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## Broward Workforce Development Board One Stop Services Committee

Tuesday, September 26, 2023

12:30 p.m. – 2:00 p.m.

Zoom Meeting ID: 882 9910 5340

Zoom Password: 452004

Zoom Call in: 1-646-876-9923

CareerSource Broward Central One Stop Center, 2550 West Oakland Park Blvd; Ft Lauderdale, FL 33311

This meeting is being held in person. This meeting is also accessible via a Zoom video conference using the link below.

<https://us02web.zoom.us/j/88299105340?pwd=NUpVcmpETEprTGptVjdUdUY2TkphQT09>

### **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 four 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.**

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## MEETING AGENDA

### IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

### RECOGNITION OF COMMITTEE MEMBER

Presentation of recognition award for Audrey Ljung in appreciation for 14 years of service on the One Stop Services Committee.

### APPROVAL OF MINUTES

Approval of the Minutes of the 8/1 One Stop Services Committee Meeting.

<b>RECOMM</b>	Approval
<b>ACTION</b>	Motion for Approval
<b>EXHIBIT</b>	Minutes of the 8/1 Meeting

Pages 7 – 12

### NEW BUSINESS

#### 1. Accept Florida Healthcare Training Initiative Funds

Consideration to accept \$916,666 in WIOA Florida Healthcare Training funds. The grant is for 2 years and will end 6/30/25. CSBD was one of two Boards in the state selected by FloridaCommerce to receive this funding. The purpose of the award is to support the healthcare industry by funding initiatives to reduce the shortage of employees in healthcare occupations and reduce turnover in these occupations. CSBD will dedicate funding to 1) partner with hospitals to provide upskill training 2) connect with technical colleges to provide paid internships to students in healthcare and 3) partner with the School Board to place youth in a healthcare occupational track to receive work-based learning opportunities.

<b>RECOMM</b>	Approval
<b>ACTION</b>	Motion for Approval
<b>EXHIBIT</b>	None

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## 2. Accept Hope Florida – Pathway to Promise Funds

Consideration to accept \$217,815.45 in WIOA and Wagner-Peyser Hope Florida (HF) – Pathway to Promise (HF) funds. CSBD will use these funds to provide services such as training and to launch new career pathways that lead to self-sufficiency and economic prosperity for customers referred to us by the Florida Department of Children and Families. Through this initiative, we will guide customers with referrals to community service providers based on their needs, fostering community collaboration among the private sector, faith-based community organizations, and non-profits. Board members Heiko Dobrikow (Riverside Hotel), Kevin Kornahrens (Advanced Roofing), and Shane Strum (Broward Health) have already embraced their roles as leaders, convenors of workforce services, and ambassadors by agreeing to become HF employers.

<b>RECOMM</b>	Approval
<b>ACTION</b>	Motion for Approval
<b>EXHIBIT</b>	None

## 3. One Stop Services (OSS) Committee Strategic Planning Matrix Update

Consideration to review and approve the updates to the Strategic Planning Matrix.

<b>RECOMM</b>	Approval
<b>ACTION</b>	Motion for Approval
<b>EXHIBIT</b>	OSS Committee Strategic Planning Matrix

Pages 13 – 19

## 4. Continued Eligibility – Hollywood Career Institute

Consideration to approve 1) current eligible training provider Hollywood Career Institute's (HCI) continued eligibility status for the period 12/1/23 through 12/1/25 and 2) retention of all of their current programs on the Individual Training Account list. The State requires that eligible training providers be renewed every 2 years. HCI has met continued eligibility requirements that include but are not limited to, licensure, accreditation, issuance of an industry-recognized credential, and reporting to the Florida Education and Training Placement Information Program. CSBD reviewed the applications for completeness and to ensure that CareerSource Florida requirements and board-mandated criteria are met.

<b>RECOMM</b>	Approval
<b>ACTION</b>	Motion for Approval
<b>EXHIBIT</b>	None

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## REPORTS

### 1. Hospitality Career Fair

To support employers in the hospitality industry as they prepare for peak season, which starts in the Fall and runs through Spring, CSBD is hosting a Hospitality Job Fair at the Urban League. To date, over 14 employers have committed to attending the event, including Riverside Hotel, Pelican Grand Resort, Holiday Inn Express Ft. Lauderdale Cruise Airport, Margaritaville Resort, Residence Inn Weston, Fort Lauderdale Marriott Harbor Beach, and Intercruises Shoreside & Port Cruises. In addition to applying for job openings, job seekers will have the opportunity to explore jobs using immersive technology and will also have Q&A sessions with industry leaders who will discuss the different career tracks that are available in hospitality.

<b>ACTION</b>	None
<b>EXHIBIT</b>	Hospitality Job Fair Flyer

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### 2. CareerSource Broward's 2023 Paychecks for Patriots Veterans Hiring Fair

CSBD will host its annual Paychecks for Patriots Veterans Hiring Fair on 11/8 at The City of Plantation Central Park. The first two hours of the event will be reserved for veterans and family members of veterans. The event will be marketed to job seekers and employees through social media, radio advertisements, distribution of flyers to community partners, advertising in the career centers, and word of mouth. To date, over 70 employers have expressed interest in recruiting at this year's event.

<b>ACTION</b>	None
<b>EXHIBIT</b>	P4P Flyer

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### 3. Update on Marketing Initiatives for PY 23/24

CSBD executes marketing strategies to increase awareness of the valuable services we provide to employers and job seekers. We deliver our messaging strategically through the use of established 1) media channels 2) print marketing 3) outdoor 4) social media 5) other digital 6) speaking engagements, and 7) community events. These strategies have increased our brand awareness throughout the region, support the vision and mission of the organization, and drive increased foot traffic into our centers. Notably, a two-month job-seeker advertising campaign, "Get the Job You Want," was undertaken (June/July) utilizing geo-fencing, bus sides/interiors, billboard, print, digital/search engine, and social media. The campaign targeted Veterans, recent high school and college graduates, and 'job changers.' As a result of the campaign efforts, there has been a 48% overall increase in foot traffic within the centers when compared to the same period last year. Additionally, we plan to implement an employer-focused campaign.

<b>ACTION</b>	None
<b>EXHIBIT</b>	Quarterly Marketing Campaign Report

**Pages 22 – 35**

### 4. Monthly Performance Report

The current performance for the month of August is provided. The data reflects that within the Big 7 Regions, CSBD is in a five-way tie for 1<sup>st</sup> in WIOA Entered Employment Rate (EER), 1<sup>st</sup> in Veterans EER, 1<sup>st</sup> in Welfare Transition (WT) All Family participation rate and Two-parent participation rate, and 2<sup>nd</sup> WT EER.

<b>ACTION</b>	None
<b>EXHIBIT</b>	Performance Report for August

**Pages 36 – 47**

### 5. Broward County Economic and Workforce Dashboard

To further the efforts set forth by the Economic and Labor Market Analysis of Broward County, CareerSource Broward has 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 and those looking to move to Broward the ability to make data-informed decisions.

<b>ACTION</b>	None
<b>EXHIBIT</b>	<a href="#">CareerSource Broward Dashboard</a>

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**6. Broward County and Florida Unemployment Information**

The unemployment rate in Broward County was 3.1 percent in August 2023. This rate was 0.2 percentage points higher than the region's year-ago rate. In August 2023, Broward County's unemployment rate was equal to the State's rate. Out of a labor force of 1,110,853 up 37,570 (+3.5 percent) over the year, there were 34,491 unemployed Broward County residents.

**ACTION  
EXHIBIT**

Discussion  
Broward County Labor Market Information

**Pages 48 – 49**

**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**

<b>THE NEXT COMMITTEE MEETING IS SCHEDULED FOR TUESDAY, 11/28/2023 AT 12:30 P.M.</b>
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**Broward Workforce Development Board  
One Stop Services Committee  
Tuesday, August 1, 2023  
12:30 p.m. – 2:00 p.m.  
Zoom Meeting ID: 882 9910 5340  
Zoom Password: 452004  
Zoom Call in: 1 646 876 9923**

## **MEETING MINUTES**

**CareerSource Broward Executive Conference Room, 2890 W. Cypress Creek Road, Ft. Lauderdale, FL 33309**

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

**<https://us02web.zoom.us/j/88299105340?pwd=NUpVcmpETEprTGptVjdUdUY2TkphQT09>**

**THE COMMITTEE WAS REMINDED OF CONFLICT OF INTEREST PROVISIONS.**

### **ATTENDANCE:**

**One Stop Services Committee Members:** Heiko Dobrikow, Marjorie Walters, Tara Williams, Kathleen Cannon, Felipe Pinzon, Kareen Torres, Audrey Ljung, Cynthia Sheppard, and Rick Shawbell who chaired the meeting. (All Committee members attended via Zoom)

**Staff:** Ron Moffett, Mark Klinecicz, Peter Rivera, Kimberly Bryant, Michell Williams, Nadine Jackson, Natalie Joseph-Cauley, and Tarra Smith.

**Guests:** None

### **APPROVAL OF MINUTES**

Approval of the Minutes of the 6/6 meeting.

**On a motion by Felipe Pinzon and seconded by Heiko Dobrikow, the One Stop Services Committee unanimously approved the minutes of the 6/6 meeting.**

### **NEW BUSINESS**

#### **1. One Stop Services (OSS) Committee Strategic Planning Matrix PY 23/24**

On 6/22, the Board approved the report from the planning session on the strategic goals and objectives for PY 23/24. Staff distributed the report amongst Board committees. Each committee tracks progress on achieving the deliverables in the form of a strategic planning matrix. The proposed PY 23/24 matrix was presented for review. Considered the approval of the matrix and 2) assignment of CSBD staff to develop the next steps and benchmarks and bring updates to the committee.

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Ms. Bryant reviewed and highlighted the objectives of the OSS Committee Strategic Planning Matrix.

Ms. Cannon referred to objective 2.1 of the Matrix and asked for more information on regionalism.

Mr. Moffett explained that for the past year, the State has been contracting with Ernst & Young. House Bill 1507 required CareerSource Florida to look at consolidating the number of workforce boards across the State of Florida. Currently, there are 24 workforce boards. The recommendation that resulted from the study was to realign local workforce areas and reduce the number of boards from 24 to 21. CSBD was not affected, enabling us to maintain our boundaries. The EY study also highlighted the need for a more regional approach amongst LWDB. We posed this as a “thought question” for the Board to consider at our planning session in April.

Ms. Torres asked for clarification on how Able Trust was selected and recommended adding other agencies that work with customers with disabilities.

Mr. Moffett stated that Able Trust was identified at the Board Planning session. We can add “explore additional agencies that provide similar services”. The committee agreed to this change on the matrix.

**On a motion by Tara Williams and seconded by Kathleen Cannon, the One Stop Services Committee unanimously approved 1) the PY 23/24 matrix and add “explore additional agencies that provide similar services” and 2) the assignment of CSBD staff to develop the next steps and benchmarks and bring updates to the committee.**

## **2. Addition of New Training Provider Universal Technical Institute**

Considered the approval of Universal Technical Institute as an Eligible Training Provider and add 1) Automotive & Diesel Technology II 2) Diesel Technology II 3) Automotive Technology II and 4) Welding Technology II to the Workforce Innovation and Opportunity Act Individual Training Account List. As the committee members are aware pursuant to state law, CSBD cannot exclude programs because of their cost, and pursuant to federal law, CSBD cannot interfere with “customer choice” in the selection of training programs and providers. Staff reviewed the application for completeness and to ensure that Board-mandated criteria are met for the school, training programs, and the related occupational titles.

Ms. Ljung questioned the cost of the programs and asked who will be responsible for paying the cost.

Mr. Bryant indicated that CSBD pays up to \$12,000, in scholarships, and the participant is responsible for any remaining balance, which the school usually covers through financial aid and scholarships.

Mr. Dobrikow suggested sharing the full ITA list with Committee members. Mr. Moffett stated that we could send the link on our webpage of the full ITA list to the Committee.



