
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 June 1, 2020 Employer Services Committee meeting.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Minutes of the June 1, 2020 ESC meeting

Pages 5 – 7

NEW BUSINESS

1. PY 20/21 CareerSource Florida Network Cooperative Outreach Program

CareerSource Florida (CSF) has announced the PY 20/21 CSF Network Cooperative Outreach Program, a communications outreach initiative designed to assist local workforce boards with advertising, outreach and messaging efforts. The goal of the program is to assist local workforce boards by offsetting communication costs associated with employer and job seeker outreach. There is \$48,854 available in which we recommend using towards 1) the development of up to three videos showcasing a day in the life of an apprentice in CSBD-funded registered apprenticeship programs and 2) creation and execution of a digital and social media “Help Is Here” marketing campaign designed to inform employers and job seekers of the local services available to them during the pandemic.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT Memo #01-20 (CBR)

Pages 8 – 9

2. 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 10 – 24

REPORTS

1. CSBD Response to Mass Layoffs in Hospitality

In July CareerSource Broward (CSBD) convened a workgroup to develop strategies for assisting hospitality workers laid off or furloughed due to the pandemic. This is an update on the strategies.

ACTION Review
EXHIBIT Memo #02-20 (CBR)

Pages 25 – 27

2. Anticipated Mass Lay-offs in the Aviation Industry

Through the Worker Adjustment and Retraining Notification (WARN) Act, CSBD has recently received notification from the Florida Department of Economic Opportunity of the intent by local airline companies to layoff over 1,100 workers beginning 10/1. Our industry intermediary for aviation is scheduled to meet with the local aviation association on 8/27 to discuss the planned layoffs and what it means to the industry. We will bring a summary to the ESC meeting on 9/2. We anticipate convening a workgroup with the association and our partners in education and economic development to discuss strategies to assist the impacted workers, similar to the approach taken with the hospitality industry.

ACTION Discussion
EXHIBIT None

3. 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. Some of the highlights include creating a dedicated web page for hospitality workers laid off or furloughed during the pandemic and advertising our Help Is Here message in Haitian American and Spanish communities. This is a summary of the integrated marketing efforts completed by CSBD's communications department through 8/24/2020.

ACTION Review
EXHIBIT COVID-19 Communications and Marketing Summary

Pages 28 – 30

4. Outreach to Distressed Communities

CareerSource Broward continues to provide outreach to individuals in the distressed communities providing information on our services such as the WIOA scholarship, online employability workshops, and job placement assistance. Since January 2020, 25% of all customers we have helped place into employment are from one of the targeted communities and 19% of customers we've provided tuition assistance or a work-based training were from the targeted communities.

ACTION Review
EXHIBIT Targeted Community Infograph

Page 31

5. LinkedIn Workforce Reports August 2020

LinkedIn Workforce Reports are monthly reports on employment trends in the U.S. workforce. There are two reports: a national report that provides insights into hiring, skills gaps, and migration trends across the country and a local report that provides insights into employment trends for the Miami-Fort Lauderdale Metropolitan Statistical Area. According to the local report, the Miami-Fort Lauderdale area gained the most workers in the last 12 months from New York City; Wichita; and Miranda, Venezuela.

ACTION Review
EXHIBITS LinkedIn Workforce Report – United States
 LinkedIn Workforce Report – Miami-Fort Lauderdale

Pages 32 – 39

6. Broward County Unemployment Information

The Broward County unemployment rate was 13.1 percent in July 2020, 9.8 percentage points higher than the region’s year-ago rate (3.3 percent). The July 2020 rate was 1.6 percentage points higher than the state rate of 11.5 percent and 2.6 percentage points higher than the national rate (10.5 percent). The labor force was 1,016,525, down 30,174 (-2.9) over the year. There were 133,366 unemployed Broward residents.

ACTION Discussion
EXHIBIT Unemployment Overview of Broward County

Pages 40 – 41

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

MATTERS FROM THE FLOOR

MATTERS FROM THE PRESIDENT/CEO

ADJOURNMENT

THE NEXT ESC MEETING WILL BE HELD ON DECEMBER 7, 2020 at 12:30pm

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.

ATTENDANCE:

EMPLOYER SERVICES COMMITTEE MEMBERS: Paul Farren, Steve Tinsley, Janet Wincko and Kristen Cavallini-Soothill,

STAFF: Tony Ash, Mason Jackson, Javon Lloyd, Jack Bennings, Irma Valentin

GUESTS: None

APPROVAL OF MINUTES

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

On a motion made by Janet Wincko and seconded by Steve Tinsley the Employer Services Committee unanimously approved the minutes of the February 3, 2020 Employer Services Committee meeting.

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.

Tony Ash, Vice President of Communications and Business Relations reported that this year's marketing strategy will focus on "Help Is Here" campaigns throughout the year to let the community know that we are here through the pandemic to assist employers and job seekers with their recruitment and reemployment needs.

On a motion made by Janet Wincko and seconded by Steve Tinsley the Employer Services Committee unanimously approved the CareerSource Broward Marketing and Communications Plan for Program Year 2020-2021.

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

Due to the impact 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.

Tony reported that due to the Coronavirus pandemic, unemployment skyrocketed from 2.9% in February to 14.5% in April. CSBD is asking the committee to approve strategies developed for outreach and engagement of employers with current hiring and training needs in this changed landscape. Tony reviewed some of the strategies such as leveraging our relationship with the Chambers that have industry-based subcommittees that we can participate.

On a motion made by Janet Wincko and seconded by Kristen Cavalini-Soothill the Employer Services Committee unanimously approved the Strategies for Outreach to Large/Small Employers and Employers in Distressed Communities.

3. ESC Strategic Plan Matrix for 2020

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

Tony reported that the staff has been working diligently on the updates for the matrix and provided updates.

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

REPORTS

1. CareerSource Broward Covid-19 Communications and Marketing Outreach Events

Since the outbreak of the coronavirus (COVID-19) pandemic, 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.

Tony stated that CSBD has been using marketing and communications tactics such as using social media to provide messaging; sending out press releases; and posting videos on the CSBD website. Both Mason Jackson, President/CEO and Carol Hylton, Executive Vice President were featured in local and national media. CSBD also partnered with the Broward County Office of Economic and Small Business Development to produce a video in which Mason provided an overview of CSBD. Dr. Steve Tinsley added that it was a great looking video and that Broward County was happy to do it.

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.

Tony reported that as a result of the Covid-19 pandemic, CareerSource Broward has hosted a series of virtual job fairs from April through May that was well attended by both jobseekers and employers. CSBD is planning two (2) more job fairs in June. The job fairs were well received by employers.

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.

