



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

Tuesday, March 25, 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.

MEETING AGENDA

IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

SELF-INTRODUCTIONS

APPROVAL OF MINUTES

Approval of the Minutes of the 1/28 One-Stop Services Committee Meeting.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Minutes of the Meeting

Pages 7 – 12

NEW BUSINESS

1. New Training Provider My IT Future

Consideration to approve adding My IT Future under initial eligibility status as an Eligible Training Provider and to add eight (8) courses 1) Cyber Security Analyst 2) Network Security Technician 3) Cyber Security Forensic & Intrusion Analyst 4) Cisco Certified Network Associate (CCNA) 5) Cyber Security IT Professional 6) CompTIA A+/Network+ 7) Project Management Professional and 8) Master Certificate in Cyber Security & Information Assurance to the Workforce Innovation and Opportunity Act Individual Training Account List. CSBD adds schools and courses that meet federal, state, and local criteria to give customers more choices.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBITS	Memo #10-24 (OPS) ITA Course Summary Spreadsheet

Pages 13 – 15

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

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

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Strategic Planning Matrix

Pages 16 – 29

REPORTS

1. CSBD Job Seeker Workshop Survey Results

CSBD offers job seekers a variety of Job Search Workshops ranging in topics such as resume writing, soft skills, interview coaching, and money management. Since 1/1, over 1,300 people attended CSBD’s workshops both in-person and virtually. We periodically survey the workshop attendees to assess and ensure the voice of the customer is heard. They provide essential feedback needed to measure the effectiveness of our workshops. The survey results show that 99% of participants are satisfied or extremely satisfied with the workshops. Some of the attendees commented: “I would recommend everyone to attend these classes. The instructors are on top of their game.”, “Good speaker, great details, took her time to review & ask questions.”, “The information presented was useful and applicable to our needs, with ample opportunity for interaction, questions, and participation.”

ACTION	None
EXHIBIT	None

2. Learn Work Win Information Technology Fair

On 3/20, CSBD hosted the first of three Learn Work Win career events, with a focus on Information Technology (IT) at the Central One-Stop Center. Our keynote speaker was Rob Petrosino, Chief Innovation Officer at Peak Activity. He delivered an engaging presentation on careers in IT and the transformative impact of artificial intelligence. Additionally, a mini job fair was held, featuring employers actively recruiting for IT positions. The event attracted 93 job seekers, providing them with an invaluable opportunity to connect with industry experts and training providers specializing in IT. Upcoming Learn Work Win career fairs will highlight opportunities in the Healthcare and Hospitality industries.

ACTION None
EXHIBIT [Learn Work Win IT Fair Photos](#)

3. The Source Podcast

CSBD is thrilled to announce the launch of The Source Podcast, a bi-monthly series delivering expert insights on workforce trends, employer services, and job seeker resources! Since January, we've recorded three podcasts highlighting our signature events 1) SYEP 2) State of the Workforce Job Fair & Business Breakfast and 3) Worlds of Work Youth. Upcoming episodes will feature our services 1) CSBD's Sr. Manager of Career Center Services spotlighting our job seeker services in May 2) our Vice President of Business Relations discussing the power of our services to employers in July 3) BWDB Chair Jim Ryan providing leadership perspectives in September and 4) our CSBD economist offering insights on economic and workforce trends in November. With a full calendar of exciting topics ahead, The Source Podcast is your go-to for all things workforce! It is available on our social media platforms.

ACTION None
EXHIBIT None

4. Monthly Performance Report

The current performance for the month of January is provided. The data reflects that within the Big 6 Regions, CSBD is in a two-way tie for 1st in WIOA Entered Employment Rate (EER), 1st in Veterans EER, 1st in Welfare Transition (WT) All Family participation Rate and Two-parent participation Rate, and 2nd in Wagner Peyser EER and WTP EER.

ACTION None
EXHIBIT Performance Report for January

Pages 30 – 41

5. Broward County Unemployment and Economic Dashboard

The unemployment rate in Broward County was 3.4 percent in January 2025. This rate was 0.3 percentage points higher than the region’s year-ago rate. In January 2025, Broward County’s unemployment rate was 0.3 lower than the State’s rate. Out of a labor force of 1,091,243, up 12,874 (+1.2%) over the year, there were 37,507 unemployed Broward County residents. CSBD also created a dashboard allowing website visitors to review the current and historical economic and workforce status of Broward County. The dashboard is a value-added resource allowing businesses 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 42 – 43

MATTERS FROM THE ONE-STOP SERVICES COMMITTEE CHAIR

MATTERS FROM THE ONE-STOP SERVICES COMMITTEE

MATTERS FROM THE FLOOR

MATTERS FROM THE PRESIDENT/CEO

ADJOURNMENT

THE NEXT ONE-STOP SERVICES COMMITTEE MEETING IS MAY 27, 2025



**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

MEETING MINUTES

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

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

ATTENDEES: Marjorie Walters, Felipe Pinzon, Tara Williams, Sheri Brown Grosvenor, and Rick Shawbell, who chaired the meeting.

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

APPROVAL OF MINUTES

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

On a motion made by Felipe Pinzon and seconded by Tara Williams, the One-Stop Services Committee unanimously approved the minutes of the 11/5 meeting.

NEW BUSINESS

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

Considered 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.

Rick Shawbell asked Kimberly Bryant to present the item. Ms. Bryant explained that due to the relatively low unemployment we are seeing more demand from WIOA Adult-eligible job seekers for occupational training. This transfer will put the funds where we can serve the maximum number of customers. There was no further discussion.

On a motion made by Rick Shawbell and seconded by Felipe Pinzon, the One-Stop Services Committee unanimously approved the transfer of up to \$1,500,000 from the WIOA Dislocated Worker funding stream to the WIOA Adult funding stream.

2. Program Year 24/25 Revised Budget

Considered approval of the revised annual budget from the preliminary budget presented in June. The budget was adjusted 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.

Rick Shawbell introduced the item. Mr. Moffett provided an overview of the comparison of the preliminary budget to the actual amounts received and the differences by category.

Carol Hylton added that she asked the State for additional Welfare Transition funding for the Summer Youth Employment Program (SYEP) and they have indicated we will receive \$200,000; which will be added to the budget when we receive the funds.

Tara Williams asked how a Dislocated Worker is defined.

Kimberly Bryant explained the Dislocated Worker program is designed to assist unemployed jobseekers get back to work as quickly as possible whereas WIOA Adult funds give priority to recipients of public assistance.

On a motion made by Rick Shawbell and seconded by Marjorie Walters, the One-Stop Services Committee unanimously approved the revised budget for PY 24/25.

3. Industry Information Session for Job Seekers

Considered providing additional input on ways to promote industry-specific sessions for job seekers. CSBD is planning to 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) Central One-Stop – IT 2) North One-Stop – Hospitality 3) South One-Stop – Healthcare. Job seekers will also have the opportunity to apply for open positions with the employers.

Rick Shawbell introduced the item. Ms. Bryant provided an overview of the sessions and how CSBD will be promoting the sessions on social media, flyers and email blasts.

Carol Hylton added that these sessions are designed to provide industry-specific information and include our successful boutique-style community job fairs, which provide immediate access to employers with open positions.

Mr. Shawbell thought that the design of bringing employers and our training partners together was great. Mr. Shawbell stated he thought the efforts to advertise these sessions were broad-based and asked if the members had any additional suggestions for marketing these events. Hearing none:

On a motion made by Rick Shawbell and seconded by Sheri Brown Grosvenor, the One-Stop Services Committee unanimously approved the marketing and promotion of these sessions as outlined by staff.

4. 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. Ms. Bryant provided an overview of the progress made toward achieving the benchmarks and deliverables.

In reference to Objective 2.3, Sheri Brown Grosvenor inquired if CSBD has considered offering Artificial Intelligence (AI) training to employers who are interested in upskilling their employees so that they can improve their skills.

Kimberly Bryant responded that CSBD has Incumbent Worker Training program for employers that can be used to upskill their current staff in AI.

Sheri Brown Grosvenor asked if we have any data on how AI has impacted workforce development.

Ron Moffett added that we are at the forefront of the space where AI meets workforce development. As an example, our keynote speaker at last year's State of the Workforce breakfast was an AI expert who informed the employers who attended how AI can enrich their company's customer experience. AI is affecting entry-level jobs, but it is also creating jobs such as drone pilots. We are making sure that we hear from employers to better understand how their companies are utilizing AI and how it affects talent pipelines.

Carol Hylton agreed, stating that as we work with employers on AI, we must ensure that our job seekers, including youth, are aware of the potential shifts that are occurring due to AI so that they can make informed decisions when selecting a career path. Ms. Hylton also indicated that we plan to bring the issue of how AI will impact the workforce to our industry forums, which include employers and education partners.

