



**Broward Workforce Development Board
One-Stop Services Committee**

Tuesday, August 6, 2024
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID: 730 243 5583
Zoom Password: 223498
Zoom Call-In: 1 646 876 9923

**CareerSource Broward Boardroom
2890 West Cypress Creek Road, Ft. Lauderdale, FL 33309**

**This meeting is being held in person.
This meeting is also accessible via a Zoom video conference.**

PROTOCOL FOR TELEPHONE/ZOOM MEETING

1. Please state your name when making or seconding a motion. Such as “I move the item, and your name – “Jane Doe.” Please also identify yourself when asking a question.
2. Put your phone/microphone on mute when not speaking. Don’t forget to take it off when you wish to speak. Telephone users must press *6 to mute or unmute yourself.
3. Votes in the affirmative should be “aye” and in opposition should be “no” (delays in responding sometimes make it difficult to determine the intent of the vote).
4. Please be in a quiet area free of background noise, so we may hear you clearly when you are speaking. When using Zoom, please make sure the background is appropriate or choose one of their virtual backgrounds.
5. If you are calling and must leave the call, please don’t put your phone on hold. In some cases, we will get music or recorded messages and we will not be able to conduct business.
6. If you are using your phone for audio, please identify yourself on the screen and state the last 4 digits of the number you are calling from.
7. Please note the chat function has been disabled.

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

MEETING AGENDA

IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

SELF-INTRODUCTIONS

APPROVAL OF MINUTES

Approval of the Minutes of the 6/5 One-Stop Services Committee Meeting.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Minutes of the Meeting

Pages 6 – 10

NEW BUSINESS

1. Continued Eligibility – Universal Technical Institute

Consideration to approve existing Eligible Training Provider (ETP) Universal Technical Institute with continuing eligibility for the period 9/1/24 through 8/31/26 and maintain their currently approved occupational training programs on our ITA list. This is in accordance with WIOA, which requires providers to be re-evaluated and approved for continuation on the ETP List after their initial year of eligibility. This provider has met continued eligibility requirements that include licensure, accreditation, issuance of industry-recognized credentials, and reporting to the Florida Education and Training Placement Information Program. CSBD reviewed the applications for completeness to ensure that CareerSource Florida requirements and Board-mandated criteria were met for this school.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	None

2. Updates to the One Stop Services Committee Matrix

Consideration to review and approve the next steps, benchmarks, and updates to the Strategic Planning Matrix.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Committee Strategic Planning Matrix

Pages 11 – 20

REPORTS

1. Neighborhood Job Fair

The Neighborhood Job Fair organized by CSBD on 7/31 brought together 15 local businesses offering a wide array of opportunities and nearly 300 job seekers looking for their next opportunity. Hosted in the heart of Oakland Park at our Central One Stop Career Center, the job fair featured a variety of businesses, such as Broward County Schools, US Customs & Border Patrol, One Blood, Sherwin Williams, and Broward County Government, offering roles from Library Assistants to Phlebotomists. Job seekers connected with employers, exchanged resumes, and engaged in insightful conversations about career paths. The event fostered a positive atmosphere of collaboration and opportunity. We will continue to follow-up with attendees to assess the outcome.

ACTION	None
EXHIBIT	None

2. Changes to the Welfare Transition Program (WTP)

As a result of recently passed legislation by the state (HB 1267) a number of significant changes are now required in the delivery of services to our WTP customers as follows: 1) implementing standardized surveys at participant intake and assessment 2) requiring financial forecasting tools such as the budget planner and CLIFF tool 3) expanded case management services to employed participants in transition. We are participating in weekly meetings with the state as they are working to fine tune implementation. CSBD will align our local policies with these new processes once a formal policy is received from the state.

ACTION None
EXHIBIT CLIFF Tool Presentation

3. CSBD Infograph July 2023 – June 2024

CSBD’s Infograph was created to convey information about the delivery of our services to employers and community stakeholders quickly and clearly through visual elements. The infograph is ideal for enhancing our storytelling and increasing the shareability of content across various platforms. CSBD placed over 2,300 job seekers in jobs and provided over \$3.9 million in scholarships for training during the period covered by the infograph. Also, frontline staff handled over 66,000 One-Stop center visits.

ACTION Review
EXHIBIT CSBD Infograph

Pages 21 - 22

4. Monthly Performance Report

The performance report for June is provided. The data reflects that within the Big 7 Regions, CSBD is in a four-way tie for 1st in WIOA Entered Employment Rate (EER), 1st in Welfare Transition (WT) All Family Participation Rate and Two-parent Participation Rate, and 3rd in WTP, Wagner Peyser and Veterans EER.

ACTION None
EXHIBIT Performance Report for June

Pages 23 - 34

5. Broward County Unemployment and Economic Dashboard

The unemployment rate in Broward County was 3.4 percent in June 2024. This rate was 0.4 percentage points higher than the region’s year ago rate. In June 2024, Broward County’s unemployment rate was 0.1 percentage point lower than the State’s rate. Out of a labor force of 1,096,445, up 6,968 (+0.6 percent) over the year, there were 36,805 unemployed Broward County residents. CSBD also created a dashboard allowing website visitors to review the current and historical economic and workforce status of Broward County. The dashboard is a value-added resource allowing businesses the ability to make data-informed decisions.

ACTION None
EXHIBIT Broward County Labor Market Information
 [CareerSource Broward Dashboard](#)

Pages 35 – 36

MATTERS FROM THE ONE-STOP SERVICES COMMITTEE CHAIR

MATTERS FROM THE ONE-STOP SERVICES COMMITTEE

MATTERS FROM THE FLOOR

MATTERS FROM THE PRESIDENT/CEO

ADJOURNMENT

THE NEXT ONE-STOP SERVICES COMMITTEE MEETING IS OCTOBER 1, 2024



MEETING MINUTES

CareerSource Broward Boardroom
2890 West Cypress Creek Road, Ft. Lauderdale, FL 33309

The Committee was reminded of the conflict-of-interest provisions.

ATTENDEES: Marjorie Walters, Heiko Dobrikow, Tara Williams, Cynthia Sheppard, Felipe Pinzon, Melida Akiti, and Rick Shawbell, who chaired the meeting.

STAFF: Carol Hylton, Kimberly Bryant, Ron Moffett, Mark Klineciewicz, Rochelle Daniels, Kaminnie Kangal, and LaTanya Brown.

APPROVAL OF MINUTES

Approval of the Minutes of the 5/7 One-Stop Services Committee meeting.

On a motion made by Heiko Dobrikow and seconded by Marjorie Walters, the One-Stop Services Committee unanimously approved the minutes of the 5/7 meeting.

NEW BUSINESS

1. WIOA Work Experience Contract Approval for Broward Health

The committee considered approval of a WIOA Adult and Dislocated Worker Work Experience (WEX) contract with Broward Health through 6/30/26. Healthcare is one of our targeted industries. WEX contracts are non-financial, as CSBD is the employer of record. Because Board member Shane Strum is employed by Broward Health, this recommendation will require a 2/3 vote of the BWDB members present once a quorum has been seated at a Board meeting.

Kimberly Bryant presented the item and reviewed the recommendation.

On a motion made by Rick Shawbell and seconded by Heiko Dobrikow, the One-Stop Services Committee unanimously approved a WIOA Adult and Dislocated Worker Work Experience (WEX) contract with Broward Health through 6/30/26.

2. WIOA WEX Contract Approval for the Las Olas Company, Inc.

The committee considered approval of a WIOA Adult and Dislocated Worker WEX contract with the Las Olas Company, Inc. (LOC), the parent company of the Riverside Hotel, through 9/30/26.

Participants will be placed in positions such as front-of-house representatives, guest services associates, dining support, and maintenance engineers. WEX contracts are non-financial, as CSBD is the employer of record. Because Board Chair Heiko Dobrikow, is employed by the LOC, this recommendation will require a 2/3 vote of the BWDB members present once a quorum has been seated at a Board meeting.

Kimberly Bryant presented the item and reviewed the recommendation.

Heiko Dobrikow declared a conflict of interest as he is employed by the Las Olas Company, abstained from the vote, and completed a conflict-of-interest form at the meeting.

On a motion made by Rick Shawbell and seconded by Felipe Pinzon, the One-Stop Services Committee unanimously approved the WIOA Adult and Dislocated Worker WEX contract with the Las Olas Company, Inc. through 9/30/26.