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**On a motion by Heiko Dobrikow and seconded by Kathleen Cannon, the One Stop Services Committee unanimously approved Universal Technical Institute as an Eligible Training Provider and add 1) Automotive & Diesel Technology II 2) Diesel Technology II 3) Automotive Technology II and 4) Welding Technology II to the Workforce Innovation and Opportunity Act Individual Training Account List.**

### **3. Addition of New Courses for Existing Training Provider Hollywood Career Institute**

Considered the addition of three (3) courses from current Eligible Training Provider Hollywood Career Institute: 1) Massage Therapy 2) Hemodialysis Tech and 3) Medical Assistant with Basic X-Ray to the WIOA Individual Training Account List. These programs provide opportunities to train for careers in the healthcare industry and are in high demand. CSBD reviewed the applications for completeness and to ensure that Board-mandated criteria have been met for the training programs and related occupational titles.

Ms. Bryant reviewed the new programs recommended to be added to the ITA list. She indicated that CSBD encourages current training providers to compare the targeted occupations list to their course catalog to ensure all of their eligible training programs are included on our ITA list. Adding these courses increases training options for our customers, and we are recommending the committee's approval.

**On a motion by Audrey Ljung and seconded by Heiko Dobrikow, the One Stop Services Committee unanimously approved adding three (3) courses from current Eligible Training Provider Hollywood Career Institute: 1) Massage Therapy 2) Hemodialysis Tech and 3) Medical Assistant with Basic X-Ray to the WIOA Individual Training Account List.**

## **REPORTS**

### **1. Presentation to the Committee**

One-Stop Operator (OSO), Nadine Jackson provided an update on her activities as OSO for the past year.

Mr. Shawbell thanked Ms. Jackson for her presentation and her dedication to the One-Stop Operator role.

### **2. Update on the Single Mothers Grant**

The Single Mothers grant is a two-year grant focused on assisting up to 100 single mothers with a child under 4 years old. As of July 2023, we have enrolled 62 women in the program. We have partnered with the Early Learning and Healthy Start Coalitions to market the program. CSBD provides job search support, career training, and resource referrals to remove barriers including education, housing, and food security. In addition, we have added a financial assistance component by partnering with Locality Bank to provide bi-monthly financial workshops. For those parents who could benefit from additional support, we partner with Consolidated Credit to provide one-on-one financial coaching. CSBD is also finalizing Work Experience contracts with

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Broward Health as its 31 locations, flexible work schedules, benefits, and career paths are an excellent fit for our customers.

Ms. Bryant stated that we are ahead of schedule with 62 women already enrolled in the program as of July 2023. Ms. Bryant highlighted the partnership with Locality Bank to provide financial literacy. These services were volunteered by Board member, Keith Costello, and Kim expressed her appreciation.

Ms. Cannon asked if the Single Mothers Grant is in collaboration with Prosperity Broward.

Ms. Jackson indicated that this is a separate grant, but we did present the Single Mothers program in the City of Lauderdale Lakes, and nine mothers have taken the next step to enroll.

### **3. Update on Partnership with FAU for Entrepreneurial Training**

CSBD partnered with FAU and the Small Business Development Center to bring entrepreneurial learning and development opportunities to Veterans interested in starting new businesses to achieve financial independence. This course is funded through the Get There Faster grant and is specifically designed for Veterans. In addition to classroom and online training, veterans also receive mentorship from successful entrepreneurs who provide direct guidance in applying for government contracts and grants. Six (6) veterans completed the first cohort and all 6 have started their own businesses in areas such as manufacturing, medical services, and food service.

Ms. Bryant provided an update to the committee on the CSBD partnership with FAU to provide Veterans with entrepreneurial training. She stated that we are currently enrolling for the second cohort.

Ms. Ljung asked if we will follow up with the 6 veterans who completed the first cohort.

Ms. Bryant confirmed that we will continue to follow up with them for up to 1 year.

### **4. 2023 Tech Talent Fest Event**

CSBD is participating in the South Florida Tech Hub “2023 Tech Talent Fest” on 8/30 at Florida Atlantic University in Boca Raton. South Florida Tech Hub is the local association representing employers and professionals across a wide range of industry verticals. The Tech Talent Fest is an industry job fair focusing on recruitment among occupations in artificial intelligence, cloud computing, cybersecurity, and more. CSBD’s technology industry intermediary will present our services, including how employers can unlock our funding for work-based training and scholarship opportunities for individuals seeking industry certifications. We will also have a booth to exhibit our services.

Ms. Bryant updated the Committee on CSBD’s participation in the 2023 Tech Talent Fest event.

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## **5. Monthly Performance Report**

The current performance for the month of June was provided. The data reflects that within the Big 7 Regions, CSBD is in a four-way tie for 1<sup>st</sup> in WIOA Entered Employment Rate (EER), 1<sup>st</sup> in Veterans EER, 1<sup>st</sup> in Welfare Transition EER, All Family participation rate and Two-parent participation rate and ranks 2<sup>nd</sup> in Wagner Peyser EER.

Ms. Bryant reviewed the Performance Report for June and highlighted that CSBD ranked #1 in the big 7 in all measures for PY 22/23.

The Committee collectively commended the team for a job well done.

## **6. Broward County and Florida Unemployment Information**

The unemployment rate in Broward County was 2.9 percent in June 2023. This rate was 0.1 percentage points lower than the region's year-ago rate. In June 2023, Broward County's unemployment rate was 0.1 percentage points lower than the State's rate. Out of a labor force of 1,096,242 up 27,411 (+2.6 percent) over the year, there were 32,092 unemployed Broward County residents. The state has advised us they have discontinued the Questions and Answers attachment to their monthly data release.

Ms. Bryant reviewed the Broward County and Florida Unemployment Information and informed the Committee that the State discontinued submitting the QA-LMI report therefore they will no longer receive that report.

## **7. Broward County Economic and Workforce Dashboard**

The unemployment rate in Broward County was 2.9 percent in June 2023. This rate was 0.1 percentage points lower than the region's year-ago rate. In June 2023, Broward County's unemployment rate was 0.1 percentage points lower than the State's rate. Out of a labor force of 1,096,242 up 27,411 (+2.6 percent) over the year, there were 32,092 unemployed Broward County residents. The state has advised us that they have discontinued the Questions and Answers attachment to their monthly data release.

Mr. Klinecicz reviewed the Broward County Economic and Workforce Dashboard.

## **MATTERS FROM THE ONE STOP SERVICES COMMITTEE CHAIR**

None

## **MATTERS FROM THE ONE STOP SERVICES COMMITTEE**

None

## **MATTERS FROM THE FLOOR**

None

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**MATTERS FROM THE PRESIDENT/CEO:**

Mr. Moffett explained Ms. Hylton was traveling and that is why she is not here today. He reported we have seen an increase in foot traffic at all of our One-Stop Career centers due to our outreach and marketing campaigns.

**ADJOURNMENT 1:37 p.m.**

**THE NEXT COMMITTEE MEETING IS SCHEDULED FOR TUESDAY 9/26/23 AT 12:30 P.M.**



# BROWARD WORKFORCE DEVELOPMENT BOARD

## **ONE-STOP SERVICES COMMITTEE**

Strategic Planning Matrix for PY 23/24

Heiko Dobrikow,  
Board Chair

Rick Shawbell,  
OSSC Chair

Carol Hylton,  
President/CEO



**Building For  
Our Future**

The Next 50  
Years <sup>13</sup>

**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 Assess the feasibility of holding biannual, tri-county meetings with CS South Florida and CS Palm Beach to discuss collaborating on regional events such as youth education and job fairs.	Objectives 2.0 and 2.1 are more appropriate for the Employer Services Committee and have been moved to their Matrix for follow-up.			
2.1 Explore the pros and cons of collaborating with CareerSource South Florida and Palm Beach County on items that all local areas need such as advertising, media buys, and participant assessment tools to determine whether cost savings could be realized.				

**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 Expand social media outreach to include opportunities to share CSBD success stories and information on careers and career ladders.	<p>2.2.1 – Work with CSBD's Communication department to increase customer success stories on social media.</p> <p>2.2.2 – Research career ladders leading to occupations in demand and develop marketing campaigns designed to educate the public on career ladders</p>	<p>A minimum of 5 customer success videos are posted on CSBD's Social Media sites.</p> <p>Research is conducted, and Career Ladder information for occupations in our targeted industries is added to our web page and advertised on social media, orientations, and recruitment events and also shared with our community partners, youth providers, and at our younger youth career exploration event.</p>	1/23/24	<p><b>In Progress:</b></p> <p>A meeting was held on 9/8 with CSBD's Communication department. CSBD already shares customer-written testimonials via social media and outreach materials. It has been determined that we will focus on increasing video testimonials from successful job seekers. Videos are more impactful. We are developing a process to coordinate the recordings as customers achieve their employment goals.</p>



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

**CareerSource Broward Strategic Goal #5:**

**To Align Broward County Community Services (Social Services and Education) to Maximize Employment and Work Opportunities for Targeted Populations (Veterans, Youth, Individuals with Disabilities, Older Workers, and Ex-offenders).**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
5.0 Explore working with organizations serving legal immigrants with credential evaluation services that are skilled, educated, licensed, or certified in their country of origin to create a talent pipeline.	<p>5.0.1 – Contact one-stop partners Broward College and the School Board of Broward County for the organizations they work with for credential evaluation for their students and staff.</p> <p>5.0.2 – Develop a matrix including information on each organization, cost, degrees/credentials reviewed, and timeframes.</p> <p>5.0.3 – Develop an agreement with the selected organization to provide this service to WIOA-eligible customers</p>	<p>Information was gathered, and organizations were contacted.</p> <p>5.0.2 – Matrix completed and reviewed by Legal and Exec for final decision.</p> <p>The agreements are finalized, and procedures for using the service are developed.</p>	11/28/23	<p><b>In progress:</b></p> <p>CSBD staff has contacted Broward College and the SBBC and began researching organizations that they work with when students have degrees from other countries. So far, two organizations have been identified and are located in Miami-Dade.</p> <p>Based on this, staff has contacted SpanTran Education Services, Inc. and Josef Silny &amp; Associates. Depending on the type of degree, these services can cost from \$90 to \$400 and can take up to 15 business days to complete. We are assessing the feasibility of providing this service.</p>

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

**CareerSource Broward Strategic Goal #5:**

**To Align Broward County Community Services (Social Services and Education) to Maximize Employment and Work Opportunities for Targeted Populations (Veterans, Youth, Individuals with Disabilities, Older Workers, and Ex-offenders).**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
5.1 Research Able Trust and other agencies, if feasible, develop strategies to partner with them to serve individuals with disabilities.	<p>5.1.1 – Identify agencies to target in Broward County.</p> <p>5.1.2 – Schedule and attend a minimum of 3 meetings to share information on CSBD services and to identify ways to partner.</p>	<p>A list of agencies is developed, and a resource map is created.</p> <p>CSBD will have met with a minimum of 3 organizations serving individuals with disabilities and will develop a referral process using the Crosswalk referral database.</p>	11/30/23	<p><b>In Progress:</b></p> <p>The CSBD Community Outreach Liaison has begun researching organizations and making contacts to schedule a presentation to include Able Trust.</p> <p>On 8/22, the CSBD Sr. VP of Operations, Kim Bryant, met with leadership staff at Broward College's Seahawk Nest Academy. The Seahawk NEST (Navigating Education for Student Transition) Academy is a three-year inclusive post-secondary program designed to prepare students with intellectual disabilities for employment. They discussed opportunities where it would be appropriate to collaborate, and they expressed interest in the paid internship program for 2024 graduates.</p>
5.2 Consider ways to increase awareness with organizations serving targeted populations (legal immigrants, youth, the disabled, and senior citizens) and introduce them to the services available through the one-stop centers.	5.2.1 – Actively engage with organizations that serve the desired population.	A meeting will be set with a minimum of 1 organization for each of the targeted populations (legal immigrants, youth, the disabled, and senior citizens)	1/29/24	

**STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.****CareerSource Broward Strategic Goal #5:****To Align Broward County Community Services (Social Services and Education) to Maximize Employment and Work Opportunities for Targeted Populations (Veterans, Youth, Individuals with Disabilities, Older Workers, and Ex-offenders).**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
5.3 Research the best engagement and customer service practices used by organizations working with the targeted populations to improve our ability to serve customers.	5.3.1 – In working with the organizations identified in 5.2, schedule training for CSBD one-stop staff on the nuances of serving each of the targeted populations.	A minimum of 3 staff trainings will be scheduled for one-stop staff on serving the targeted populations.	3/29/24	<b>In Progress:</b>  Staff has begun research on agencies that serve the target populations and has developed a comprehensive list of tips on the best way to meet the needs of these populations. The research will be used to develop the training presentations for staff.