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 SEPTEMBER 2, 2020 at 12:30pm

Memorandum #01-20 (CBR)

To: Employer Services Committee
From: Carol Hylton, President/CEO
Subject: PY 20/21 CareerSource Florida Cooperative Outreach Program
Date: August 25, 2020

SUMMARY

CareerSource Florida (CSF) has announced the PY 20/21 CSF Network Cooperative Outreach Program, a communications outreach initiative designed to assist local workforce boards with advertising, outreach and messaging efforts. The goal of the program is to assist local workforce boards by offsetting communication costs associated with employer and job seeker outreach. There is \$48,854 available in which we recommend using towards 1) the development of up to three videos showcasing a day in the life of an apprentice in CSBD-funded registered apprenticeship programs and 2) creation and execution of a digital and social media “Help Is Here” marketing campaign designed to inform employers and job seekers of the local services available to them during the pandemic.

BACKGROUND

Since 2016, CSF has provided marketing and outreach assistance to local workforce boards through their cooperative outreach program. The goals of the program are to:

1. Promote local-state collaboration while strengthening and supporting growth in awareness of the CSF network brand statewide.
2. Inspire action among Florida businesses and job seekers to obtain resources and services from the CSF network to advance their business or career.
3. Assist local workforce development boards in connecting business with talent.
4. Offset program outreach costs and support local efforts to increase awareness of network resources and services available to Florida businesses and job seekers.
5. Build upon past successes and efficiencies of co-op deliverables for each board to maximize program outreach effectiveness.

Through previous participation in the co-op program, CSBD has:

- A. Created web-based landing pages in support of grant programs such as On-the-Job Training, the Disaster Recovery Program, and the WIOA scholarship program
- B. Developed and launched the new CSBD website
- C. Developed marketing videos focused on job seeker and employer services
- D. Executed digital marketing campaigns

The funding was provided in the form of “credits” that could be applied toward marketing services from a pre-determined menu of options provided by CSF and Moore Communications Group (MCG), the public relations firm of record for CSF.

DISCUSSION

Recently, CSF announced another round of available “credits” to the local workforce boards. Each local board is eligible for funding credits based on board size:

- Group 1 (Regions 2, 3, 4, 5, 6, 7, 9, 19) - \$34,322 each
- Group 2 (Regions 1, 10, 11, 13, 16, 17, 18, 20) - \$41,822 each
- Group 3 (Regions 8, 12, 14, 15, 21, **22**, 23, 24) - \$48,854 each

Same as before, the allocated credits must be applied toward items from a pre-determined menu of options created by CSF and MCG. Local boards will not be billed for services provided under the co-op program up to the credit limit. The workforce board and MCG will agree on a program of work and once it is completed, MCG will invoice CSF for payment. The communication tactics listed in the program of work must be completed by May 30, 2021.

Based on the current marketing objectives of CSBD and leveraging the funding assistance, staff is recommending that this year’s marketing co-op be used for the following:

1. Up to three videos showcasing a day in the life of an apprentice participating in CSBD-funded registered apprenticeship programs
2. Creation and execution of a digital and social media “Help Is Here” marketing campaign designed to inform employers and job seekers of the local services available to them during the pandemic. The campaign will include paid advertisement on Google, Facebook, LinkedIn, and Instagram

The staff recommended options are aligned with the direction set by the Broward Workforce Development Board, which is to expand the use of social media and digital marketing and to increase the awareness of registered apprenticeships.

RECOMMENDATION

It is recommended that CSBD participate in the PY 20/21 CareerSource Florida Network Cooperative Outreach Program by using the available funding credits towards 1) the development of up to three videos showcasing a day in the life of an apprentice in CSBD-funded registered apprenticeship programs and 2) creation and execution of a digital and social media “Help Is Here” marketing campaign designed to inform employers and job seekers of the local services available to them during the pandemic.

BROWARD WORKFORCE DEVELOPMENT BOARD



EMPLOYER SERVICES COMMITTEE

Strategic Planning Matrix for 2020

Dr. Lisa Knowles,
BWDB Chair

Paul Farren,
ESC Chair

Carol Hylton,
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
<p>2.0</p> <p>Consider creating a “scorecard” with employer needs/vacancies and then match to job seeker skills.</p>	<p>2.0.1 Schedule meeting with intermediaries to develop tracking mechanism for employer needs including vacancies and skills gaps</p> <hr/> <p>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.</p>	<p>A mechanism is developed to measure how well CSBD is matching job seekers and employers</p>	<p>September 2020</p>	<p>In process</p> <p>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).</p> <p>Due to issues with the DEO’s Data Store, the job order fill rate has not been added to the KPI report.</p> <p>Staff is working with DEO on creating an Ad Hoc Report for the Job Order Fill Rate until the state’s data store is back online.</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
<p>3.0</p> <p>Consider providing presentations to employers on various topics such as recruiting non-traditional talent (persons with disabilities, justice-involved and older workers)</p>	<p>3.0.1 Encourage employers to consider non-traditional job seekers, such as older workers, justice involved and job seekers with disabilities.</p>	<p>Incorporate messaging about benefits of hiring non-traditional job seekers into all employer presentations</p>	<p>June 2020</p>	<p>Completed</p> <p>Research the benefits of hiring non-traditional job seekers has been completed and the employer presentations have been updated. Some of the benefits are:</p> <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
	<p>3.0.2 Encourage employers to only list recommended minimal levels of experience on job descriptions.</p>	<p>1. Develop a script for the BDS to use with employers</p> <p>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</p>	<p>July 2020</p>	<p>Completed</p> <p>1. Script has been developed and is in use with the employer outreach team.</p> <p>2. The JOU was trained on how to use Jobs EQ during the process of reviewing job orders with employers. They use a situational script to with employers.</p> <p>* JobsEQ is labor market information software that provides data describing current employment, wages, and demographic data, as well as targeted occupation and labor market information.</p>

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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, Zoom presentations about CSBD services to employers were made to the following:</p> <ul style="list-style-type: none"> • Sunrise Chamber of Commerce • HANDY's "Business Options for Community Leaders" Virtual Event • Registered Trade Apprenticeships with Air Conditioning, Refrigeration, and Pipefitting Education Center • Registered Trade Apprenticeships with Mills Electric and Rick Shawbell • National Electrical Contractors Assoc. South Fl. Chapter • Broward County Council of Chambers • Webinar: Skill-Up Your Employees with Florida Flex Training Grants • Pompano Beach Advisory Board Meeting <p>Additional opportunities to make presentations are being researched.</p>

	3.0.4 Target employers with 50 or more employees for a “welcoming meeting” to sell CSBD services.	Host a welcoming event	October 2020	<p>In process</p> <ul style="list-style-type: none"> A virtual welcoming meeting is being planned for 10/7, where employers with 50+ employees can learn about CareerSource Broward services including virtual recruitment events, job posting and candidate referrals, and more. The employer invite list and event agenda is being developed by staff.
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STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.