3. Addition of New Courses for Existing Training Provider Florida Atlantic University

Considered approval of two (2) training programs at Florida Atlantic University (FAU) to the WIOA Individual Training Account (ITA) list 1) CompTIA A+ Certification and 2) CompTIA A+, Network+, and Security+ Certification. CSBD reviewed the applications for completeness to ensure that Board mandated criteria are met for the training programs and related occupational titles. Because Board member Dr. Stacy Volnick is employed by FAU, this recommendation will require a 2/3 vote of the BWDB members present once a quorum has been seated at a Board meeting.

Kimberly Bryant presented the item and reviewed the recommendation. There was no further discussion.

On a motion made by Rick Shawbell and seconded by Felipe Pinzon, the One-Stop Services Committee unanimously approved the addition of two FAU programs to the WIOA Individual Training Account List 1) CompTIA A+ Certification and 2) CompTIA A+, Network +, and Security + Certification.

4. PY 24/25 Preliminary Budget

The Program Year (PY) 24/25 preliminary budget reflects an overall decrease in the State allocation and carry forward of 17.4% for a total of (\$3,395,425). The total amount of PY 24/25 formula and carry forward is projected to be \$16,127,619 as compared to \$19,523,044 in PY 23/24. The budget continues to emphasize investments in customer training and getting the unemployed back to work and it aligns with WIOA and achieving Board strategic initiatives and key business results. CSBD recommends acceptance and approval of the preliminary PY 24/25 budget.

Carol Hylton reviewed the preliminary budget with the members. During the presentation, Carol Hylton highlighted the strategies to address the reduction in funding. She indicated that we manage our vacancy fill rate throughout the year and only fill positions when necessary.

We also plan to publish an RFQ for our marketing services to create a vendor list for services when needed instead of obligating funds with 2 vendors as we did this year.

Carol Hylton informed the members that we have added a new youth provider, Harmony Development Center.

She explained that our dedicated grants like Get There Faster and Florida Healthcare are training grants we can utilize to provide scholarships for our customers, which can offset the reduction in our WIOA training funds. Administrative costs are still capped at 9% per the governing Board's directive.

Rick Shawbell thought that it was a wonderful presentation and very thorough. He also noted that even though the Committee knew that we were going to have less carry forward, he is pleased at how the budget has been adjusted to achieve the boards goals.

On a motion made by Rick Shawbell and seconded by Heiko Dobrikow, the One-Stop Services Committee unanimously approved the preliminary budget for program year 24/25.

5. One-Stop Services (OSS) Committee Strategic Planning Matrix PY 24/25

On 4/25, the Board held its annual planning meeting. At the meeting, two separate workgroups discussed and made recommendations for the upcoming year. The Board approved these recommendations at the 5/23 meeting and staff has distributed the recommendations amongst Board committees. The goals and objectives are tracked by each committee in the form of a strategic planning matrix. The proposed PY 24/25 matrix was presented for the committee's review. Considered the 1) approval the matrix and 2) assigning CSBD staff to develop the next steps and benchmarks and bring updates to the committee.

Kimberly Bryant presented the item and reviewed the proposed objectives that have been assigned to the committee.

Rick Shawbell indicated that he has already begun to receive calendar invites for the upcoming events as listed in the Matrix. He's thrilled at how we are keeping the community that we serve and our partners abreast of what we have going on.

Heiko Dobrikow encouraged the Committee to re-read the objectives and provide any next-step suggestions to staff.

Rick Shawbell concurred with Heiko Dobrikow and encouraged the committee's input. He reiterated that the Committee assigns the staff with coming up with the next steps and it would be nice for the staff to receive some ideas to help in the development of the benchmarks. The feedback that the Committee provides, will help to flesh out the next steps and the staff would greatly appreciate it.

Felipe Pinzon agreed that this is a great idea and would like to offer some feedback. He asked what is the timeline for completing the next steps.

Carol Hylton shared that by the next meeting, the matrix will be fleshed out more, but it is a living document. We can always add benchmarks, provide updates, and add to the matrix throughout the year at the committee's discretion. Felipe Pinzon thanked Carol Hylton for the response.

On a motion made by Rick Shawbell and seconded by Heiko Dobrikow, the One-Stop Services Committee unanimously approved 1) the One-Stop Services Committee Strategic Planning Matrix for PY 24/25 and 2) assigning CSBD staff to develop the next steps and benchmarks and bring updates to the committee.

REPORTS

1. Broward County Unemployment and Economic Dashboard

The unemployment rate in Broward County was 3.1 percent in April 2024. This rate was 0.7 percentage points higher than the region's year-ago rate. In April 2024, Broward County's unemployment rate was 0.1 percentage point lower than the State's rate. Out of a labor force of 1,095,618, up 18,549 (+1.7 percent) over the year, there were 33,772 unemployed Broward County residents. The Dashboard is a value-added resource, allowing businesses the ability to make data-informed decisions.

Mark Klinecicz presented the item.

Heiko Dobrikow shared that during the recent Employer Services Committee meeting, they reviewed the Dashboard and encouraged members to review it. He indicated that he received a beautiful business sentiment survey from Florida, highlighting how the county is doing. He further indicated that in a recent study, only six states have a positive enrollment trend and are all places where people are migrating.

He also indicated there are several workforce-related dashboards out there and recommended that our economist review them to see if they would provide us with additional information that merits adding to our Dashboard. He would like our Dashboard to be a one-stop shop for all dashboard information.

Heiko suggested we reach out to Sandy Michael McDonald at Broward County to determine if the county also has any data points to add to the CSBD dashboard.

MATTERS FROM THE ONE-STOP SERVICES COMMITTEE CHAIR

None.

MATTERS FROM THE ONE-STOP SERVICES COMMITTEE

Tara Williams shared that the Broward County Human Services Department has made some changes. They are working with the Broward Municipal Services District, which is the unincorporated part of Broward. The focus is on how to bring services to that community. She has a new staff member assigned to this area. Tara Williams would like for us to connect with her to share information.

Carol Hylton expressed her support and asked if Tara would provide the contact information for her new hire. We would be happy to arrange a tour of our centers so they can meet with our staff and learn about the wealth of services we can provide in the community.

MATTERS FROM THE FLOOR

Rick Shawbell thanked the staff and Committee members for accommodating this date and time for the meeting.

MATTERS FROM THE PRESIDENT/CEO

Carol Hylton asked Ron Moffett to share information about his recent participation at the Hispanic Unity Bridge to the Future event. Ron Moffett stated that he was part of a panel moderated by Maria Hernandez from United Way at the event, where they addressed workforce issues. Ron said it was an excellent opportunity for him to showcase the services CSBD has to offer and thanked Felipe Pinzon for including him as a panelist.

Felipe Pinzon thanked Ron for coming and stated that he is looking forward to an even better partnership. He would like the Hispanic community to get better jobs, and he could not think of a better partner for this venture than CSBD.

Carl Hylton shared that SYEP begins on 6/12. We will kick off with three days of employability skills training. There will be about 1,300 students in the program this summer. She thanked Tara Williams and all who work with Broward County for the additional funding we recently received.

Ms. Hylton announced that we have a Manufacturing Forum tomorrow at 8 a.m. that will bring together employers and educational partners to discuss the skills gaps in this industry.

Our Healthcare Forum is coming up on 6/18. Being conveners is an important aspect to being a workforce board.

ADJOURNMENT – 02:46 p.m.

<p>THE NEXT ONE-STOP SERVICES COMMITTEE MEETING IS ON AUGUST 6, 2024.</p>
--



A proud partner of the
AmericanJobCenter
network

ONE-STOP SERVICES COMMITTEE

Strategic Planning Matrix for PY 24/25

Heiko Dobrikow, Board Chair
Rick Shawbell, OSSC Chair
Carol Hylton, President/CEO

CONNECTING • REIMAGINING • INNOVATING

Transformative Partnerships For Tomorrow's Workforce

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.

One-Stop Services Committee Goal:

To maximize employment and training opportunities for all job seekers, including those with multi-faceted barriers.