Rick Shawbell stated that there has been much progress in meeting the matrix's objectives, and he appreciates staff efforts. Additionally, he asked if there is a need for a construction apprenticeship representative to be added to the Education and Industry Consortium; he is willing to assist with that.

Carol Hylton stated that we could add an apprenticeship representative if he has a recommendation to let us know.

On a motion made by Rick Shawbell and seconded by Felipe Pinzon, the One-Stop Services Committee unanimously approved the updates to the Planning Matrix for PY 24/25.

REPORTS

1. 2nd 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, will host 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.

Rick Shawbell introduced the item.

Sheri Brown Grosvenor asked if we get a report from employers on how many people were hired due to the job fairs? Ron Moffett responded that this is something we also try to do; but, it's not always timely due to the various interview processes that oftentimes include background screening. However, at the end of the year, we do receive data from the State that shows how many customers have earnings during the quarter, and we expect to see an uptick due to the job fair.

Carol Hylton added that, based on the State's grading system for the workforce Board, we are at a letter grade of "A" which reflects performance data that includes the employment rate of our job seekers.

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.

Rick Shawbell introduced the item. Ms. Bryant stated that this is an example of our ability to obtain grants through our partnerships with municipalities. There was no further discussion.

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.

Rick Shawbell introduced the item and asked Kimberly Bryant to present it, which she did. Carol Hylton stated that because CSBD was a Leadership Fort Lauderdale stop, representatives from the employers listed have inquired about our programs and possible partnerships and we are following up on these leads.

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.

Rick Shawbell introduced the item and asked Kimberly Bryant to present it, which she did.

Rick Shawbell indicated his support for this program, expressed his happiness with this initiative, and looked forward to the participants' successes.

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.

Rick Shawbell introduced the item and asked Mark Klincewicz to present it. Mr. Klincewicz reviewed the report with the committee, highlighting several of the marketing campaigns and their successes.

Rick Shawbell stated the report shows CSBD does a great job of ensuring the community is aware of our services.

6. Monthly Performance Report

The performance for December was provided. The data reflects that within the Big 6 Regions, CSBD is in a two-way tie for 1st in WIOA Entered Employment Rate (EER), and 2nd in Wagner Peyser EER and Veterans EER. The state has not released the December data for the Welfare Transition Program.

Rick Shawbell introduced the item and asked Kimberly Bryant to present it. Ms. Bryant reviewed the report and the strategies being employed to improve performance.

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.

Rick Shawbell introduced the item and asked Mark Klincewicz to present the unemployment data and review notable updates reflected by the dashboard. There was no further discussion.

MATTERS FROM THE ONE-STOP SERVICES COMMITTEE CHAIR

None.

MATTERS FROM THE ONE-STOP SERVICES COMMITTEE

None.

MATTERS FROM THE FLOOR

None.

MATTERS FROM THE PRESIDENT/CEO

Carol Hylton stated she is excited about tomorrow's State of the Workforce Event. In March, we have the Worlds of Work (WOW) career exploration event, and Mark Klincewicz is working diligently on that. We have added 3 additional worlds, so there will be a total of 12 worlds at the event this year. She is hoping that at tomorrow's SOW event, we will get more employers for the WOW Event to help make it even more successful.

Rick Shawbell added that he is also thrilled about WOW. He is working with a contractor to begin enhancing the youth's experience at his table, and he can't wait for them to experience it.

ADJOURNMENT – 01:30 p.m.

<p>THE NEXT ONE-STOP SERVICES COMMITTEE MEETING IS ON MARCH 25, 2025.</p>
--

Memorandum #10-24 (OPS)

To: One Stop Services Committee
From: Carol Hylton, President/CEO
Subject: Add New Eligible Training Provider and Courses for My IT Future
Date: March 14, 2025

SUMMARY

Consideration to approve adding My IT Future under initial eligibility status as an Eligible Training Provider (ETP) and to add eight (8) courses 1) Cyber Security Analyst 2) Network Security Technician 3) Cyber Security Forensic & Intrusion Analyst 4) Cisco Certified Network Associate (CCNA) 5) Cyber Security IT Professional 6) CompTIA A+/Network+ 7) Project Management Professional and 8) Master Certificate in Cyber Security & Information Assurance to the Workforce Innovation and Opportunity Act (WIOA) Individual Training Account (ITA) List. CSBD adds schools and courses that meet federal, state, and local criteria to give customers more choices.

BACKGROUND

WIOA requires classroom or online training to be provided through ITAs at schools and for courses approved by the local workforce board. The ITA can only be used at schools on the State list of ETPs and for programs in-demand occupations appearing on the Targeted Occupations List (TOL).

Per FloridaCommerce's new requirements, all ETPs must be approved at the State level and added to the State's ETP List (ETPL) before being considered at the local level. My IT Future has been approved for initial eligibility by FloridaCommerce. Training providers must also meet CSBD board requirements before being added to the local ETPL. Two critical criteria over which CSBD has no control are:

1. The inclusion of programs that are expensive when compared to the same courses which may be available at public institutions. This is because the Florida State Statutes governing WIOA at 445.007 (6) state: that a "local workforce development board may not restrict the choice of training providers based upon cost, location, or historical training arrangements."
2. An individual has the ability to select a course of study even though they may incur debt because WIOA states we must give participants the full list of available courses along with cost and performance information.

While the law requires that participants have customer choice in the selection of training programs, CSBD success coaches advise participants regarding all alternatives as a component of customer choice. Additionally, all occupational training must meet the Broward Workforce Development Board's established minimum evaluation criteria.

DISCUSSION

My IT Future is located in Orlando and has been operating since 1994. It provides fully online training in the IT industry. The school is licensed by the Commission on Independent Education (CIE) and offers industry-recognized credentials through the certifying agencies 1) CompTIA 2) PeopleCert and 3) Cisco. Because of these factors, a site visit is not required.

A cross-functional CSBD review committee comprised of staff from Operations, Quality Assurance, and our Information Technology intermediary reviewed the applications and programs. The committee has determined that all Board-mandated criteria have been met for the school, training programs, and related occupational titles. This includes but is not limited to:

- 1) Licensure
- 2) Issuance of an industry-recognized credential; and,
- 3) 25 or more job openings in Broward County.

The courses submitted will prepare participants for employment in the following in-demand occupations as shown in the chart below.

Courses to be added:

Occupational Training Program	Occupation	Entry Wage
Cyber Security Analyst	Information Security Analysts	\$34.54
Network Security Technician	Computer User Support Specialists	\$17.75
Cyber Security Forensic & Intrusion Analyst	Information Security Analysts	\$34.54
Cisco Certified Network Associate (CCNA)	Network and Computer Systems Administrators	\$29.78
Cyber Security IT Professional	Information Security Analysts	\$34.54
CompTIA A+/Network+	Computer User Support Specialists	\$17.75
Project Management Professional	Management Analysts	\$20.53
Master Certificate in Cyber Security & Information Assurance	Information Security Analysts	\$34.54

As a new training provider, we will limit customer enrollment to 10 in each of the training programs until performance can be established for our customers.

RECOMMENDATIONS

Approve adding My IT Future under initial eligibility status as an Eligible Training Provider and add the following courses to the WIOA ITA List:

1. Cyber Security Analyst
2. Network Security Technician
3. Cyber Security Forensic & Intrusion Analyst
4. Cisco Certified Network Associate (CCNA)
5. Cyber Security IT Professional
6. CompTIA A+/Network+
7. Project Management Professional; and,
8. Master Certificate in Cyber Security & Information Assurance

ITA Course Summary Spreadsheet for My IT Future
Attachment to Memo #10-24 (OPS)

School Name / Location	License / State Agency Approval	DOE Accreditation	Course Title	Type of Credential Offered	Program Length	Clock Hours	Entry Wage	Course Offering (Virtual/ Classroom/ Blended*)	Class Size (Max)	Prerequisites	Tuition and Fees	Other Costs (Books, Uniforms, Supplies, Cert./Lic. Exams)	Program Total Costs
My IT Future	YES	NO	Cyber Security Analyst	Certificate	10 weeks	108	\$34.54	Online	20	High School Diploma or its equivalent	\$7,500.00	\$0.00	\$7,500.00
	YES	NO	Network Security Technician	Certificate	10 weeks	108	\$17.75	Online	20	High School Diploma or its equivalent	\$7,500.00	\$0.00	\$7,500.00
	YES	NO	Cyber Security Forensic & Intrusion Analyst	Certificate	13 weeks	144	\$34.54	Online	20	High School Diploma or its equivalent	\$10,995.00	\$0.00	\$10,995.00
	YES	NO	Cisco Certified Network Associate (CCNA)	Certificate	6 weeks	72	\$29.78	Online	20	High School Diploma or its equivalent	\$5,990.00	\$0.00	\$5,990.00
	YES	NO	Cyber Security IT Professional	Certificate	16 weeks	180	\$34.54	Online	40	High School Diploma or its equivalent	\$12,995.00	\$0.00	\$12,995.00
	YES	NO	CompTIA A+/Network+	Certificate	6 weeks	72	\$17.75	Online	20	High School Diploma or its equivalent	\$6,500.00	\$0.00	\$6,500.00
	YES	NO	Project Management Professional	Certificate	8 weeks	79	\$20.53	Online	20	High School Diploma or its equivalent	\$5,387.00	\$0.00	\$5,387.00
	YES	NO	Master Certificate in Cyber Security & Information Assurance	Certificate	10 weeks	88	\$34.54	Online	20	High School Diploma or its equivalent	\$9,000.00	\$0.00	\$9,000.00



