



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

Tuesday, January 28, 2025  
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.**

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## MEETING AGENDA

### IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

### SELF-INTRODUCTIONS

### APPROVAL OF MINUTES

Approval of the Minutes of the 11/5 One-Stop Services Committee Meeting.

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

Pages 8 – 12

### NEW BUSINESS

#### 1. Transfer of WIOA Dislocated Worker Funds to WIOA Adult Funds

Consideration to approve the transfer of up to \$1,500,000 from the Workforce Innovation and Opportunity Act (WIOA) Dislocated Worker funding stream to the WIOA Adult funding stream. WIOA allows local boards 100% transferability between the two funding streams. We monitor the demand for services and the expenditure rate of the funding streams and we request transfer authority as needed. We are seeing more adult-eligible customers than dislocated workers. Therefore, this transfer is shifting funds to where they are needed to serve the maximum number of customers. These funds will be used to provide adult customers with employment services that include 1) occupational skills training 2) work experience 3) Incumbent Worker Training and 4) On-the-Job Training.

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

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**2. Program Year 24/25 Revised Budget**

This is our annual update from the preliminary budget presented in June. It is the adjusted budget based upon the final grant awards received by CareerSource Broward (CSBD). The CSBD formula grants for Program Year (PY) 24/25 total \$15,952,373 a decrease of \$175,246 or 1% less than the planning numbers presented in June as we received slightly less formula funds than anticipated. Dedicated grants total \$12,885,002, an increase of \$1,525,634. Our total available budget is \$28,837,375 (\$15,952,373 + \$12,885,002) for PY 24/25.

**RECOMM**                      Approval  
**ACTION**                      Motion for Approval  
**EXHIBIT**                      Memo #03-24 (FS)

**Pages 13 – 18**

**3. Industry Information Sessions for Job Seekers**

In February, CSBD will host a series of industry information sessions at the one-stop centers, offering valuable insights for job seekers. Employers and training providers will share their expertise, provide guidance, and answer questions to help job seekers successfully enter or advance in these fields. The sessions are scheduled as follows 1) 2/20 Central One-Stop – IT 2) 2/24 North One-Stop – Hospitality 3) 2/26 South One-Stop – Healthcare. Job seekers will also have the opportunity to apply for open positions with the employers. We are asking the committee for input on ways to promote these events.

**RECOMM**                      Approval  
**ACTION**                      Motion for Approval  
**EXHIBIT**                      None

**4. Updates to the One-Stop Services Committee Strategic Planning Matrix**

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

**RECOMM**                      Approval  
**ACTION**                      Motion for Approval  
**EXHIBIT**                      Committee Strategic Planning Matrix

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## REPORTS

### 1. 2<sup>nd</sup> Annual State of the Workforce Breakfast and Job Fair

On 1/29, CSBD, in partnership with the chambers of commerce in Fort Lauderdale, Hollywood, and Pompano Beach, is hosting the 2nd annual State of the Workforce at the Broward County Convention Center. CSBD is coordinating the job fair where over 200 employers will discover top-notch talent. To date, over 2,200 jobseekers have pre-registered for the event. We are partnering with 1) Visit Lauderdale for free parking and 2) Broward County Transit (BCT) to provide complimentary transportation to job seekers from economically distressed zip codes. Additionally, BCT is promoting the event with a social media influencer, distributing a press release to their media contacts, and displaying the event on monitors located on buses and terminals. The chambers are presenting the networking breakfast, where attendees will learn about the latest workforce trends. Marketing to employers and job seekers for the event has been executed through 1) targeted digital advertisements through geofencing 2) social media and 3) e-blasts.

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

### 2. City of Pompano Beach Career Pathways Program

CSBD has been awarded \$199,948 from the City of Pompano Beach to fund work experience opportunities for up to 18 Pompano Beach residents. The funds will be used to address skill gaps in the city's workforce by providing targeted work-based training and career development opportunities in high-demand trades such as 1) electrical 2) welding 3) carpentry 4) HVAC and 5) plumbing. In addition to paid internships, participants will receive financial assistance to purchase attire, tools, and other materials related to the internship. CSBD's business outreach team will identify internship opportunities and will work with prime contractors to facilitate job placement after completion of the internship. Approved at the 1/13, Employer Services Committee.

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

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### **3. CSBD Hosts Leadership Fort Lauderdale Class**

On 1/14, CSBD hosted the Greater Fort Lauderdale Chamber of Commerce’s Leadership Fort Lauderdale class. The group, included management-level professionals from diverse organizations such as the City of Fort Lauderdale, Holy Cross Health, Memorial Healthcare, Current Capital Reality, and PNC Financial. This session provided an opportunity for these influential leaders to learn about CSBD’s mission, resources, and impact on the community, fostering valuable discussions about workforce development and local initiatives. We have employers that are interested in becoming a worksite to host youth in the SYEP.

**ACTION** None  
**EXHIBIT** [Leadership Ft Lauderdale Tour Pictures](#)

### **4. Co-Parenting Resource & Employment Fair**

On 12/11, CSBD hosted the first-ever Co-Parenting Resource and Employment Fair, aimed at supporting the Non-Custodial Parent (NCP) population. During the event, attendees were interviewed by employers for paid internship opportunities. The Department of Revenue’s Child Support Team was also on hand to answer questions. Additionally, participants who had lost their driver’s license due to non-payment of child support were provided with information on how CSBD can help reinstate their license through the NCP program. More than sixty individuals attended, and we are currently following up with each one to assess their eligibility.

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

### **5. Marketing & Communications Strategic Plan PY 24/25 Mid-Year Progress Report**

CareerSource Broward (CSBD) has achieved significant progress in its Marketing & Communications Strategic Plan for PY 24/25, focusing on four key priorities: 1) enhancing media relations 2) executing targeted marketing campaigns, 3) increasing social media engagement and 4) strengthening partnerships with key stakeholders. Signature events such as the Paychecks for Patriots Career Fair, the Summer Youth Employment Program, and the upcoming State of the Workforce Job Fair have effectively increased awareness and highlighted CSBD’s critical role in connecting employers with job seekers. Additionally, career center tours coordinated for elected officials, community leaders, and partners have provided direct insights into the value of CSBD’s services and showcased impactful success stories, further solidifying its presence and impact within the community.

**ACTION** None  
**EXHIBIT** Memo #01-24 (Comm)

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**6. Monthly Performance Report**

Due to the state consolidating two regions, there are now 6 regions similar in size to Broward County. The performance for December is provided. The data reflects that within the Big 6 Regions, CSBD is in a two-way tie for 1<sup>st</sup> in WIOA Entered Employment Rate (EER), and 2<sup>nd</sup> in Wagner Peyser EER and Veterans EER. The state has not released the December data for the Welfare Transition Program.

**ACTION**                      None  
**EXHIBIT**                      Performance Report for December

**Pages 41 – 48**

**7. Broward County Unemployment and Economic Dashboard**

The unemployment rate in Broward County was 2.9 percent in December 2024. This rate was 0.1 percentage points higher than the region’s year-ago rate. In December 2024, Broward County’s unemployment rate was 0.2 percentage points lower than the State’s rate. Out of a labor force of 1,085,153, down 7,650 (-0.7 percent) over the year, there were 31,278 unemployed Broward County residents. CSBDs Economic and Workforce Dashboard allows 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.

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

**Pages 49 – 50**

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

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

**MATTERS FROM THE FLOOR**

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**MATTERS FROM THE PRESIDENT/CEO**

**ADJOURNMENT**

**THE NEXT ONE-STOP SERVICES COMMITTEE MEETING IS MARCH 25, 2025.**



Broward Workforce Development Board  
**One-Stop Services Committee**  
Tuesday, November 5, 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

## 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:** Tara Williams, Felipe Pinzon, Frank Horkey, Heiko Dobrikow, Sheri Brown Grosvenor, and Rick Shawbell, who chaired the meeting.

**STAFF:** Carol Hylton, Kimberly Bryant, Ron Moffett, Mark Klinecicz, Rochelle Daniels, and LaTanya Brown.

### SELF INTRODUCTIONS

### PRESENTATION TO THE COMMITTEE

Committee members viewed the Healthcare Career Pathways video which was made possible through the generous support of Broward Health and Memorial Healthcare. The video showcases the various opportunities available in the healthcare industry and highlights the Pharmacy and Radiological Technicians due to their high demand.

Rick Shawbell expressed his approval of the video and congratulated the team on a job well done.

### APPROVAL OF MINUTES

Approval of the Minutes of the 10/1 One-Stop Services Committee meeting.

**On a motion made by Felipe Pinzon and seconded by Heiko Dobrikow, the One-Stop Services Committee unanimously approved the minutes of the 10/1 meeting.**

### NEW BUSINESS

#### 1. One-Stop Services Committee Meeting Calendar 2025

Considered approval of the One-Stop Services Committee meeting schedule. We have scheduled 6 meetings for the upcoming year. Meetings are in person. On occasion, if necessary, a committee member can attend via Zoom.



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Rick Shawbell introduced the item and stated he reviewed the schedule. Mr. Shawbell indicated he would lock the dates in on his calendar and recommended the committee members do the same. Mr. Shawbell asked Kimberly Bryant and the members if they had anything to add. There was no further discussion.

**On a motion made by Sheri Brown Grosvenor and seconded by Heiko Dobrikow, the One-Stop Services Committee unanimously approved the 2025 One-Stop Services Committee meeting calendar.**

## **2. Updates to the One-Stop Services Committee Strategic Planning Matrix**

Considered approval of the updates to the Strategic Planning Matrix.

Rick Shawbell introduced the item and asked Kimberly Bryant to present the Matrix. Ms. Bryant highlighted the updates and the progress made on the various objectives.

Rick Shawbell thanked Kimberly Bryant for the insightful overview and opened the floor to the members to see if they had any questions.

Sherri Brown Grosvenor asked if CSBD intended to post the customer testimonials on social media. Kimberly Bryant responded, "Yes, the testimonials will be shared on our social media sites."

Felipe Pinzon asked if there were any items the committee members could assist with.

Carol Hylton thanked Mr. Pinzon for his offer of assistance and indicated that the staff was on target to complete the Matrix deliverables.

Heiko Dobrikow added that he thought Felipe Pinzon's question opened the door for additional dialogue on the committee members' role as ambassadors for CSBD. Mr. Dobrikow stated the committee members should consider promoting CSBD within their networks. At the end of the day, the wow factor that he always felt was when you go to the centers and see how amazing they are, how well organized the processes are, and how warm and welcoming the staff is.

Rick Shawbell agreed that it was an excellent point. He knows that the testimonials and reels on social media are wonderful, but nothing beats an in-person visit to the one-stop centers.

Carol Hylton added that Sherri Brown Grosvenor just recently completed a tour and asked her to share her experience with the committee.

Sherri Brown Grosvenor stated that it was exactly what Heiko Dobrikow said. It was an amazing tour and the customer service was superior. The location is beautiful, clean, and spacious. It was really impressive. Great job, Carol and Kim!