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

CareerSource Broward Strategic Goal #2:

Maintain Our Role 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	Due Date	Comments
2.0 – Continue to expand the use of social media by researching methods to measure marketing impact.	2.0.1 – Research what other regions of similar size have implemented using social media.	Research is conducted, and a plan is created regarding best practices.	12/2024	
	2.0.2 – Develop an internal system to track the impact (success) of the various marketing campaigns.	The system is developed and implemented. Review data analysis bi-monthly as campaigns are launched.	3/2025	

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

CareerSource Broward Strategic Goal #2:

Maintain Our Role 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	Due Date	Comments
2.1 – Consider ways to build on our relationship with Broward County and, as they identify workforce needs, seek ways to partner.	2.1.1 – CBSD staff will cross-train Broward County’s Family Success and Veterans Services teams on the services available.	CSBD and Broward County staff have been cross-trained.	11/2024	In Progress: During June, Family Success staff trained CSBD staff at each of the One Stop Centers on the services they provide and how to assist customers with applying for the services they need. CSBD is scheduled to train Family Success staff on 8/13.
	2.1.2 – Meet with Tara Williams, the Director of Broward County’s Human Services Department to discuss increasing CSBD signage in the Family Success Centers & Veterans Services Offices	CSBD signage is placed in all Family Success Centers and Veterans Services Offices	2/2025	
	2.1.3 – Meet with Laurette Jean, Assistant to the County Administrator to discuss CSBD services and ways to partner.	CSBD will conduct a presentation with key Broward County staff	2/2025	In Progress: On 7/2, the Sr. VP of OPS and Community Outreach Liaison met with Laurette Jean. She is responsible for expanding the county’s services to the Broward Municipal Services District, the unincorporated part of Broward County. We provided an overview of CSBD’s jobseeker and employer services. Ms. Jean was added to CSBD’s community news distribution group so that she’s aware of upcoming events. We shared CSBD flyers with her to cascade to her team members. She requested that we attend a future meeting and will confirm once a date has been set.
	2.1.4 – Engage Broward County Transit for free transportation to the 2025 State of the Workforce Job Fair	Bus Routes are developed	12/2024	

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

**CareerSource Broward Strategic Goal #2:
Maintain Our Role 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	Due Date	Comments
2.2 – Explore additional ways to share information regarding our services with all 31 Broward municipalities.	2.2.1 – Identify municipalities that CSBD has not yet presented to or conducted a tour of the one stop centers for.	Target list created.	8/2024	
	2.2.2 – Conduct outreach to the cities that have not toured our one stop centers	Conduct the tours with the identified cities and determine additional ways to partner.	2/2025	
	2.2.3 – Meet with key staff from municipalities to develop strategies, market our services, and expand our outreach.	Meetings are scheduled and held and additional strategies are developed and implemented.	3/2025	

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

**CareerSource Broward Strategic Goal #2:
Maintain Our Role 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	Due Date	Comments
<p>2.3 – As convenors of workforce services, explore opportunities to work with local education partners to bring training development needs for emerging occupations, such as Robotics and AI.</p>	<p>2.3.1 – Research to identify current and emerging job roles in AI and related fields within the Broward economy to include an evaluation of existing educational programs/courses offered by local education partners related to AI</p>	<p>Assessment is completed and a report is created identifying emerging occupations.</p>	<p>9/2024</p>	
	<p>2.3.2 – CSBD Business Services intermediaries will poll employers during forums, chamber events, etc., to get employer input.</p>	<p>Add occupations to the Targeted Occupations List (TOL) if they meet the qualifications. Share information with education providers to incorporate into their curriculum.</p>	<p>12/2024</p>	
	<p>2.3.3 – Education & Industry Consortium Committee (EICC) members to provide input on skills gaps in emerging industries.</p>	<p>Employers and Educational partners attend an upcoming EICC meeting</p>	<p>3/2025</p>	

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

**CareerSource Broward Strategic Goal #2:
Maintain Our Role 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	Due Date	Comments
2.4 – Market career ladders and career pathways in emerging occupations, such as AI, to create a more resilient economy.	2.4.1 – CSBD Staff research career ladders for programs mapped to emerging occupations such as AI.	Research is conducted and a list of occupations is created.	10/2024	
	2.4.2 – Using research information, Career ladders or career pathway marketing materials created	CSBD Communications Staff will market the career ladders campaign via social media.	1/2025	
2.5 – Consider forwarding Outlook invites to the board members for CSBD events that may be of interest to them and encourage members to share with fellow business leaders.	2.5.1 – Develop a process for identifying events and sending invites.	Optional Outlook invites will be sent to CSBD Board members.	8/2024	

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

CareerSource Broward Strategic Goal #2:

Maintain Our Role 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	Due Date	Comments
2.6 – Explore additional ways to express our message to ensure our audience’s understanding, using plain talk and simplification.	2.6.1 – The CSBD IT Department will research services, software, or tools that can evaluate the grade level of our documents/presentations in order to be successful in reading our target demographic.	Research conducted and recommended tools evaluated and selected.	8/2024	
	2.6.2 – Make updates to documents and deploy them to the field.	Document updates are made and accessible via the CSBD intranet.	3/2025	
4.0 – Consider outreach to additional groups such as PTAs, faith-based organizations, and other community organizations	4.0.1 – Develop a list of organizations to target for community outreach to schedule presentations.	List has been created.	8/2024	
	4.0.2 – Schedule presentations and provide organizations with collateral materials regarding CSDB services.	Presentations are conducted with the targeted organizations.	3/2025	<p>In Progress: On 7/31, staff presented info on CSBD services to students enrolled in Broward College’s Broward Up Program.</p> <p>The following presentations have been scheduled: 1) 8/7 – School Board of Broward County 2) 9/12 - Children’s Services Council</p>

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

CareerSource Broward Strategic Goal #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.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
4.1 – Explore marketing campaigns targeting distressed communities to engage barriered populations to make them aware of our services, including occupational and work-based training.	4.1.1 – RFQ to local Marketing Firms/PR Agencies for quotes per the approved Marketing and Communications Plan	RFQ is completed, and the vendor list is created.	8/2024	
	4.1.2 – Work with vendors to develop a marketing schedule that will engage the targeted audience.	Marketing campaign is implemented. Assess the success of the campaign using the system developed in 2.0	3/2025	
4.2 – Continue to use testimonials from our customers.	4.2.1 – Establish brand ambassadors at one-stop centers to record real-time testimonials.	Staff are identified	7/2024	
	4.2.2 – Train staff on how to identify customers, show examples of good testimonials, and provide sample questions to use when recording testimonials.	Staff ambassadors are trained to record quality testimonials and will submit a minimum of 3 per month regionally.	8/2024	
	4.2.3 – Utilize the testimonials online as per the approved Marketing and Communications Strategic Plan.	A minimum of 5 testimonials are published via social media.	2/2025	

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

CareerSource Broward Strategic Goal #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.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
4.3 – Produce short videos to highlight services.	4.3.1 – Assess the feasibility of engaging college interns to create video reels for social media on behalf of CSBD.	A decision is made regarding interns.	11/2024	
	4.3.2 – Work with CSBD's current Videographer vendors to capture videos of signature events which include job fairs.	Videos captured and used to create short promotional videos. Three, 30 - 45 second videos are created to highlight services.	2/2025	



JULY 2023 - JUNE 2024

SUCCESS STORIES

JOB SEEKER:



Jessica B., Workforce Innovation and Opportunity Act Program Customer – *“Accomplishing a dream can seem challenging at times, especially when you’re looking to establish a professional career. The services and programs provided by CareerSource Broward were absolutely incredible. Not only did they help pay for my education and industry training, I was also able to completely elevate my workplace skills. Now, I can proudly say that the dream I had of becoming a nurse has been fulfilled, and I am now working in a field where I can give back and help others.”*

66,648 ONE-STOP CENTER VISITS



6,271 WORKSHOP PARTICIPANTS



2,380 JOB SEEKERS PLACED IN JOBS

\$ 3,925,929

TRAINING SCHOLARSHIPS & SUPPORT SERVICES



SUCCESS STORIES

JOB SEEKER:

Mark W., Central Career Center Customer – *“After previously being incarcerated, it became very clear during my job search that my resume needed some work. At one point, I even started to get to a point where I felt all hope was lost. However, I made the best decision by stopping CareerSource Broward’s career center in Oakland Park. I was absolutely amazed at how personable the staff was but more importantly, how eager they were to assist me. Their team helped polish my resume and gave me some tips on how to go about finding employment. I’m forever grateful for the assistance I received.”*



294,143

Job seeker services provided, such as: job referrals, résumé and career search assistance, referrals to training