A proud partner of the
AmericanJobCenter
network

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
2.0 - Continue to expand the use of social media by researching methods to measure marketing impact.	2.0.1 - Research what other regions of similar size have implemented using social media.	Research is conducted, and a plan is created regarding best practices.	12/24	<p>Completed: 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>
	2.0.2 - Develop an internal system to track the impact (success) of the various marketing campaigns.	The system is developed and implemented. Review data analysis bi-monthly as campaigns are launched. A minimum of 3 campaigns will be launched.	3/25	<p>Completed: 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"> 1. The Marine Video 2. Tobacco Free Florida 3. Neighborhood Job Fairs 4. Manufacturing Career Fair 5. Hospitality Career Fair 6. Paychecks for Patriots 7. State of the Workforce Breakfast and Job Fair 8. The Healthcare Video 9. SYEP Registration <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>

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>2.1 - 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>Completed:</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>CSBD's Veteran Team and Broward County's Veteran Services Officers (VSO) met on 2/7 and provided cross-training on the services each organization provides to veterans. VSOs assist veterans with understanding and accessing veterans' benefits. The teams identified areas where the partnership could drive the most impact 1) job placement services for VSO customers 2) assisting CSBD veteran customers to maximize veteran benefits.</p> <p>We've already seen an uptick in job seekers both veteran and non-veteran being referred and will continue to meet periodically.</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 & Veterans Services Offices.</p>	<p>CSBD signage is placed in all Family Success Centers and Veterans Services Offices.</p>	<p>2/25</p>	<p>Completed:</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>

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>2.1 - Consider ways to build on our relationship with Broward County and, as they identify workforce needs, seek ways to partner.</p>	<p>2.1.3 - 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>Completed:</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>
	<p>2.1.4 - Engage Broward County Transit (BCT) for free transportation to State of the Workforce Job Fair</p>	<p>Bus Routes are developed</p>	<p>1/25</p>	<p>Completed:</p> <p>CSBD collaborated with Broward County to provide free transportation to the State of the Workforce Job Fair for job seekers in the prosperity zip codes. In order to promote the event:</p> <ul style="list-style-type: none"> • CSBD shared this with 1) visitors in the One-Stop Centers 2) the Broward Delegation representing the prosperity zip codes and 3) on social media. • BCT 1) Partnered with an influencer to promote the event on Instagram 2) Displayed event information on monitors located inside the buses, terminals, and in the BCT offices and garages 3) Distributed a press release to their media contacts. <p>This collaboration was highly successful, nearly 500 job seekers from the prosperity zip codes were able to utilize this service to get to the State of the Workforce job fair.</p> <p>Visit Lauderdale provided 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>Completed:</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>

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>2.2 - Explore additional ways to share information regarding our services with all 31 Broward municipalities.</p>	<p>2.2.3 - Meet with key Staff from municipalities to develop strategies to market our services to expand our outreach.</p>	<p>A minimum of 8 meetings are scheduled and held and additional strategies are developed and implemented.</p>	<p>3/25</p>	<p>Completed:</p> <p>Carol Hylton and the CSBD Staff met with:</p> <ol style="list-style-type: none"> 1) Mayor Joy Cooper of Hallandale Beach on 8/19 2) Mayor Michelle Gomez of the City 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 of The City of Lauderdale Lakes on 11/7 5) Assistant City Manager of Pompano Beach, Suzette Sibble on 11/7 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 8) Commissioner Fitz Budhoo of Oakland Park on 12/17 9) City Manager Treasa Brown of the City of Lauderdale Lakes on 1/22 10) Chief Education Officer Susan Leon of the City of Ft Lauderdale on 2/24 11) Mayor Joyce Davis of the City of Dania Beach on 2/26 12) Mayor Rex Hardin of the City of Pompano Beach on 3/6 <p>As a result of these meetings, we were able to:</p> <ul style="list-style-type: none"> • Secure the Tamarac Community Center at no cost for Paychecks for Patriots. • The City of Tamarac awarded CSBD with \$22,500 for the 2025 SYEP. • The City of Lauderdale Lakes invited us to speak with Employers about our services. • The municipalities were added to CSBD's email list for info on upcoming events. • After meeting with the SBA, we created an employer landing page on our website to direct any business struggling after a declared natural disaster to resources such as disaster loans. • CSBD has joined the Broward County Housing Authority's Program Coordinating Committee to explore creative ways to assist participants with becoming self-sufficient. • CSBD secured a nearly \$200k contract with the City of Pompano Beach to assist residents with work-based training and job search skills to gain employment in the construction trades.

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

CareerSource Broward Strategic Goal #2:

Maintain Our Role as Workforce Development Leaders Through Advocacy by the Board, Collaboration, Providing Information and Intelligence to Stakeholders with Feedback from the Community.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.3 - As convenors of workforce services, explore opportunities to work with local education partners to bring training development needs for emerging occupations, such as Robotics and AI.</p>	<p>2.3.1 - Research to identify current and emerging job roles in AI and related fields within the Broward economy to include an evaluation of existing educational programs/courses offered by local education partners related to AI.</p>	<p>Assessment is completed and a report is created identifying emerging occupations.</p>	<p>12/24</p>	<p>Completed:</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 for AI awareness, we will incorporate staff training 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>Completed:</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 5 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>

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

CareerSource Broward Strategic Goal #2:

Maintain Our Role as Workforce Development Leaders Through Advocacy by the Board, Collaboration, Providing Information and Intelligence to Stakeholders with Feedback from the Community.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.3 - As convenors of workforce services, explore opportunities to work with local education partners to bring training development needs for emerging occupations, such as Robotics and AI.</p>	<p>2.3.3 - Education & 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>Completed:</p> <p>Employers and educational partners attend EIC meetings. Members include:</p> <ol style="list-style-type: none"> 1. Matthew Rocco, South Florida Manufacturers Association (Manufacturing) 2. Maria Formoso, School Board of Broward County (K-12 Education) 3. Kathleen Hagen, FHG Marine Engineering (Marine) 4. Richard Haughton, Haughton Media Management (Aviation) 5. Rozeta Mahboubi, Florida Restaurant Lodging Association, Broward Chapter (Hospitality) 6. Marcy Mills-Matthews, Broward Health (Healthcare) and 7. Dr. Steve Tinsley, Broward College (post-secondary education) 8. Nikki Cabus, South Florida Tech Hub <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 1) Marine 2) IT and 3) Aviation 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>Completed:</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>

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

CareerSource Broward Strategic Goal #2:

Maintain Our Role as Workforce Development Leaders Through Advocacy by the Board, Collaboration, Providing Information and Intelligence to Stakeholders with Feedback from the Community.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
2.4 - Market career ladders and career pathways in emerging occupations, such as AI, to create a more resilient economy.	2.4.2 - Using research information, Career ladders or career pathway marketing materials created	CSBD Communications Staff will market the career ladders campaign via social media.	3/25	<p>Completed:</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 March and April. During these sessions, subject matter experts, including employers and training providers, will offer industry insights on emerging occupations and employment tips. The first event took place on 3/20, and nearly 100 job seekers interested in IT jobs attended the event, which was marketed via social media.</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.	2.5.1 - Develop a process for identifying events and sending invites.	Optional Outlook invites will be sent to CSBD Board members.	3/25	<p>Completed:</p> <p>The process is in place to ensure Board members are notified of upcoming events.</p> <p>Board and committee members were provided notice of our signature events: 1) Paychecks for Patriots, 2) State of the Workforce, and 3) Worlds of Work and employer industry events: 1) Hospitality & Tourism Forum and 2) Aviation Industry Forum.</p>

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

CareerSource Broward Strategic Goal #2:

Maintain Our Role as Workforce Development Leaders Through Advocacy by the Board, Collaboration, Providing Information and Intelligence to Stakeholders with Feedback from the Community.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<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>Completed:</p> <p>CSBD's IT Department researched 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 the 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>Completed:</p> <p>CSBD is refreshing materials using plain language. We are also using the approach when developing outreach materials for new initiatives.</p> <p>New flyers and forms have been submitted through Hemingway and updated based on the software's recommendations. As future 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>Completed:</p> <p>A 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>Completed:</p> <p>Staff presented info on CSBD services to:</p> <ol style="list-style-type: none"> 1) 7/31 Students enrolled in Broward College's Broward Up Program 2) 8/1 Urban League of Palm Beach County 3) 8/20 Healthy Mothers Healthy Babies 4) 9/12 Children's Services Council 5) 9/25 Lauderhill Educational Advisory Committee 6) 10/17 City Manager's Association 7) 10/18 Atlantic Technical College Office of Students Affair 8) 10/23 Florida Dept of Corrections Probation Office 9) 11/6 School Board of Broward County Career Champions 10) 11/8 Women in Distress 11) 11/12 ChildNet 12) 11/20 Broward County Refugee Task Force 13) 11/20 Florida Blue 14) 12/10 Museum of Discovery and Science 15) 12/17 SunServe 16) 1/3 Oakland Park CRA and Economic Development Dept 17) 1/8 Lauderhill Economic Development Dept 18) 2/5 North Lauderdale Economic Development 19) 2/27 Miramar Haitian American Residents and Business Owners 20) 3/17 City Pompano Beach Townhall Meeting <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've been slow to respond.</p>

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

CareerSource Broward Strategic Goal #4:

Encourage job seekers to choose CSBD for comprehensive employment, education, and training services and to connect them to the workforce system using the state's job bank.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
4.1 - Explore marketing campaigns targeting distressed communities to engage barriered populations to make them aware of our services, including occupational and work-based training.	4.1.1 - RFQ to local Marketing Firms/PR Agencies for quotes per the approved Marketing and Communications Plan.	RFQ is completed, and the vendor list is created.	2/25	<p>Completed:</p> <p>The RFQs for professional photography and videography services were published in December, and the RFQ for professional marketing services was published in January 2025. We have reviewed the submissions, and the vendor lists have been finalized.</p>
	4.1.2. – Work with vendors to develop a marketing schedule that will engage the targeted audience.	<p>Marketing campaign is implemented.</p> <p>Assess the success of the campaign using the system developed in 2.0.</p>	3/25	<p>Completed:</p> <p>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.</p> <p>CSBD is partnered 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>
4.2 - Continue to use testimonials from our customers.	4.2.1 - Establish brand ambassadors at one-stop centers to record real-time testimonials.	Staff are identified.	7/24	<p>Completed:</p> <p>Each Center Manager has identified a staff person to lead the effort to ensure high-quality photos are captured during center events and tours.</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.	Staff ambassadors are trained to record quality testimonials and will submit a minimum of 3 per month regionally.	11/24	<p>Completed:</p> <p>Communications Brand Ambassadors have been identified and trained. The images they capture 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>

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
4.2 - 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>Completed:</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, customer video testimonials have been shared on our social media platforms, showcasing success stories and strengthening our connection with the community.</p> <p>Our Communications Specialist has assessed the most recent testimonial submissions for publication and has coordinated interviews for future testimonials.</p> <p>Additionally, she has begun conducting regular meetings with our One-Stop Center Brand Ambassadors to discuss jobseeker testimonial submissions, establish a structured posting schedule, and ensure timely updates to the testimonial page on our website.</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>Completed:</p> <p>CSBD has hired a Part-time Communications Specialist, and she has begun assisting the department.</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
4.3 - Produce short videos to highlight services.	4.3.2 - Work with CSBD’s current Videographer vendors to capture videos of signature events which include job fairs.	Videos captured and used to create short promotional videos. Three, 30 - 45 second videos are created to highlight services.	3/25	<p>Completed:</p> <p>The Communications Specialist has successfully captured video and posted content for signature events such as:</p> <ol style="list-style-type: none"> 1. Paychecks for Patriots 2. State of the Workforce Breakfast & Job Fair 3. Worlds of Work – Youth Career Exploration Event <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> <p>A third podcast was posted in March 2025 to promote Worlds of Work. In addition, the communications specialist has been capturing and creating short videos for this event and SYEP. Our current videographer vendor is presently working on a highly produced video for WOW.</p>



Performance Report

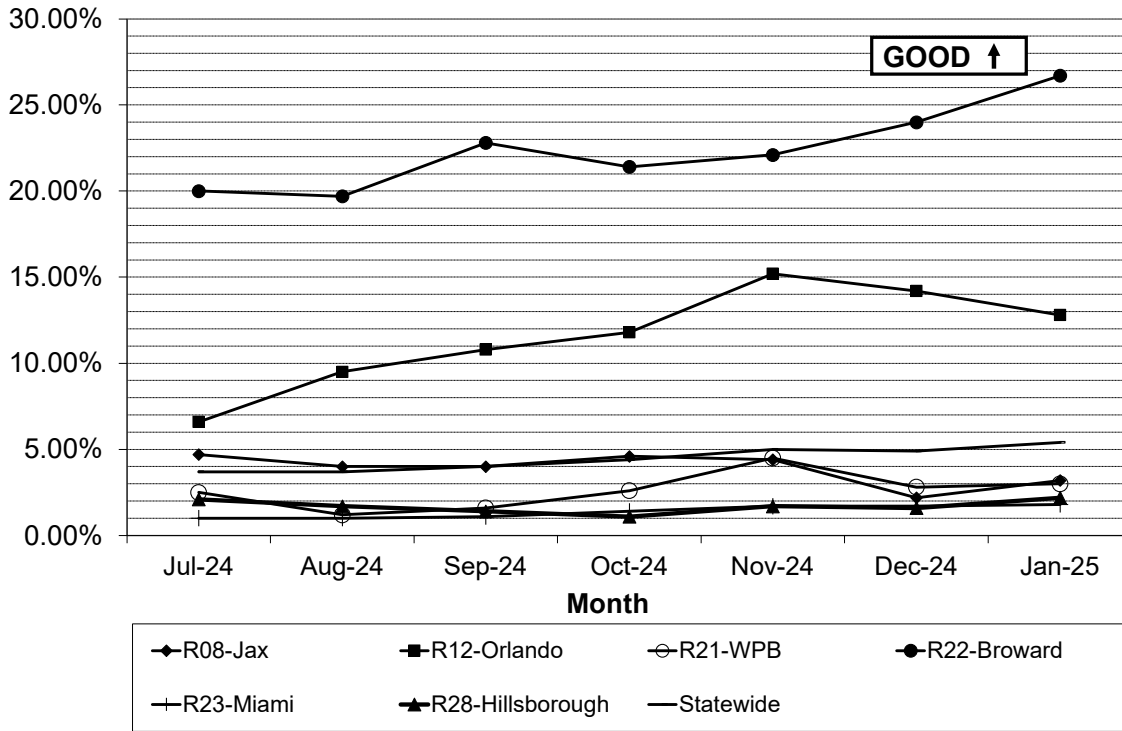
Performance Report July 2024 to January 2025

Entered Employment Rate for the Month January 2025 across all Big Six Regions

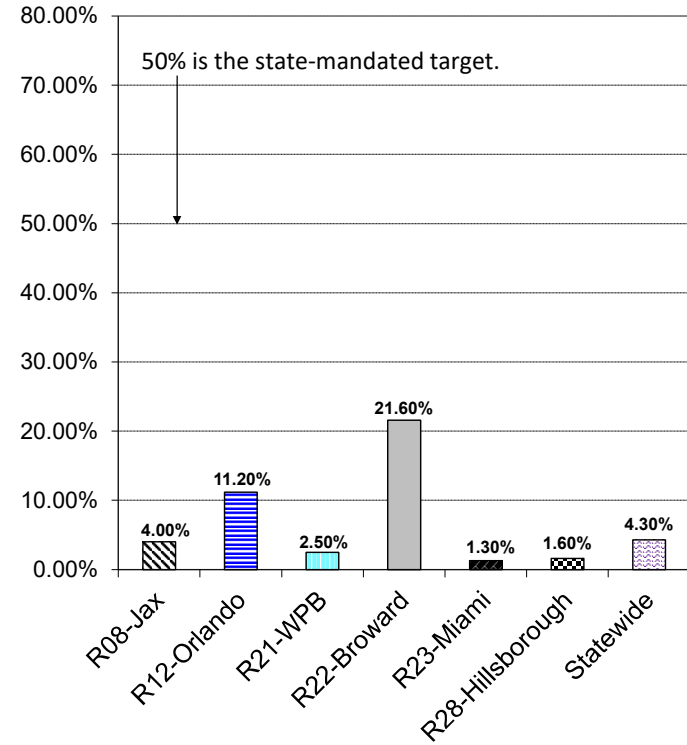
	WTP		Wagner-Peyser		Veterans		WIOA Adult/DW	
Region 8 - Jacksonville	28.70%	↓	14.60%	↑	23.30%	↑	94.40%	↑
Region 12 - Orlando	27.70%	↓	20.00%	↓	13.80%	↓	96.00%	↑
Region 21 - WPB	24.80%	↓	19.60%	↑	17.60%	↑	0.00%	—
Region 22 - Broward	29.30%	↓	36.30%	↑	47.10%	↓	100.00%	—
Region 23 - Miami	39.80%	↓	40.30%	↓	26.10%	↓	100.00%	—
Region 28 - Hillsborough Pinellas	24.30%	↓	23.40%	↑	27.10%	↓	70.00%	↑
Statewide	28.90%	↓	26.60%	↓	27.90%	↓	90.30%	↑
Note: Arrows indicate direction of change since previous month's figures. Flat line indicates no change.								
Legend / Abbreviation Key		WTP	Welfare-Transition Program		DW	Dislocated Worker		
		WIOA	Workforce Innovation and Opportunity Act					