# HOSPITALITY CAREER FAIR

Employers Hiring Regular  
and Seasonal Positions

**Thursday, October 5<sup>th</sup>, 2023**  
**10:00 AM - 1:00 PM**

Urban League of Broward County  
560 NW 27th Avenue  
Fort Lauderdale, FL 33311

To register, please visit:

**[bit.ly/csbdhcf](https://bit.ly/csbdhcf)**



## Get a new job!

- Employers are hiring NOW!
- Many career paths in hospitality!
- Hear from hospitality professionals!
- Benefits vary by employer, but may include vacation, sick leave, uniform, 401k, paid tuition, free meals and more.



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The initiative referenced by this flyer is paid for by 100% federal funds through a grant totaling \$13,695,210.  
An equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.



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AmericanJobCenter  
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FIND YOUR  
QUALITY  
WORKFORCE

# CAREER FAIR

## PAYCHECKS FOR PATRIOTS

Space is limited.

**NOV. 8<sup>TH</sup>, 2023 • 9AM - 2PM**  
**Central Park Recreation Building**  
**9151 NW 2nd Street**  
**Plantation, FL 33324**

To register your business, visit: **[bit.ly/p4p-2023-employer](https://bit.ly/p4p-2023-employer)**.

We thank you for always supporting our heroes.

**For more information contact:**

Jesus Batista at 954-967-1010 x 236

Scan To Pre-Register



Find Us On:



The initiative referenced by this flyer is paid for by 100% federal funds through a grant totaling \$2,232,855.  
An equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.  
All voice telephone numbers on this document may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711.



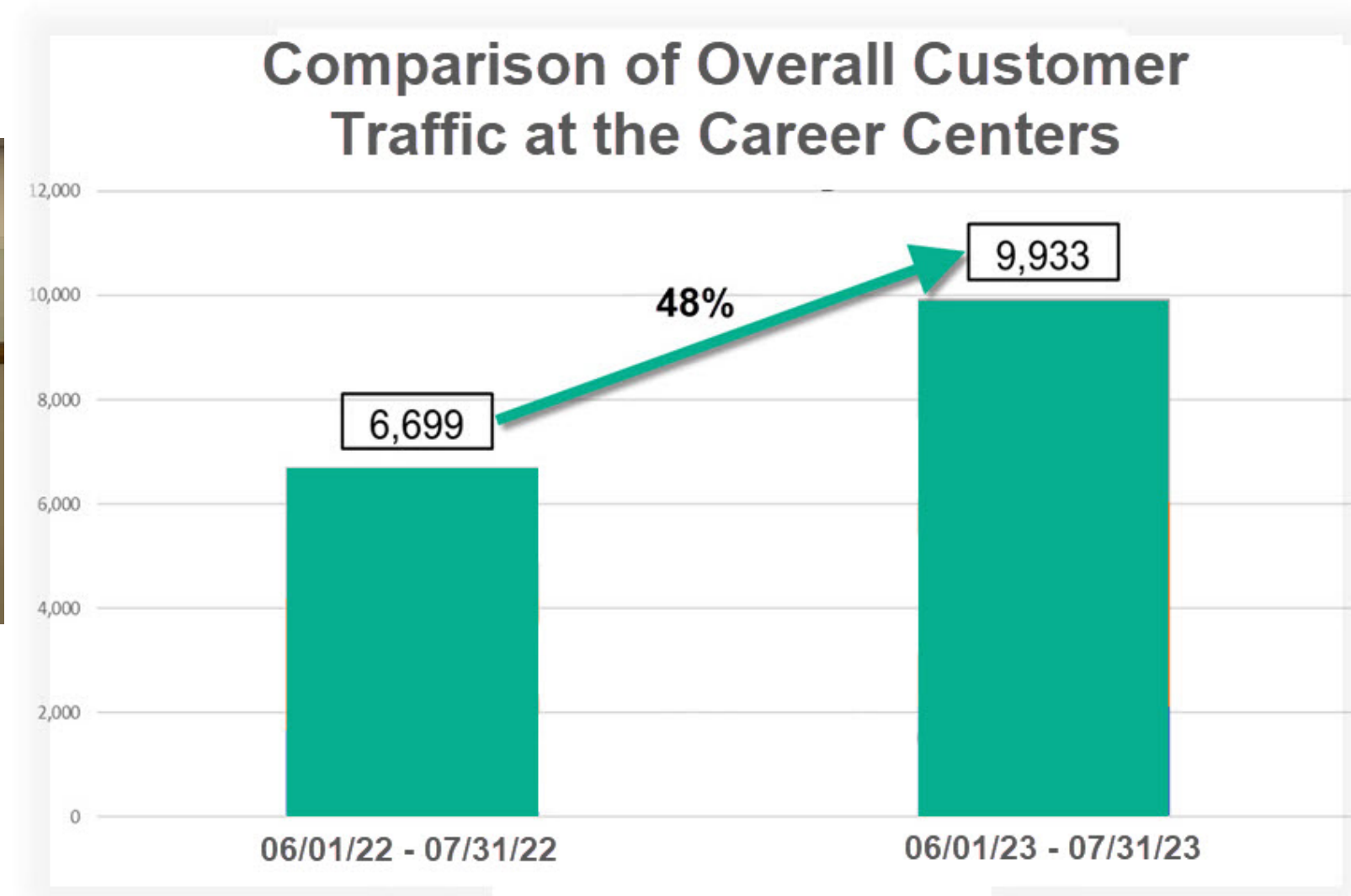


# GET THE JOB YOU WANT

## Post Campaign Report

## First Quarter, Program Year 23/24

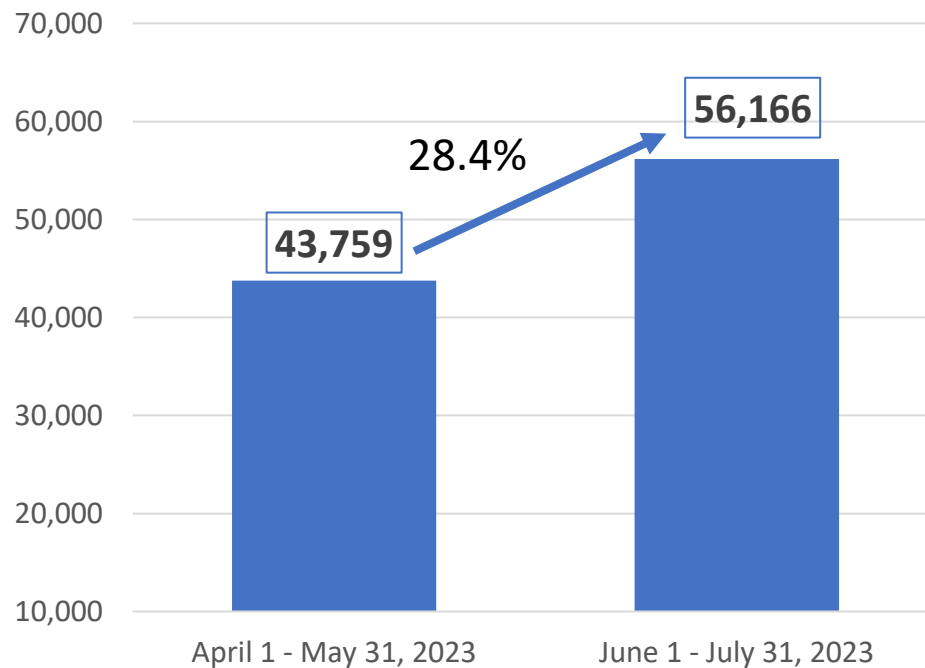
# INCREASED FOOT TRAFFIC IN CAREER CENTERS



# INCREASED WEBSITE TRAFFIC

WWW.CAREERSOURCEBROWARD.COM

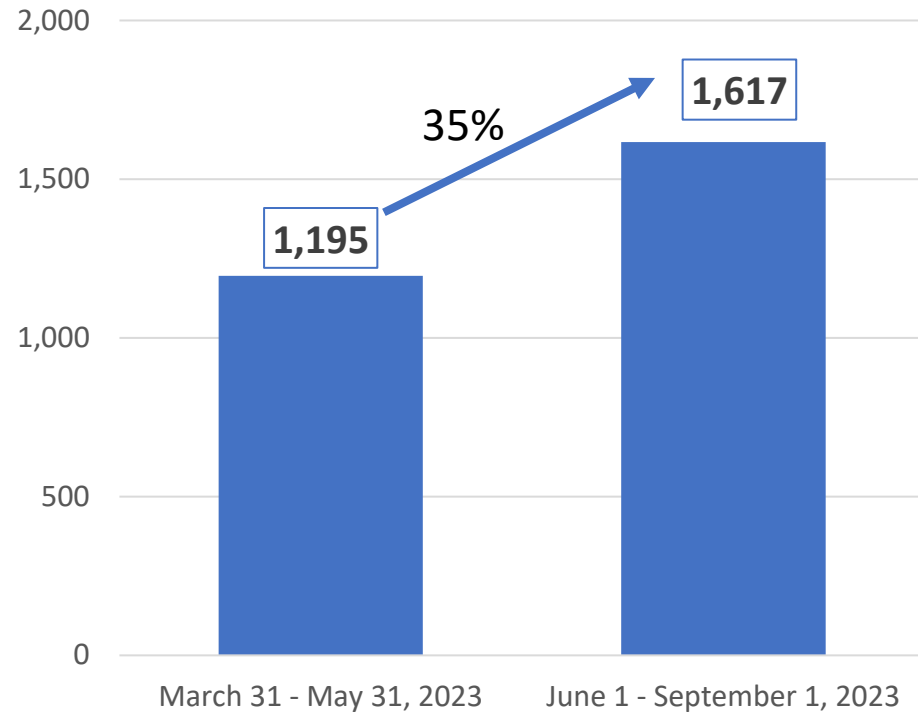
## Website Visitor Traffic Up





# INCREASED WORKSHOP ATTENDANCE

## In-Person and Virtual Workshop Participation Up



# Targeted Audiences

- Veterans
- College Graduates
- High School Graduates
- Career Changers



**CareerSource BROWARD**  
CareerSourceBroward.com

**GET THE JOB YOU WANT**

Veterans and their spouses may be eligible to receive up to \$12,000 in scholarships, plus resume assistance and career counseling at no cost.



**CareerSource BROWARD**  
CareerSourceBroward.com

**GET THE JOB YOU WANT**

Graduating high school? We can help you find the right job or you may be eligible for up to \$12,000 in scholarships at no cost to you!



**Veterans Welcome!**

**CareerSource BROWARD**  
CareerSourceBroward.com

**GET THE JOB YOU WANT**

Graduating college? We can help you find the right job, provide resume assistance or career counseling at no cost to you!



**Veterans Welcome!**

**CareerSource BROWARD**  
CareerSourceBroward.com

**GET THE JOB YOU WANT**

Seeking a new career? We can help you find the right job or you may be eligible to receive up to \$12,000 in scholarships to train for a new career.