SPECIAL POPULATIONS SERVED

Including Veterans, individuals with a disability, returning citizens, and youth

NEARLY 6,355 JOB SEEKERS 21

JULY 2023 - JUNE 2024

EMPLOYER TESTIMONIAL



ANTHONY MOTEN, DIRECTOR STEP-UP APPRENTICESHIP PROGRAM, HOUSING AUTHORITY CITY OF FORT LAUDERDALE – *“CareerSource Broward is an agency that will come in and help you find the right person for the right job and provide the funding to train and develop them.”*



ALFONSO AREVALO, HR DIRECTOR, MARGARITAVILLE HOLLYWOOD BEACH RESORT – *“CareerSource Broward has made a huge impact on our business. If you are not connecting with CareerSource Broward, you are missing out on a lot of qualified applicants.”*

8,153 EMPLOYERS SERVED



37,894

Business services provided to employers, such as: labor market information, candidate referrals, recruitment & job fairs

11,544

New Job Openings Posted in Employ Florida

\$4,477,754
TRAINING REIMBURSEMENTS TO EMPLOYERS

OJT - **\$135,039**
Skills Upgrade (IWT) - **\$234,357**
Adult and Youth Paid Internships - **\$4,108,358**

110 Job fairs and custom recruitment events conducted, connecting employers with job seekers throughout Broward County

EMPLOYER TESTIMONIAL



CYNTHIA CHRUPCALA, HR DIRECTOR, PROFI CONSTRUCTION & MAINTENANCE – *“As an HR Director you are always looking for good hires. One of my favorite resources is a Career Fair. Some of my best hires came from CareerSource Broward. I strongly recommend them to anyone involved in hiring.”*

FOLLOW US ON SOCIAL MEDIA

 CareerSource Broward
  @CareerSourceBD
  @CareerSourceBD
 CareerSource Broward
  CareerSourceBroward





Performance Report

Performance Report July 2023 to June 2024

Entered Employment Rate for the Month June 2024 across all Big Seven Regions

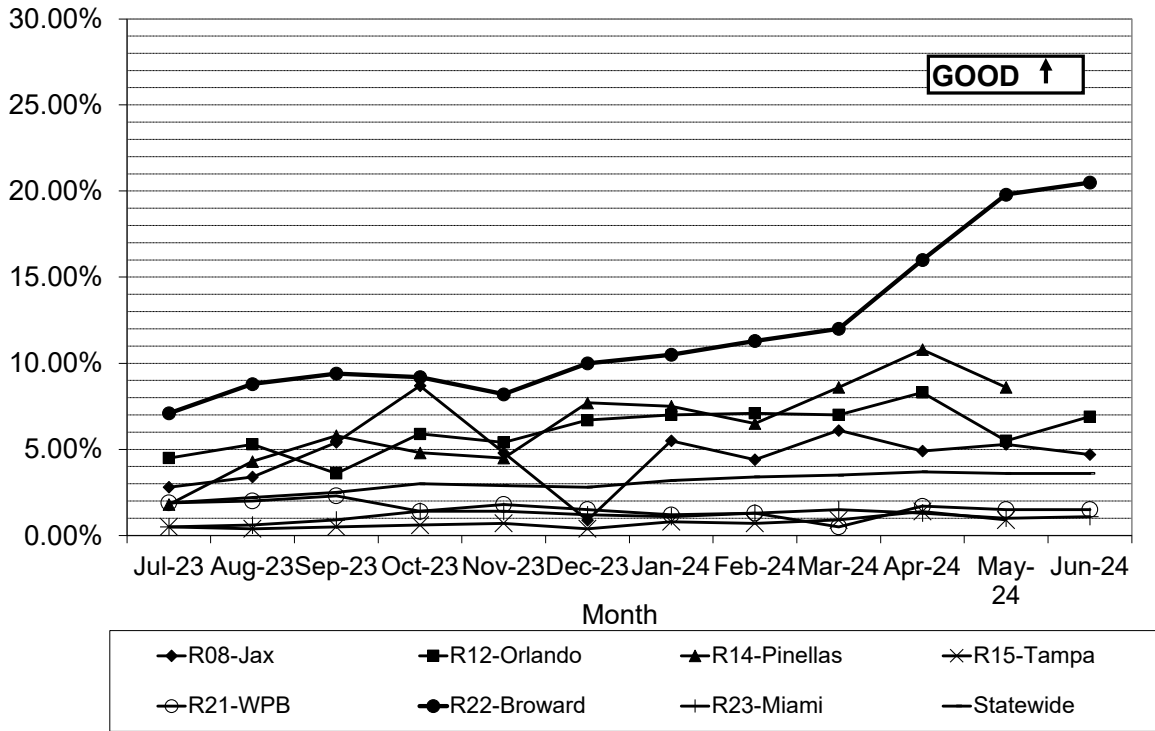
	WTP		Wagner-Peyser		Veterans		WIOA Adult/DW	
Region 8 - Jacksonville	22.40%	↓	28.60%	↑	13.50%	↓	92.30%	↓
Region 12 - Orlando	32.90%	↑	28.40%	↑	36.60%	↓	66.70%	↓
Region 14 - Pinellas	—		42.00%	↑	54.30%	↑	69.20%	↑
Region 15 - Tampa	—		26.80%	↓	46.70%	↑	100.00%	—
Region 21 - WPB	19.20%	↓	22.70%	↓	30.40%	↑	100.00%	—
Region 22 - Broward	31.70%	↓	36.10%	↓	50.00%	↓	100.00%	—
Region 23 - Miami	39.60%	↓	38.90%	↓	58.30%	↑	100.00%	—
Statewide	32.30%	↓	31.90%	↓	39.70%	↓	84.50%	↓

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

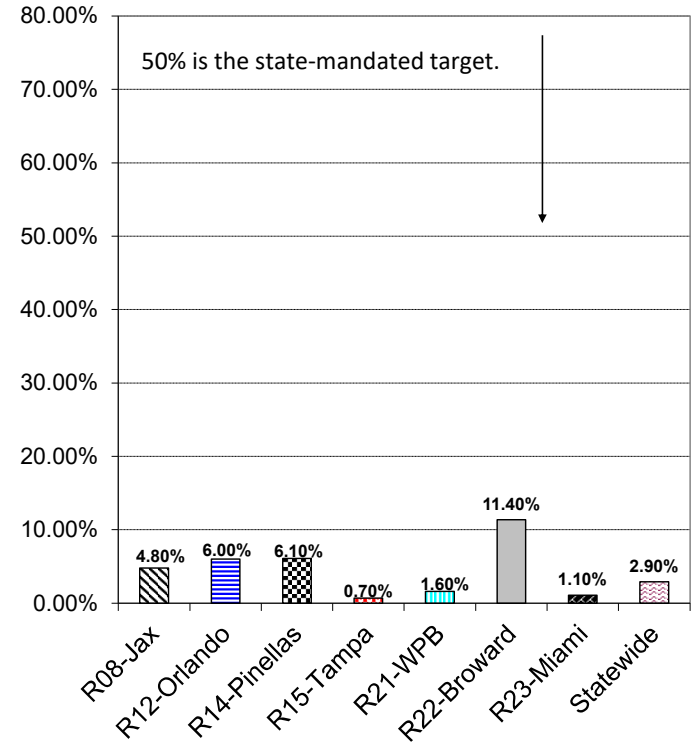
Legend / Abbreviation Key	WTP	Welfare-Transition Program	DW	Dislocated Worker
	WIOA	Workforce Innovation and Opportunity Act		