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**BWDB/CareerSource Broward Strategic Goal #3:
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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	<p>Completed</p> <p>Due to the pandemic, CSBD conducted the presentation, via Zoom, at their June meeting.</p> <p>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.</p>

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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>November 2020</p>	<p>In process</p> <p>Met with CSBD intermediaries from various industries and developed the following strategies:</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 <p><u>Small Employers</u></p> <ul style="list-style-type: none"> • Market services that will save them money such as training grants and tax incentives • Engage decision makers (owner, President) directly by marketing the cost savings of using CSBD services such as job postings and wage reimbursements for training <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

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

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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>The following employer forums are scheduled:</p> <ul style="list-style-type: none"> • Construction – 9/24 • Healthcare – 9/29 • Technology – 10/1 • Aviation – 10/6 • Hospitality – 10/8 • Manufacturing – 10/13 • Marine – 10/15 • Automotive – 10/21 <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
<p>3.2</p> <p>Explore ways to enhance / expand the message sent out via social media, mainstream media</p>	<p>3.2.1 Consider leveraging the chambers for our marketing purposes.</p>	<p>If feasible, advertise with three or more of the larger chambers in Broward County</p>	<p>September 2020</p>	<p>In process</p> <p>Advertisements with the following Chambers are scheduled to begin in September:</p> <ol style="list-style-type: none"> 1. Greater Fort Lauderdale 2. Miramar Pembroke Pines 3. Greater Fort Lauderdale LGBT Chamber of Commerce <p>Staff has researched and identified marketing opportunities with the additional chambers below:</p> <ol style="list-style-type: none"> 1. Broward County Black Chamber 2. Greater Hollywood Chamber 3. Greater Pompano Chamber 4. Greater Plantation Chamber 5. Davie-Cooper City Chamber 6. Hallandale Beach Chamber

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Objective	Next Steps	Benchmark / Performance Measures	Anticipated Due Date	Comments
<p>3.2 (cont.)</p> <p>Explore ways to enhance / expand the message sent out via social media, mainstream media</p>	<p>3.2.2 Increase targeted face-to-face outreach in the community (e.g., HOAs, etc.).</p>	<p>25 CSBD presentations in the distressed communities</p>	<p>November 2020</p>	<p>Ongoing</p> <p>Presentations were conducted to job seekers in the following zip codes:</p> <p><u>33311</u></p> <ol style="list-style-type: none"> 1. Pace Center for Girls 2. Wisdom Village Crossing Apartments 3. HANDY via Zoom 4. Wisdom Village Crossing Apartments via Zoom 5. Ambassadors Seventh-day Adventists Church via Zoom <p><u>33313</u></p> <p>Florida Department of Corrections Office of Probation via Zoom:</p> <ul style="list-style-type: none"> - 5/7/20 - 5/21/20 - 6/4/20 - 6/18/20 - 7/2/20 - 7/16/20 - 7/30/20 <p>Routine presentations are provided to the Office of Probation as a way to inform justice-involved individuals of CSBD services. During the presentation, attendees learn about our job placement and training services and are referred to their nearest career center for one-on-one assistance.</p>

				<p><u>Various Distressed Zip Codes</u></p> <ol style="list-style-type: none"> 1. Broward County Library via Zoom – 7/1/20 2. Broward County Library via Zoom – 7/8/20 <p>Presentations in the additional targeted zip codes are being pursued.</p>
	<p>3.2.3 Explore the feasibility of using the media in the immigrant communities to get information out to their viewers.</p>	<p>Utilize media options to advertise to targeted demographic</p>	<p>October 2020</p>	<p>Ongoing</p> <p>The following campaigns have been implemented by the communications department:</p> <ul style="list-style-type: none"> • Radio campaign on WZTU 94.9 (<u>Spanish language</u>) launched on 7/2/20 highlighting CSBD's job seeker services. • Radio campaign on WEDR-FM 99.1 (<u>Caribbean and Latin</u> listenership) launched on 8/6/20 highlighting Employ Florida to job seekers. • Print ad campaign with Legacy South Florida (Caribbean business community) on 8/12/20 promoting employer services • Print and digital ads in the Westside Gazette (Caribbean community) starting 8/20/20 promoting Employ Florida and CareerSource Broward to job seekers • Print ad in the Le Floridien (<u>Haitian American community</u>) starting 9/1/20 promoting Employ Florida and CareerSource Broward to job seekers <p>Staff is planning additional advertising to the targeted groups in the following publication:</p> <ul style="list-style-type: none"> • El Sentinel (<u>Latin community</u>) <p>CSBD has also translated many of our flyers and presentation in Spanish and Haitian Creole and made them available on the CSBD website and in the career centers.</p>

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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>3.2 (cont.)</p> <p>Explore ways to enhance / expand the message sent out via social media, mainstream media</p>	<p>3.2.4 Research employers in the community who are selling themselves well and emulate them (e.g., City Furniture, Allstate Insurance, Memorial Healthcare System, etc.).</p>	<ol style="list-style-type: none"> 1. Research other employers and implement marketing techniques, if feasible. 2. Run local advertisements promoting Employ Florida 	<p>September 2020</p>	<p>In process</p> <ol style="list-style-type: none"> 1. Research was conducted and the companies below were identified as some that promote themselves well. Staff found that CSBD already incorporates some of the elements that they do well: <ul style="list-style-type: none"> • Seminole Hard Rock and Casino – Participates in local events to expand the awareness of their brand. Similarly, CSBD is active in the community, attending events and making presentations. • Broward Health and Memorial Hospital Systems – uses testimonials in their marketing. CSBD has expanded the use of testimonials in our marketing over the years. We’ve added testimonials to infographs, images in the career centers, and videos on our social media sites. <p>Staff will continue to monitor the advertising landscape to identify the latest trends in marketing and promotion.</p> <p>CSBD will also leverage the employer outreach team (Business Development Specialists, Job Developers, Business Services Managers) to market CSBD to employer groups and the communication department</p>