# Campaign Strategy

- Bus Advertising
- Sun-Sentinel / Digital
- Billboards (I-95)
- Digital Marketing  
*(includes 'geofencing' –  
targeted digital mobile  
advertising)*
- Facebook/Google  
Advertising





# BUS INTERIOR/EXTERIOR SIGNAGE

Impressions (number of views)\*:

- 2 Bus Sides (curbside): 1,957,568
- 98 Bus Interiors: 1,591,520
- Total Impressions: 3,549,088

*\*Based on industry standard demographic information for location/duration/ridership, etc.*



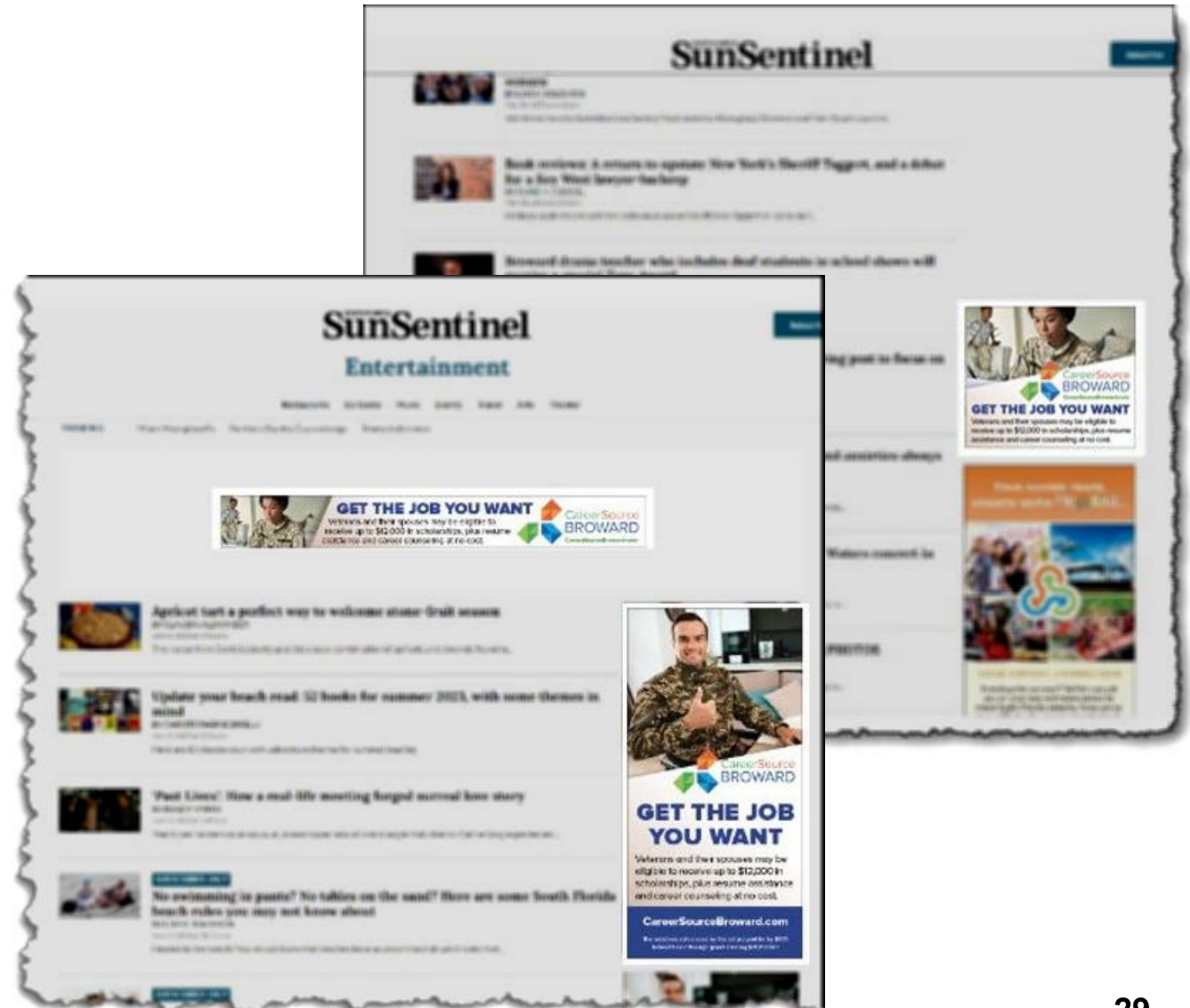
# SUN-SENTINEL.COM

## Online Banner Ads

- Total Impressions: 299,989

## Targeted Display

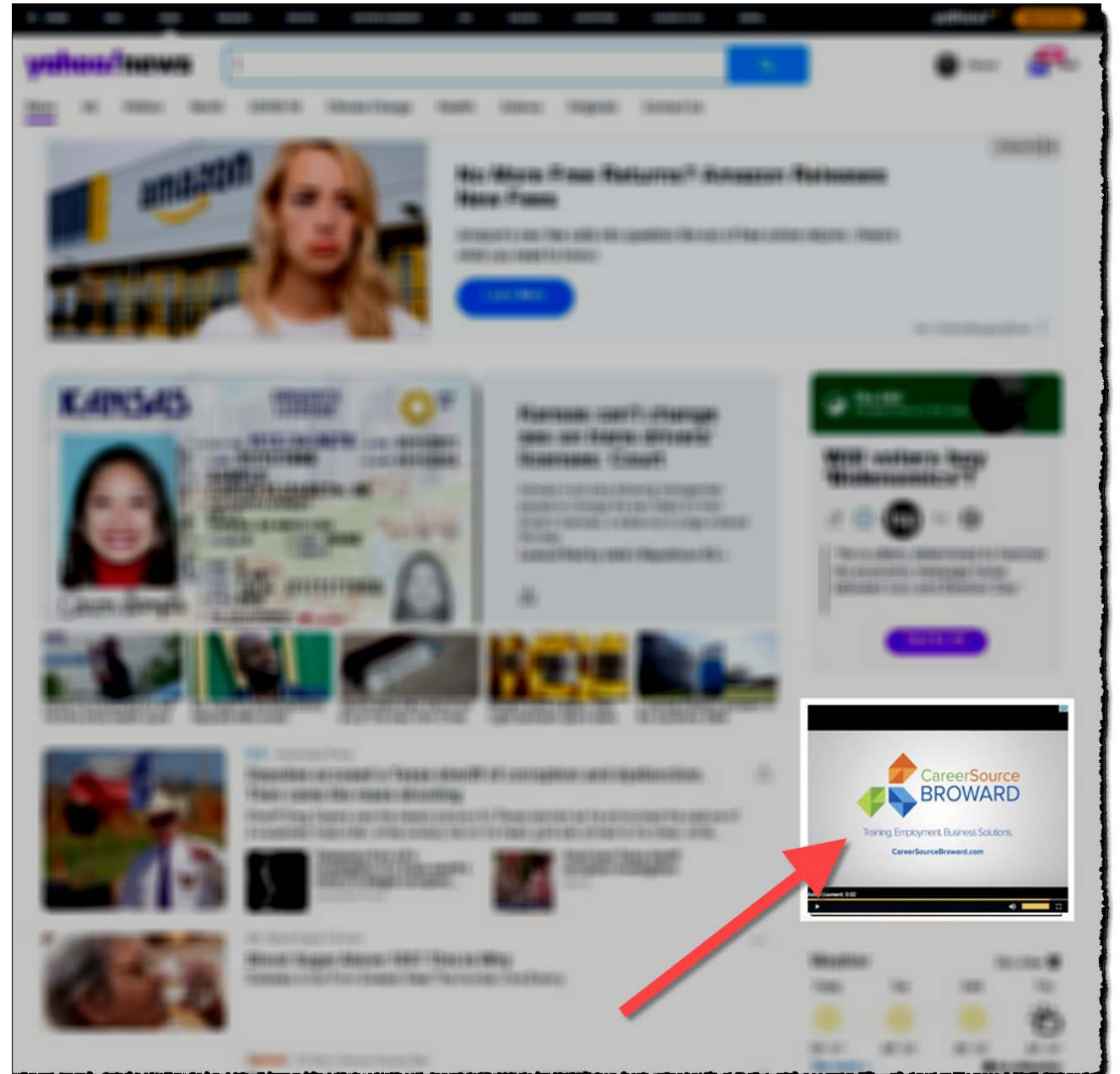
- Total Impressions: 150,004
- Channels: Sports, News, Business, Military



# DIGITAL NEWS

## DIGITAL MARKETING WITH VIDEO

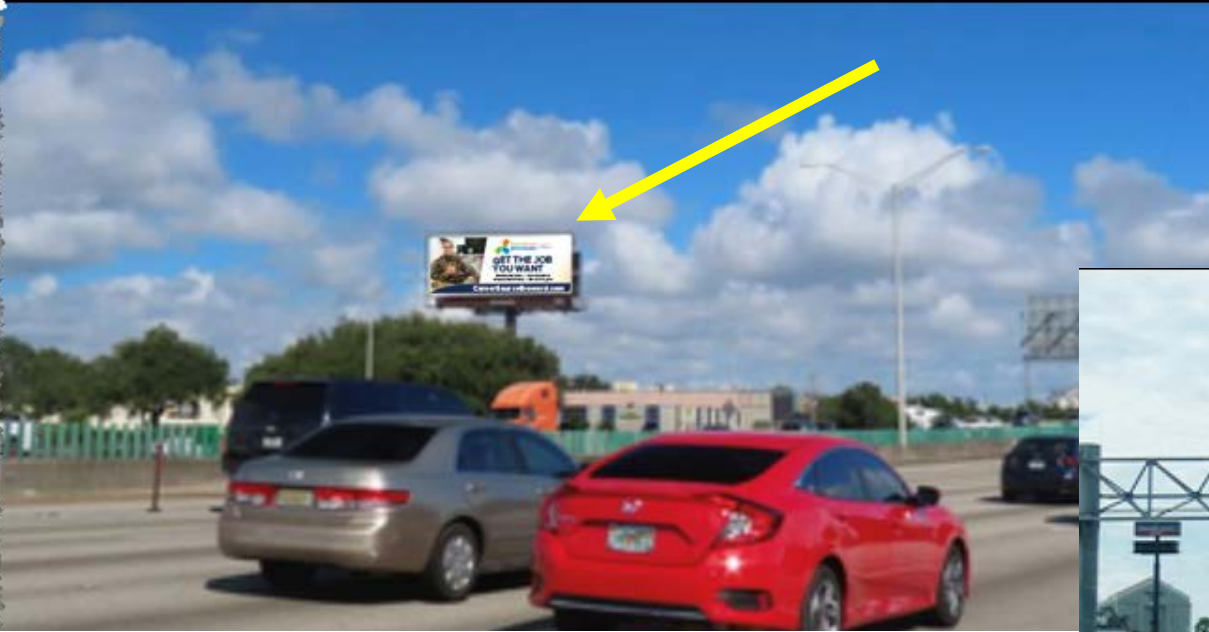
- Total Impressions: 96,051
- Video Views: 19,997
- Video Completion Rate: 62%





# BILLBOARD ADVERTISING

I-95 - 2 Locations



4 weeks x 620,739  
impressions per week =  
2,482,956 impressions

*Impressions are based on industry standard demographic  
information for location/duration, etc.*

