to their viewers.	Utilize media options to advertise to targeted demographic	October 2020	In process Communications researched radio stations and publications in South Florida that have Spanish and Caribbean formats. Radio advertisement for our Help Is Here campaign will begin in June with 94.9 Spanish Hits. Additional advertising with Caribbean stations will be explored.

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SIX PILLARS: Talent Supply and Education and Innovation and Economic Development

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Produce Innovative Workforce Solutions.**

Objective	Next Steps	Benchmark / Performance Measures	Anticipated Due Date	Comments
3.2 (cont.)	3.2.5 Research employers in the community who are selling themselves well and emulate them (e.g., City Furniture, Allstate Insurance, Memorial Healthcare System, etc.).	Run local advertisements promoting Employ Florida	July 2020	In process Advertisement specifically promoting Employ Florida is currently on hold due to other marketing priorities related to our Help Is Here marketing campaign due to the pandemic. Messaging about Employ Florida will be incorporated into this campaign.
Explore ways to enhance / expand the message sent out via social media, mainstream media	3.2.6 Consider sending out a one-pager of employer services to board members so they have information to help promote our services.	Research other employers and implement marketing techniques, if feasible.	August 2020	In process Research was conducted and the following companies/organizations were identified as those that promote themselves well: <ul style="list-style-type: none"> • Seminole Hard Rock and Casino (Seminole) • Amazon.com • Broward Health • Memorial Hospital Systems • City Furniture • Tech Lauderdale • United Way Staff is the process of determining which of their marketing techniques can be implemented.

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Objective	Next Steps	Benchmark / Performance Measures	Anticipated Due Date	Comments
3.2 (cont.) Explore ways to enhance / expand the message sent out via social media, mainstream media, and other sources.	3.2.7 Consider having Board members show the CSBD milestone report at various meetings they attend in the community.	Milestone report highlighted in board member-related meetings	September 2020	On going The milestone report was highlighted in the following board member- related meetings: <ul style="list-style-type: none"> • BioFlorida Meeting at NSU on February 29, 2020 Staff will work with senior leadership to send a request to board members requesting that they show the milestones report in their meetings in the community.
	3.2.8 Consider marketing our value proposition (our people and our expertise) as a viable alternative to large and impersonal job boards to provide employment solutions in a tangible way.	Value proposition created and implemented in the employer outreach materials (i.e. flyers, brochure) Marketing campaign to employers around our value proposition	August 2020	In process Value proposition to employers is being drafted to include our no-cost job posting and prescreening services; saving money with our training grants; and recruitment events. A marketing campaign for the approved value proposition will be executed.
	3.2.9 Consider providing the Board members with palm cards that speak to our value proposition.	Palm card created and distributed to board members	August 2020	In process Once the value proposition referenced above is approved, palm cards will be created and distributed to board members, as well as staff.

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Objective	Next Steps	Benchmark / Performance Measures	Anticipated Due Date	Comments
3.2 (cont.)	3.2.10 Explore putting Board members in marketing videos (CEO to CEO).	If feasible, feature or include board members in CSBD marketing videos	September 2020	For the upcoming Help Is Here campaign, arrange for board members to participate if video marketing is included.
Explore ways to enhance / expand the message sent out via social media, mainstream media, and other sources.	3.2.11 Research existing events / venues for talking about workforce issues.	Participate in researched events	September 2020	<p>On going</p> <p>To date, CSBD has presented/participated in the following events:</p> <ul style="list-style-type: none"> • BioFlorida's 3rd Annual Life Sciences Career Connections Event on 2/29/20 • Sunrise Chamber of Commerce membership meeting on 5/6/20 • HANDY's "Business Options for Community Leaders" Virtual Event on 5/14/20 <p>Research on additional events is ongoing.</p>



CareerSource Broward COVID-19 Communications and Marketing Outreach Efforts

Summary

Since the outbreak of the coronavirus (COVID-19) pandemic, CareerSource Broward (CSBD) has been extremely proactive at using various marketing and communication tactics to share relevant and important information with Broward County job seekers, employers, community partners, local municipalities and more. Below is a breakdown of all integrated marketing efforts completed and planned by CSBD's communications department as of 5/25/20.