				<p>will continue to share information about CSBD to the Public Information Officers in the local municipalities.</p> <p>2. The following Employ Florida- specific marketing has been deployed:</p> <ul style="list-style-type: none"> • Radio campaign on WEDR-FM 99.1 • Print and digital ads in the Westside Gazette • Print ad in the Le Floridien
	3.2.5 Consider sending out a one-pager of employer services to board members so they have information to help promote our services.		August 2020	<p>Completed</p> <p>A one page summary of our services was sent to the Board on 8/25/2020 asking them to share with their networks in the business community.</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
<p>3.2 (cont.)</p> <p>Explore ways to enhance / expand the message sent out via social media, mainstream media, and other</p>	<p>3.2.6 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.</p>	<p>Value proposition created and implemented in the employer outreach materials (i.e. flyers, brochure)</p> <p>Marketing campaign to employers around our value proposition</p>	<p>September 2020</p>	<p>In process</p> <p>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.</p> <p>We will place ads with local business magazines and websites that cater to business leaders.</p>

sources.	3.2.7 Consider providing the Board members with palm cards that speak to our value proposition.	Palm card created and distributed to board members	September 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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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
3.2 (cont.)	3.2.8 Explore putting Board members in marketing videos (CEO to CEO).	If feasible, feature or include board members in CSBD marketing videos	October 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.	3.2.9 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 • City of Hollywood & Greater Hollywood Chamber of Commerce on 3/19/20 • Greater Fort Lauderdale Chamber of Commerce Podcast: Assistance for Employers & Employees with Mason C. Jackson on 4/2/20

				<ul style="list-style-type: none"> • City of Fort Lauderdale: Coronavirus Telephone Town Hall Meeting with Mayor Dean J. Trantalis on 4/13/20 • Lauderhill Virtual Community Meeting on 4/16/20 • Greater Fort Lauderdale Alliance: Broward Business Leaders COVID-19 Updates #5 (Dania Beach CRA) on 4/16/20 • Sunrise Chamber of Commerce membership meeting on 5/6/20 • Greater Fort Lauderdale Chamber of Commerce: Virtual Leader's Luncheon on 5/6/20 • CSBD Presentation to FL. Dept. Of Corrections – Office of Probation Clients on 5/7/20, 5/21/20, 6/4/20, 6/18/20, 7/2/20, 7/16/20, 7/30/20 • HANDY's "Business Options for Community Leaders" Virtual Event on 5/14/20 • Broward County Council of Chamber Executives on 6/10/20 • Congresswoman Debbie Wasserman Schultz's Webinar with CSBD (Resume & Interview Tips) on 6/10/20 • Greater Fort Lauderdale Chamber of Commerce: Multiple Pathways to the American Dream on 6/24/20 • Broward County Library: CareerSource Broward Virtual Presentation on 7/1/20, 7/8/20 • Pompano Beach Advisory Board Meeting on 7/7/20 • Getting South Florida Back to Work Through Careers in IT on 7/28/20 <p>Research on additional events is ongoing.</p>
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Memorandum #02 – 20 (CBR)

To: Employer Services
From: Carol Hylton, President/CEO
Subject: CSBD Response to Mass Layoffs in Hospitality
Date: August 24, 2020

SUMMARY

Last month CareerSource Broward (CSBD) convened a workgroup to develop strategies for assisting hospitality workers laid off or furloughed due to the pandemic. This is an update on the strategies.

BACKGROUND

In response to the mass layoffs in the hospitality industry as a result of the coronavirus pandemic, CSBD in collaboration with partners in the industry and education developed strategies to help the impacted workers.

DISCUSSION

Below is an update on the strategies:

Strategies to Assist Hospitality Workers

	Strategy	Responsible Entity	Status
1.	Develop a resource packet for the hospitality workers and post on the CSBD website. The packet will include information on virtual job readiness workshops, filing for reemployment assistance, jobs available through the Temporary Worker Disaster Relief Grant, how to use Employ Florida (EF) to search for jobs and all our occupational training scholarships, on the job training, and apprenticeship opportunities.	CSBD	<p>Completed</p> <p>The digital resource packet is available on CSBD's website at www.helpforhospitalityworkers.com. Information is available in English, Spanish, and Haitian Creole.</p>

	Strategy	Responsible Entity	Status
2.	Distribute the digital packet and the web page link to community partners.	CSBD	Completed CSBD notified community partners such as Hispanic Unity, the Florida Restaurant and Lodging Association (FRLA)-Broward Chapter, School Board of Broward, and Broward College of the new web page with the digital resources.
3.	Schedule rapid response presentations via Zoom for impacted workers to educate them on CSBD services and training opportunities.	CSBD	Completed Held three rapid response sessions. These rapid response presentations will be ongoing weekly and the schedule is posted online at www.helpforhospitalityworkers.com .
4.	Schedule dedicated days/times in the career centers so hospitality workers can come in and use the computer labs to register in EF conduct job searches, and get resume assistance Registration in EF will ensure they are visible to all employers.	CSBD	Completed The following days/times have been reserved in each career center: <u>North</u> Thursdays – 2 p.m. to 5 p.m. Fridays – 9 a.m. to noon <u>Central</u> Tuesdays – 8:30 a.m. to 11:30 a.m. Thursdays – 1:30 p.m. to 4:30 p.m. <u>South</u> Wednesdays – 2 p.m. to 5 p.m. Thursdays – 9 a.m. to noon An announcement of the reserved days and times was sent to our industry partner, FRLA-Broward, to share with impacted hospitality workers. The reserved days and times are also posted on our website. To date, 184 hospitality workers have visited a career center since this was launched.
5.	Translate the informational packets into Spanish and Creole.	Hispanic Unity & CSBD	In progress Hispanic Unity has been very helpful in assisting with translating materials such as flyers and guides in Spanish. Materials are also being translated to Creole and French. These materials are being added to our website as they are finalized.

	Strategy	Responsible Entity	Status
6.	Schedule a targeted job fair for the impacted hospitality workers.	CSBD	<p>Completed</p> <p>The virtual job fair was held on 7/30, with 48% of the attending job seekers receiving an offer on the spot or was scheduled for a second interview.</p> <p>A link to a calendar with upcoming recruitment events has been added to the web page set up for the impacted hospitality workers.</p>

RECOMMENDATION

None. For information purposes only

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 8/24/20.

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.
- Links to register for CSBD's new virtual workshops were added 5/22/2020.
- Professional video was developed and produced that featured former 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.

- A dedicated webpage (www.help4hospitalityworkers.com) was created on 7/9/20. The webpage was created to assist workers in the hospitality industry who have been laid off or furloughed due to the pandemic. Information about Employ Florida, CSBD's COVID-19 grant, reemployment financial assistance, professional workshops and more are available on the page in English, Spanish, Haitian Creole and French.

Media Relations

- Five press releases were sent out to members of the media, community partners, public information officers, religious affiliations and more.
- Former 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 former 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 President/CEO 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 social media campaign was launched to promote CSBD services and resources to those individuals and businesses that have been impacted by COVID-19.