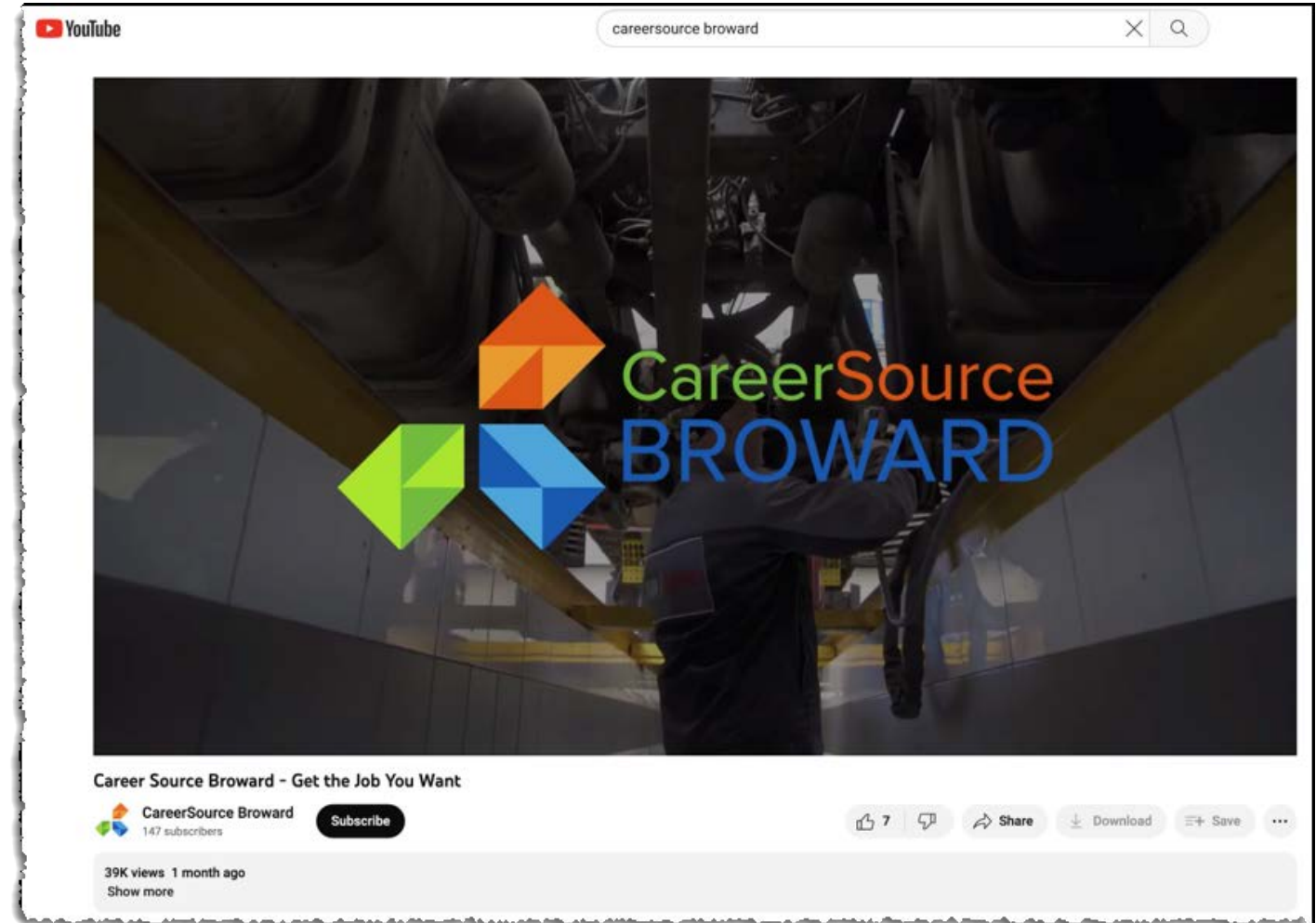


4 weeks x 1,027,935  
impressions per week =  
4,111,740 impressions

# DIGITAL MARKETING

## YouTube Campaign

- Total Impressions: 374,708
- Total Clicks: 1,930
- Total Video Views: 39,948
- Total 100% Video Views: 22.35%





# DIGITAL MARKETING

## Streaming Campaign

- Total Impressions: 246,079
- Total Views: 244,165
- Video Completion: 240,788
- Completion Rate: 98.62%



# DIGITAL MARKETING

## Mobile In-App Graduation Ceremony Geofencing Campaign

34 HS graduations

College graduations: Atlantic Tech, McFatter,  
and Sheriden Tech

- Device IDs Captured: 4,048
- Impressions: 1,731,610
- Video Views: 3,750
- Video Completion Rate: 57.17%



# Facebook/Instagram/Linked In/Google Ads

## Facebook/Instagram Ads

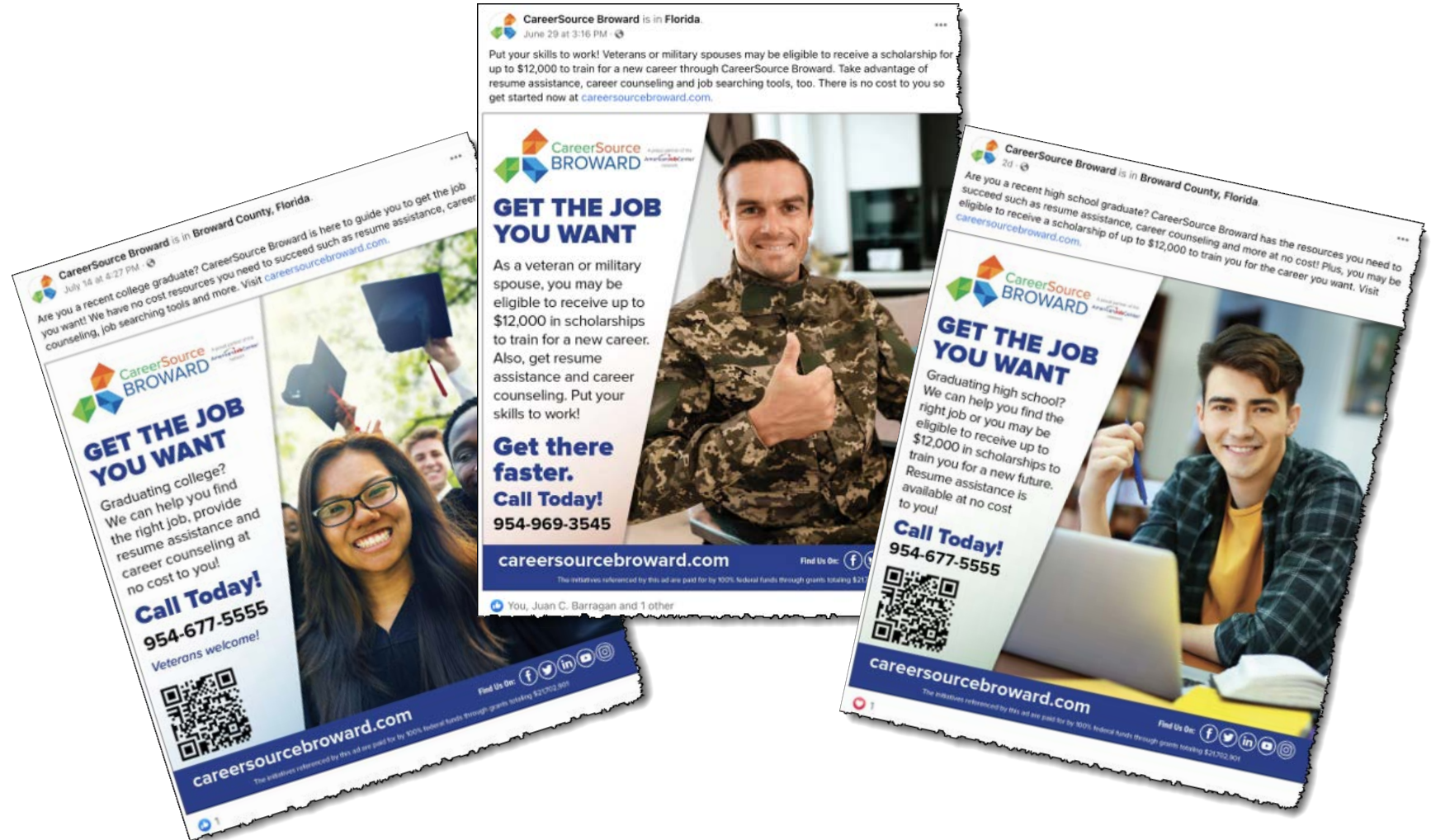
- Impressions: 1,477,257
- Engagements: 67,987

## Google Ads

- Impressions: 828,902
- Clicks: 28,430

## LinkedIn Ads

- Impressions: 25,288
- Clicks: 19,150





# **Performance Report**

**Performance Report July to August 2023**



**Entered Employment Rate for the Month August 2023 across all Big Seven Regions**

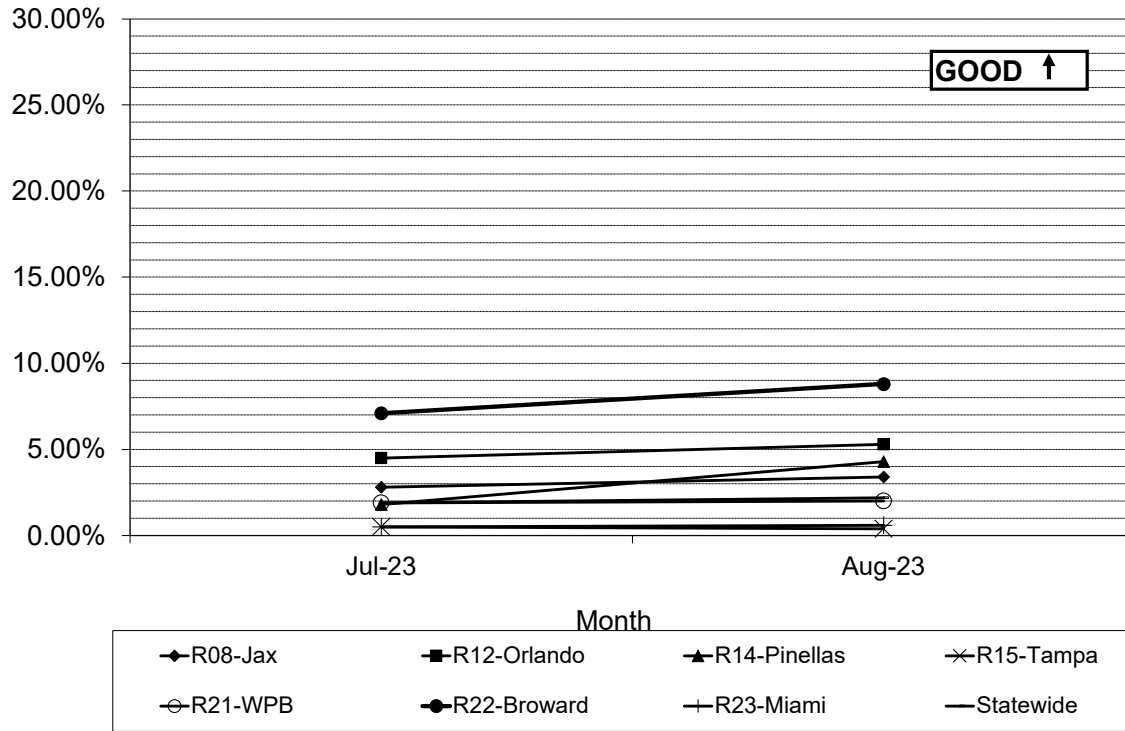
	WTP		Wagner-Peyser		Veterans		WIOA Adult/DW	
<b>Region 8 - Jacksonville</b>	25.90%	↑	28.70%	↓	19.30%	↓	100.00%	↑
<b>Region 12 - Orlando</b>	25.10%	↓	42.40%	↑	41.70%	↑	81.80%	↓
<b>Region 14 - Pinellas</b>	27.70%	↑	40.00%	↓	58.80%	↑	62.50%	↑
<b>Region 15 - Tampa</b>	28.40%	↑	31.50%	↑	40.80%	↓	100.00%	—
<b>Region 21 - WPB</b>	35.10%	↑	31.90%	↓	23.80%	↓	100.00%	↑
<b>Region 22 - Broward</b>	32.30%	↑	38.30%	↑	60.00%	↑	100.00%	—
<b>Region 23 - Miami</b>	30.10%	↑	60.40%	↑	44.40%	↑	100.00%	—
<b>Statewide</b>	26.40%	↑	38.80%	↓	40.00%	↓	78.80%	↓