**On a motion made by Sheri Brown Grosvenor and seconded by Felipe Pinzon, the One-Stop Services Committee unanimously approved the updates to the One-Stop Services Committee Planning Matrix.**

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### **3. Accept Supplemental Nutrition Assistance Program (SNAP) Funds**

Considered the acceptance of \$204,018 from FloridaCommerce to serve customers who receive food assistance. The goal of the SNAP is to help customers secure employment and/or training services. This program is mandatory and participants are referred to us by the Department of Children and Families to participate in work activities as a condition for them to continue to receive benefits.

Rick Shawbell introduced the item and asked Kimberly Bryant to review the recommendation.

Ms. Bryant informed the committee that SNAP customers are referred to us by the Florida Department of Children and Families. She explained that the SNAP Education and Training program is one in which job seekers are mandated to participate with CSBD. These funds will be used to conduct assessments, and assign work activities that can get them back to work as quickly as possible. Customers must participate to receive food assistance.

**On a motion made by Sheri Brown Grosvenor and seconded by Tara Williams, the One-Stop Services Committee unanimously approved the acceptance of Supplemental Nutrition Assistance Program Funds.**

## **REPORTS**

### **1. Paychecks for Patriots Hiring Event**

Paychecks for Patriots Veterans Hiring Fair will be on 11/14 at the Tamarac Community Center. The first hour of the event will be reserved for veterans and family members of veterans. The School Board will also be transporting students who are nearing graduation from the Technical Colleges. The event is being marketed to job seekers through social media, geofencing, radio advertisements, distribution of flyers to community partners, advertising in the career centers, and word of mouth. To date, nearly 650 job seekers and over 160 employers have registered to attend.

Rick Shawbell introduced the item and asked Kimberly Bryant if she had anything to add. Ms. Bryant stated the first hour is slated for Veterans because they receive priority service. Adrienne Johnston, President and CEO of CareerSource Florida, will be in attendance as well as other dignitaries. She invited all Committee members to attend.

### **2. CSBD Hosts Broward County Public Schools**

CSBD will host a Career Champions meeting at our South Career Center on Wednesday, 11/6. The Champions help students prepare for life after high school. We will showcase the marine and healthcare videos to gain more exposure for these industries. A tour of the center will follow the meeting as it is important that they see first-hand the job seeker services CSBD offers to students and their parents. The idea for this collaboration stemmed from our recent Education and Industry Consortium meeting.

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Rick Shawbell commented that this initiative will deepen our partnership with the School Board and benefit youth.

### **3. One-Stop Services Committee and Board Member Recognition**

Cynthia Sheppard has notified CSBD that she is retiring after many years of service from the Board and the One-Stop Services Committee.

Rick Shawbell asked the members to join him in thanking Cynthia Sheppard for her contributions to the committee.

### **4. Broward County Unemployment and Economic Dashboard**

The unemployment rate in Broward County was 3.4 percent in September 2024. This rate was 0.3 percentage points higher than the region's year-ago rate. In September 2024, Broward County's unemployment rate was equal to the State's rate. Out of a labor force of 1,097,440, up 685 (+0.1 percent) over the year, there were 36,834 unemployed Broward County residents. CSBDs Economic and Workforce Dashboard allows 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.

Rick Shawbell introduced the item and asked Mark Klincewicz to review the report and dashboard. Mr. Klincewicz reviewed the new tiles that have been added to the dashboard which are provided by the Florida Scorecard 1) Innovation & Economic Development 2) Infrastructure & Growth Leadership 3) Business Climate & Competitiveness and 4) Quality of Life.

Rick Shawbell asked if this is the scorecard provided by the Department of Commerce.

Mark Klincewicz responded that the data is from the Florida Chamber of Commerce.

Felipe Pinzon asked about the tile referencing State Sales Tax Collected - it is close to \$300 million. Is that just for Broward County? Mark Klincewicz confirmed that he is correct; that is for Broward County.

Heiko Dobrikow polled the committee members by asking if they were aware of other Dashboards that may have information we should consider importing to truly make our site a one-stop shop for economic workforce development information.

Felipe Pinzon said he was aware of a few and would share them with CSBD for staff to consider.

Sheri Brown Grosvenor asked if there were any more thoughts about making this particular part of the CSBD website more comprehensive. She shared that last week, the Greater Fort Lauderdale Alliance had a conversation about the Benefits CLIFF tool from the Federal Reserve Bank in Atlanta. Is it possible to add a link to the CLIFF on the dashboard or on CSBD's website?

Carol Hylton responded the CLIFF dashboard is already posted on the CareerSource Florida website and that we will take a look at the feasibility of linking to their website.

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

None.

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

Heiko Dobrikow asked if staff could share the range of services, we offer to job seekers with special needs, veterans, offenders, and senior citizens returning to work.

Carol Hylton reported that we have always provided services to special populations through the one-stop centers, such as providing adaptive devices, applying veteran's preference, and using the federal bonding program to assist those with blemishes in their backgrounds. The Business Department team uses the bonding program as a selling point with employers to assist job seekers who qualify with getting a job. We also work with Vocational Rehabilitation, which is co-located in our South center and have the Ticket To Work Program to assist those who receive SSDI.

Rochelle Daniels added the state uses a Regression Model that gives "extra" credit to our performance for serving the more barriered populations.

## **MATTERS FROM THE FLOOR**

None.

## **MATTERS FROM THE PRESIDENT/CEO**

Carol Hylton reminded the committee that an Aviation Forum is being held on 11/7 in our Board Room and invited everyone to attend.

Carol Hylton announced the creation of a Value Proposition Calculator. She explained it was created because we have moved away from talking about our services being free. Now, we are able to show employers the value of working with us. The employers now see the financial benefit to their bottom line by engaging with our work-based training services. She asked Mark Klincewicz to demonstrate the functionality of the calculators to the committee.

Mark Klincewicz demonstrated the Employer Value Position Calculator for the committee which is found on the CSBD website.

Mr. Shawbell indicated he plans to present it to contractors he is meeting with tomorrow. Mr. Shawbell noted the calculator allows a maximum of five people. Is this the maximum? Mr. Klincewicz responded that there is no maximum number of trainees an employer can receive over time.

Ms. Hylton explained that we start off with a maximum of five and then have a retention review before additional interns are placed.

Rick Shawbell added that he expects more contractors to take advantage of this as they begin using the calculators to see how much can be added to their bottom line.

**ADJOURNMENT – 1:34 p.m.**

<b>THE NEXT ONE-STOP SERVICES COMMITTEE MEETING IS ON JANUARY 28, 2025.</b>
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**Memorandum #03 - 24 (FS)**

**To:** One-Stop Services Committee  
**From:** Carol Hylton, President/CEO  
**Subject:** Program Year 24/25 Revised Budget  
**Date:** January 22, 2025

**SUMMARY**

This is our annual update from the preliminary budget presented in June. It is the adjusted budget based upon the final grant awards received by CareerSource Broward (CSBD). The CSBD formula grants for Program Year (PY) 24/25 total \$15,952,373 a decrease of \$175,246 or 1% less than the planning numbers presented in June as we received slightly less formula funds than anticipated. Dedicated grants total \$12,885,002, an increase of \$1,525,634. Our total available budget is \$28,837,375 (\$15,952,373 + \$12,885,002) for PY 24/25.

**BACKGROUND**

We present our annual budget to the Broward Workforce Development Board, Inc. (BWDB) and the CSBD Council of Elected Officials (Council) in the spring based on planning numbers received from the state prior to the beginning of the new program year. An adjusted budget based on the actual grant awards is brought back to the CSBD governing boards in mid-year for final approval.

The budget presentation does not include the General Fund which is reported separately. The Budget Summary presented on the last page does not include dedicated grants in the total of funds available because those grants may only be spent for the specific purposes outlined in those grants. Table 1 details the dedicated grants.

This update follows the same format used when the budget was presented in June as developed and approved by the CSBD governing boards over the course of many years.

CSBD adheres to the guiding principles below in creating the budget:

1. Maintaining the administrative cap at 9%. The statutory limit for administration is 10%.
2. Spending at least 50% of the WIOA Adult and DW funds on training per State statute.
3. Assuring consistent Success Coach to participant ratios.

**DISCUSSION**

Table 1 lists our dedicated grants to present a full picture to the governing boards of the funds allocated or awarded to CSBD. They are presented separately from our formula grants and are not included in the Budget Summary presented on the last page because we are unable to plan or predict whether they will be awarded each year. The Dedicated Grants Table has been updated to reflect actual grants received for PY 24/25.

**Table 1: Dedicated Grants – PY 24/25 Awards**

<b>Grant / Program</b>	<b>Description</b>	<b>Amount PY 24/25</b>
Children’s Services Council (CSC)	Summer Youth Employment Program (SYEP)	\$ 4,215,656
Broward County	SYEP	700,000
City of Fort Lauderdale	SYEP	290,925
Community Foundation	SYEP	50,000
City of Dania Beach	SYEP	50,000
Joint Broadband Grant Broward Health will serve as Grant Recipient	For renovation of the Pompano Multipurpose Facility providing workforce and health services	3,000,000
Reemployment Services and Eligibility Assessment (RESEA)	Reemployment assistance and assessments	1,078,171
Non-Custodial Parent Employment	Assists Non-custodial parents with accessing employment services	940,947
WIOA National Dislocated Worker Grant Funds – Hurricane Ian	Temporary jobs for cleanup, humanitarian aid and training	723,927
WIOA National Dislocated Worker Grant Funds – North Florida Storms	Temporary jobs for cleanup, humanitarian aid and training	500,000
Florida Healthcare Training	Expand access to high-quality healthcare training programs	450,249
Get There Faster Veteran and Military Grant	Veterans Grant	354,037
Hope Florida – A Pathway to Promise	Assist in addressing poverty and promoting economic Mobility	215,519
City of Pompano Beach	To provide targeted work based training and career development opportunities in high demand trades	199,948
Apprenticeship Navigator	Navigator will identify and develop Registered Apprenticeship programs	96,000
Trade Adjustment Assistance (TAA)	Workers who become unemployed due to the impact of international trade	19,623 <sup>1</sup>
	<b>Total</b>	<b>\$ 12,885,002</b>

<sup>1</sup> USDOL has ended the TAA Program. Budget available is to allow customers enrolled to complete it.

Table 2 shows the preliminary PY 24/25 budget compared to the actual budget and includes all available formula funds and carry forward.

**Table 2: Preliminary vs. Actual Budget PY 24/25**

<b>Preliminary PY 24/25 Budget</b>	<b>Actual PY 24/25 Budget</b>	<b>Change from Preliminary to Actual Budget</b>
\$16,127,619	\$15,952,373	(\$175,246)

Table 3 depicts the variance in the separate funding streams from the preliminary budget to the PY 24/25 actual budget.

**Table 3: Variance from Preliminary to Actual Budget by Funding Stream**

<b>Funding Stream</b>	<b>Preliminary PY 24/25 Budget</b>	<b>Actual PY 24/25 Budget</b>	<b>Variance</b>
<b>Wagner Peyser (WP)</b>	\$ 1,645,768	\$ 1,774,957	\$ 129,189
<b>Workforce Innovation and Opportunity Act (WIOA) Adult / Dislocated Worker</b>	6,956,085	6,786,869	(169,216) <sup>2</sup>
<b>WIOA - Youth</b>	2,751,545	2,734,745	(16,800) <sup>3</sup>
<b>Welfare Transition Program (WTP)</b>	4,252,905	4,165,001	(87,904) <sup>4</sup>
<b>Supplemental Nutrition Assistance Program Employment and Training (SNAP ET)</b>	234,533	204,018	(30,515) <sup>5</sup>
<b>Veterans (DVOP/LVER)</b>	286,783	286,783	0
<b>Totals</b>	<b>\$ 16,127,619</b>	<b>\$ 15,952,373</b>	<b>(\$175,246)</b>

The adjustments to the PY 24/25 Budget categories are described below, followed by an overall budget summary.