Marketing & Advertising

- Marketing video produced in partnership with the Broward County Office of Economic and Small Business Development. The video featured former President/CEO, Mason Jackson where he provide tips and best practices for businesses and job seekers, 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 to community partners, public information officers, religious groups and more.
- Mass email marketing included 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, CBSD's virtual job fairs and more.
- Flyers on 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.
- Radio campaign:
 - Advertising campaign on Spanish radio WZTU 94.9 FM highlighting CSBD's job seeker services (Start Date: 7/2/20).
 - Radio advertising campaign on 99 JAMZ WEDR promoting Employ Florida to job seekers (Start Date: 8/6/20).
- Print ads:
 - Legacy South Florida Magazine promoting CSBD's employer services (Start Date: 8/12/2020)
 - Print and digital ads in the Westside Gazette promoting Employ Florida to job seekers (Start Date: 8/20/20).
 - Print ads in the Le Floridien promoting Employ Florida to job seekers (Start Date: 9/1/20).

CareerSource Broward (CSBD) Targeted Community Outreach: Bringing awareness and bridging the gap in the zip codes of 33023, 33069, 33311, 33313, 33319, and 33309.

January 2020 – August 2020

JOBS

185 customers placed in jobs are from the targeted zip codes. This is 25% of all customers placed. (846 customers placed in jobs from the start of the initiative)

YOUR NAME _____ 1001
YOUR ADDRESS HERE _____
DATE _____
PAY TO THE ORDER OF _____ \$ _____
DOLLARS
FOR _____
12345678



TRAINING

77 customers from the targeted zip codes received a WIOA scholarship or enrolled in work-based training in industries/occupations such as healthcare, information technology, HVAC and more. This is 19% of all customers that received a scholarship or work-based training. (282 customers received a scholarship or work-based training since the start of the initiative)

PRESENTATIONS AND OUTREACH

285 customers from the targeted communities have attended CSBD presentations.

Placed print and digital advertisements in various media outlets to promote the Help Is Here campaign to workers who have been impacted by the COVID-19 pandemic.



DIGITAL OUTREACH

Social media posts on the scholarship program placed on Facebook, Instagram and Twitter.



CAREER SUCCESS WORKSHOPS

457 customers from the targeted communities attended our face-to-face and/or virtual job readiness workshops that focused on topics such as resume preparation, telephone interview skills, video interview skills, essential job search tips and more.

TESTIMONIAL

“After attending CareerSource Broward’s presentation I feel more motivated than ever. I will continue to seek guidance from CareerSource Broward on scholarship opportunities, as well as improving my computer and leadership skills.”

- Evelyn M.

Attendee, CareerSource Broward’s Virtual Presentation



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LinkedIn Workforce Report | United States | August 2020

Published on Aug 6, 2020

[Economic Graph Team](#)

Over 169 million workers in the U.S. have LinkedIn profiles; over 20,000 companies in the U.S. use LinkedIn to recruit; over 3 million jobs are posted on LinkedIn in the U.S. every month; and members can add over 36,000 skills to their profiles to showcase their professional brands. That gives us unique and valuable insight into U.S. workforce trends.

This LinkedIn Workforce Report is a monthly report on employment trends in the U.S. workforce. It's divided into two sections: a National section that provides insights into hiring and migration trends across the country, and a City section that provides insights into localized employment trends in 20 of the largest U.S. metro

*areas: **Atlanta, Austin, Boston, Chicago, Cleveland-Akron, Dallas-Ft. Worth, Denver, Detroit, Houston, Los Angeles, Miami-Ft. Lauderdale, Minneapolis-St. Paul, Nashville, New York City, Philadelphia, Phoenix, San Francisco Bay Area, Seattle, St. Louis, and Washington, D.C.***

Our vision is to create economic opportunity for every member of the global workforce. Whether you're a worker, an employer, a new grad, or a policymaker, we hope you'll use these insights to better understand and navigate the dynamics of today's economy.

Key Insights

- **Hiring in the U.S. continues to recover, and is now only 7.4% lower than it was in July 2019.** Looking month-over-month, we saw another blockbuster gain of 57.5% in July from June 2020.
- **The rebound in hiring has broadened significantly across cities, reflecting economic reopening occurring across a wider range of geographies.** While all of the cities we track are still down year over year, 15 of the cities we track posted double-digit increases month over month.
 - Many of the strongest gainers this month were catching up from modest declines in June: hiring in Boston shot up to 72% in July, up from -5%; and Chicago wasn't far behind at 70% growth in July, up from -1%.
 - The two cities with the largest gap to fill are New York and Seattle, which both remain down 31% year-over-year; and the closest cities to recovery are Phoenix, now only down 5% year-over-year, and Nashville, down 7% year over year, reflecting earlier reopening in the Sun Belt.
- **We're also seeing industries recover at different speeds, but nearly everyone is recovering.** All but two of the industries we track experienced a month-over-month increase, and four were up year-over-year.
 - Public administration leads the pack at 12% growth year-over-year, and wellness & fitness followed close behind with 10% growth year-over-year. The legal and agriculture industries posted more modest gains of 5.8% and 3.6% year-over-year, respectively.

- Entertainment and retail saw massive double-digit month-over-month gains during July, 111.8% and 73.7% respectively, but face the threat of expiring fiscal stimulus.
- **As we look ahead to the next month, hiring growth remains very vulnerable to the resurgence of COVID and expiring fiscal stimulus.**

