



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

Tuesday, October 1, 2024
12:30 p.m. – 2:00 p.m.

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

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

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

PROTOCOL FOR TELEPHONE/ZOOM MEETING

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

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

MEETING AGENDA

IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

SELF-INTRODUCTIONS

NEW COMMITTEE MEMBER INTRODUCTIONS

Sheri Brown-Grosvenor, Vice President, Community Impact, Community Foundation of Broward

Dr. Howard Hepburn, Superintendent, Broward County Public Schools

PRESENTATION

Nadine Jackson, One-Stop Operator will provide an update on her activities over the past year to coordinate the service delivery of required One-Stop Partners and Career Center Staff.

APPROVAL OF MINUTES

Approval of the Minutes of the 8/6 One-Stop Services Committee Meeting.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Minutes of the Meeting

Pages 8 – 13

NEW BUSINESS

1. CareerSource Broward (CSBD) WIOA Local Plan for Program Years 2025 - 2028

Consideration to approve CSBD’s 2025 – 2028 4 Year Strategic Plan as required under the Workforce Innovation and Opportunity Act (WIOA). Every 4 years local boards together with their chief local elected officials are required to draft a local Strategic Plan that describes how they will deploy workforce services and invest resources in their local areas. The Plan is required to be aligned with the State’s Plan and must be available for a 30 day comment period. It is then submitted to the State for their approval. We advertised the opportunity for public review and comment in two local newspapers and on our website. We also held a publicly noticed meeting on 9/27 to allow community input. Comments received will be incorporated into the Plan.

RECOMM Approval
ACTION Motion for Approval
EXHIBITS Memo #02 – 24 (QA)
 Executive Summary

Pages 14 – 21

2. Accept Non-Custodial Parent Grant Funds

Consideration to 1) accept \$785,000 from FloridaCommerce to serve 65 non-custodial parents (NCP) who are unemployed or underemployed and have difficulty meeting child support obligations and 2) provide input regarding additional recruitment and outreach strategies of NCPs. The goal is to assist NCPs with job training and employment that leads to self-sufficiency. This past year we marketed the availability of these services to the justice-involved population via BSO/Dept of Corrections, the Department of Revenue, United Way, Children’s Services Council, and our ITA Training providers.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT Non-custodial Parent Flyer

Page 22

3. 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 Strategic Planning Matrix

Pages 23 – 33

REPORTS

1. Neighborhood Job Fair at North

CSBD hosted a Neighborhood Job Fair on 8/28 at our North One Stop Career Center, bringing together local businesses offering a wide array of opportunities with over 260 job seekers. As it turns out, Fox News was doing a story at the North office raising awareness on retirees returning back to the workforce the day before. When they found out that we were doing a job fair the next day, we welcomed the additional publicity to utilize the action of the event to help structure their story. The video was aired on various Fox outlets across the country including nationally on Fox News and Fox Business.

ACTION None
EXHIBIT [Fox News Video](#)

2. Paychecks for Patriots Hiring Event

CSBD will host its annual Paychecks for Patriots Veterans Hiring Fair on 11/14 at Tamarac Community Center. The first hour of the event will be reserved for veterans and family members of veterans. The event will be marketed to job seekers and employees through social media, radio advertisements, distribution of flyers to community partners, advertising in the career centers, and word of mouth.

ACTION None
EXHIBIT P4P Save the Date Flyer for Employers

Page 34

3. State of the Workforce Breakfast and Job Fair

CSBD, in partnership with the chambers of commerce of Fort Lauderdale, Hollywood, and Pompano Beach and the Port Everglades Association, is participating in the State of the Workforce Breakfast and hosting the Job Fair on 1/29/25 at the Broward County Convention Center. The event will feature a 1) networking breakfast where attendees will learn about the latest workforce trends and 2) a job fair. Based upon last year's successful event we are projecting over 100 employers will discover top-notch talent by coming face-to-face with over 1,200 job seekers. CSBD is also partnering with Broward County Transit to provide complimentary transportation to job seekers from economically distressed zip codes. Marketing to employers and job seekers for the event will be executed through 1) targeted digital advertisements through geofencing 2) social media and 3) e-blasts.