Website Updates

- A dedicated webpage (**www.careersourcebroward.com/coronavirus**) was created on 3/11/20. The webpage serves as a one-stop point for all information related to agency updates, available job seeker and employer resources, COVID-19 related news and more.
- The homepage on the CSBD website was updated with new banners and links to easily direct online visitors to the dedicated COVID-19 webpage.
- A dedicated webpage (**careersourcebroward.com/reemploymentassistance**) was created on 4/9/20. The webpage provides additional information about Florida's Reemployment Assistance Program and includes a built-in intake form that allows customers to submit their contact information should they need assistance with resetting their CONNECT PIN numbers.
- A dedicated landing page (**disasterjobs.careersourcebroward.com**) was created on 5/21/20 and contains additional information about CSBD's COVID-19 Dislocated Worker grant.
- 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) where 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 community partners, public information officers, religious groups and more.
- 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.

Memorandum #05 – 19 (CBR)

To: Employer Services Committee

From: Mason C. Jackson, President/CEO

Subject: CareerSource Broward's Virtual Job Fairs

Date: May 26, 2020

SUMMARY

As a response to the surge in lay-offs associated with the coronavirus pandemic, CareerSource Broward has held a series of virtual job fairs in April and May. Over 8,800 job seekers and 53 employers have participated in the three on-line events to date. Participating employers included Amazon, Broward County Government, Broward College, Kindred Healthcare, Walmart, Walgreens, WastePro and more. We plan to host two additional job fairs in June.

BACKGROUND

In early March, the President of the United States declared a national emergency as a result of the growing coronavirus pandemic. As a result of the pandemic and the social distancing protocols that followed, several businesses either cut back on their service delivery or closed all together. This created a rapid surge in worker lay-offs. In contrast, some employers in the industries of grocery retail, drug retail, fulfillment/shipping, and others experienced an increased need in short-term employees due to spikes in business due to consumer panic buying and increased online shopping. CSBD responded quickly to both critical needs by planning and hosting a series of online job fairs. The first event was held on 4/3, with subsequent events held on 5/1, 5/14, and 5/28.

An online job fair, also known as a virtual job fair or electronic job fair, is an online version of a traditional job fair. The event allows employers and job seekers to meet and interact by way of a specialized website. Like a traditional job fair, online job fairs are live, fully interactive, and held at specific times.

DISCUSSION

Due to its online nature, the job fair has been an effective way of connecting job seekers with hiring employers without jeopardizing the health and safety of the participants. Over 8,800 job seekers and 53 employers have participated in the 4/3, 5/1, and 5/14 events¹. Through the chat feature, job seekers were able to interact directly with some of the recruiters that were available.

Participating employers included:ⁱⁱ

	Employer		Employer
1.	A&S Total Cleaning	28.	Lloyd Staffing
2.	Affinity Employment	29.	Moderno Porcelain Works, LLC
3.	Akam On-Site Inc.	30.	NOTCH Solutions
4.	AllState	31.	Nutranext
5.	Amazon	32.	Publix
6.	Brilliant Healthcare Consulting Group	33.	Q-Link
7.	Broward Children's Center	34.	Royal Palm Marina
8.	Broward College	35.	Scribe America
9.	Broward County Government	36.	ShipMonk
10.	Broward County Public Schools	37.	Sintavia
11.	CareerSource Broward	38.	Sitel
12.	Castle Group Security	39.	Teleperformance
13.	Children's Harbor	40.	U.S. Army
14.	Coastal Building Maintenance	41.	U.S. Census Bureau
15.	Corporate Insurance Advisors	42.	U.S. Customs and Border Protection
16.	Dollar General	43.	U.S. Postal Service
17.	Florida Blue – Guidewell	44.	Ultimate Software
18.	Florida Department of Children & Families	45.	UNIPHARMA USA
19.	Florida Department of Economic Opportunity	46.	Valley Forge Fabrics
20.	Florida Reading Corps	47.	Virtue Medical Staffing Services, LLC
21.	Fresh Market	48.	Walgreens
22.	GoodAir, Inc.	49.	Walmart – Hollywood
23.	Housing Authority of the City of Fort Lauderdale	50.	Walmart – Margate
24.	Infinity Transportation	51.	Walmart – Miramar
25.	Kent Securities Services	52.	Walmart – Pompano Beach
26.	Kindred Healthcare	53.	WastePro
27.	Lauderdale Yacht Club		

Staff is in the process of following up on hiring information from the held events.