<sup>2</sup> WIOA Adult, Dislocated Worker supplemental allocation was less than projected for PY 24/25.

<sup>3</sup> WIOA Youth carryforward was less than projected for PY 24/25.

<sup>4</sup> The WTP carryforward was less than projected for PY 24/25.

<sup>5</sup> The SNAP allocation was less than projected for PY 24/25.

**Program Support Staff Category**

Preliminary		Actual		Change from Preliminary to Actual Budget Available	% Change of Total Budget
PY 24/25 Budget	% of Total Budget	PY 24/25 Budget	% of Total Budget		
\$4,749,116	29%	\$4,696,377	29%	(\$52,739)	(<1%)

This category includes staff salaries and benefits other than the CSBD administrative and state Wagner-Peyser staff as follows:

1. CSBD Program Managers, Management Information Systems and Quality Assurance staff.
2. The Integrative Staffing Group (ISG) contract for the three one-stop centers. The contract includes salaries, mandatory benefits, insurance, 401K and health costs at 25% for the staff.

**Facilities and Related Costs Category**

Preliminary		Actual		Change from Preliminary to Actual Budget Available	% Change of Total Budget
PY 24/25 Budget	% of Total Budget	PY 24/25 Budget	% of Total Budget		
\$2,981,825	18%	\$2,981,825	19%	\$0	0%

This category is for rent of the three one stop centers, supplies, assessments, equipment rental (copiers), telephones and information technology, high-speed lines, monitoring fees, employer/customer outreach and various insurance to cover the agency and boards.

**Contracts Category**

Preliminary		Actual		Change from Preliminary to Actual Budget Available	% Change of Total Budget
PY 24/25 Budget	% of Total Budget	PY 24/25 Budget	% of Total Budget		
\$1,583,061	10%	\$1,583,061	10%	\$0	0%

This category includes the following: WIOA out-of-school youth (OSY), WIOA in-school youth (ISY), One Stop Operator and Chamber contracted services:

1. The School Board of Broward County – OSY & ISY	2. HANDY Navigator - OSY
3. FLITE Navigator - OSY	4. Center for Independent Living - OSY
5. Junior Achievement of South Florida - ISY	6. Harmony Development Center - OSY
7. One Stop Operator	8. Chamber of Commerce Contracts

There is no change to the overall percentage of budget in the total projected in this category.



**Training Category**

Preliminary		Actual		Change from Preliminary to Actual Budget Available	% Change of Total Budget
PY 24/25 Budget	% of Total Budget	PY 24/25 Budget	% of Total Budget		
\$4,782,979	30%	\$4,750,513	30%	(\$32,466)	(<1%)

This category includes OJT employer reimbursements, Work Experience, Individual Training Accounts, Customized and Incumbent Worker Training.

**Participant Support Services Category**

Preliminary		Actual		Change from Preliminary to Actual Budget Available	% Change of Total Budget
PY 24/25 Budget	% of Total Budget	PY 24/25 Budget	% of Total Budget		
\$549,462	3%	\$483,683	3%	(\$65,779)	(<1%)

This category funds participant support costs for gas cards, clothing vouchers, bus passes, and participant performance incentives for WIOA Adult, DW and Youth, and WTP.

**Administrative Category**

Preliminary		Actual		Change from Preliminary to Actual Budget Available	% Change of Total Budget
PY 24/25 Budget	% of Total Budget	PY 24/25 Budget	% of Total Budget		
\$1,481,178	9%	\$1,456,914	9%	(\$24,264)	(<1%)

Our administrative costs are at the 9% allowed per the governing boards. Administration includes both personnel and non-personnel costs for administrative and oversight functions related to the grants. The law allows us to spend 10% of the grants on administration.

**Budget Summary**

Budget Category	Preliminary		Actual		Change in Actual Funds Available from the Preliminary Budget	
	PY 24/25 Budget	% of Total Budget	PY 24/25 Budget	% of Total Budget		
Program Support Staff	\$ 4,749,116	29%	\$ 4,696,377	29%		(\$52,739)
Facilities and Related Costs	2,981,825	18%	2,981,825	19%		\$0
Contracts	1,583,061	10%	1,583,061	10%		\$0
Training	4,782,979	30%	4,750,513	30%		(\$32,466)
Participant Support Services	549,462	3%	483,683	3%		(\$65,779)
Administrative Costs	1,481,178	9%	1,456,914	9%		(\$24,264)
<b>TOTAL*</b>	<b>\$ 16,127,619</b>	<b>100%</b>	<b>\$ 15,952,373</b>	<b>100%</b>	<b>(\$175,246)</b>	<b>(1%)</b>

\*rounding difference

The budget is in alignment with the current conditions of the local labor market and supports the Board's goal to maximize employment and training opportunities for targeted populations.

The total available formula funding for PY 24/25 is \$15,952,373 with the addition of the \$12,885,002 in dedicated grants, our budget total is \$28,837,375.

**RECOMMENDATION**

That the changes as indicated in this memo from the preliminary to the actual PY 24/25 budget be approved.



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# ONE-STOP SERVICES COMMITTEE

Strategic Planning Matrix for PY 24/25

Jim Ryan, 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
<p>2.0 - Continue to expand the use of social media by researching methods to measure marketing impact.</p>	<p>2.0.1 - Research what other regions of similar size have implemented using social media.</p>	<p>Research is conducted, and a plan is created regarding best practices.</p>	<p>12/24</p>	<p><b>Completed:</b>                      We researched other CareerSource regions and also attended a session at the Workforce Development Summit held in September on best practices for social and digital marketing. Based on the research, the CSBD Marketing and Communications plan was updated and the Communications Department has implemented a new tool, called Hootsuite, that allows seamless posting to all of the social media platforms we engage with. Hootsuite provides insights and recommendations to optimize future content.</p> <p>As a result of our targeted approach, CSBD’s social media following is steadily growing. To date, there has been an increase of 4.7% in Instagram followers, a 7.8% increase in Facebook followers, and an 8.9% increase in LinkedIn followers.</p>
	<p>2.0.2 - Develop an internal system to track the impact (success) of the various marketing campaigns.</p>	<p>The system is developed and implemented.</p> <p>Review data analysis bi-monthly as campaigns are launched.</p> <p>A minimum of 3 campaigns will be launched.</p>	<p>3/25</p>	<p><b>Completed:</b>                      CSBD is tracking marketing effectiveness using Campaigner, our email marketing platform.</p> <p>CSBD is also utilizing unique QR codes on materials used for specific campaign initiatives which allows us to track the effectiveness of the various campaigns and marketing efforts. Campaigns with unique QR Codes include:</p> <ol style="list-style-type: none"> <li>1. The Marine Video</li> <li>2. Tobacco Free Florida</li> <li>3. Neighborhood Job Fairs</li> <li>4. Manufacturing Career Fair</li> <li>5. Hospitality Career Fair</li> <li>6. Paychecks for Patriots</li> <li>7. State of the Workforce Breakfast and Job Fair</li> <li>8. The Healthcare Video</li> <li>9. SYEP Registration</li> </ol> <p>We have reviewed data from QR Code Kit and Google Analytics and have noted that the QR codes most used were related to SYEP, Paychecks for Patriots, and our Hot Jobs postings. This data is being reviewed bimonthly to tailor our campaigns for maximum effectiveness.</p>

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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.1 - Consider ways to build on our relationship with Broward County and, as they identify workforce needs, seek ways to partner.</p>	<p>2.1.1 - CSBD staff will cross-train Broward County's Family Success and Veterans Services teams on the services available.</p>	<p>CSBD and Broward County staff have been cross-trained.</p>	<p>2/25</p>	<p><b>On Target:</b></p> <p>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 trained Family Success staff on 8/13.</p> <p>The training for CSBD's Veteran Team and Broward County's Veteran Services Officers is scheduled to occur during February.</p>
	<p>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 &amp; Veterans Services Offices.</p>	<p>CSBD signage is placed in all Family Success Centers and Veterans Services Offices.</p>	<p>2/25</p>	<p><b>Completed:</b></p> <p>As posting CSBD signage is not a feasible option for the Human Services Department, we are sharing our information on upcoming events and new grants with them on a regular basis. Their staff cascades this information to their customer base.</p> <p>The CSBD One-Stop Operator meets quarterly with our one-stop partners, including Family Success, where they discuss resource sharing and upcoming events. We will continue the annual cross-training for frontline staff at both organizations.</p>
	<p>2.1.3 - Meet with Laurette Jean, Assistant to the County Administrator to discuss CSBD services and ways to partner.</p>	<p>CSBD will conduct a presentation with key Broward County staff.</p>	<p>2/25</p>	<p><b>Completed:</b></p> <p>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.</p>

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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.1 - Consider ways to build on our relationship with Broward County and, as they identify workforce needs, seek ways to partner.</p>	<p>2.1.4 - Engage Broward County Transit for free transportation to State of the Workforce Job Fair</p>	<p>Bus Routes are developed</p>	<p>1/25</p>	<p><b>Completed:</b></p> <p>CSBD has confirmed transportation routes with BCT for the State of the Workforce Job Fair. BCT will transport job seekers at no cost to the event from 4 locations, the 3 One-Stop Centers and the African American Research Library. Furthermore, BCT is promoting the event by:</p> <ul style="list-style-type: none"> <li>• Partnering with an influencer to promote the event on Instagram</li> <li>• Displaying event information on monitors located inside our buses, terminals, and in our offices and garages</li> <li>• Distributing a press release to their media contacts</li> </ul> <p>Visit Lauderdale is also providing parking free of charge for job seekers.</p>
<p>2.2 - Explore additional ways to share information regarding our services with all 31 Broward municipalities.</p>	<p>2.2.1 - Identify municipalities that CSBD has not yet presented to or conducted a tour of the one-stop centers and conduct outreach to begin setting meetings.</p>	<p>Target list created.</p>	<p>2/25</p>	<p><b>Completed:</b></p> <p>Target list has been researched and created. We have identified 23 municipalities to pursue for outreach and schedule tours of the One-Stop centers.</p>