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

Month-to-Month Participation Rate from July 2023 to June 2024

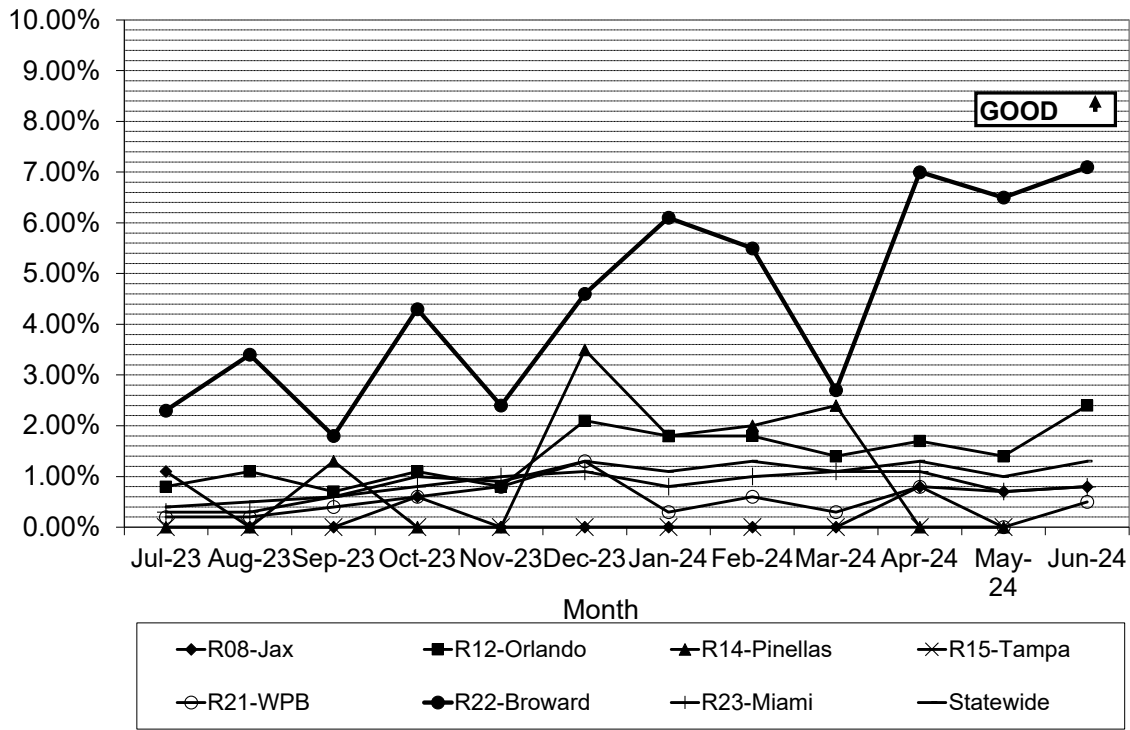


Program Year-to-Date (YTD) Participation Rate as of June 2024

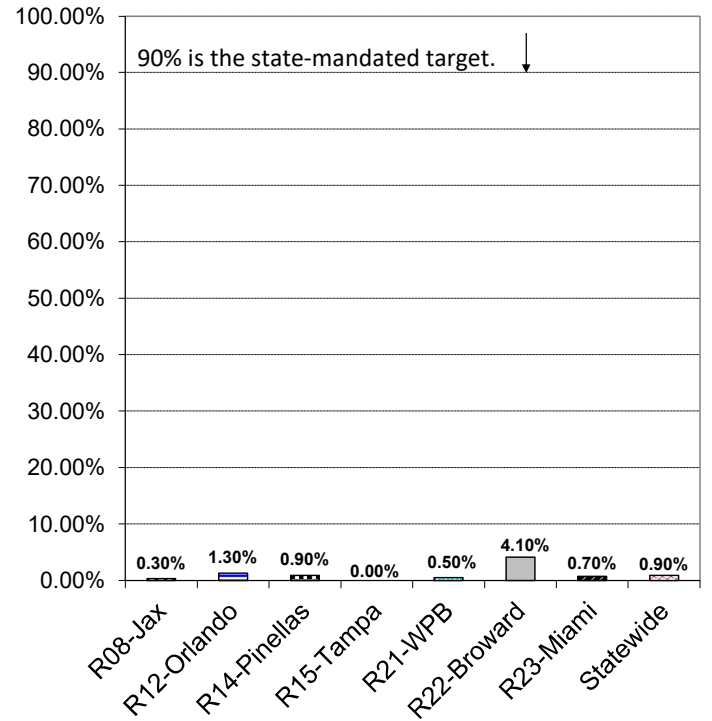


Welfare Transition Program (WTP) Two-Parent Family Participation Data for the Big 7 Regions

Month-to-Month Participation Rate from July 2023 to June 2024

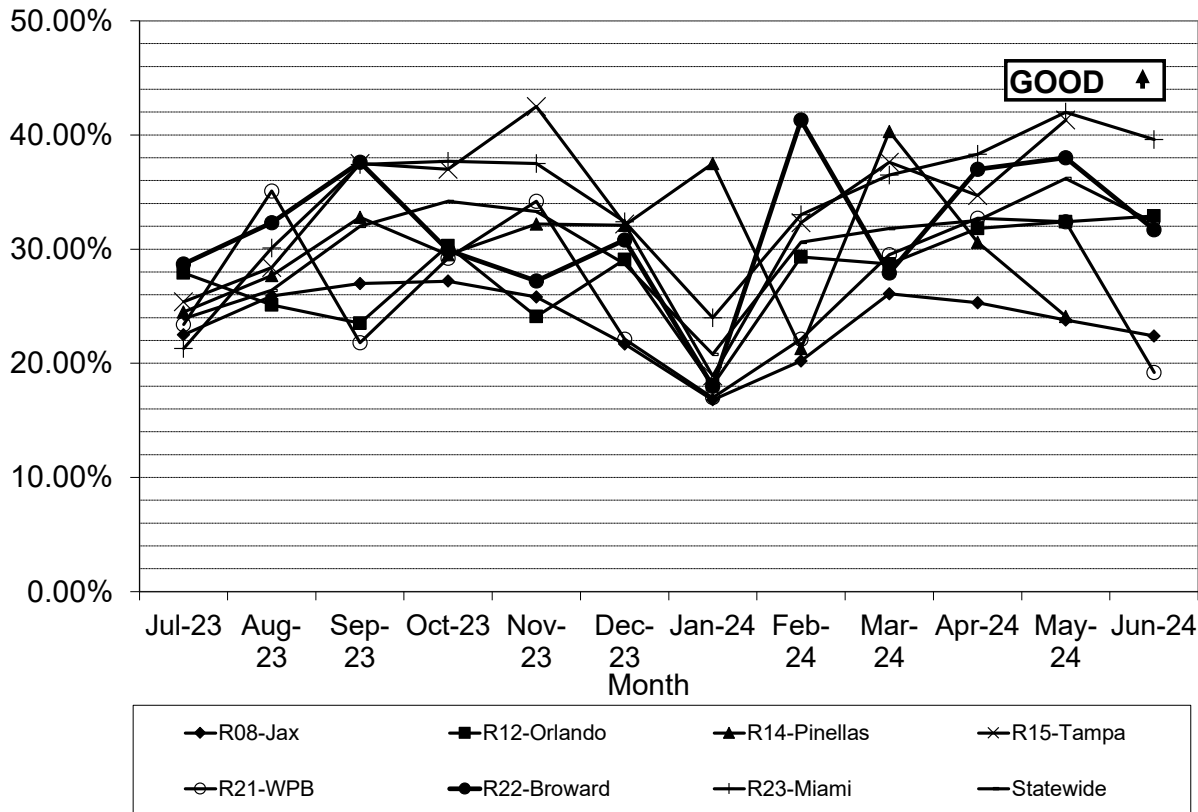


Program Year-to-Date (YTD) Participation Rate as of June 2024

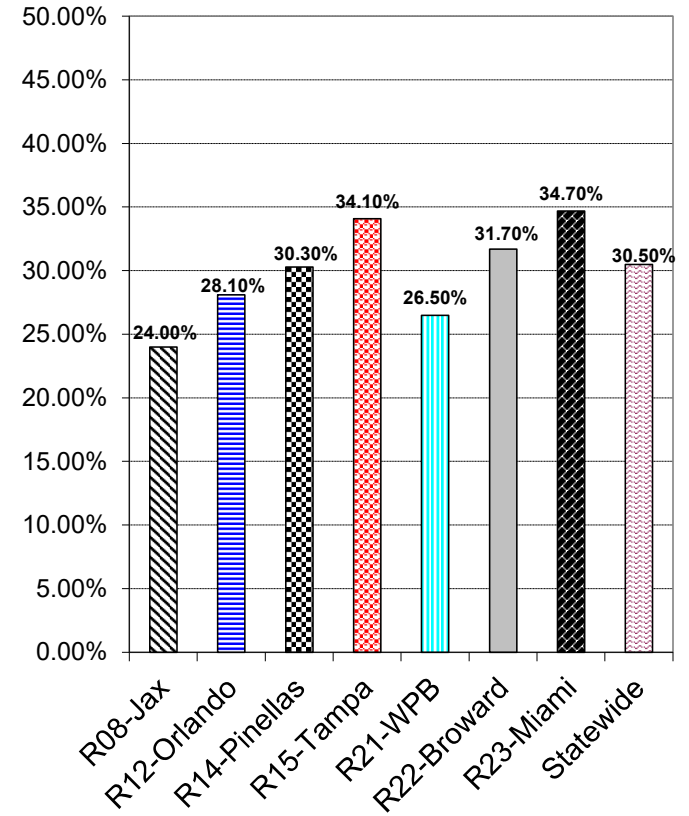


Welfare Transition Program (WTP) Entered Employment (EE) Data for the Big 7 Regions