Welfare Transition Program (WTP) All-Family Participation Data for the Big 6 Regions

Month-to-Month Participation Rate from July 2024 to January 2025

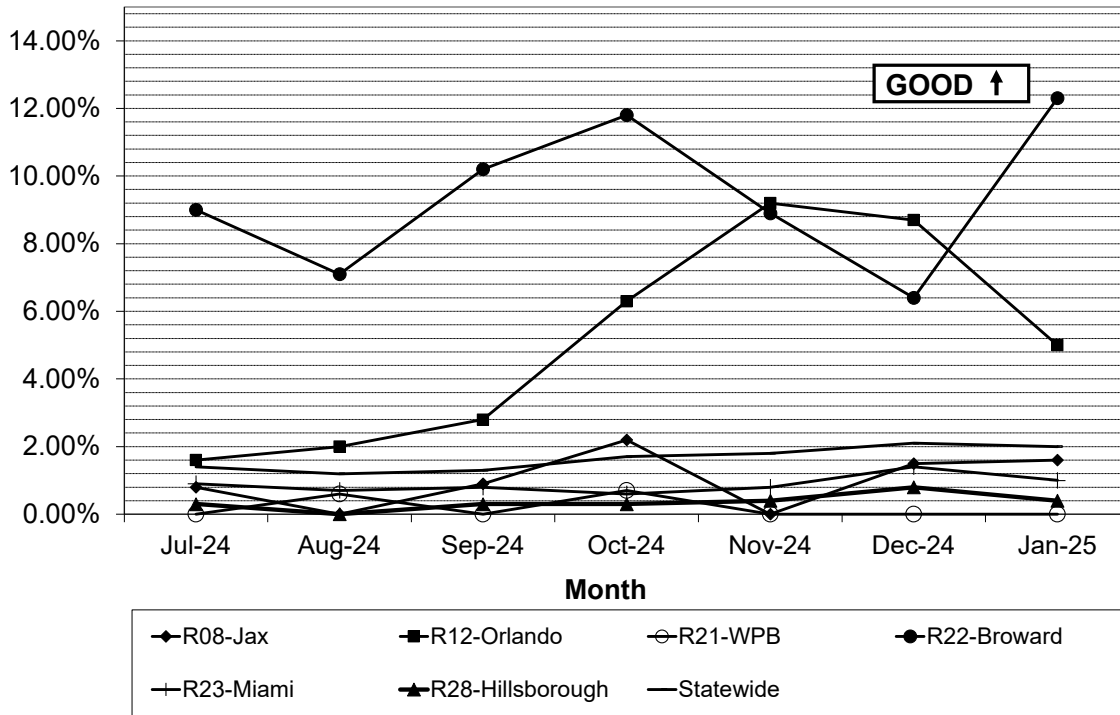


Program Year-to-Date (YTD) Participation Rate as of January 2025

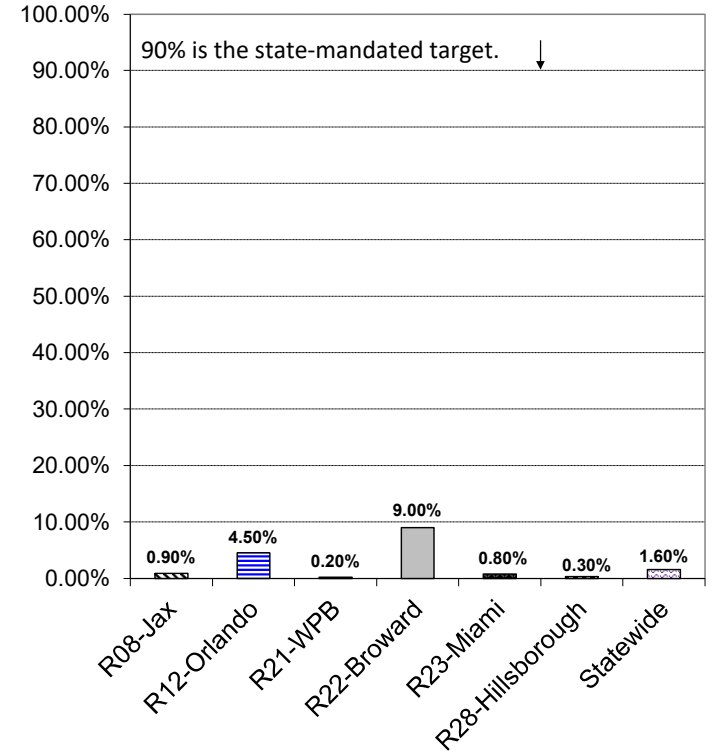


Welfare Transition Program (WTP) Two-Parent Family Participation Data for the Big 6 Regions