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

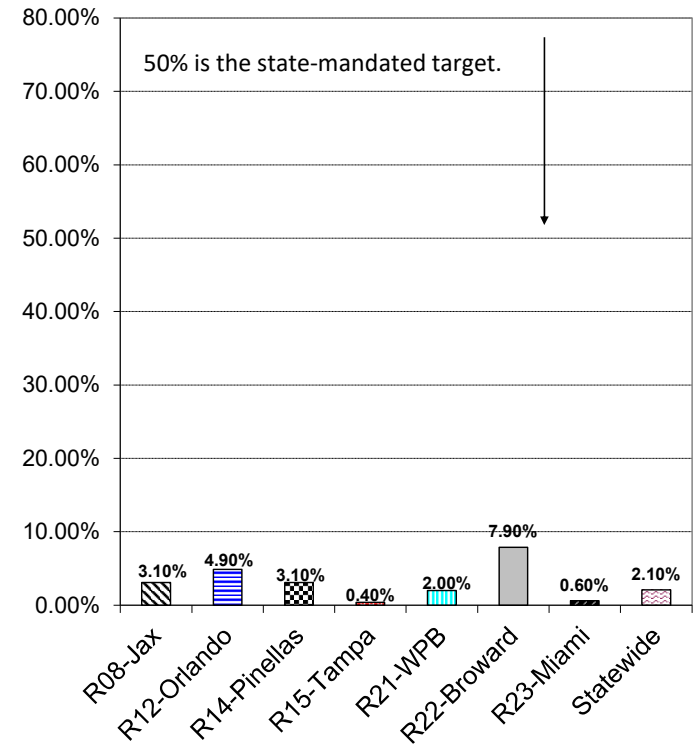
<b>Legend / Abbreviation Key</b>	<b>WTP</b>	<b>Welfare-Transition Program</b>	<b>DW</b>	<b>Dislocated Worker</b>
	<b>WIOA</b>	<b>Workforce Innovation and Opportunity Act</b>		