Month-to-Month Entered Employment Rate from July 2023 to June 2024



Program Year-to-Date (YTD) EE Rate as of June 2024

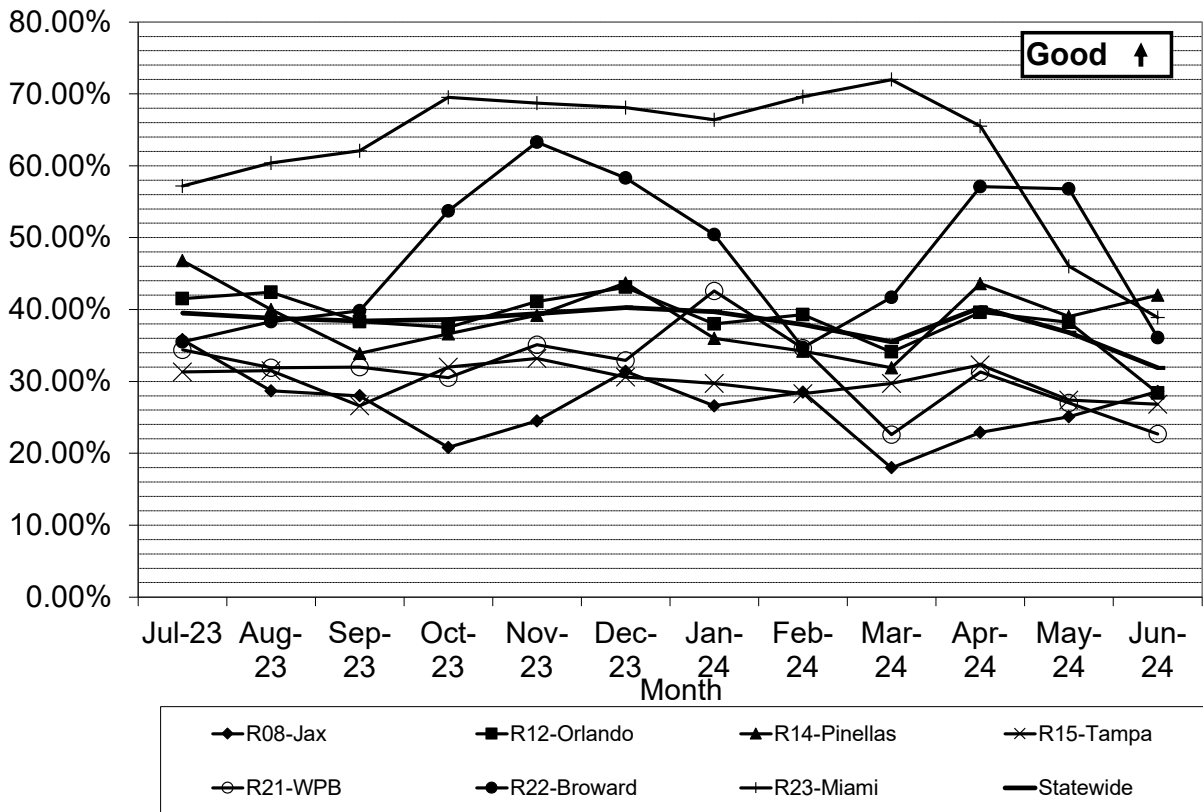


Analysis of Welfare Transition Program (WTP) Performance

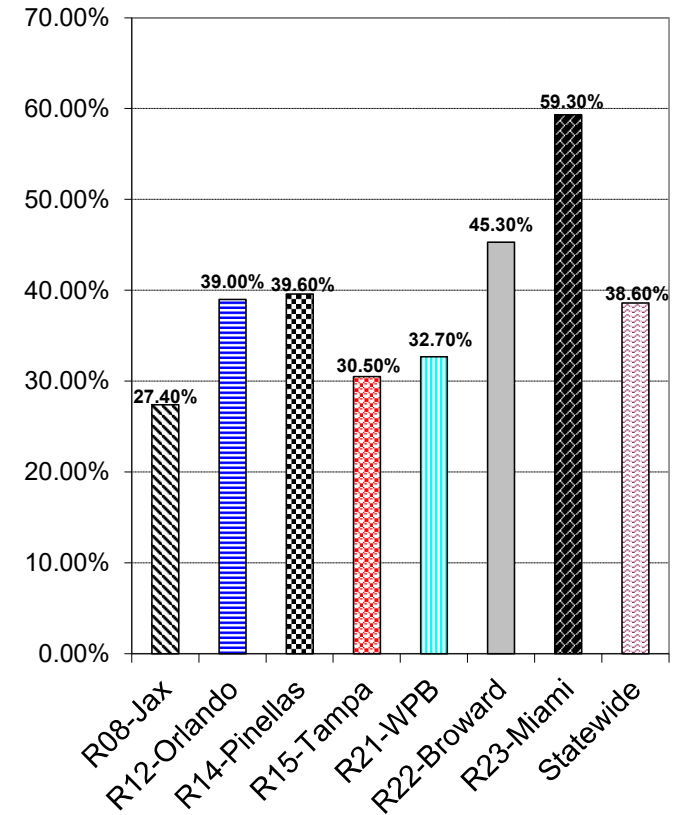
	Measure	Goal	Month (June 2024)	PYTD
WTP Program Performance At-A-Glance	All Family Participation	50%	20.5%	11.4%
	Two-Parent Family Participation	90%	7.1%	4.1%
	Entered Employment Rate (EER)	39%	31.7%	31.7%
Current Situation and Performance Summary	<p>In relation to the Big 7 Regions:</p> <p>All Family Participation Rate CSBD ranks 1st in performance for the month and ranks 1st for Program Year 23/24</p> <p>Two-Parent Participation Rate CSBD ranks 1st in performance for the month and ranks 1st for Program Year 23/24</p> <p>Entered Employment Rate CSBD ranks 3rd in performance for the month and ranks 3rd for Program Year 23/24.</p>			
Strategies and Action Steps	<p>To increase the entered employment rate, we are taking the following steps:</p> <ul style="list-style-type: none"> • We reinstated quarterly meetings with our partners at the Department of Children and Families (DCF) to streamline processes and address concerns directly impacting performance outcomes. This collaboration aims to reduce the influx of cases being referred for mandatory participation without proper work registration, ensuring that all participants receive the necessary guidance and support upon being referred. This will prevent sanctions which are negative exits that impact the entered employment rate. • We are implementing the new steps required by House Bill 1267. The additional assessments, mandatory budget planning, and additional focus on post-employment transitional case management services are designed to shorten the time it takes for a participant to gain employment and support stronger employment retention. Staff are being trained on these new processes which were implemented in late June statewide to increase performance. 			