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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
	2.2.3 - Meet with key Staff from municipalities to develop strategies to market our services to expand our outreach.	A minimum of 8 meetings are scheduled and held and additional strategies are developed and implemented.	3/25	<p><b>On Target:</b>            Carol Hylton and the CSBD staff met with:            1) Mayor Joy Cooper of Hallandale Beach on 8/19            2) Mayor Michelle Gomez of Tamarac on 8/21, as a result, CSBD secured the Tamarac Community Center at no cost for our P4P Job Fair.            3) Local Economic Development staff met with CSBD and Edward Fears, Deputy Director of the US Small Business Administration (SBA) regarding emergency funds, small business loans, recovery efforts, and toured our South center on 9/17.            4) Commissioner Sharon Thomas the City of Lauderdale Lakes on 11/7            5) Commissioner Fitz Budhoo of Oakland Park on 12/17</p> <p>Mayor Felicia Brunson of The City of West Park is scheduled for Feb 2025.</p> <p>Additionally, we met with:            6) Teisha Palmer, Tiffany Garcia and Marie De La Rosa of Broward County Housing Authority Staff toured the Central One-Stop Center on 11/13            7) Broward County Mayor Bean Furr on 12/9</p> <p>As a result of these meetings, we were able to:</p> <ul style="list-style-type: none"> <li>Secure the Tamarac Community Center at no cost for Paychecks for Patriots</li> <li>The City of Tamarac awarded CSBD with \$22,500 for the 2025 SYEP</li> <li>The City of Lauderdale Lakes invited us to speak with Employers about our services</li> <li>The municipalities have been added to CSBD’s news distribution list so that they are updated on upcoming events</li> <li>After meeting the SBA, we created a landing page for employers on our website to direct any business struggling after a declared natural disaster to resources such as disaster loans.</li> <li>CSBD has joined the Broward County Housing Authority’s Program Coordinating Committee to explore creative ways to assist participants with becoming self-sufficient.</li> </ul>



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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>12/24</p>	<p><b>Completed:</b></p> <p>Based on our research which included meetings with Dr. Jaap Donath of NSU's Innovation Center, Dr. Stella Batalama and team from FAU's College of Engineering and Computer Science, and CSBD's ITA Training providers. Artificial Intelligence (AI) is not a specific occupation. You won't see it in many job titles, but it will be embedded in job descriptions across industries. Similar to the emergence of Microsoft Office years ago, it is becoming the new "Basic Skill".</p> <p>As a result, to better prepare job seekers on the awareness of AI, we will incorporate training for staff so that they can assist customers with its usage, and we are updating our job search workshops to include more AI resources.</p> <p>Additionally, CSBD is participating with workforce boards across the US, spearheaded by the National Association of Workforce Boards, to implement Microsoft CoPilot as a tool for career coaches. We are exploring its benefits.</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.</p> <p>Share information with education providers to incorporate into their curriculum.</p>	<p>12/24</p>	<p><b>Completed:</b></p> <p>CSBD held industry employer forums in 1) information technology 2) manufacturing 3) healthcare 4) construction 5) financial services and 6) Hospitality. Representatives from the industry, education, economic development, and workforce development attended each forum and we poll attendees to get input and develop workforce strategies. In addition, we have convened 4 meetings of the Education and Industry Consortium to get their input and share information to align education with workforce talent needs.</p> <p>We have shared the information we found in our research on AI with our ITA Training Providers. Many of them have already incorporated AI into their technical programs. They are also offering courses on the ethical uses of AI as a research source.</p>

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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>2.3.3 - Education &amp; Industry Consortium Committee (EIC) members to provide input on skills gaps in emerging industries.</p>	<p>Employers and Educational partners attend an upcoming EIC meeting</p>	<p>3/25</p>	<p><b>Completed:</b></p> <p>Employers and educational partners attend EIC meetings. Members include:</p> <ol style="list-style-type: none"> <li>1. Matthew Rocco, South Florida Manufacturers Association (Manufacturing)</li> <li>2. Maria Formoso, School Board of Broward County (K-12 Education)</li> <li>3. Kathleen Hagen, FHG Marine Engineering (Marine)</li> <li>4. Richard Haughton, Haughton Media Management (Aviation)</li> <li>5. Rozeta Mahboubi, Florida Restaurant Lodging Association, Broward Chapter (Hospitality)</li> <li>6. Marcy Mills-Matthews, Broward Health (Healthcare) and</li> <li>7. Dr. Steve Tinsley, Broward College (post-secondary education)</li> </ol> <p>The consortium has established strategic goals and objectives to address skill gaps.</p> <p>EIC members received in-depth reports from industry experts in the Marine and IT industries.</p>
<p>2.4 - Market career ladders and career pathways in emerging occupations, such as AI, to create a more resilient economy.</p>	<p>2.4.1 - CSBD Staff research career ladders for programs mapped to emerging occupations such as AI.</p>	<p>Research is conducted and a list of occupations is created.</p>	<p>12/24</p>	<p><b>Completed:</b></p> <p>Staff has researched career ladders for programs mapped to emerging occupations in our targeted industries. The data does not support sufficient demand for these training programs to be on our ITA list.</p> <p>Beginning Fall 2025, Broward College plans to offer a new 2-year training program in Artificial Intelligence. We will continue to track to determine if it meets the requirements to be added to the ITA list.</p>

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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.4 - Market career ladders and career pathways in emerging occupations, such as AI, to create a more resilient economy.</p>	<p>2.4.2 - Using research information, Career ladders or career pathway marketing materials created</p>	<p>CSBD Communications Staff will market the career ladders campaign via social media.</p>	<p>3/25</p>	<p><b>On Target:</b></p> <p>As occupations in our targeted industries are identified, a project plan will be created and we will engage staff in Communications to develop marketing and outreach materials.</p> <p>Additionally, CSBD is planning 3 Industry Information Sessions in 1) Healthcare 2) IT and 3) Hospitality to occur during February. During these sessions, subject matter experts, including employers and training providers, will offer industry insights on emerging occupations and employment tips. We will market this initiative via social media.</p>
<p>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.</p>	<p>2.5.1 - Develop a process for identifying events and sending invites.</p>	<p>Optional Outlook invites will be sent to CSBD Board members.</p>	<p>3/25</p>	<p><b>Completed:</b></p> <p>Board and committee members are provided notice of our industry forums and other major events on an on-going basis. Save the dates for the Paychecks for Patriots, Hospitality &amp; Tourism Forum, Aviation Industry Forum and State of the Workforce were sent to the Board.</p> <p>Additional "Save the Dates" will be sent for upcoming Events, such as the Worlds of Work youth event.</p> <p>The process is in place to ensure Board members are notified of upcoming events.</p>

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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.6 - Explore additional ways to express our message to ensure our audience's understanding, using plain talk and simplification.</p>	<p>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.</p>	<p>Research conducted and recommended tools evaluated and selected.</p>	<p>12/24</p>	<p><b>Completed:</b> CSBD's IT Department is researching services, software, or tools that can evaluate the grade level of our documents / presentations in order to be successful in reading our target audiences.</p> <p>We have begun implementation of Hemingway, a web-based AI application that evaluates readability and grade level for written content.</p>
	<p>2.6.2 - Make updates to documents and deploy them to the field.</p>	<p>Document updates are made and accessible via the CSBD internet.</p>	<p>3/25</p>	<p><b>On Target:</b> CSBD is refreshing materials using plain language. We are also using the approach when developing outreach materials for new initiatives.</p> <p>As flyers and documents are developed, they will be run through Hemingway to assess the document's reading level once implemented.</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
	4.0.1 - Develop a list of organizations to target for community outreach to schedule presentations.	List has been created.	8/24	<p><b>Completed:</b></p> <p>Target List has been created for 8 PTAs and organizations in the prosperity zip codes.</p>
4.0 - Consider outreach to additional groups such as PTAs, faith-based organizations, and other community organizations	4.0.2 - Schedule presentations and provide organizations with collateral materials regarding CSDB services.	Presentations are conducted with the targeted organizations.	3/25	<p><b>Completed:</b></p> <p>Staff presented info on CSBD services to:</p> <ol style="list-style-type: none"> <li>1) 7/31 Students enrolled in Broward College's Broward Up Program</li> <li>2) 8/1 Urban League of Palm Beach County</li> <li>3) 8/20 Healthy Mothers Healthy Babies</li> <li>4) 9/12 Children's Services Council</li> <li>5) 9/25 Lauderhill Educational Advisory Committee</li> <li>6) 10/17 City Manager's Association</li> <li>7) 10/18 Atlantic Technical College Office of Students Affair</li> <li>8) 10/23 Florida Dept of Corrections Probation Office</li> <li>9) 11/6 School Board of Broward County Career Champions</li> <li>10) 11/8 Women in Distress</li> <li>11) 11/12 ChildNet</li> <li>12) 11/20 Broward County Refugee Task Force</li> <li>13) 11/20 Florida Blue</li> <li>14) 12/10 Museum of Discovery and Science</li> <li>15) 12/17 SunServe</li> </ol> <p>As a result of the meetings, we have added organizations to our CSBD news distribution list so that they receive updates on upcoming events and share with their customers. Also, Florida Blue expressed interest in becoming a SYEP worksite.</p> <p>We made numerous outreach attempts to PTAs but they did not express interest.</p>

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**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
<p>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.</p>	<p>4.1.1 - RFQ to local Marketing Firms/PR Agencies for quotes per the approved Marketing and Communications Plan.</p>	<p>RFQ is completed, and the vendor list is created.</p>	<p>2/25</p>	<p><b>On Target:</b> RFQ's were published in December for both professional photography and videography services. The RFQ for professional marketing services was published in January 2025. We are evaluating the responses to develop the final vendor list.</p>
	<p>4.1.2. – Work with vendors to develop a marketing schedule that will engage the targeted audience.</p>	<p>Marketing campaign is implemented.  Assess the success of the campaign using the system developed in 2.0.</p>	<p>3/25</p>	<p><b>On Target:</b> CSBD is already providing outreach to distressed communities to engage barriered populations to make them aware of our services, including occupational and work-based training.  Until a vendor list is created, CSBD is partnering with Sun Sentinel to execute targeted marketing strategies to engage job seekers in distressed communities. These strategies included geofencing to deliver location-specific ads, programmatic display advertising for wider digital reach, and zip code-targeted social media campaigns.</p>
<p>4.2 - Continue to use testimonials from our customers.</p>	<p>4.2.1 - Establish brand ambassadors at one-stop centers to record real-time testimonials.</p>	<p>Staff are identified.</p>	<p>7/24</p>	<p><b>Completed:</b>  Each Center Manager has identified a staff person.</p>
	<p>4.2.2 - Train staff on how to identify customers, show examples of good testimonials, and provide sample questions to use when recording testimonials.</p>	<p>Staff ambassadors are trained to record quality testimonials and will submit a minimum of 3 per month regionally.</p>	<p>11/24</p>	<p><b>Completed:</b> Communications Brand Ambassadors have been identified and trained and are now leading the effort to ensure high-quality photos are captured during every center tour. These images are efficiently routed to the Communications Department, enabling timely and engaging social media posts that showcase our activities and successes. The one-stop centers are submitting testimonials each month. These submissions are regularly reviewed by the communications team and are utilized to create impactful marketing content for social media and website campaigns, helping to showcase the organization's services and success stories.</p>