Month-to-Month Participation Rate from July 2024 to January 2025

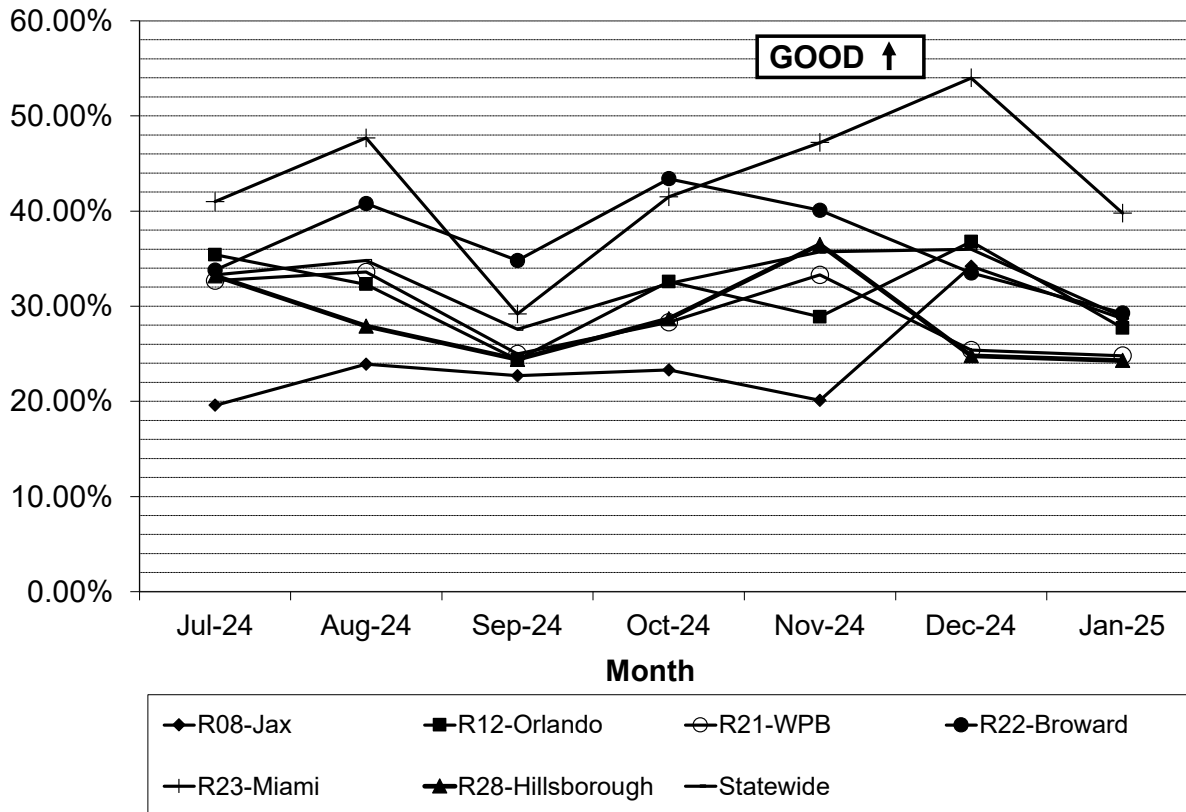


Program Year-to-Date (YTD) Participation Rate as of January 2025

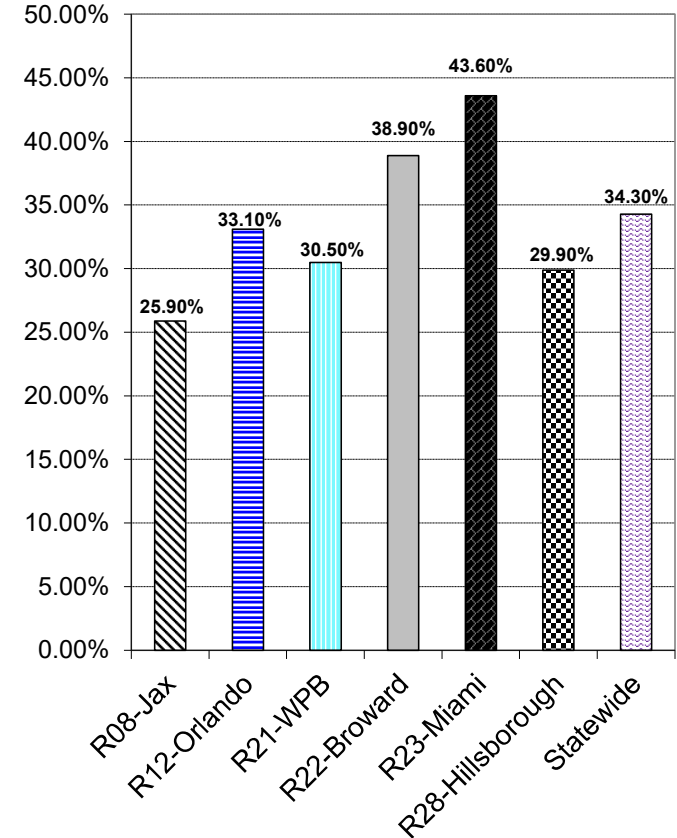


Welfare Transition Program (WTP) Entered Employment (EE) Data for the Big 6 Regions

Month-to-Month Entered Employment Rate from July 2024 to January 2025



Program Year-to-Date (YTD) EE Rate as of January 2025

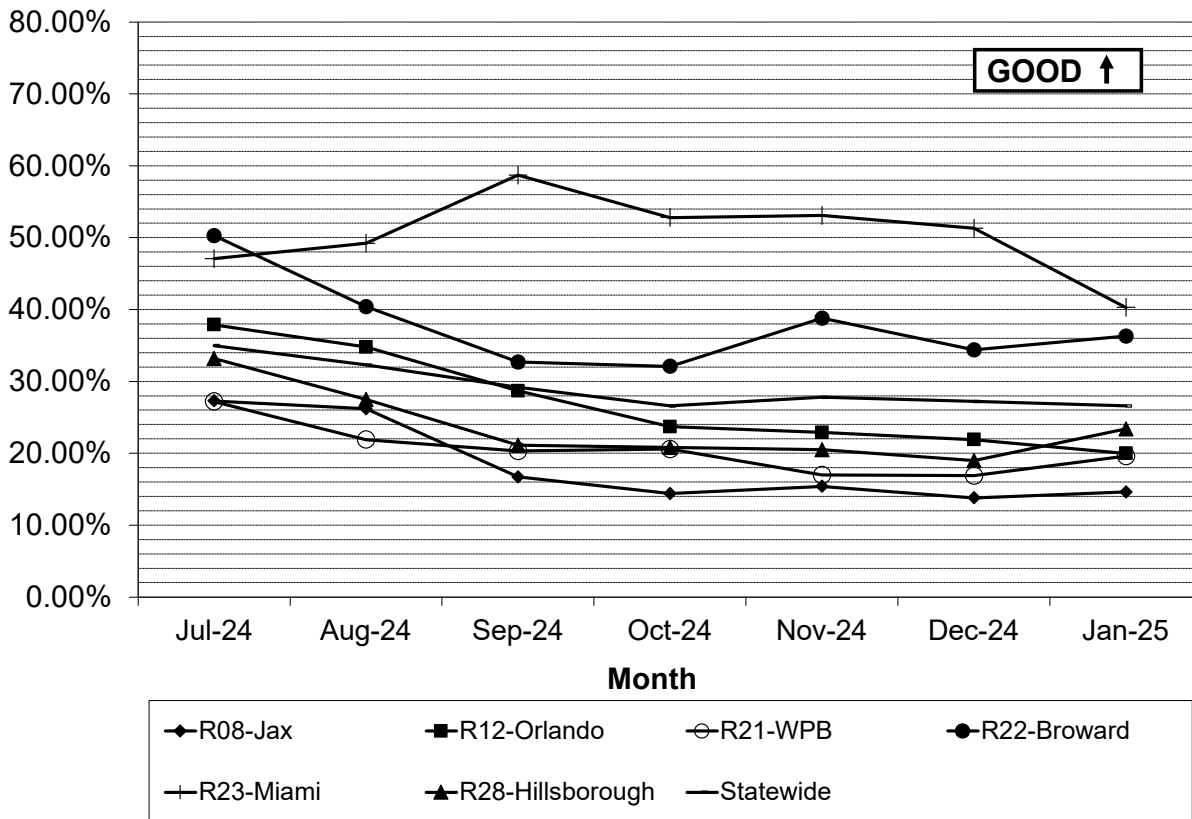


Analysis of Welfare Transition Program (WTP) Performance

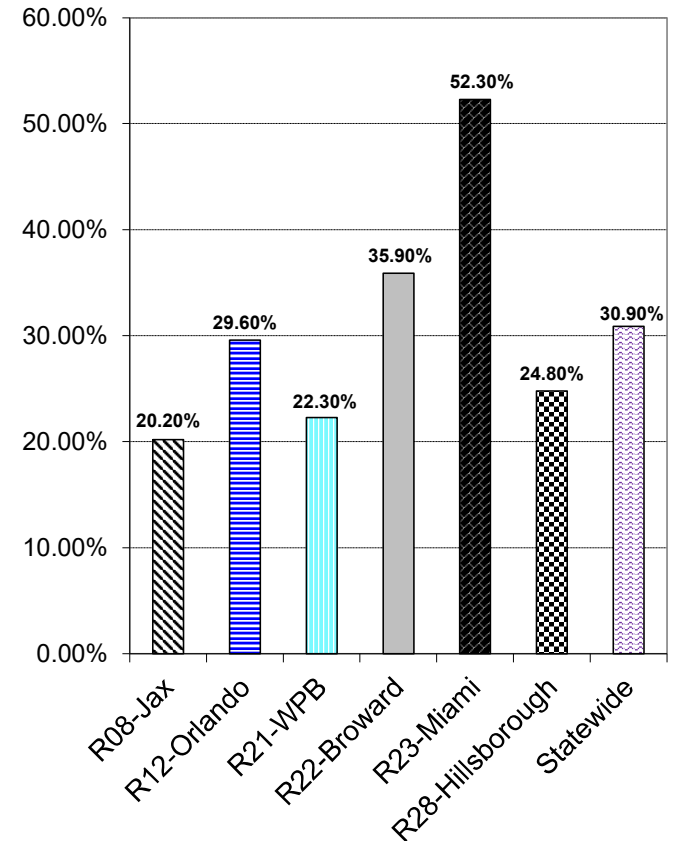
	Measure	Goal	Month (January)	PYTD
WTP Program Performance At-A-Glance	All Family Participation	50%	26.7%	22.3%
	Two-Parent Family Participation	90%	12.3%	9.3%
	Entered Employment Rate (EER)	39%	29.3%	38.0%
Current Situation and Performance Summary	<p>In relation to the Big 6 Regions:</p> <p>All Family Participation Rate CSBD ranks 1st in performance for the month and ranks 1st for Program Year 24/25</p> <p>Two-Parent Participation Rate CSBD ranks 1st in performance for the month and ranks 1st for Program Year 24/25</p> <p>Entered Employment Rate CSBD ranks 2nd in performance for the month and ranks 2nd for Program Year 24/25.</p>			
Strategies and Action Steps	<p>To improve performance, we are taking the following steps:</p> <ul style="list-style-type: none"> • Redefining the Job Club Facilitator Role: The CSBD WTP Team has enhanced the Job Club Facilitator’s responsibilities to include case management support and additional value-added tasks. This adjustment aims to strengthen overall team performance and boost customer engagement. • Launching WTP Mini-Job Fairs: To expand employment opportunities for WTP participants, the CSBD Team is organizing targeted Mini-Job Fairs to occur during April in the three One-Stop Centers. Employers are recruited based on job openings that align with participants’ skill sets, ensuring a more effective job-matching process. This strategic approach will enhance employment outcomes for WTP participants. 			