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

Month-to-Month Entered Employment Rate from July 2023 to June 2024



Program Year-to-Date (YTD) EE Rate as of June 2024

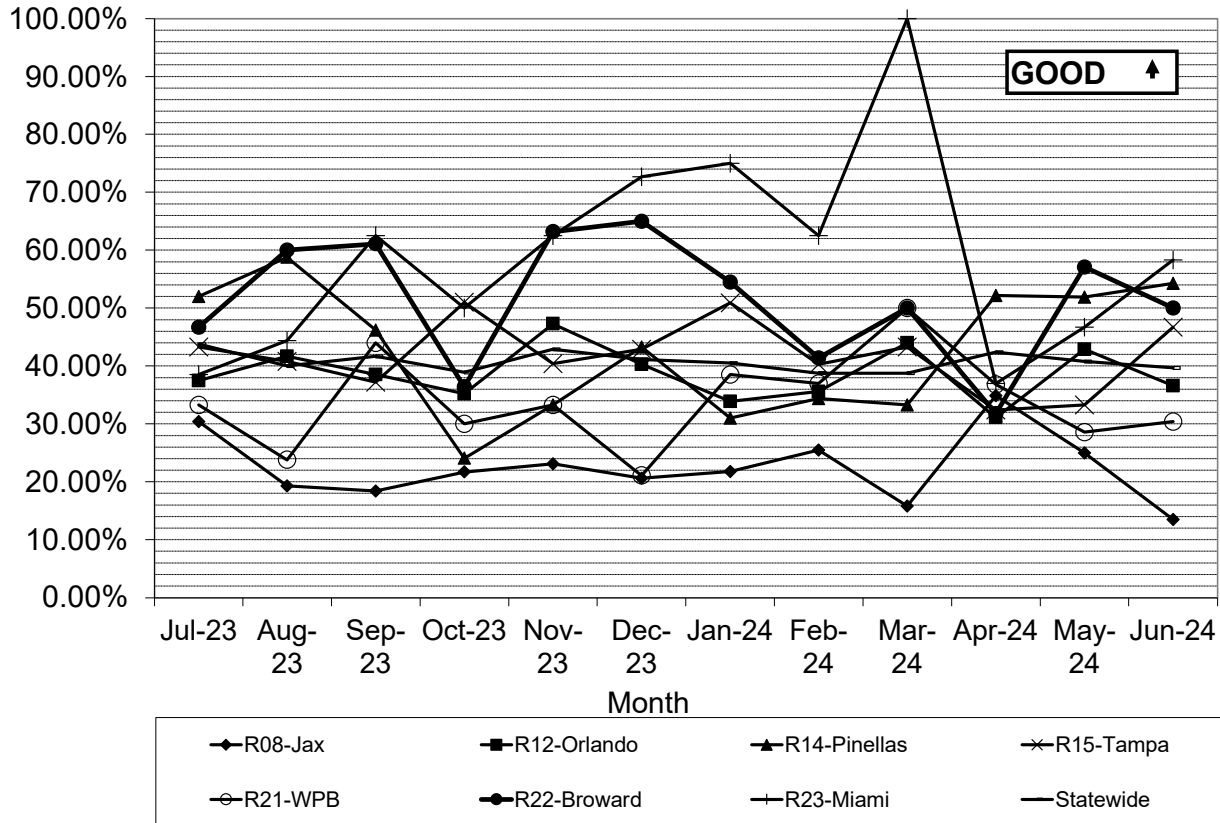


Analysis of Wagner-Peyser (WP) Performance

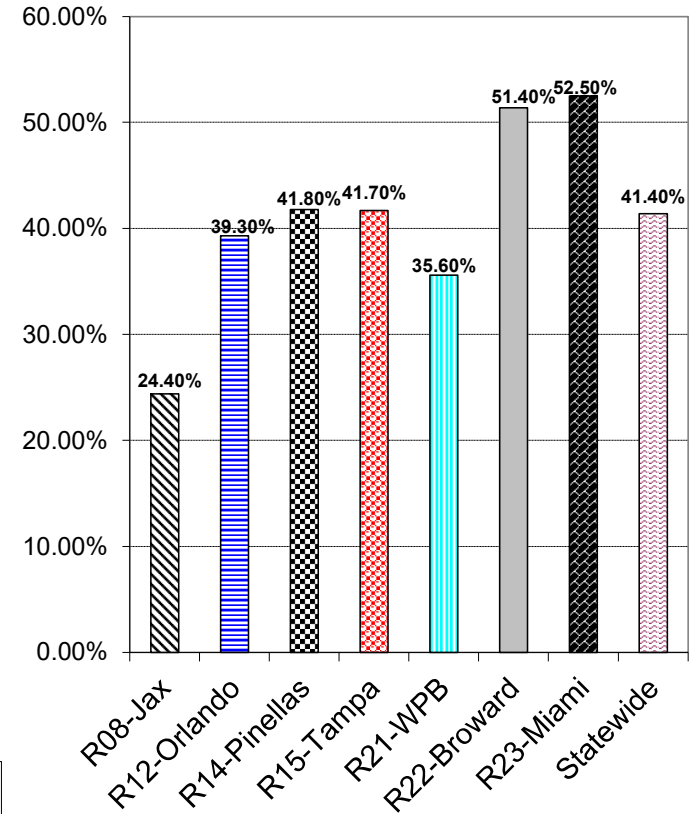
	<u>Measure</u>	Performance*	
		Month (June)	PYTD
WP Program Performance At-A-Glance	Entered Employment Rate (EER)	36.1%	45.3%
	<i>*Please note: The performance detail is based on the Monthly Management Report (MMR). Due to lagging data, our true YTD rate will adjust at the end of the program year.</i>		
Current Situation and Performance Summary	<p>In relation to the Big 7 Regions:</p> <p>CSBD ranks 2nd for the month and ranks 2nd year-to-date in Entered Employment Rate.</p>		
Strategies and Action Steps	<p>To improve our EER we have implemented the following strategies:</p> <ul style="list-style-type: none"> On 7/31, CSBD held the Neighborhood Job Fair at the Central One-Stop Center. To market the fair, we sent flyers to our community partner organizations, posted advertisements on social media, and sent email blasts to registrants of EmployFlorida. Nearly 300 job seekers had the opportunity to meet with 15 employers hiring new talent. Employers such as Broward County Schools, US Customs and Border Patrol, and FloridaCommerce attended the job fair. Staff will follow-up with attendees to determine the success of the event. 		