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**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
4.2 - Continue to use testimonials from our customers.	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.	2/25	<p><b>On Target:</b></p> <p>A new job seeker testimonial page is now live on the CSBD website. It features six detailed success stories that highlight the transformative outcomes achieved through CSBD programs and services. In addition, fresh testimonials are regularly posted on social media to amplify these stories further, foster engagement, and strengthen CSBD's connection with the community.</p> <p>Additionally, three customer video testimonials have been shared on our social media platforms, showcasing success stories and strengthening our connection with the community.</p>
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.	11/24	<p><b>Completed:</b></p> <p>CSBD has hired a Part-time Communications Specialist, and she has begun assisting the department.</p>
	4.3.2 - Work with CSBD's current Videographer vendors to capture videos of signature events which include job fairs.	<p>Videos captured and used to create short promotional videos.</p> <p>Three, 30 - 45 second videos are created to highlight services.</p>	3/25	<p><b>In Progress:</b></p> <p>The Communications Specialist has begun successfully capturing video and posting content for signature events such as Paychecks for Patriots and will continue with major events such as:</p> <ol style="list-style-type: none"> <li>1. State of the Workforce Breakfast &amp; Job Fair</li> <li>2. Worlds of Work – Youth Career Exploration and</li> <li>3. Summer Youth Employment Program (SYEP)</li> </ol> <p>In Jan 2025, CSBD launched our first podcasts, which were on the topics of the SYEP and State of the Workforce Breakfast and Job Fair. We will continue to develop podcasts for job seeker audiences featuring guest presentations to include 1) board members, 2) stakeholders, 3) youth, 4) community partners, and others based on their topical knowledge. We are developing a schedule for future podcast topics, speakers, and recording dates.</p>

## Memorandum #01-24 (Comm)

**To:** Employer Services Committee

**From:** Carol Hylton, President/CEO

**Subject:** Marketing & Communications Strategic Plan PY 24/25 Mid-Year Progress Report

**Date:** January 9, 2025

### SUMMARY

CareerSource Broward (CSBD) has achieved significant progress in its Marketing & Communications Strategic Plan for PY 24/25, focusing on four key priorities: 1) enhancing media relations, 2) executing targeted marketing campaigns, 3) increasing social media engagement, and 4) strengthening partnerships with key stakeholders. Signature events such as the Paychecks for Patriots Career Fair, the Summer Youth Employment Program, and the upcoming State of the Workforce Job Fair have effectively increased awareness and highlighted CSBD's critical role in connecting employers with job seekers. Additionally, career center tours coordinated for elected officials, community leaders, and partners have provided direct insights into the value of CSBD's services and showcased impactful success stories, further solidifying its presence and impact within the community.

### BACKGROUND

The Marketing & Communications Strategic Plan for Program Year (PY) 24/25, approved by the BWDB board in June of 2024, outlines a comprehensive approach to enhancing public awareness of CSBD's mission to facilitate workforce development in Broward County. The plan prioritizes outreach, education, and engagement initiatives highlighting CSBD's role in promoting access to quality employment opportunities, supporting employer workforce needs, and contributing to the region's economic sustainability.

A sampling of initiatives for PY 24/25 include:

- strengthening collaborations with stakeholders,
- increasing visibility in underserved communities,
- and utilizing storytelling to underscore the tangible benefits of our programs and services.

Signature events, such as the Paychecks for Patriots Career Fair and the upcoming State of the Workforce Job Fair, provide valuable platforms to connect employers with job seekers while demonstrating CSBD's commitment to workforce development and training.

### DISCUSSION

To enhance communication effectiveness, CSBD has implemented targeted campaigns, expanded social media engagement, and developed multimedia content. The deployment of QR codes across marketing channels has improved customer access to program information and enabled data collection to evaluate the success of outreach initiatives. Additionally, partnerships with several Broward County Chambers of Commerce have strengthened our regional presence and broadened awareness of CSBD's services.



The Broward County Economic and Workforce Dashboard remains a key resource, providing stakeholders with real-time, data-driven insights into the county’s economic and workforce health. Ongoing updates and enhancements to the dashboard ensure its relevance and utility in supporting informed decision-making across the community. During the last 7 months, there have been over 3000 views of the dashboard, a 7% increase in views compared to the 7 months prior.

The following are updates for action item elements listed in the CSBD Marketing & Communications Strategic Plan for Program Year 24/25 for the last seven months.



**A. Media Relations:** Strengthening relationships with the media.

- Disseminate monthly press releases, media alerts, or human-interest stories related to CSBD to local, state, and national media outlets while securing at least 10 positive media coverage clips.
- Maintain an online press room on the CSBD website that includes a media kit, links to press releases, fact sheets, and positive story ideas.
- Cultivate positive relationships with media contacts that cover areas of workforce development, while also making targeted follow-up calls to media on news releases of particular interest.
- Expand awareness outreach to include national and state organizations, professional associations, and business groups.

**Updates:**

- 6 press releases to date.
- 6 positive media clips earned to date

**Media Clip Examples:**

<p><b>Sun Sentinel article which featured how CSBD is helping the elderly and others find work as an aging population returns to the workforce.</b></p> <p><b>BUSINESS</b></p> <p><b>As cost of living rises, the ‘unretired’ in South Florida return to work</b></p>  <p>Barry Schoen, 74, answers the phone at CareerSource Broward in Coconut Creek on Friday. The retired veteran who is married and has a special-needs adult child had to return to work due to the cost of living in South Florida. (Amy Beth Bennett / South Florida Sun Sentinel)</p>	<p><b>Tamarac Talk article helping to promote our Paychecks for Patriots event. Showcasing CSBD’s effort to help veterans and the economy.</b></p>  <p>Home &gt; Events &gt; Florida Paychecks for Patriots Career Fair Offers Job Opportunities for Veterans and Public on Nov 7, 2024</p> <p><b>Florida Paychecks for Patriots Career Fair Offers Job Opportunities</b> by Ryan Yousefi - November 7, 2024</p>
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- Our website has a press room called “newsroom,” which includes relevant news stories, announcements, workshops of the month, recent press releases, and media articles.

**Newsroom Example:**

The screenshot shows a newsroom website with a blue header containing the word "Newsroom" and a search bar with a magnifying glass icon and a "Search" button. Below the header is a featured article with a dark blue background and white text. The article title is "ANNUAL STATE OF THE WORKFORCE JOB FAIR" with "ANNUAL STATE OF THE" in white and "WORKFORCE JOB FAIR" in white and yellow. Below the title is the text "Secure The Talent You Need. Find Your Quality Workforce." and "Wednesday, January 29, 2025 • 10AM - 1PM Broward County Convention Center". At the bottom of the featured article is the address "1950 Eisenhower Blvd, Fort Lauderdale, FL 33316". To the right of the featured article is a white box with the text "CareerSource Broward To Host 2nd Annual State Of The Workforce Job Fair At Broward County Convention Center" and a "Read More" button. Below the featured article are three smaller news items, each with a photo of an individual and a "CSBD NEWS" tag. The first item features a woman and the text "CareerSource Broward Welcomes Catherina Rozario To Broward Workforce Development Board". The second item features a woman and the text "NAWB Appoints CareerSource Broward President/CEO Carol Hylton As Board Member". The third item features a man and the text "CareerSource Broward Welcomes Superintendent Dr. Howard Hepburn to Broward Workforce Development Board".

- Collaboration with reporter David Lyons from the Sun Sentinel has increased our relationship regarding media exposure. For example, following a noticeable increase in the number of elderly individuals returning to the workforce, David approached CSBD for insights. This led to an interview with our President/CEO, where we shared our observations on this trend.
- National Exposure through FOX News. A live report on the increasing number of elderly individuals returning to the workforce was nationally televised.
- Carol Hylton was appointed to serve on the National Association of Workforce Boards (NAWB) 's Board of Directors. As a member of the Board, Ms. Hylton will work alongside 24 other workforce

development leaders from across the nation on issues critical to workforce development policy and implementation.

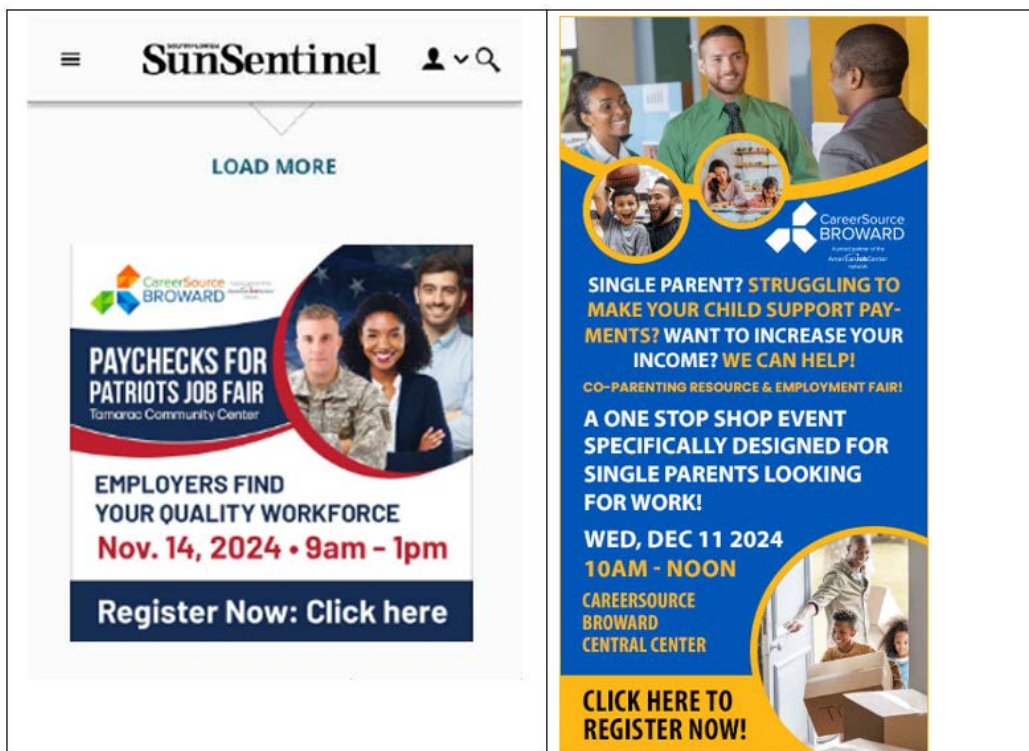
**B. Marketing Campaigns:** Execute timely marketing campaigns through print, radio, digital, and social media platforms. Create and implement marketing campaigns that reach CSBD's targeted audience, promoting CSBD's various programs and/or services. In addition to marketing our standard services, campaigns will be developed to:

- Target customers in distressed communities.
- Employers about the benefits of serving as a worksite for the Summer Youth Employment Program and the Out-of-School Youth Program.
- Help local municipalities recognize the opportunity to partner with us to assist their unemployed and underemployed residents with employment and occupational training
- Job seekers and those interested in transitioning into new careers.
- Targeted employers in high-demand industry sectors.
- Local municipalities to inform them about CSBD services available to their residents, general population of job seekers and employers to promote CSBD signature events such as the State of the Workforce, Worlds of Work, and Paychecks for Patriots.

**Updates:**

- Key events such as Paychecks for Patriots, State of the Workforce, Worlds of Work, and our Summer Youth Employment Program are all a part of our Communications planning calendar, with marketing efforts associated with each. Engaging customized messages go out for employers, jobseekers, youth, or their parents where applicable. Local municipalities are included in our marketing and social media efforts.

**CAMPAIGN EXAMPLES:**



- CareerSource Broward achieved record-breaking participation from both employers and job seekers at the 2024 Paychecks for Patriots Job Fair. Marketing efforts included leveraging our website, email campaigns, social media outreach, targeted paid advertisements, and strong collaboration with community partners. Building on this success, CSBD created an engaging proof-of-performance video, now serving as a key promotional tool to highlight our services and drive interest in signature events, such as the upcoming State of the Workforce Job Fair.