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

**Month-to-Month Participation Rate from July 2023 to August 2023**

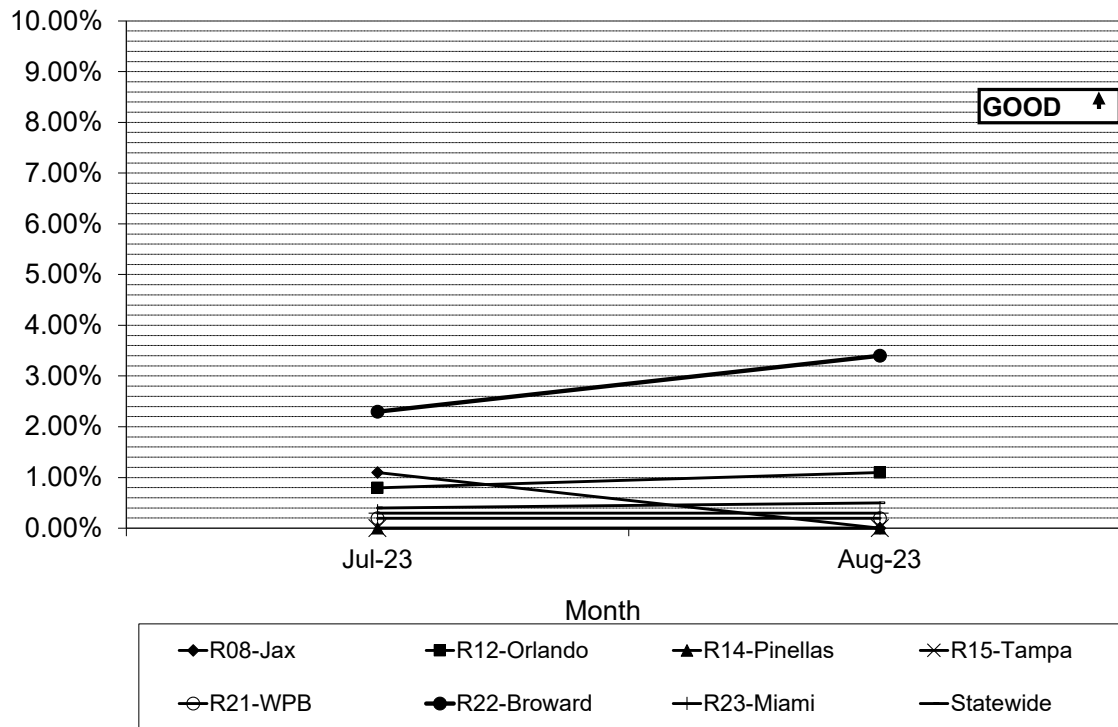


**Program Year-to-Date (YTD)  
Participation Rate as of August 2023**

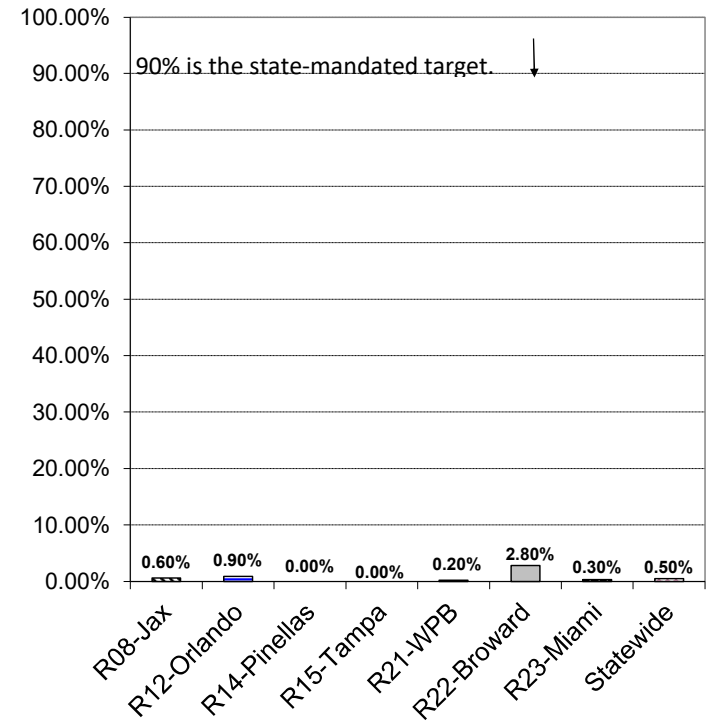


## Welfare Transition Program (WTP) Two-Parent Family Participation Data for the Big 7 Regions

**Month-to-Month Participation Rate from July 2023 to August 2023**

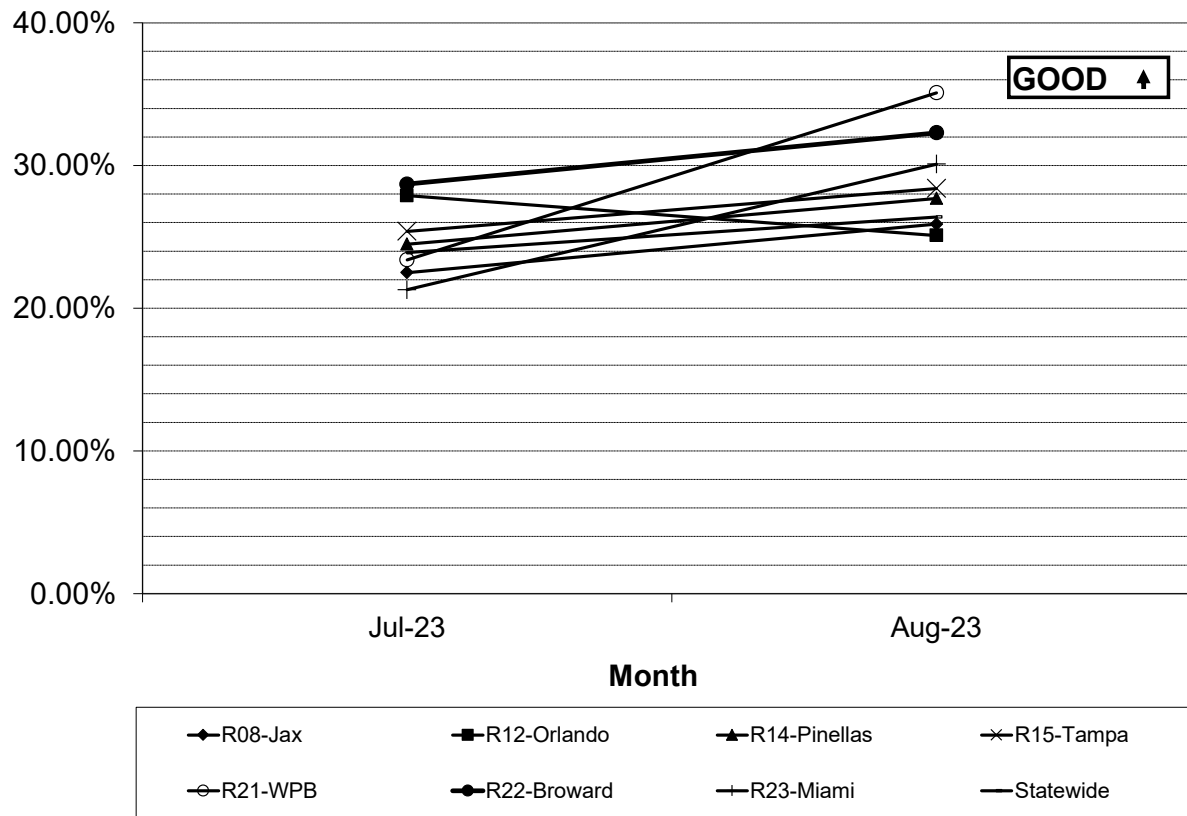


**Program Year-to-Date (YTD) Participation Rate as of August 2023**

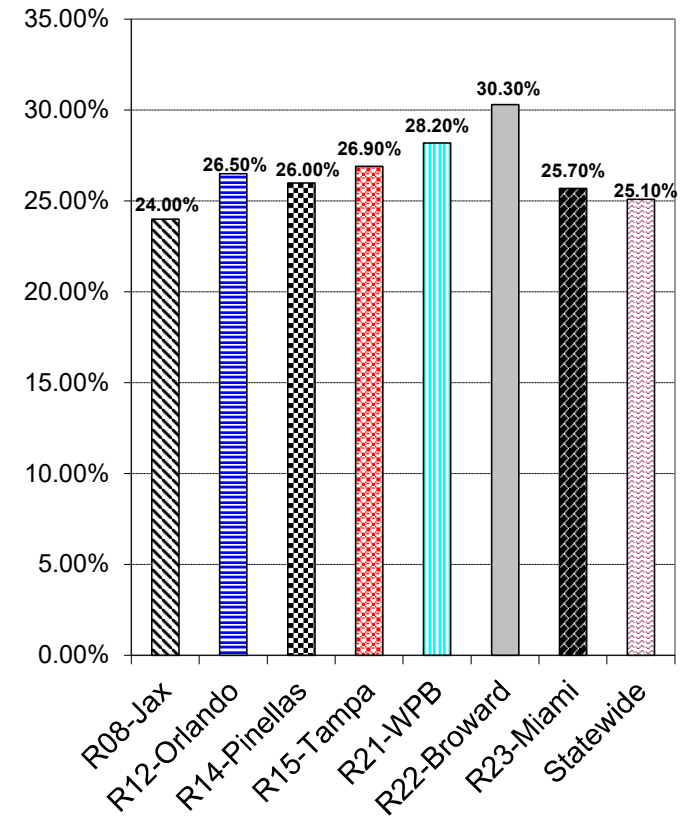


## Welfare Transition Program (WTP) Entered Employment (EE) Data for the Big 7 Regions

**Month-to-Month Entered Employment Rate from July 2023 to August 2023**



**Program Year-to-Date (YTD) EE Rate as of August 2023**



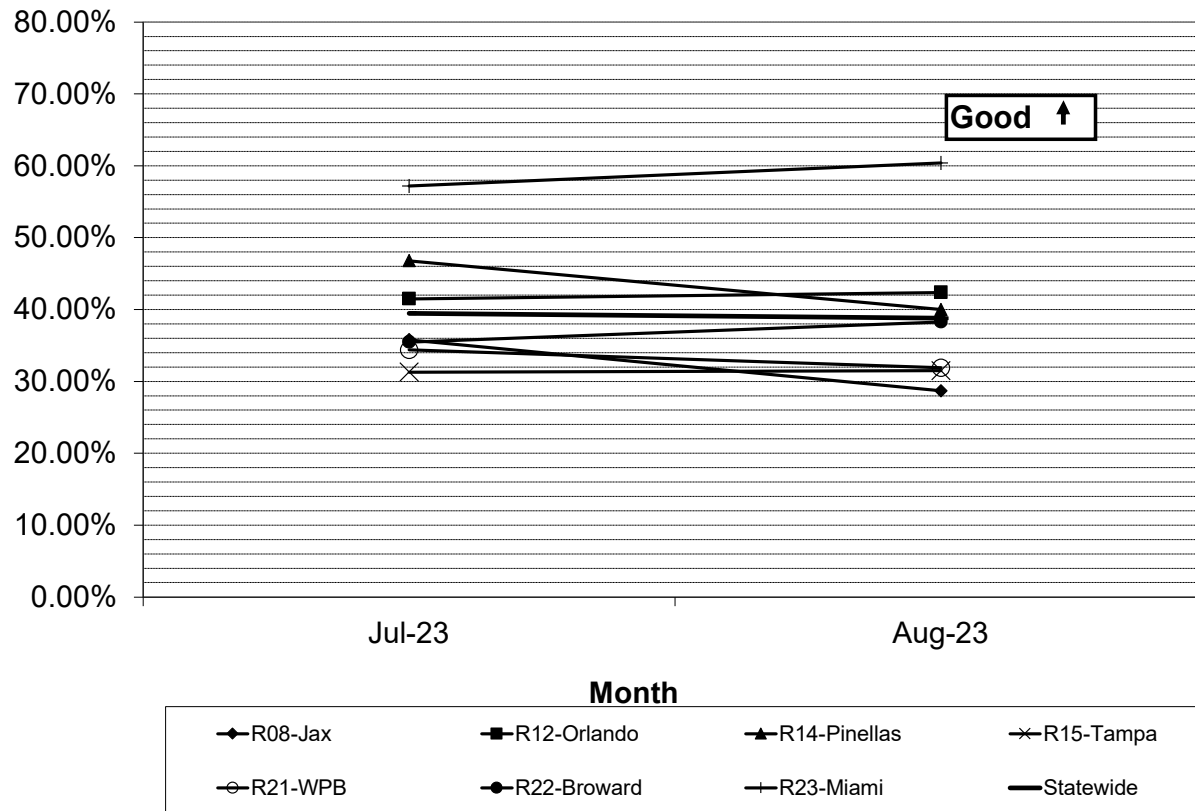


## Analysis of Welfare Transition Program (WTP) Performance

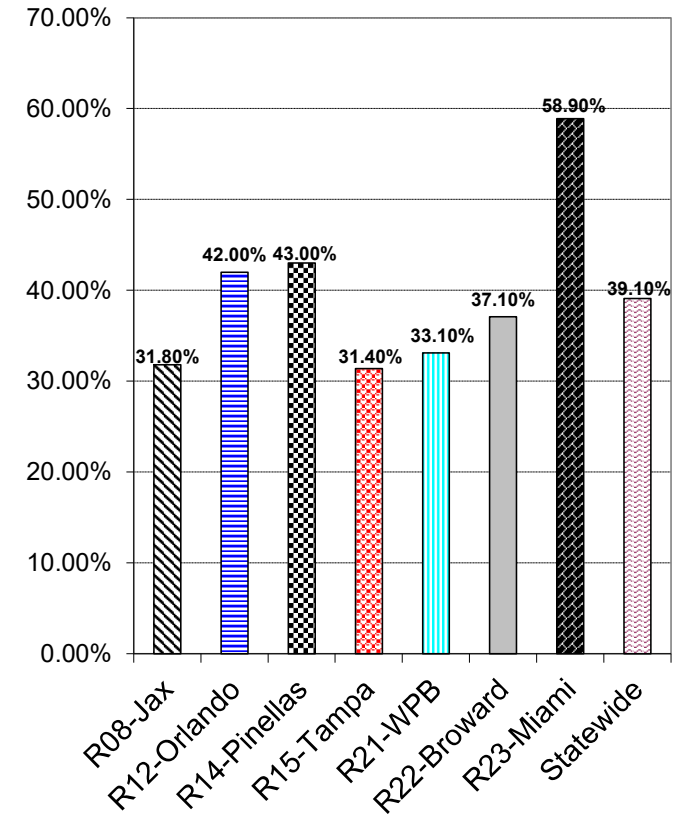
<b>WTP Program Performance At-A-Glance</b>	<b>Measure</b>	<b>Goal</b>	<b>Month (August)</b>	<b>PYTD</b>
	All Family Participation	50%	8.8%	7.9%
	Two-Parent Family Participation	90%	3.4%	2.8%
	Entered Employment Rate (EER)	39%	32.3%	30.3%
<b>Current Situation and Performance Summary</b>	<p>In relation to the Big 7 Regions:</p> <p>All Family Participation Rate CSBD ranks 1<sup>st</sup> in performance for the month and ranks 1<sup>st</sup> year to date.</p> <p>Two-Parent Participation Rate CSBD ranks 1<sup>st</sup> in performance for the month and ranks 1<sup>st</sup> year to date.</p> <p>Entered Employment Rate CSBD ranks 2<sup>nd</sup> in performance for the month and ranks 1<sup>st</sup> year to date.</p>			
<b>Strategies and Action Steps</b>	<p>To increase performance in all measures, we are taking the following steps:</p> <ul style="list-style-type: none"> <li>• An analysis of recent monitoring results for WTP showed that additional training is needed for some recently hired staff. The refresher training will cover 1) proper case management and motivational interviewing techniques, and 2) the importance of accurate and timely data entry into the system and include mock role-playing and interactive table-top scenario-based exercises. To ensure the effectiveness of the training, staff will be monitored by supervisors and our quality assurance and training coordinators, who will provide real-time feedback.</li> <li>• CSBD's WTP Program Manager and the Business Services Manager have established biweekly meetings to review a Customer Relationship Management (CRM) spreadsheet that they developed to track the number, type, and sequence of employment services staff provide to job-ready WTP customers and those who may need additional occupational training. Analysis of this data will enable us to hone in on best practices for coaching and connecting customers with direct job placement and work-based learning opportunities such as OJT, and apprenticeship.</li> </ul>			

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

**Month-to-Month Entered Employment Rate from July 2023 to August 2023**



**Program Year-to-Date (YTD) EE Rate as of August 2023**

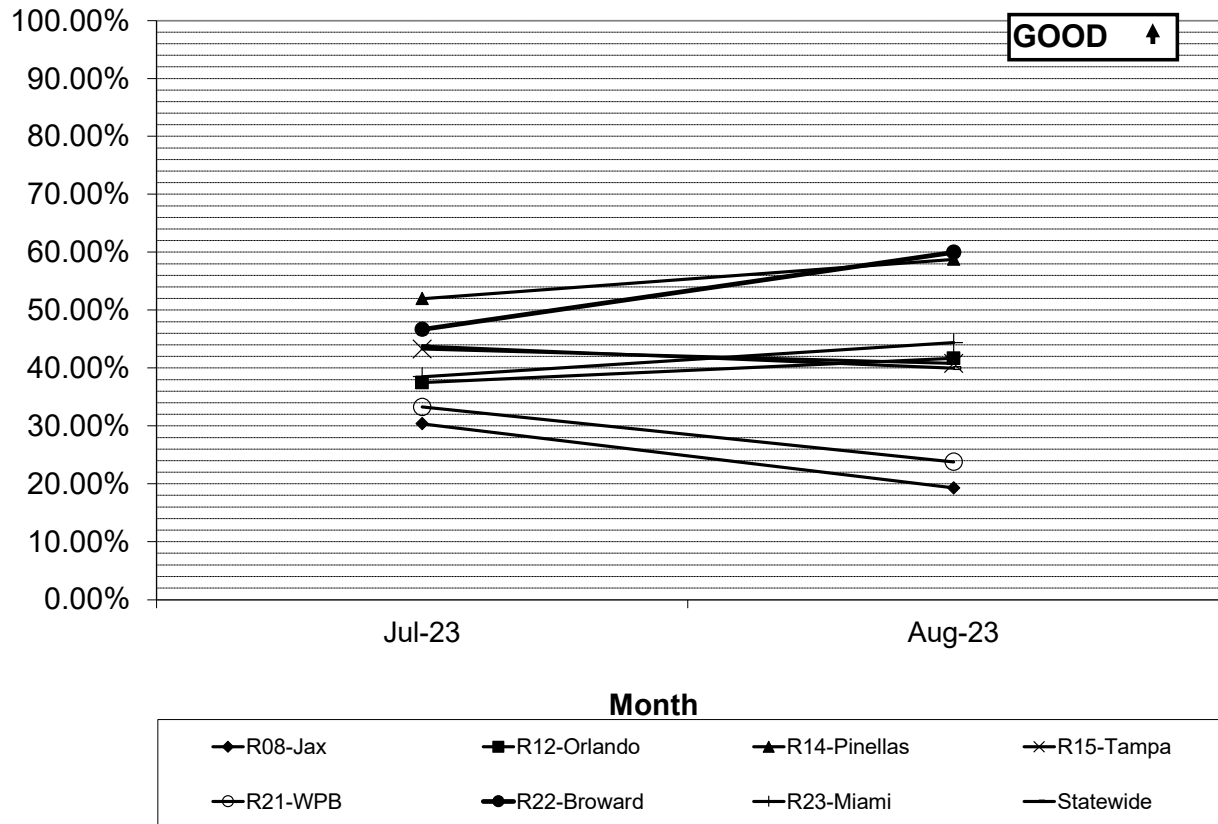


## Analysis of Wagner-Peyser (WP) Performance

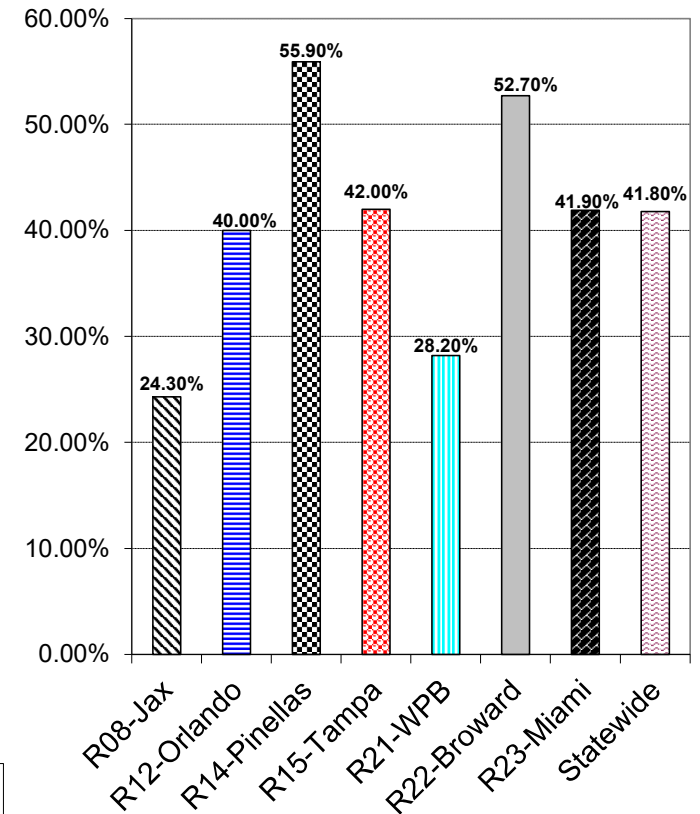
WP Program Performance At-A-Glance	<u>Measure</u>	Performance*	
		Month (August)	PYTD
	Entered Employment Rate (EER)	38.3%	37.1%
*Please note: The performance detail is based on the Monthly Management Report (MMR). Due to lagging data, our true YTD rate will adjust at the end of the program year.			
Current Situation and Performance Summary	<p>In relation to the Big 7 Regions:</p> <p>CSBD ranks 4<sup>th</sup> for the month and ranks 4<sup>th</sup> year-to-date in Entered Employment Rate.</p>		
Strategies and Action Steps	<p>To increase the number of job seekers engaged with us and improve our Entered Employment Rate, we have implemented the following strategies:</p> <ul style="list-style-type: none"> <li>• Our recent, robust marketing campaign has resulted in an increase in foot traffic in the centers and new registrants in EmployFlorida requesting job search assistance and referrals. To ensure we can provide the best possible customer experience and serve their needs, we quickly pivoted and implemented strategies to 1) hire four additional staff through ISG and 2) cross-train existing center staff to build capacity.</li> <li>• The CSBD team attended and presented at the Small Business Summit to bring information to employers on the services available to them, including our ability to post their job orders in Employ Florida and screen/refer qualified candidates for them based upon their specific requirements and qualifications. An increase in job orders means more opportunities for our registered job seekers and will result in higher placements and improve our performance.</li> </ul>		