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

Month-to-Month Entered Employment Rate from July 2023 to June 2024



Program Year-to-Date (YTD) EE Rate as of June 2024

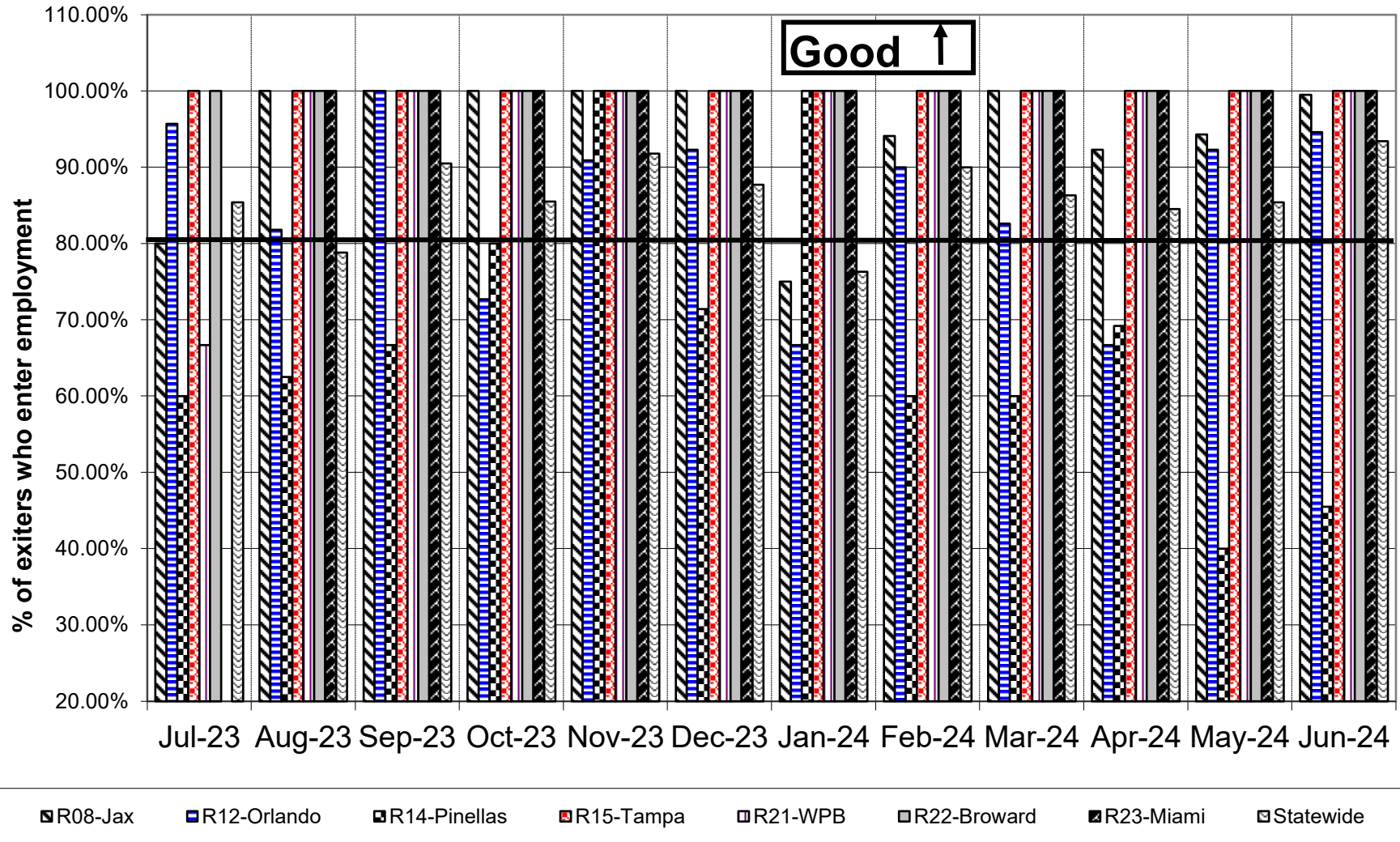


Analysis of Veterans' Performance

Veterans Program Performance At-A-Glance	Measure	Performance*	
		Month(June)	PYTD
	Entered Employment Rate (EER)	50.0%	51.4%
<i>*Please note: The performance detail is based on the Monthly Management Report (MMR).</i>			
Current Situation and Performance Summary	<p>In relation to the Big 7 Regions:</p> <p>CSBD ranks 3rd for the month and 2nd for Program Year 23/24 in Veteran's Entered Employment Rate.</p>		
Strategies and Action Steps	<p>To increase our EER, the following strategies were implemented:</p> <ul style="list-style-type: none"> • Many times, veterans present with several challenges outside of needing stable employment. Staff rely on community resources to be able to meet all of their needs so that they are able to retain employment. CSBD is currently scheduling a cross-training with Broward County Veterans Services Officers so that both organization's staff are aware of each other's services and how to access them in order to support veterans. • To expand and increase our outreach to veteran-friendly employers and veteran job seekers, we have hired 3 additional staff members. These new team members are veterans and can relate to veteran customers as they transition from their military careers to civilian careers. The new team members are excited about working with veterans and bring with them many years of experience in outreach, case management, employer engagement, etc. The additional staff will expand CSBD's reach in the community by identifying veteran-friendly employers. 		

Comparison of the Workforce Innovation and Opportunity Act (WIOA) Entered Employment Rate for Adult & Dislocated Workers across the 7 largest Regions in Florida from July 2023 to June 2024

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



Analysis of Workforce Innovation and Opportunity Act Adult and Dislocated Worker Performance

WIOA Program Performance At-A-Glance	<u>Measure</u>	Performance	
		Month (June)	PYTD
	Entered Employment Rate	100%	94.4%
Current Situation and Performance Summary	<p>CSBD is in a 4-way tie for 1st in Entered Employment Rate.</p> <p>Since July 2023, CSBD has assisted 877 Adult and Dislocated Worker customers in obtaining employment or accessing training opportunities. This includes traditional classroom training and work-based training via internships, apprenticeships, and On-the-Job Training.</p>		
Strategies and Action Steps	<p>To increase customer awareness and enrollments:</p> <ul style="list-style-type: none"> • CSBD applied for and received approval to extend the Noncustodial Parent Program into PY 24/25. The additional \$785,000 will be used to assist parents with attaining self-sufficiency and subsequently contributing financially to their child through enhanced services. Once enrolled, parents will have a myriad of services available to them, such as paid work experience, occupational skills training, expanded support services, and more. • We have received state approval to apply unused funding originally approved for individuals affected by Hurricane Ian in 2022 to general WIOA Dislocated Worker customers. This additional funding will allow CSBD to expand outreach and advertising to individuals who have been affected by a layoff in Broward County. These services can help individuals increase their skills and get back to work quickly. 		

Overview of the CareerSource Broward Region
Not Seasonally Adjusted
July 19, 2024

- The unemployment rate in the CareerSource Broward region (Broward County) was 3.4 percent in June 2024. This rate was 0.4 percentage point greater than the region's year ago rate of 3.0 percent. The region's June 2024 unemployment rate was 0.1 percentage point lower than the state rate of 3.5 percent. The labor force was 1,096,445, up 6,968 (+0.6 percent) over the year. There were 36,805 unemployed residents in the region.

Fort Lauderdale-Pompano Beach-Deerfield Beach Metro Division

- In June 2024, nonagricultural employment in the Fort Lauderdale-Pompano Beach-Deerfield Beach MD was 925,500, an increase of 21,100 jobs (+2.3 percent) over the year.
- The Other Services (+11.5 percent); Government (+4.2 percent); Education and Health Services (+3.7 percent); Leisure and Hospitality (+1.8 percent); and Professional and Business Services (+0.6 percent) industries grew as fast or faster in the metro area than statewide over the year.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the highest annual job growth compared to all the metro areas in the state in the Trade, Transportation, and Utilities (+5,100 jobs); Government (+4,200 jobs); and Other Services (+4,100 jobs) industries.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the fastest annual job growth rate compared to all the metro areas in the state in the Other Services (+11.5 percent) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD was tied for the third highest annual job growth compared to all the metro areas in the state in the Leisure and Hospitality (+1,800 jobs) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD was tied for the third fastest annual job growth rate compared to all the metro areas in the state in the Government (+4.2 percent) industry.
- The industries gaining jobs over the year were Trade, Transportation, and Utilities (+5,100 jobs); Education and Health Services (+4,400 jobs); Government (+4,200 jobs); Other Services (+4,100 jobs); Leisure and Hospitality (+1,800 jobs); Construction (+1,700 jobs); and Professional and Business Services (+1,100 jobs).
- The industries losing jobs over the year were Information (-700 jobs); Manufacturing (-500 jobs); and Financial Activities (-100 jobs).

Unemployment Rates (not seasonally adjusted)	Jun-24	May-24	Jun-23
CareerSource Broward (Broward County)	3.4%	2.8%	3.0%
Florida	3.5%	2.9%	3.1%
United States	4.3%	3.7%	3.8%

Nonagricultural Employment by Industry (not seasonally adjusted)	Ft. Lauderdale-Pompano Beach-Deerfield Beach Metropolitan Division				Florida			
	Jun-24	Jun-23	change	percent change	Jun-24	Jun-23	change	percent change
Total Employment	925,500	904,400	21,100	2.3	9,868,500	9,663,800	204,700	2.1
Mining and Logging	#N/A	#N/A	#N/A	#N/A	6,000	5,700	300	5.3
Construction	53,400	51,700	1,700	3.3	660,300	629,200	31,100	4.9
Manufacturing	30,500	31,000	-500	-1.6	429,200	423,200	6,000	1.4
Trade, Transportation, and Utilities	209,400	204,300	5,100	2.5	2,004,500	1,952,300	52,200	2.7
Wholesale Trade	56,800	54,300	2,500	4.6	406,900	390,100	16,800	4.3
Retail Trade	107,700	107,500	200	0.2	1,162,500	1,138,300	24,200	2.1
Transportation, Warehousing, and Utilities	44,900	42,500	2,400	5.6	435,100	423,900	11,200	2.6
Information	19,900	20,600	-700	-3.4	156,800	158,800	-2,000	-1.3
Financial Activities	72,900	73,000	-100	-0.1	683,500	684,700	-1,200	-0.2
Professional and Business Services	172,400	171,300	1,100	0.6	1,632,200	1,622,400	9,800	0.6
Education and Health Services	123,600	119,200	4,400	3.7	1,508,300	1,462,400	45,900	3.1
Leisure and Hospitality	99,600	97,800	1,800	1.8	1,322,000	1,302,400	19,600	1.5
Other Services	39,900	35,800	4,100	11.5	382,300	366,500	15,800	4.3
Government	103,800	99,600	4,200	4.2	1,083,400	1,056,200	27,200	2.6

Population	2023	2022	change	percent change
CareerSource Broward (Broward County)	1,962,531	1,946,889	15,642	0.8
Florida	22,610,726	22,245,521	365,205	1.6

Average Annual Wage	2022	2021	change	percent change
CareerSource Broward (Broward County)	\$66,754	\$63,542	\$3,212	5.1
Florida	\$63,781	\$60,313	\$3,469	5.8