**PAYCHECKS FOR PATROITS JOB FAIR:**

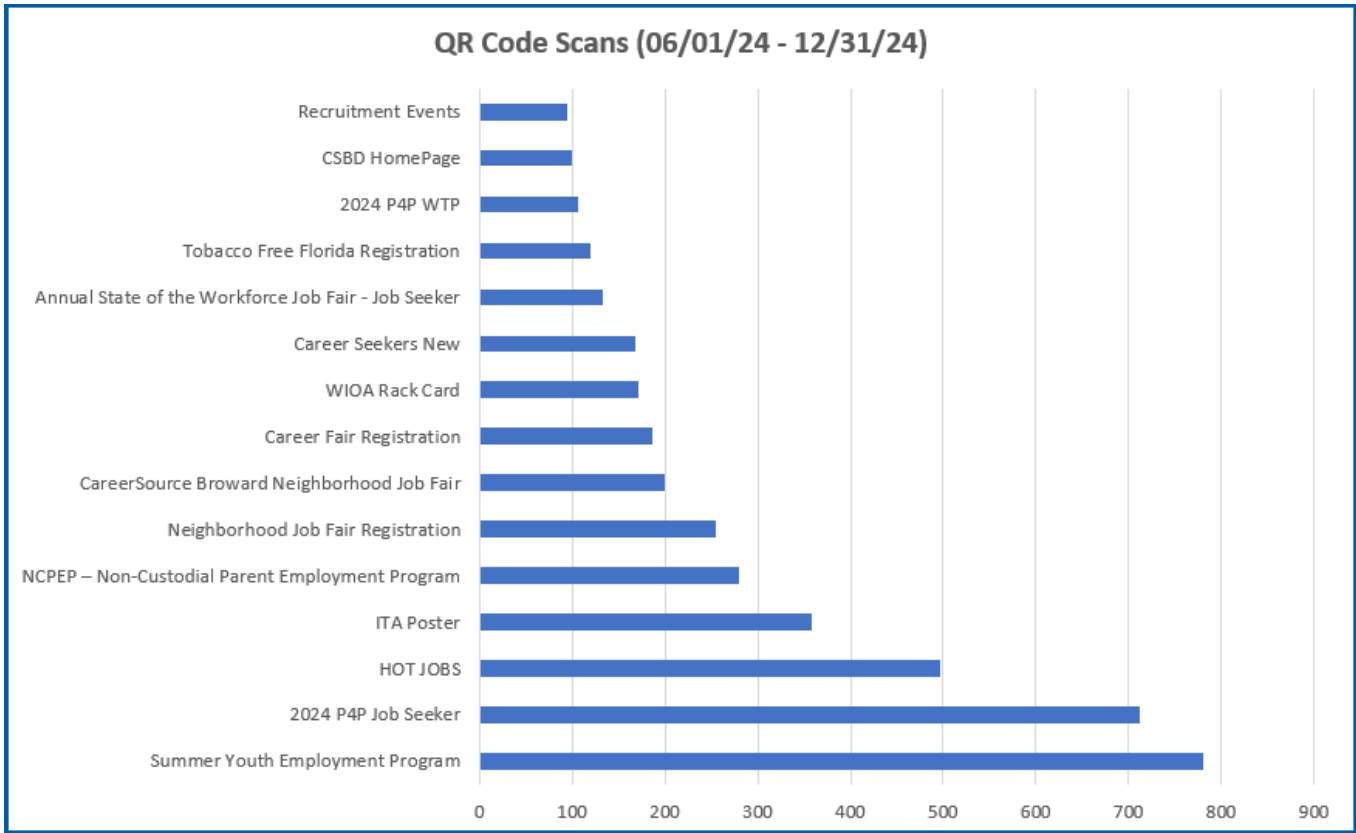


- CareerSource Broward released two videos highlighting career opportunities in the Marine and Healthcare industries. These videos were marketed online and on social media and also made available at our career centers and through partnerships with schools, industry, and community organizations.

**MARINE AND HEALTHCARE INDUSTRY PATHWAY VIDEOS:**



- The use of QR codes across various marketing channels has enhanced customer access to program information while enabling data collection to assess the effectiveness of outreach efforts. The report below lists the top 15 most scanned QR codes for the previous seven months. It shows that younger participants from our Summer Youth Employment Program stand out as a key audience. Additionally, QR codes for job fair registrations have proven highly effective, serving dual purposes: promoting events in advance and facilitating on-site operations during the events themselves.



**C. Electronic Newsletter:** Utilize an electronic newsletter to keep the public informed of CSBD updates, highlights, and other workforce-relevant information on a consistent basis.

- Distribute the newsletter quarterly to employers, job seekers, elected officials, and other community stakeholders.

**Update:**

- Our most recent newsletter, The Source, was distributed in December of 2024. Subsequent newsletters are set to be disseminated quarterly, providing timely information for the covered period.

**EXAMPLE:**

**THE SOURCE**  
CareerSource BROWARD  
A proud partner of the AmericanJobCenter network

CareerSource Broward Newsletter  
Fall / Winter 2024

A Message From Our President/CEO

What a team!

**CSBD's 2024 Paychecks for Patriots Career Fair - A Resounding Success for Employers and Job Seekers!**

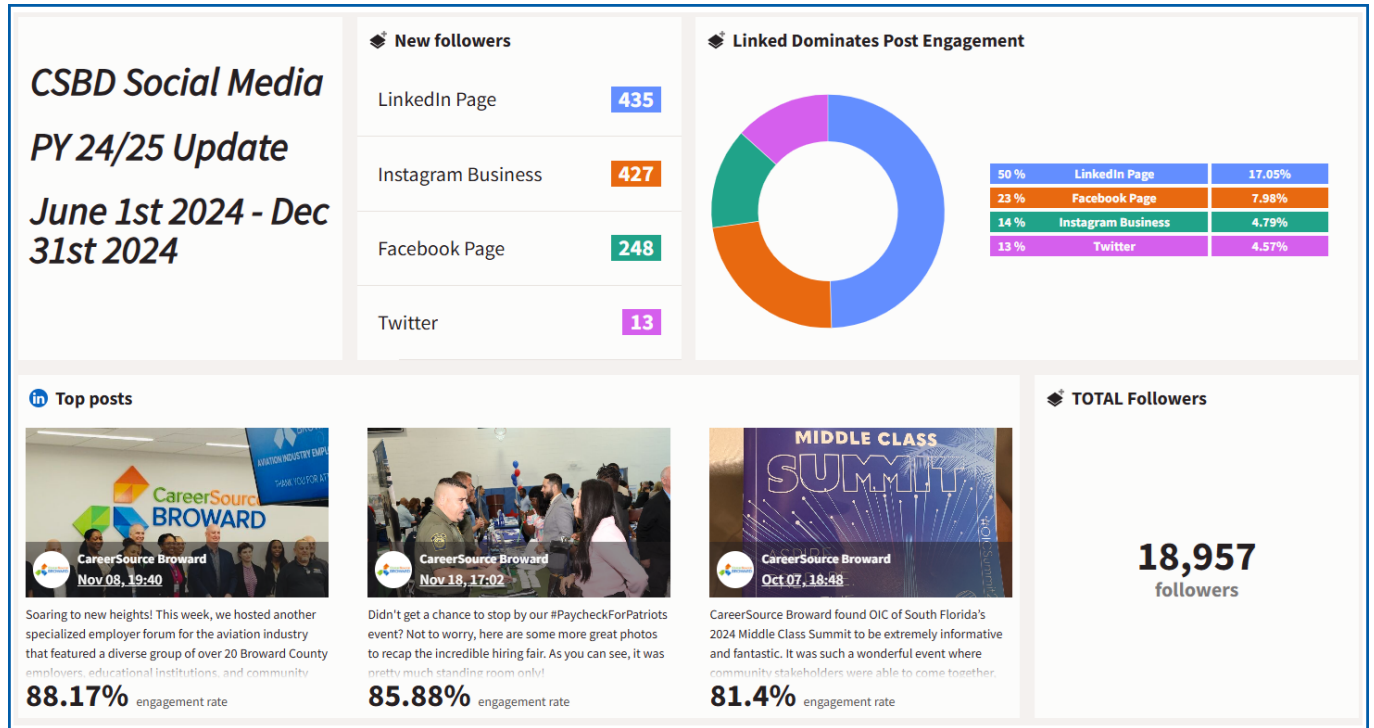
Serving our veterans first, amidst state dignitaries and local leaders, 1,400 job seekers lined up to enter the Tamarac Community Center (courtesy of Mayor Gomez - thank you!) for this year's Paychecks For Patriots (P4P) Career Fair. The morning began with welcoming words for our veterans and employers offered by state and local officials. Two hundred employers and community partners greeted and interviewed prospective candidates on-site offering second interviews and jobs on the spot.

- D. Social Media:** Intentional and consistent use of social media platforms to expand awareness.
- Use Twitter, Facebook, Instagram, and LinkedIn for distributing relevant and timely information.
  - Continue to increase the number of Twitter and Instagram followers and Facebook “Likes.”
  - Use YouTube/Vimeo for video distribution of information about our programs, services, and industry-specific career pathways.
  - Record and post at least four (4) podcasts and/or videos that can be posted on CSBD's YouTube channel and social media.

**Updates:**

- We maintain an active and dynamic presence on social media, creating engaging posts across all four platforms multiple times a week. These posts are designed to promote CSBD services, highlight events and appearances, and share positive news and success stories.
- At mid-year, we have seen a <1% increase in our Twitter following. To achieve our 10% target, we have implemented a new tool called Hootsuite, which allows us to efficiently post to all social media platforms simultaneously, which will result in an increase to posts on Twitter, with the intent of attracting more followers.
- At mid-year, our follower count has increased by 4.7%, and with the implementation of Hootsuite, we are confident that the 10% goal for June 2025 will be achieved.
- At mid-year, our follower count increased by 7.8%, and we are on target to achieve the 10% increase in followers' goal for this social media platform.
- At mid-year, our follower count increased by 8.9%, and we are on target to achieve the 10% increase in followers' goal for this social media platform.

## SOCIAL MEDIA GROWTH SNAPSHOT:



YouTube).

**F. Partnerships:** Leveraging community and private sector partnerships to expand CSBD exposure. Increase awareness through marketing with our partners in public education, local chambers of commerce, industry associations, and other community-based organizations.

**Updates:**

- To date, marketing materials have been disseminated to library partners to enhance public awareness. Resume workshops have been executed as part of our commitment to supporting workforce development initiatives within the community. Additionally, presentations were conducted at select library locations to connect residents with critical career resources in their neighborhoods.
- Our key marketing and communication messages are part of the newsletters sent out by the City of Hollywood Chamber of Commerce, and the City of Ft. Lauderdale Chamber of Commerce.

**G. Create/Incorporate More Video Content:** Produce additional short videos that can highlight and explain the array of services offered by CSBD and the value that they bring to customers. - Research other organizations and agencies that use short video segments to feature information about programs, resources, and customer success stories.