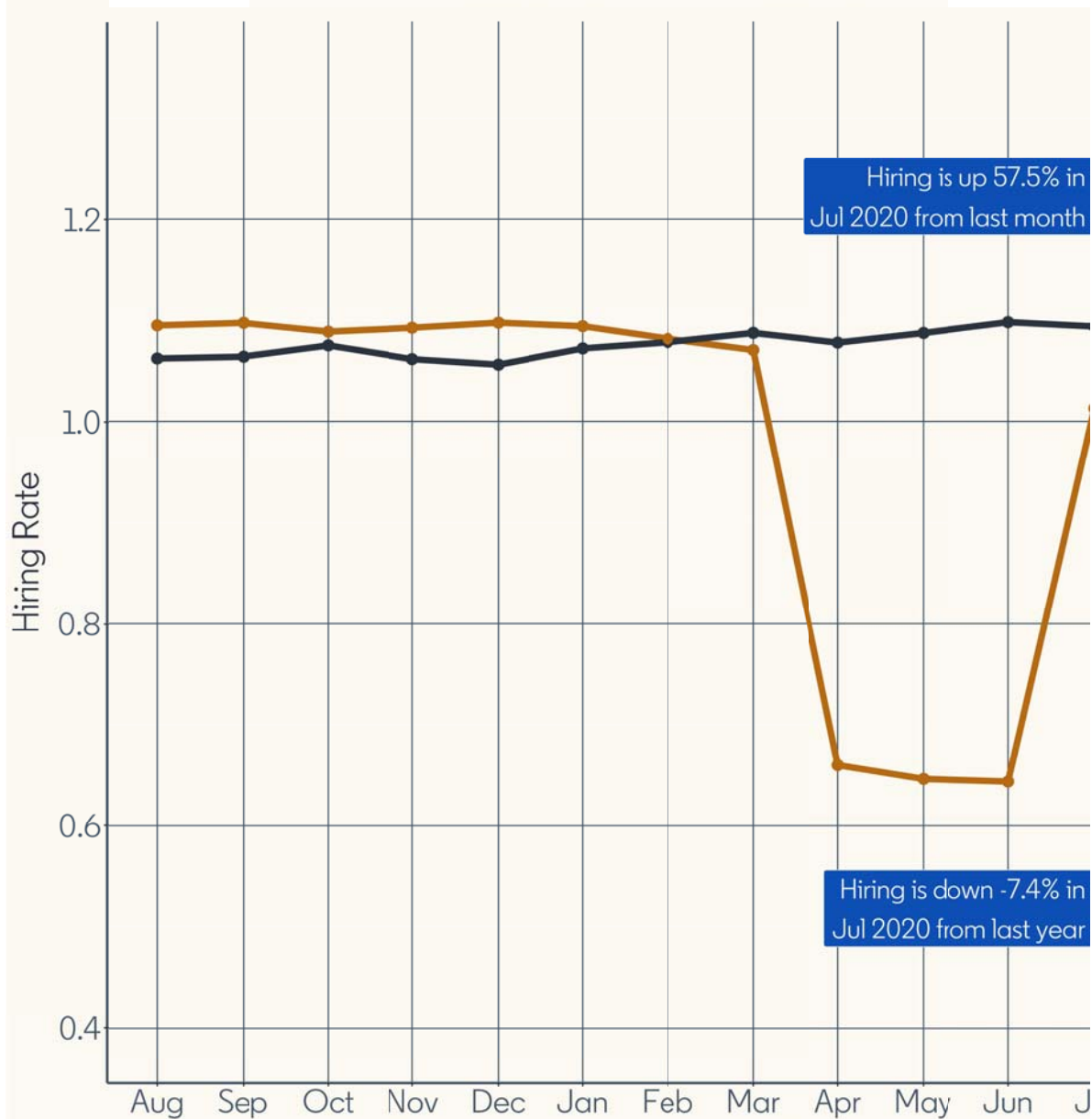
Hiring

The LinkedIn hiring rate is a measure of hires divided by LinkedIn membership. Nationally, across all industries, hiring in the U.S. was 7.4% lower than in July 2019. National hiring was 57.5% higher in July from June 2020.

United States

August 2020: Seasonally-Adjusted Hiring on LinkedIn

— Current Year — Previous Year



Hiring Rate is the percentage of LinkedIn members who added a new employer to their profile in the same month the new job began, divided by the total number of LinkedIn members in the U.S. This number is indexed to the average month in 2015-2016; for example, an index of 1.05 indicates a hiring rate that is 5% higher than the average month in 2015-2016.

Linke

LinkedIn Workforce Report | Miami-Ft. Lauderdale | August 2020

August 6, 2020

Over 169 million workers in the U.S. have LinkedIn profiles; over 20,000 companies in the U.S. use LinkedIn to recruit; over 3 million jobs are posted on LinkedIn in the U.S. every month; and members can add over 36,000 skills to their profiles to showcase their professional brands. That gives us unique and valuable insight into U.S. workforce trends.

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Our vision is to create economic opportunity for every member of the global workforce. Whether you're a worker, an employer, a new grad, or a policymaker, we hope you'll use these insights to better understand and navigate the dynamics of today's economy.