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

**Month-to-Month Entered Employment Rate from July 2023 to August 2023**



**Program Year-to-Date (YTD) EE Rate as of August 2023**

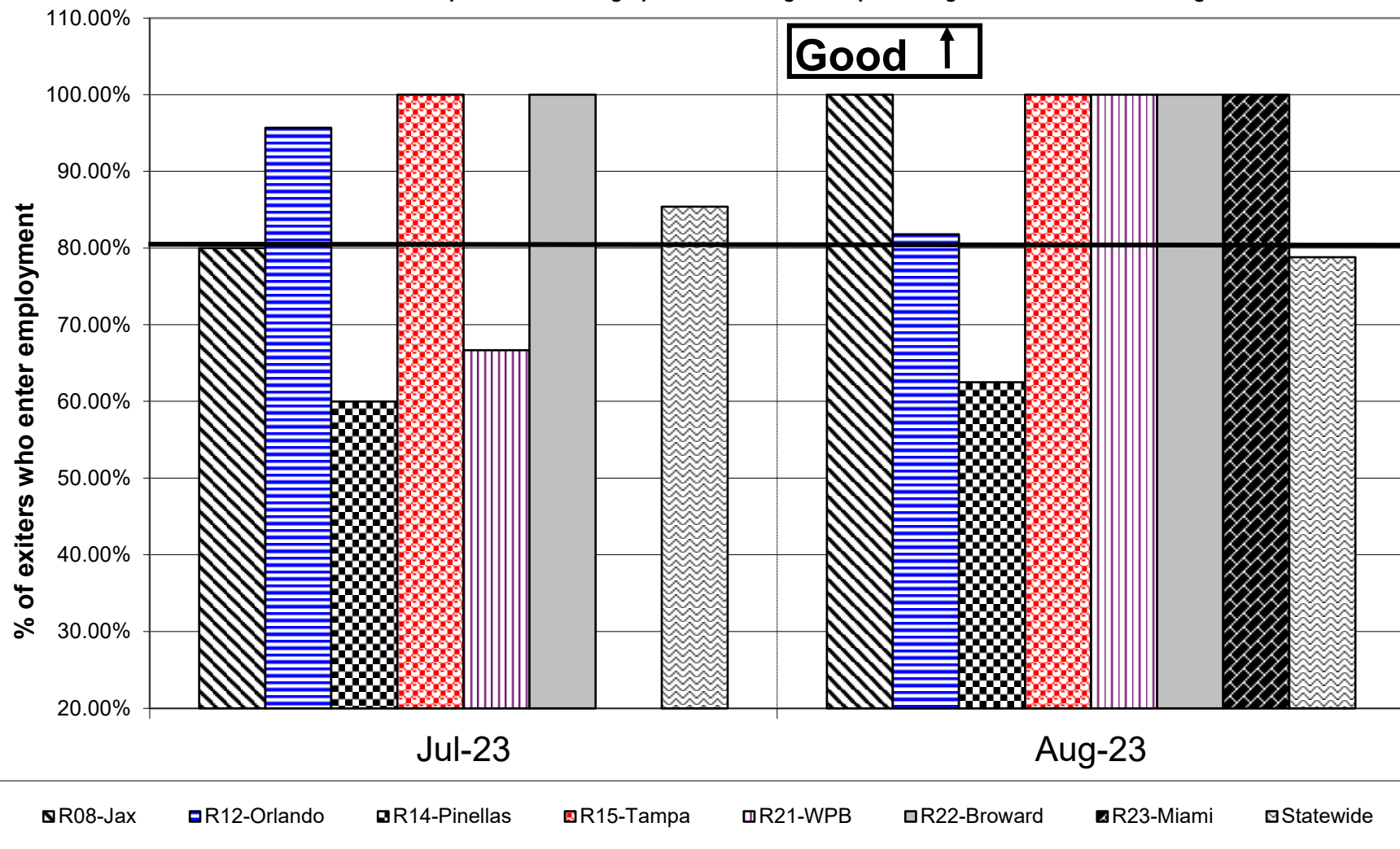


## Analysis of Veterans' Performance

Veterans Program Performance At- A-Glance	<u>Measure</u>	Performance*	
		Month (August)	PYTD
	Entered Employment Rate (EER)	60.0%	52.7%
	<i>*Please note: The performance detail is based on the Monthly Management Report (MMR).</i>		
<b>Current Situation and Performance Summary</b>	<p>In relation to the Big 7 Regions:</p> <p>CSBD ranks 1<sup>st</sup> for the month and 2<sup>nd</sup> for Program Year to date in Veteran's Entered Employment Rate.</p>		
<b>Strategies and Action Steps</b>	<p>To increase our EER the following strategies were implemented:</p> <ul style="list-style-type: none"> <li>• The alignment of on-site recruitments with our business services teams for occupations in demand has increased veteran foot traffic in the centers and veteran onsite interviews, yielding an increase in veteran hires. Employers such as Hard-Rock, Teva Pharmaceuticals, Broward College and TWA Security have recently hired veteran job seekers who attended our onsite recruitment events.</li> <li>• Based on feedback from veteran staff on some of the challenges veterans who are long-term unemployed are experiencing, CSBD recommended and received FloridaCommerce approval to expand support services offered through the Get There Faster program for veterans. These expanded services include but are not limited to a rideshare allowance, minor auto repairs needed for job search and employment, emergency hotel stays, grooming services, and more. The CSBD communications department is developing a marketing campaign to increase awareness for veterans and their spouses of these expanded services.</li> </ul>		

# 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 August 2023

.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 (August)	PYTD
	Entered Employment Rate	100%	100%
<b>Current Situation and Performance Summary</b>	<p>Since the beginning of the new PY 23/24, CSBD has assisted 226 Adult and Dislocated Worker (DW) 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> <p>CSBD is in a 5-way tie for 1<sup>st</sup> for the month and a 3-way tie for 1<sup>st</sup> year to date for WIOA Entered Employment Rate.</p>		
<b>Strategies and Action Steps</b>	<p>To increase WIOA customer satisfaction and training enrollments, we implemented the following strategies:</p> <ul style="list-style-type: none"> <li>CSBD has been awarded over \$900,000 by FloridaCommerce under the Florida Healthcare Training Initiative. This funding will be used to expand career opportunities in the healthcare sector. We are in the process of planning a Healthcare training fair to launch this exciting initiative. This immersive experience will include guest speakers from the Healthcare Industry, our Healthcare Training Providers, and Healthcare Employers. Potential customers will have an opportunity to discover what jobs are available in the field, both in direct patient care and support occupations in this growing industry.</li> <li>Since implementing a robust advertising campaign, we have noticed a significant increase in interest, foot traffic, and website traffic from customers who want to attend training through WIOA. To ensure customers are assessed timely, we have added more WIOA orientation workshops to the calendar to meet customer demand.</li> </ul>		

**Overview of the CareerSource Broward Region**  
**Not Seasonally Adjusted**  
**September 15, 2023**

- The unemployment rate in the CareerSource Broward region (Broward County) was 3.1 percent in August 2023. This rate was 0.2 percentage point greater than the region's year ago rate of 2.9 percent. The region's August 2023 unemployment rate was equal to the state rate of 3.1 percent. The labor force was 1,110,853, up 37,570 (+3.5 percent) over the year. There were 34,491 unemployed residents in the region.

**Fort Lauderdale-Pompano Beach-Deerfield Beach Metro Division**

- In August 2023, nonagricultural employment in the Fort Lauderdale-Pompano Beach-Deerfield Beach MD was 905,700, an increase of 17,000 jobs (+1.9 percent) over the year.
- The Financial Activities (+4.0 percent) and Professional and Business Services (+3.5 percent) industries grew 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 Financial Activities (+2,900 jobs) industry.
- 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 Financial Activities (+4.0 percent) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the third highest annual job growth compared to all the metro areas in the state in the Professional and Business Services (+6,000 jobs) 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 Other Services (+800 jobs) industry.
- The industries gaining jobs over the year were Professional and Business Services (+6,000 jobs); Trade, Transportation, and Utilities (+5,000 jobs); Financial Activities (+2,900 jobs); Education and Health Services (+2,400 jobs); Leisure and Hospitality (+1,400 jobs); and Other Services (+800 jobs).
- The industries losing jobs over the year were Construction (-1,300 jobs); Information (-100 jobs); and Government (-100 jobs).
- The Manufacturing industry was unchanged in jobs over the year.

Note: All data are subject to revision.

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



<b>Unemployment Rates</b>			
<b>(not seasonally adjusted)</b>	<b>Aug-23</b>	<b>Jul-23</b>	<b>Aug-22</b>
CareerSource Broward (Broward County)	3.1%	3.0%	2.9%
Florida	3.1%	3.1%	3.0%
United States	3.9%	3.8%	3.8%

<b>Nonagricultural Employment by Industry</b> <b>(not seasonally adjusted)</b>	<b>Ft. Lauderdale-Pompano Beach-Deerfield Beach Metropolitan Division</b>				<b>Florida</b>			
	<b>Aug-23</b>	<b>Aug-22</b>	<b>change</b>	<b>percent change</b>	<b>Aug-23</b>	<b>Aug-22</b>	<b>change</b>	<b>percent change</b>
Total Employment	905,700	888,700	17,000	1.9	9,733,400	9,443,900	289,500	3.1
Mining and Logging	#N/A	#N/A	#N/A	#N/A	5,800	5,700	100	1.8
Construction	48,000	49,300	-1,300	-2.6	610,100	605,900	4,200	0.7
Manufacturing	30,500	30,500	0	0.0	425,400	412,300	13,100	3.2
Trade, Transportation, and Utilities	207,100	202,100	5,000	2.5	1,981,300	1,918,400	62,900	3.3
Wholesale Trade	53,400	52,900	500	0.9	397,500	379,500	18,000	4.7
Retail Trade	109,600	108,200	1,400	1.3	1,146,600	1,121,000	25,600	2.3
Transportation, Warehousing, and Utilities	44,100	41,000	3,100	7.6	437,200	417,900	19,300	4.6
Information	20,400	20,500	-100	-0.5	157,800	158,100	-300	-0.2
Financial Activities	75,300	72,400	2,900	4.0	684,900	670,400	14,500	2.2
Professional and Business Services	176,300	170,300	6,000	3.5	1,627,600	1,601,100	26,500	1.7
Education and Health Services	116,700	114,300	2,400	2.1	1,482,400	1,395,000	87,400	6.3
Leisure and Hospitality	95,900	94,500	1,400	1.5	1,295,300	1,248,000	47,300	3.8
Other Services	34,800	34,000	800	2.4	353,000	344,200	8,800	2.6
Government	100,600	100,700	-100	-0.1	1,109,800	1,084,800	25,000	2.3

<b>Population</b>	<b>2022</b>	<b>2021</b>	<b>change</b>	<b>percent change</b>
CareerSource Broward (Broward County)	1,947,026	1,935,729	11,297	0.6
Florida	22,244,823	21,828,069	416,754	1.9

<b>Average Annual Wage</b>	<b>2022</b>	<b>2021</b>	<b>change</b>	<b>percent change</b>
CareerSource Broward (Broward County)	\$66,749	\$63,542	\$3,207	5.0
Florida	\$63,811	\$60,299	\$3,512	5.8

Note: All data are subject to revision.

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