**Updates:**

- The CSBD Communications Department utilizes a monitoring service to actively identify and track videos and content about CareerSource Broward posted by other organizations or businesses on their social media platforms. This collected information is used to inform and enhance data-driven strategic marketing decisions.
- Numerous video segments have been published and posted on our website and social media platforms to support this initiative. A structured production and dissemination process is already in place to ensure these segments are distributed efficiently and effectively, maximizing their impact across our media outlets.





# Performance Report

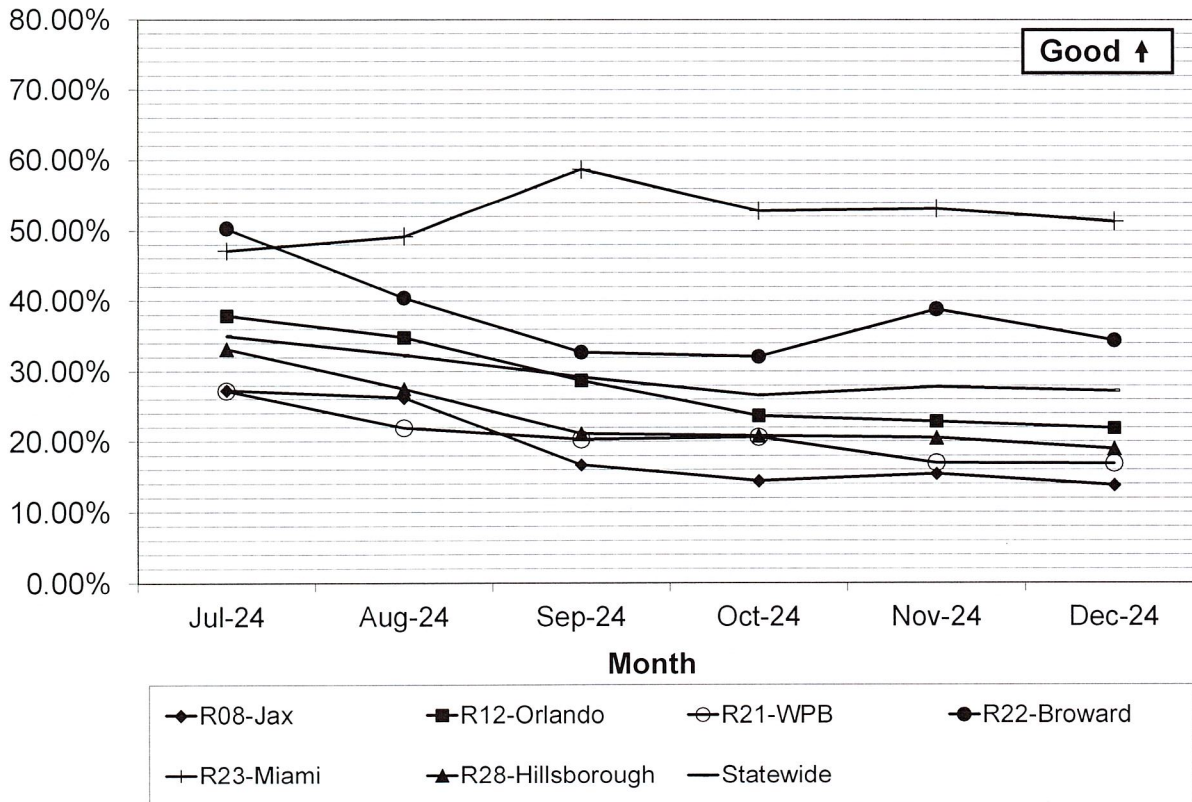
**Performance Report July to December 2024**

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

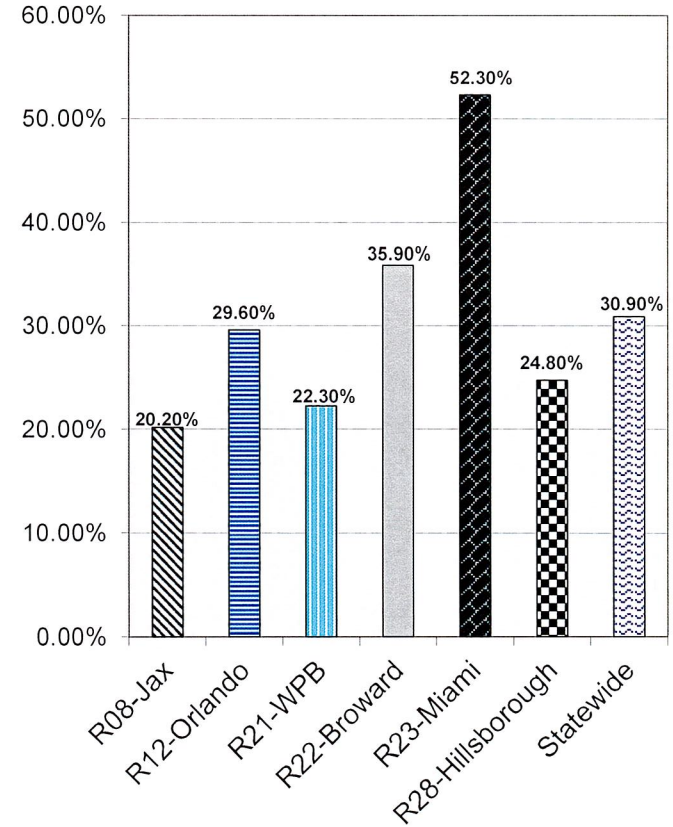
	Wagner-Peyser		Veterans		WIOA Adult/DW	
Region 8 - Jacksonville	13.80%	↓	12.00%	↑	50.00%	—
Region 12 - Orlando	21.90%	↓	14.60%	↓	0.00%	↓
Region 21 - WPB	16.90%	↓	11.10%	↓	0.00%	↓
Region 22 - Broward	34.40%	↓	52.20%	↓	100.00%	—
Region 23 - Miami	51.30%	↓	72.70%	↓	100.00%	↑
Region 28 - Hillsborough Pinellas	19.00%	↓	27.20%	↑	69.20%	↓
Statewide	27.20%	↓	29.90%	↓	71.10%	↓
<p>Note: Arrows indicate direction of change since previous month's figures. Flat line indicates no change.</p>						
<b>Legend / Abbreviation Key</b>		DW	Dislocated Worker			
		WIOA	Workforce Innovation and Opportunity Act			

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

**Month-to-Month Entered Employment Rate from July 2024 to Dec 2024**



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

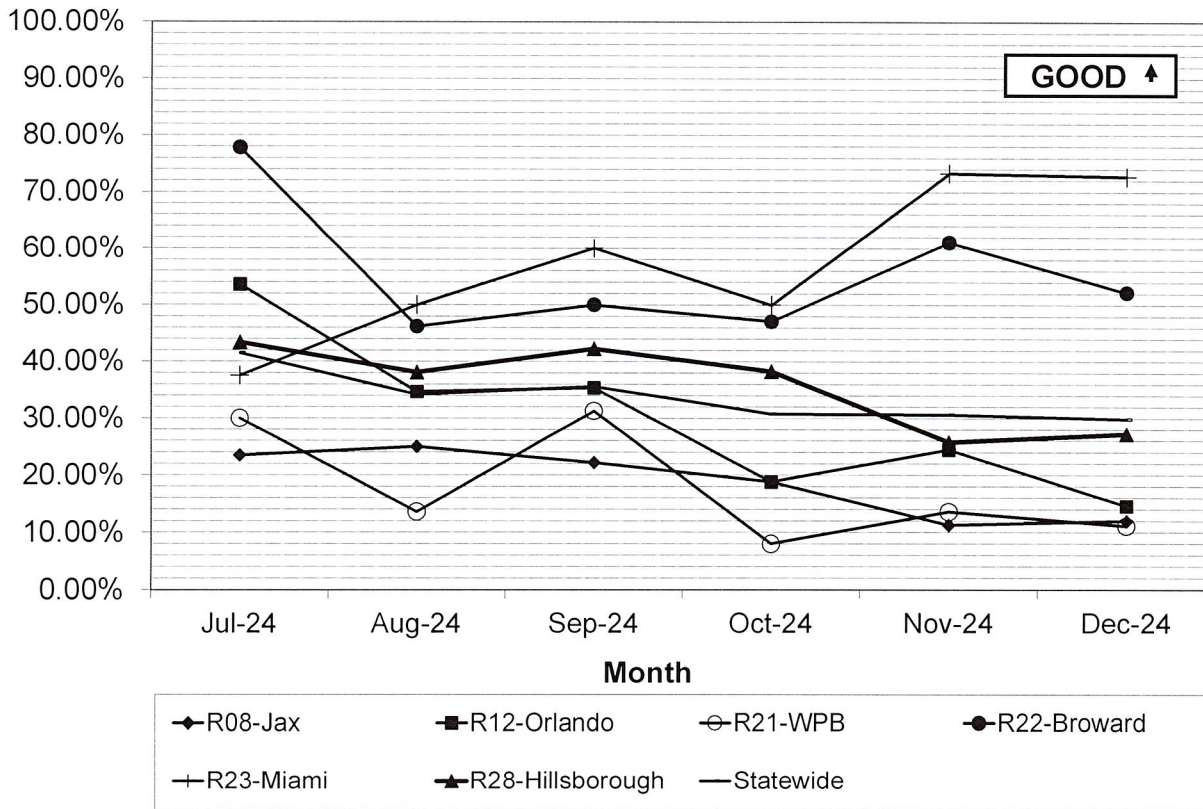


## Analysis of Wagner-Peyser (WP) Performance

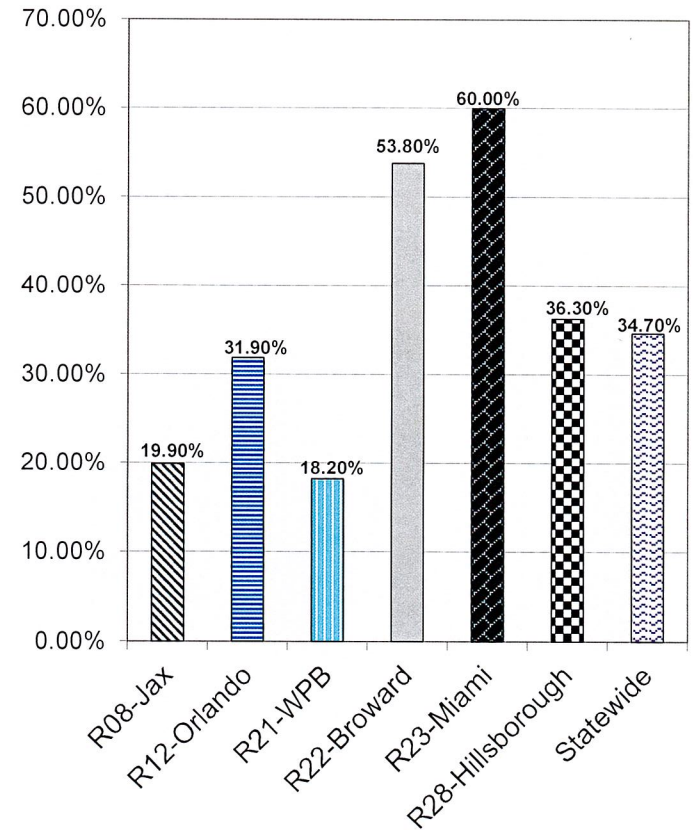
WP Program Performance At-A-Glance	Measure	Performance*	
		Month (Dec)	PYTD
	Entered Employment Rate (EER)	34.4%	35.9%
<p><i>*Please note: The performance detail is based on the Monthly Management Report (MMR). Due to lagging data, our true YTD rate will adjust at the end of the program year.</i></p>			
Current Situation and Performance Summary	<p>In relation to the Big 6 Regions:</p> <p>CSBD ranks 2<sup>nd</sup> 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:</p> <ul style="list-style-type: none"> <li>The Wagner Peyser team has been focused on contacting job seekers about the upcoming State of the Workforce Job Fair. There, they will be able to meet with over 190 local employers who will offer a myriad of job opportunities. The team will work with job seekers to ensure they have a winning resume and are prepared for on-the-spot interviews. We have implemented a community-wide strategic media campaign using social media and direct community outreach. So far, over 1,500 job seekers have pre-registered.</li> </ul>		