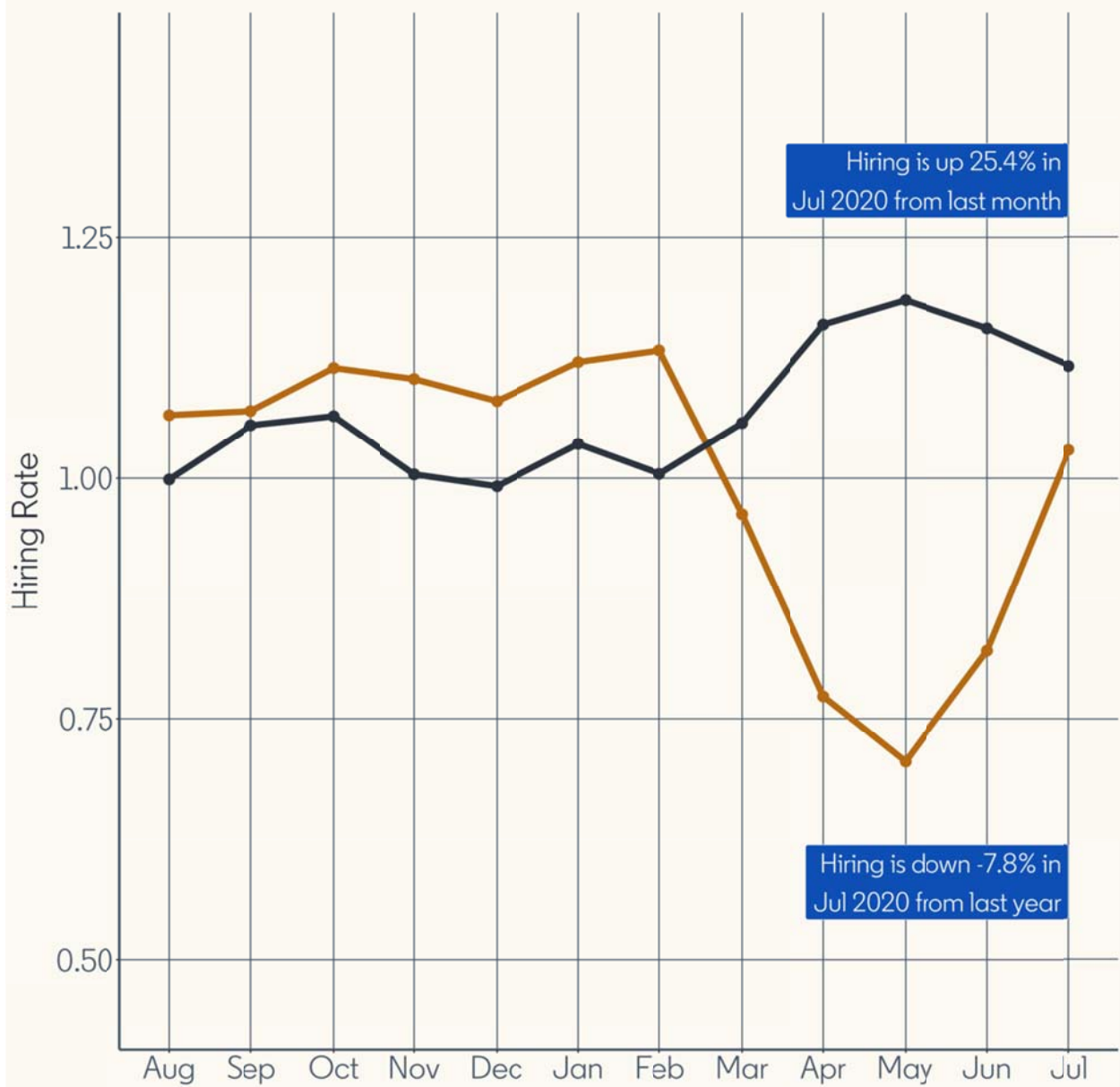
Hiring

Hiring was 7.8% lower in July 2020 than in July 2019. Seasonally-adjusted hiring (which removes predictable seasonal hiring variations) was 25.4% higher in July than June. If you're interested in exploring new opportunities in Miami-Ft. Lauderdale, check out [LinkedIn Jobs](#) to see what's out there!

Miami-Ft. Lauderdale

August 2020: Seasonally-Adjusted Hiring on LinkedIn

— Current Year — Previous Year



Hiring is up 25.4% in Jul 2020 from last month

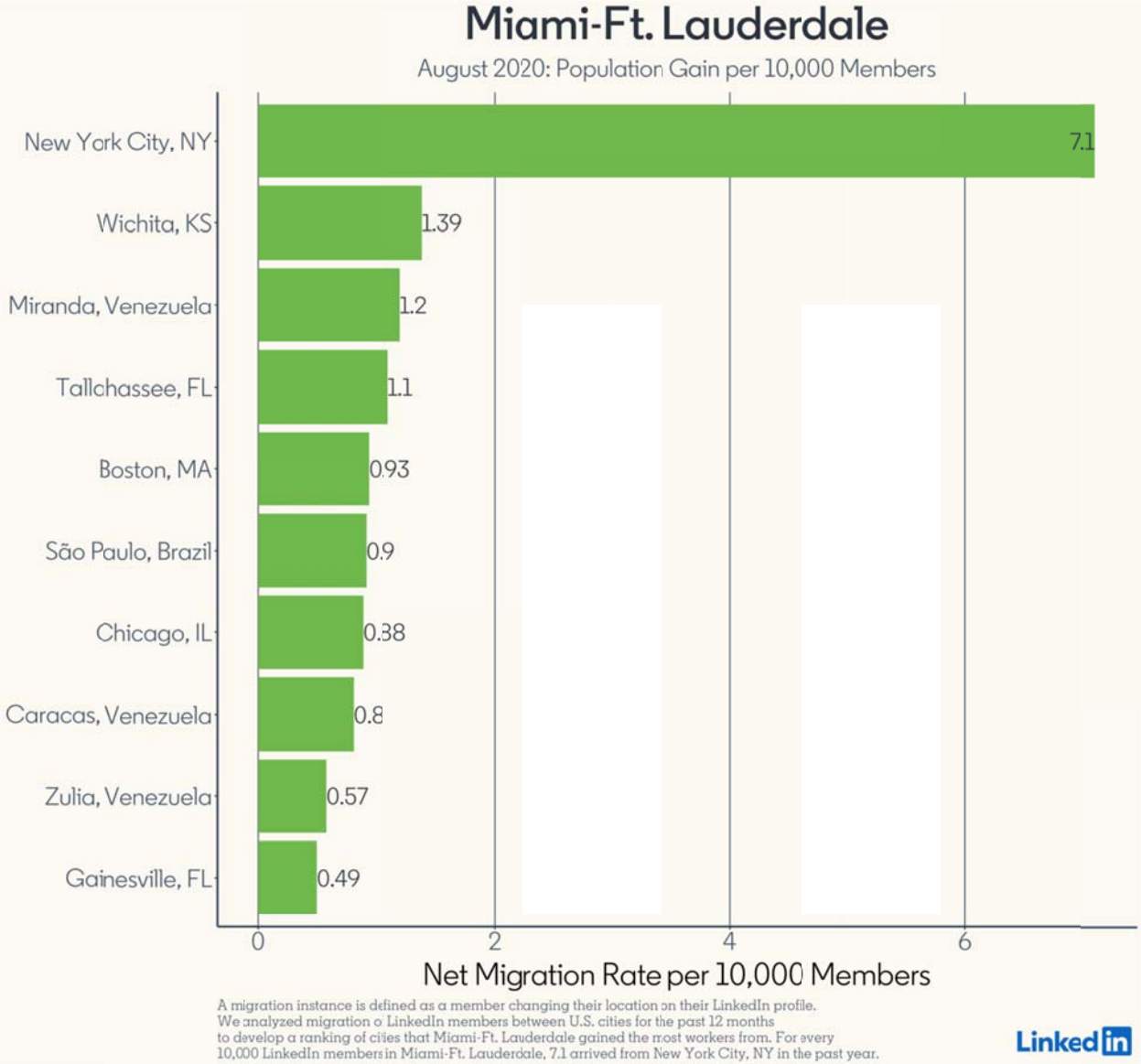
Hiring is down -7.8% in Jul 2020 from last year

Hiring Rate is the percentage of LinkedIn members who added a new employer to their profile in the same month the new job began, divided by the total number of LinkedIn members in the U.S. This number is indexed to the average month in 2015-2016; for example, an index of 1.05 indicates a hiring rate that is 5% higher than the average month in 2015-2016.