Wagner-Peyser (WP) Program Entered Employment (EE) Data for the Big 6 Regions

Month-to-Month Entered Employment Rate from July 2024 to January 2025



Program Year-to-Date (YTD) EE Rate as of January 2025

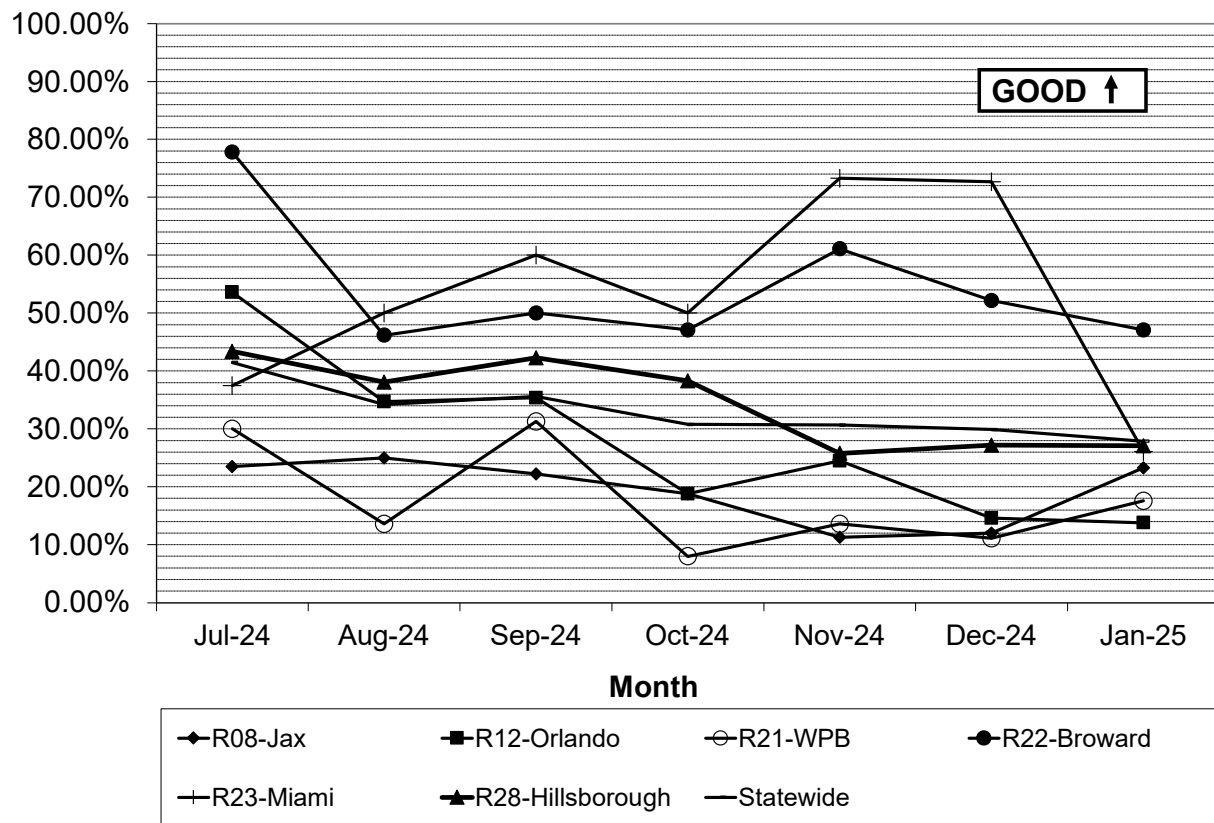


Analysis of Wagner-Peyser (WP) Performance

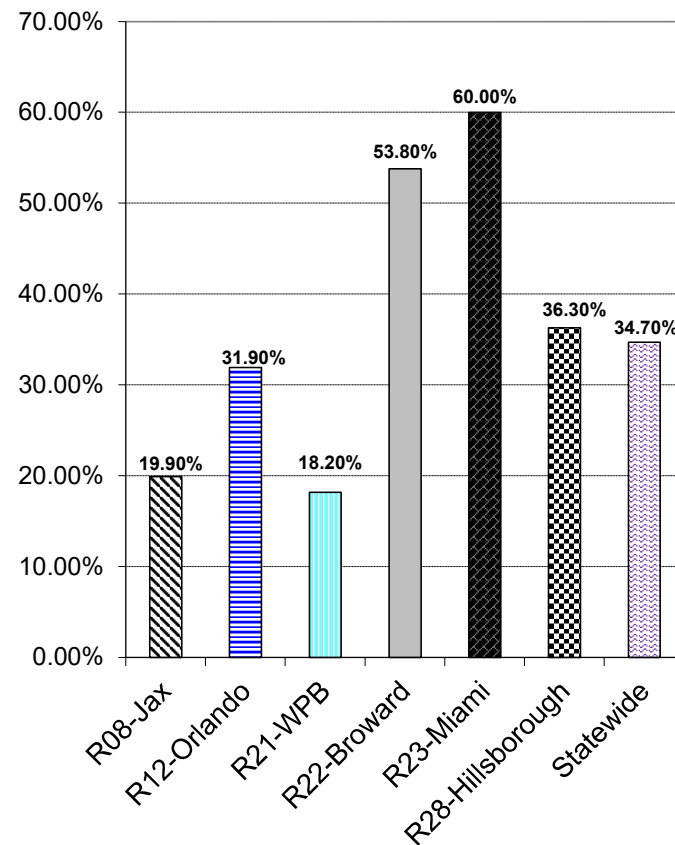
	<u>Measure</u>	Performance*	
		Month (January)	PYTD
WP Program Performance At-A-Glance	Entered Employment Rate (EER)	36.3%	35.90%
	<i>*Please note: The performance detail is based on the Monthly Management Report (MMR). Due to lagging data, our true YTD rate will adjust at the end of the program year.</i>		
Current Situation and Performance Summary	<p>In relation to the Big 6 Regions:</p> <p>CSBD ranks 2nd for the month and ranks 2nd year-to-date in Entered Employment Rate.</p>		
Strategies and Action Steps	<p>To improve our EER we have implemented the following strategies:</p> <ul style="list-style-type: none"> • The Wagner Peyser (Placement) team serves the general job seeker population as they present to the center in person or request services virtually. We are switching to utilizing a case assignment structure within Employ Florida to strengthen accountability. Each success coach is able to monitor their assigned customers to ensure direct customer contact and timely follow-up on employment activities and job referrals toward job placement. 		