The virtual job fairs were promoted through:

- a) COVID 19-related podcasts and virtual town hall meetings
- b) Posts on social media
- c) Eblast to over 20,000 job seekers registered in Employ Florida
- d) Eblast to community partners
- e) Eblast to local city and municipal governmental entities
- f) Word-of-mouth
- g) Listing in the Sun Sentinel's Weekly Planner

Staff is planning to host two additional job fairs in June.

RECOMMENDATION

None. For informational purposes only.

ⁱ Counts from the 4/28, 5/1, and 5/14 events. The 5/28 event count was not finalized by the date this memo was finalized.

ⁱⁱ Participating employers from the 4/28, 5/1, and 5/14 events.

Overview of the CareerSource Broward Region
Not Seasonally Adjusted
May 22, 2020

- The unemployment rate in the CareerSource Broward region (Broward County) was 14.5 percent in April 2020. This rate was 11.7 percentage point higher than the region's year ago rate of 2.8 percent. The labor force was 935,487, down 90,574 (-8.8) over the year. There were 136,008 unemployed residents in the region.
- In April 2020 nonagricultural employment in the Ft. Lauderdale-Pompano Bch-Deerfield Bch Metro Division was 744,000, a decrease of 119,100 jobs (-13.8 percent) over the year.
- The leisure and hospitality (-52,700 jobs); trade, transportation, and utilities (-17,000); education and health services (-16,100 jobs); professional and business services (-15,800 jobs); other services (-7,100 jobs); construction (-4,800 jobs); manufacturing (-3,700 jobs); information (-900 jobs); government (-800 jobs); and financial activities (-200 jobs) industries lost jobs over the year.

Unemployment Rates			
(not seasonally adjusted)	Apr-20	Mar-20	Apr-19
CareerSource Broward (Broward County)	14.5%	4.2%	2.8%
Florida	13.3%	4.3%	2.9%
United States	14.4%	4.5%	3.3%

Ft. Lauderdale-Pompano Beach-Deerfield Beach					Florida			
Metropolitan Division								
Nonagricultural Employment by Industry								
(not seasonally adjusted)	Apr-20	Apr-19	change	percent change	Apr-20	Apr-19	change	percent change
Total Employment	744,000	863,100	-119,100	-13.8	7,950,100	8,964,200	-1,014,100	-11.3
Mining and Logging	NA	NA	NA	NA	5,400	5,800	-400	-6.9
Construction	44,100	48,900	-4,800	-9.8	554,300	558,700	-4,400	-0.8
Manufacturing	25,100	28,800	-3,700	-12.8	358,000	382,100	-24,100	-6.3
Trade, Transportation, and Utilities	176,400	193,400	-17,000	-8.8	1,644,400	1,787,000	-142,600	-8.0
Wholesale Trade	48,000	50,700	-2,700	-5.3	334,000	351,100	-17,100	-4.9
Retail Trade	98,800	110,300	-11,500	-10.4	988,000	1,102,200	-114,200	-10.4
Transportation, Warehousing, and Utiliti	29,600	32,400	-2,800	-8.6	322,400	333,700	-11,300	-3.4
Information	19,200	20,100	-900	-4.5	129,100	139,300	-10,200	-7.3
Financial Activities	63,900	64,100	-200	-0.3	570,400	587,800	-17,400	-3.0
Professional and Business Services	136,500	152,300	-15,800	-10.4	1,273,600	1,388,300	-114,700	-8.3
Education and Health Services	96,400	112,500	-16,100	-14.3	1,247,600	1,339,300	-91,700	-6.8
Leisure and Hospitality	45,200	97,900	-52,700	-53.8	752,400	1,278,400	-526,000	-41.1
Other Services	30,400	37,500	-7,100	-18.9	292,100	355,100	-63,000	-17.7
Government	106,700	107,500	-800	-0.7	1,122,800	1,142,400	-19,600	-1.7

Population	2018	2017	change	percent change
CareerSource Broward (Broward County)	1,935,878	1,917,122	18,756	1.0
Florida	21,299,325	20,976,812	322,513	1.5

Average Annual Wage	2018	2017	change	percent change
CareerSource Broward (Broward County)	\$52,929	\$51,259	\$1,670	3.3
Florida	\$50,090	\$48,460	\$1,630	3.4