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

**Month-to-Month Entered Employment Rate from July 2024 to Dec 2024**



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

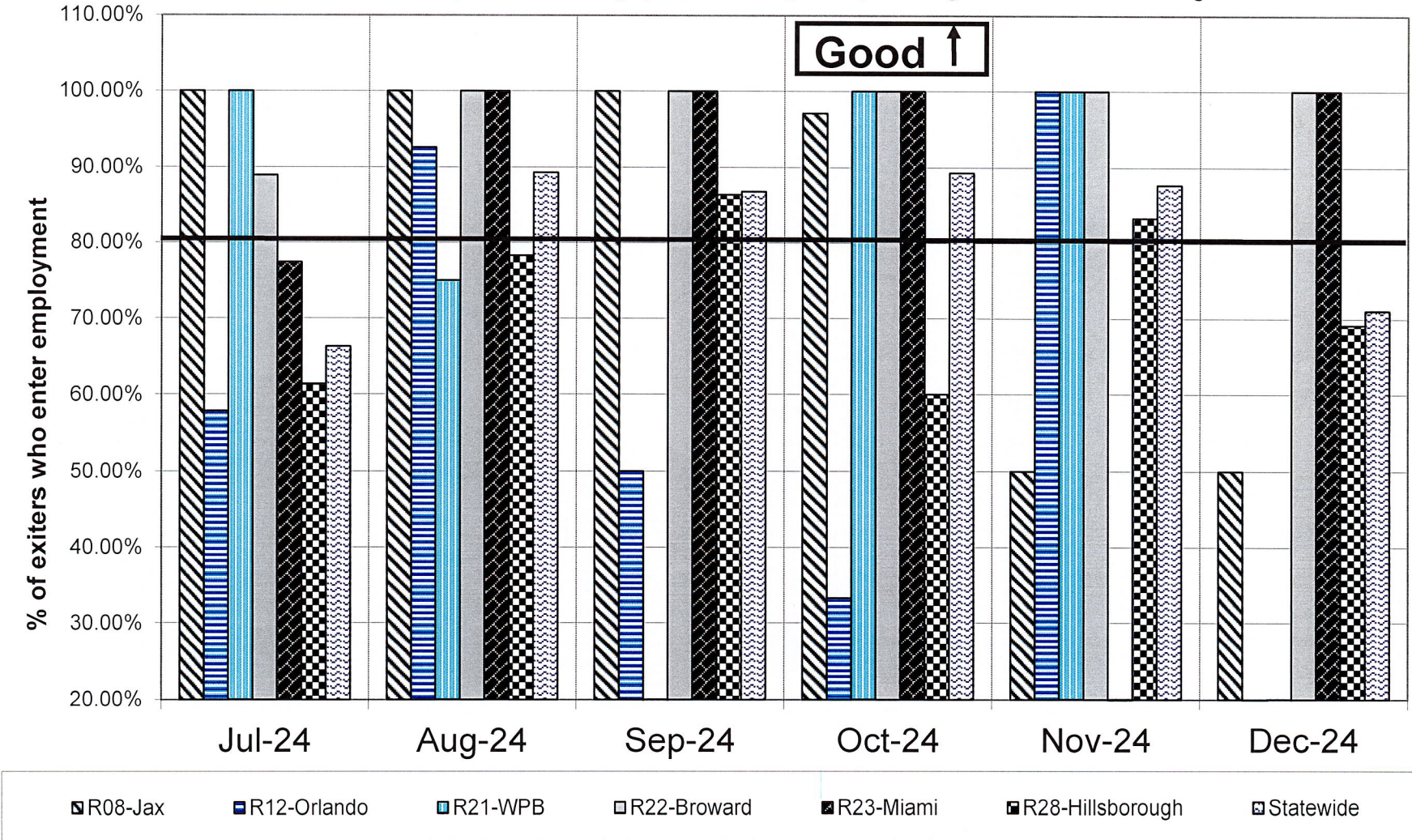


## Analysis of Veterans' Performance

Veterans Program Performance At-A-Glance	<u>Measure</u>	Performance*	
		Month (Dec)	PYTD
	Entered Employment Rate (EER)	52.2%	53.8%
<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 2<sup>nd</sup> for the month and 2<sup>nd</sup> for Program Year 24/25 in Veteran's Entered Employment Rate.</p>		
<b>Strategies and Action Steps</b>	<p>To increase our EER, the following strategy was implemented:</p> <ul style="list-style-type: none"> <li>As a significant number of veteran job seekers are interested in law enforcement, and there is a new federal initiative to hire at the US Border Patrol, Homeland Security, and the Military Entrance Processing Site, the LVER team established formal relationships with local recruiters to expedite veteran applications. We are assisting veterans with the federal application process and preparing them for the interview. The employers have held onsite recruitment events, resulting in veterans obtaining employment. We will continue these events as long as the positions are available.</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 2024 to December 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 (December)	PYTD
	Entered Employment Rate	100%	93.2%
<b>Current Situation and Performance Summary</b>	<p>CSBD is in a two-way tie for 1<sup>st</sup> in the Entered Employment category for December.</p> <p>Since July 2024, CSBD has assisted 385 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>		
<b>Strategies and Action Steps</b>	<p>To increase employment opportunities for WIOA customers, we:</p> <ul style="list-style-type: none"> <li>• Held our first CSBD “Co-parenting Resource and Employment Fair”. Though this was targeted at the Non-Custodial Parent (NCP) population, as this was advertised on social media, potential WIOA-eligible customers attended as well. They were not turned away and also had the opportunity to learn more about our services. Customers were interviewed for paid internship opportunities. The internships allow the customer to gain valuable skills to be added to their resume to make them more desirable to employers. Over sixty participants attended, and we are following up with each one to assess them for eligibility.</li> <li>• Will be hosting three industry-specific ‘Learn, Work, Win’ fairs, where we will target the long-term unemployed WIOA customers to learn about careers in the Healthcare, IT, and Hospitality fields. In addition to the information sessions led by industry leaders, the attendees can meet with local employers during a mini job fair.</li> </ul>		



**Overview of the CareerSource Broward Region**  
**Not Seasonally Adjusted**  
**January 24, 2025**

- The unemployment rate in the CareerSource Broward region (Broward County) was 2.9 percent in December 2024. This rate was 0.1 percentage point greater than the region's year ago rate of 2.8 percent. The region's December 2024 unemployment rate was 0.2 percentage point lower than the state rate of 3.1 percent. The labor force was 1,085,153, down 7,650 (-0.7 percent) over the year. There were 31,278 unemployed residents in the region.

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

- In December 2024, nonagricultural employment in the Fort Lauderdale-Pompano Beach-Deerfield Beach MD was 948,400, an increase of 13,000 jobs (+1.4 percent) over the year.
- The Other Services (+8.0 percent); Government (+4.1 percent); and Trade, Transportation, and Utilities (+1.4 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 Government (+4,500 jobs) and Other Services (+3,000 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 (+8.0 percent) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the second highest annual job growth compared to all the metro areas in the state in the Trade, Transportation, and Utilities (+3,000 jobs) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the third fastest annual job growth rate compared to all the metro areas in the state in the Government (+4.1 percent) industry.
- The industries gaining jobs over the year were Government (+4,500 jobs); Trade, Transportation, and Utilities (+3,000 jobs); Other Services (+3,000 jobs); Construction (+2,300 jobs); Education and Health Services (+2,000 jobs); Leisure and Hospitality (+1,400 jobs); and Information (+100 jobs).
- The industries losing jobs over the year were Professional and Business Services (-2,200 jobs); Manufacturing (-600 jobs); and Financial Activities (-500 jobs).

<b>Unemployment Rates</b>			
<b>(not seasonally adjusted)</b>	<b>Dec-24</b>	<b>Nov-24</b>	<b>Dec-23</b>
CareerSource Broward (Broward County)	2.9%	3.4%	2.8%
Florida	3.1%	3.6%	2.9%
United States	3.8%	4.0%	3.5%

<b>Nonagricultural Employment by Industry</b> <b>(not seasonally adjusted)</b>	<b>Ft. Lauderdale-Pompano Beach-Deerfield Beach</b> <b>Metropolitan Division</b>				<b>Florida</b>			
	<b>Dec-24</b>	<b>Dec-23</b>	<b>change</b>	<b>percent change</b>	<b>Dec-24</b>	<b>Dec-23</b>	<b>change</b>	<b>percent change</b>
Total Employment	948,400	935,400	13,000	1.4	10,119,600	9,970,500	149,100	1.5
Mining and Logging	#N/A	#N/A	#N/A	#N/A	5,900	6,000	-100	-1.7
Construction	56,100	53,800	2,300	4.3	676,300	645,100	31,200	4.8
Manufacturing	30,000	30,600	-600	-2.0	424,200	430,400	-6,200	-1.4
Trade, Transportation, and Utilities	217,700	214,700	3,000	1.4	2,081,900	2,059,900	22,000	1.1
Wholesale Trade	57,900	55,800	2,100	3.8	411,800	403,100	8,700	2.2
Retail Trade	113,500	112,800	700	0.6	1,202,700	1,199,600	3,100	0.3
Transportation, Warehousing, and Utilities	46,300	46,100	200	0.4	467,400	457,200	10,200	2.2
Information	20,500	20,400	100	0.5	162,200	159,200	3,000	1.9
Financial Activities	73,400	73,900	-500	-0.7	685,300	690,100	-4,800	-0.7
Professional and Business Services	172,500	174,700	-2,200	-1.3	1,637,300	1,635,700	1,600	0.1
Education and Health Services	124,100	122,100	2,000	1.6	1,540,600	1,508,900	31,700	2.1
Leisure and Hospitality	100,300	98,900	1,400	1.4	1,335,600	1,307,100	28,500	2.2
Other Services	40,500	37,500	3,000	8.0	392,300	373,800	18,500	4.9
Government	113,200	108,700	4,500	4.1	1,178,000	1,154,300	23,700	2.1

<b>Population</b>	<b>2023</b>	<b>2022</b>	<b>change</b>	<b>percent change</b>
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

<b>Average Annual Wage</b>	<b>2023</b>	<b>2022</b>	<b>change</b>	<b>percent change</b>
CareerSource Broward (Broward County)	\$69,239	\$66,749	\$2,490	3.7
Florida	\$66,446	\$63,783	\$2,663	4.2