Veterans' Entered Employment (EE) Data for the Big 6 Regions

Month-to-Month Entered Employment Rate from July 2024 to January 2025



Program Year-to-Date (YTD) EE Rate as of January 2025

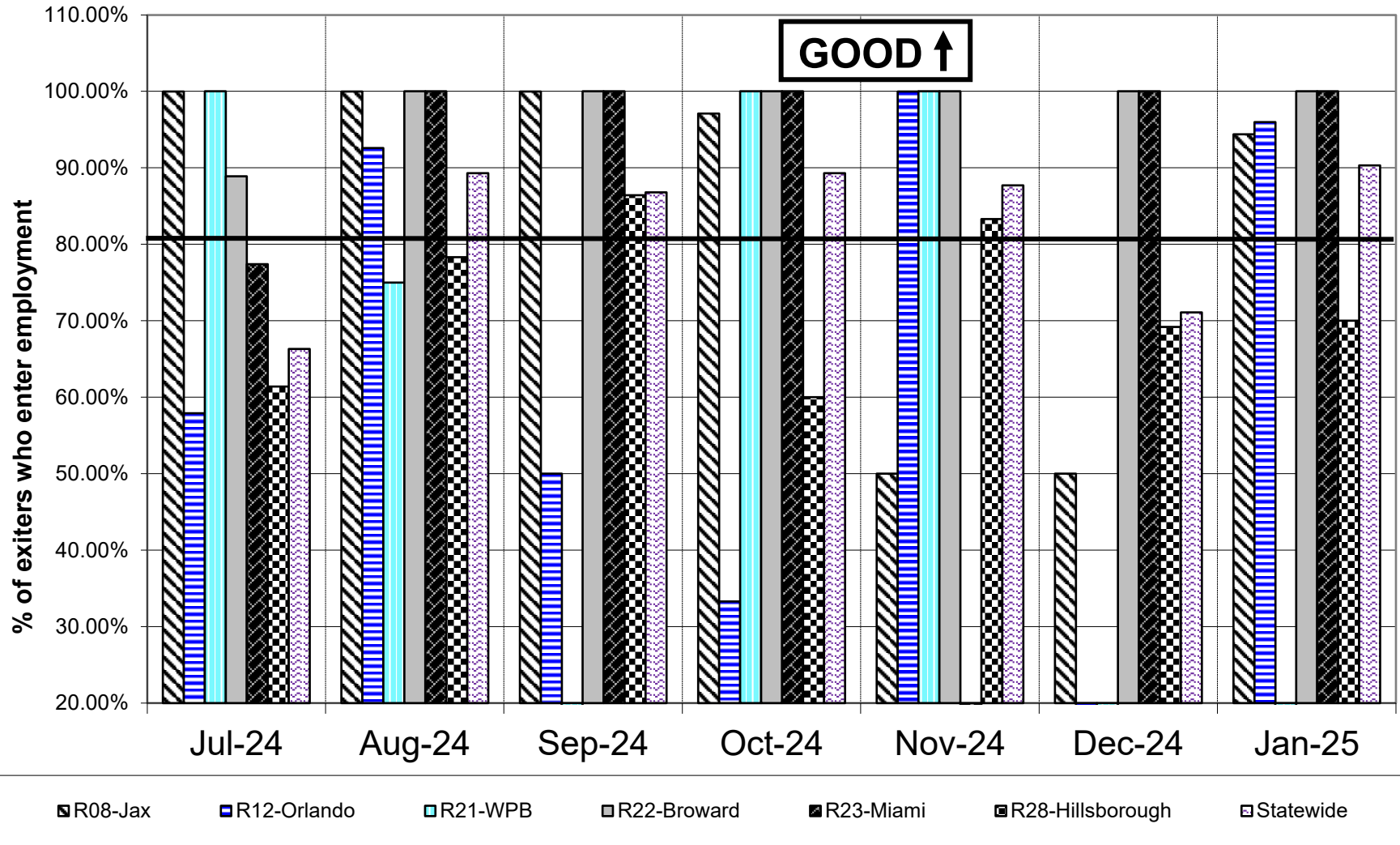


Analysis of Veterans' Performance

Veterans Program Performance At-A-Glance	Measure	Performance*	
		Month (January)	PYTD
	Entered Employment Rate (EER)	47.10%	53.8%
<i>*Please note: The performance detail is based on the Monthly Management Report (MMR).</i>			
Current Situation and Performance Summary	<p>In relation to the Big 6 Regions:</p> <p>CSBD ranks 1st for the month and 2nd for Program Year 24/25 in Veteran's Entered Employment Rate.</p>		
Strategies and Action Steps	<p>To increase our EER, the following strategies were implemented:</p> <ul style="list-style-type: none"> • Prior to the State of the Workforce event, the Veteran's Department conducted outreach to employers who confirmed their attendance and provided them with resumes based on the interests of our veteran customers. On the day of the event, the veterans were introduced to the employers in person. 25 interviews were conducted and 4 job offers were made on the spot. Several of the employers included: Bryant Security, Broward Sheriff's Office, Home Depot, and Terminal Security. • Targeted marketing for the State of the Workforce event proved highly effective, resulting in a record-breaking turnout of 2,200 job seekers of which 284 were veterans. For many of these veterans, it was their first introduction to CSBD's job placement services, provided by dedicated Veteran Success Coaches. To promote meaningful connections and paving pathways for success, Veteran staff are now taking the next step, by following up with attendees to encourage visits to the One-Stop Centers. This continues the momentum to ensure veterans have the tools and guidance to thrive in their professional journeys. 		

Comparison of the Workforce Innovation and Opportunity Act (WIOA) Entered Employment Rate for Adult & Dislocated Workers across the 6 largest Regions in Florida from July 2024 to January 2025

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 (January)	PYTD
	Entered Employment Rate	100%	95%
Current Situation and Performance Summary	<p>Since July 2024, CSBD has assisted 459 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 two-way tie for 1st place in the Adult and Dislocated Worker Entered Employment category for January and is in first place in the same category for the year-to-date performance.</p>		
Strategies and Action Steps	<p>To increase WIOA performance, we implemented the following:</p> <ul style="list-style-type: none"> We have finalized our first industry-specific ‘Learn, Work, Win’ Information Technology fair in our Central office. We have targeted the unemployed and long-term unemployed to learn about careers in the field. We will have several ITA providers on hand to talk about short-term training in Information Technology. Our keynote speaker will be Rob Petrosino, Strategic Engagement Advisor: Artificial Intelligence Federal Bureau of Investigation (FBI) and Chief Innovation Officer at PeakActivity. In addition, several employers will be looking to hire immediately. 		

Overview of the CareerSource Broward Region
Not Seasonally Adjusted
March 17, 2025

- The unemployment rate in the CareerSource Broward region (Broward County) was 3.4 percent in January 2025. This rate was 0.3 percentage point greater than the region's year ago rate of 3.1 percent. The region's January 2025 unemployment rate was 0.3 percentage point lower than the state rate of 3.7 percent. The labor force was 1,091,243, up 12,874 (+1.2 percent) over the year. There were 37,507 unemployed residents in the region.

Fort Lauderdale-Pompano Beach-Sunrise Metro Division

- In January 2025, nonagricultural employment in the Fort Lauderdale-Pompano Beach-Sunrise MD was 930,600, an increase of 8,200 jobs (+0.9 percent) over the year.
- The Other Services (+5.9 percent); Leisure and Hospitality (+2.6 percent); and Manufacturing (+0.9 percent) industries grew faster in the metro area than statewide over the year.
- The Fort Lauderdale-Pompano Beach-Sunrise MD had the second highest annual job growth compared to all the metro areas in the state in the Other Services (+2,100 jobs) industry.
- The Fort Lauderdale-Pompano Beach-Sunrise MD was tied for the second fastest annual job growth rate compared to all the metro areas in the state in the Other Services (+5.9 percent) industry.
- The Fort Lauderdale-Pompano Beach-Sunrise MD had the third highest annual job growth compared to all the metro areas in the state in the Leisure and Hospitality (+2,500 jobs) and Government (+2,200 jobs) industries.
- The Fort Lauderdale-Pompano Beach-Sunrise MD was tied for the third highest annual job growth compared to all the metro areas in the state in the Trade, Transportation, and Utilities (+2,500 jobs) industry.
- The industries gaining jobs over the year were Education and Health Services (+3,600 jobs); Trade, Transportation, and Utilities (+2,500 jobs); Leisure and Hospitality (+2,500 jobs); Government (+2,200 jobs); Other Services (+2,100 jobs); Manufacturing (+300 jobs); and Construction (+200 jobs).
- The industries losing jobs over the year were Professional and Business Services (-4,300 jobs); Information (-700 jobs); and Financial Activities (-200 jobs).

Note: All data are subject to revision.

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

Unemployment Rates (not seasonally adjusted)	Jan-25	Dec-24	Jan-24
CareerSource Broward (Broward County)	3.4%	2.9%	3.1%
Florida	3.7%	3.2%	3.2%
United States	4.4%	3.8%	4.1%

Nonagricultural Employment by Industry (not seasonally adjusted)	Ft. Lauderdale-Pompano Beach-Sunrise Metropolitan Division				Florida			
	Jan-25	Jan-24	change	percent change	Jan-25	Jan-24	change	percent change
Total Employment	930,600	922,400	8,200	0.9	9,997,700	9,856,500	141,200	1.4
Mining and Logging	#N/A	#N/A	#N/A	#N/A	5,700	5,700	0	0.0
Construction	54,100	53,900	200	0.4	648,800	634,800	14,000	2.2
Manufacturing	32,000	31,700	300	0.9	428,100	425,400	2,700	0.6
Trade, Transportation, and Utilities	207,200	204,700	2,500	1.2	2,019,000	1,992,000	27,000	1.4
Wholesale Trade	55,000	53,500	1,500	2.8	399,700	394,000	5,700	1.4
Retail Trade	110,200	108,100	2,100	1.9	1,169,100	1,155,500	13,600	1.2
Transportation, Warehousing, and Utilities	42,000	43,100	-1,100	-2.6	450,200	442,500	7,700	1.7
Information	19,600	20,300	-700	-3.4	157,600	157,500	100	0.1
Financial Activities	73,900	74,100	-200	-0.3	686,700	681,300	5,400	0.8
Professional and Business Services	170,600	174,900	-4,300	-2.5	1,599,500	1,605,400	-5,900	-0.4
Education and Health Services	124,300	120,700	3,600	3.0	1,559,400	1,509,400	50,000	3.3
Leisure and Hospitality	100,300	97,800	2,500	2.6	1,324,200	1,313,900	10,300	0.8
Other Services	37,900	35,800	2,100	5.9	387,000	374,600	12,400	3.3
Government	110,600	108,400	2,200	2.0	1,181,700	1,156,500	25,200	2.2

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

Average Annual Wage	2023	2022	change	percent change
CareerSource Broward (Broward County)	\$69,239	\$66,749	\$2,491	3.7
Florida	\$66,447	\$63,783	\$2,664	4.2

Note: All data are subject to revision.

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