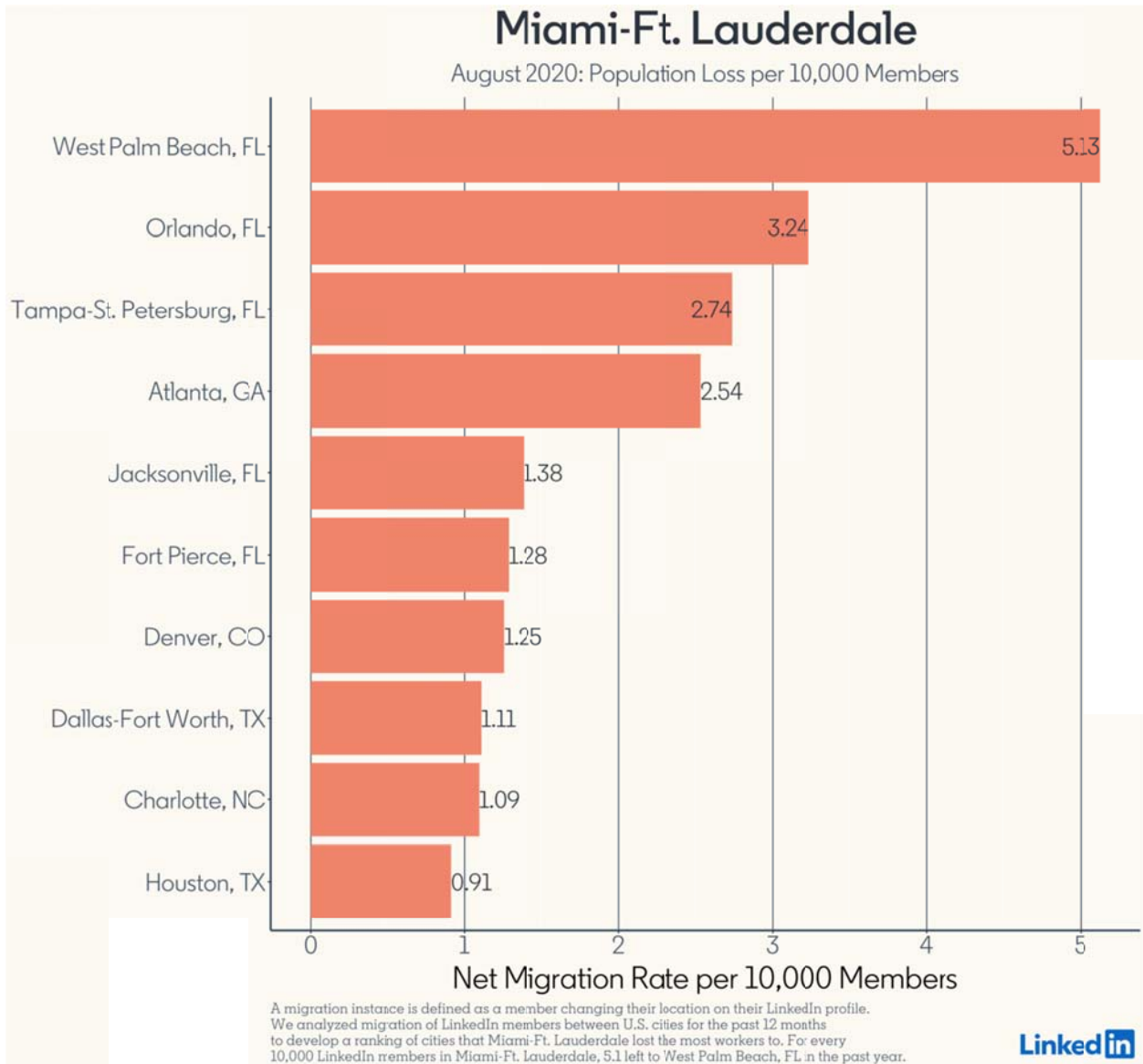


Migration

Miami-Ft. Lauderdale gained the most workers in the last 12 months from [New York City, NY](#); [Wichita, KS](#); and [Miranda, Venezuela](#). So for every 10,000 LinkedIn members in Miami-Ft. Lauderdale, 7.1 workers moved to the city in the last year from [New York City, NY](#).



West Palm Beach, FL; Orlando, FL; and Tampa-St. Petersburg, FL gained the most workers from Miami-Ft. Lauderdale in the last 12 months. So for every 10,000 LinkedIn members in Miami-Ft. Lauderdale, 5.13 workers moved to West Palm Beach, FL in the last year.



**Overview of the CareerSource Broward Region
Not Seasonally Adjusted
August 21, 2020**

- The unemployment rate in the CareerSource Broward region (Broward County) was 13.1 percent in July 2020. This rate was 9.8 percentage point higher than the region's year ago rate of 3.3 percent. The labor force was 1,016,525, down 30,174 (-2.9) over the year. There were 133,366 unemployed residents in the region.
- In July 2020 nonagricultural employment in the Ft. Lauderdale-Pompano Bch-Deerfield Bch Metro Division was 784,300, a decrease of 69,300 jobs (-8.1 percent) over the year.
- The leisure and hospitality (-28,800 jobs); education and health services (-10,400 jobs); professional and business services (-7,700 jobs); trade, transportation, and utilities (-7,000); construction (-3,900 jobs); government (-3,600 jobs); other services (-3,500 jobs); manufacturing (-2,300 jobs); and information (-2,100 jobs) industries lost jobs over the year.
- The financial activities industry was unchanged 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)	Jul-20	Jun-20	Jul-19
CareerSource Broward (Broward County)	13.1%	11.8%	3.3%
Florida	11.5%	10.5%	3.4%
United States	10.5%	11.2%	4.0%

Nonagricultural Employment by Industry (not seasonally adjusted)	Ft. Lauderdale-Pompano Beach-Deerfield Beach Metropolitan Division				Florida			
	Jul-20	Jul-19	change	percent change	Jul-20	Jul-19	change	percent change
	Total Employment	784,300	853,600	-69,300	-8.1	8,347,400	8,821,700	-474,300
Mining and Logging	NA	NA	NA	NA	5,400	5,700	-300	-5.3
Construction	46,000	49,900	-3,900	-7.8	567,000	565,900	1,100	0.2
Manufacturing	26,700	29,000	-2,300	-7.9	373,500	384,500	-11,000	-2.9
Trade, Transportation, and Utilities	187,100	194,100	-7,000	-3.6	1,730,000	1,787,500	-57,500	-3.2
Wholesale Trade	50,100	51,300	-1,200	-2.3	340,400	353,000	-12,600	-3.6
Retail Trade	105,300	110,000	-4,700	-4.3	1,057,800	1,096,300	-38,500	-3.5
Transportation, Warehousing, and Utiliti	31,700	32,800	-1,100	-3.4	331,800	338,200	-6,400	-1.9
Information	17,900	20,000	-2,100	-10.5	126,900	138,500	-11,600	-8.4
Financial Activities	64,600	64,600	0	0.0	583,600	591,900	-8,300	-1.4
Professional and Business Services	144,800	152,500	-7,700	-5.0	1,311,800	1,391,100	-79,300	-5.7
Education and Health Services	99,700	110,100	-10,400	-9.4	1,295,300	1,318,500	-23,200	-1.8
Leisure and Hospitality	67,400	96,200	-28,800	-29.9	1,004,600	1,245,700	-241,100	-19.4
Other Services	33,700	37,200	-3,500	-9.4	320,600	353,300	-32,700	-9.3
Government	96,300	99,900	-3,600	-3.6	1,028,700	1,039,100	-10,400	-1.0

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.