ACTION None
EXHIBIT Save the Date Flyer for Employers

Page 35

4. Marine Career Pathways Video

This video showcases the various opportunities available in the marine industry and highlights the yacht service technician apprenticeship program. Board member Lori Wheeler, Vice President of the Marine Industries Association of South Florida will share the video within the Marine industry. CSBD has shared the video with 1) Broward Schools 2) the Career Technical Adult and Community Education Department to distribute to students, parents 3) career advisors 4) technical colleges 5) promoted through the Claim Your Future and 6) My Next Move events 7) featured on our website and social media platforms and 8) sent to about 1,300 summer youth participants to share with their parents 9) Community partners 10) municipalities and youth providers. We are planning to host 50 of Broward County School's Career Champions during November and we will highlight the video and CSBD's job seeker services.

ACTION None
EXHIBIT [Marine Career Pathways Video](#)

5. Eligible Training Provider (ETP) Performance

CSBD conducted its semi-annual analysis of ETP performance and found that all training programs are in compliance with the Board-mandated 70% training-related placement rate.

ACTION None
EXHIBIT None

6. Update On CSBD Chatbot

CSBD has implemented a Chatbot to make our website more user-friendly. The Chatbot “Sam” is a form of artificial intelligence designed to simulate conversation with people using Natural Language Processing. The Chatbot helps visitors navigate our website to find the information they are looking for. The chatbot is live and is being “trained” with comprehensive information to answer inquiries effectively.

ACTION None
EXHIBIT None

7. Broward County Unemployment and Economic Dashboard

The unemployment rate in Broward County was 3.5 percent in August 2024. This rate was 0.2 percentage points higher than the region’s year-ago rate. In August 2024, Broward County’s unemployment rate was 0.2 percentage point lower than the state rate of 3.7 percent. Out of a labor force of 1,096,725, up 3,902 (+0.4 percent) over the year, there were 38,391 unemployed Broward County residents. CSBD has added an additional economic indicator tile to the dashboard, Inflation Rate. The data presented tracks the annual inflation rate (change in general price levels) over the previous 12 months. This new information keeps the dashboard relevant and draws employers and other stakeholders to our website.

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

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 NOVEMBER 5, 2024



Broward Workforce Development Board
One-Stop Services Committee
Tuesday, August 6, 2024
12:30 p.m. –2:00p.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: Heiko Dobrikow, Tara Williams, Cynthia Sheppard, Melida Akiti, and Rick Shawbell, who chaired the meeting.

STAFF: Carol Hylton, Kimberly Bryant, Maurice Gardner, Mark Klinecicz, Rochelle Daniels, and LaTanya Brown.

APPROVAL OF MINUTES

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

On a motion made by Tara Williams and seconded by Heiko Dobrikow, the One-Stop Services Committee unanimously approved the minutes of the 6/5 meeting.

NEW BUSINESS

1. Continued Eligibility – Universal Technical Institute

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

Kimberly Bryant presented the item and reviewed the recommendation.

Rick Shawbell asked if the provider will now move from a one-year introductory period to a two-year approval process. Kimberly Bryant confirmed that this is correct.

On a motion made by Rick Shawbell and seconded by Tara Williams, the One-Stop Services Committee unanimously approved continued eligibility for Universal Technical

Institute for the period 9/1/24 through 8/31/26 and for them to maintain their current approved occupational training programs on the CSBD ITA List.

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

Considered approval of the next steps, benchmarks, and updates to the OSS Strategic Planning Matrix.

Kimberly Bryant presented the item and reviewed the matrix in detail.

Rick Shawbell thanked Ms. Bryant for highlighting the objectives of the OSS Committee Strategic Planning Matrix and stated that it looks like the plan is well developed. He thanked the staff for their hard work and stated he is looking forward to reviewing our progress moving forward.

On a motion made by Rick Shawbell and seconded by Heiko Dobrikow, the One-Stop Services Committee unanimously approved the updates to the One-Stop Services Committee Strategic Planning Matrix.

REPORTS

1. Neighborhood Job Fair

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

Kimberly Bryant presented the item.

Rick Shawbell commented that the job fair was very good and recognized staff for their excellent work.

2. Changes to the Welfare to Transition Program (WTP)

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

Kimberly Bryant presented the item.

Carol Hylton added that the state submitted these changes through an email. The State has not produced any formal policies or procedures to go with these new changes. Carol explained the changes substantially increases interaction with our customers. While this is a good thing, the additional workload did not come with funding to add additional staff. Therefore, it's an unfunded mandate. She explained that we are trying to manage this change while maintaining the level of customer service that our customers are used to receiving.

Rick Shawbell noted that he appreciates the staff and what is being done to stay on top of this change.

Carol Hylton thanked Mr. Shawbell for recognizing the staff and our efforts to implement the changes. Ms. Hylton informed the members that the Cliff Tool was developed by the Federal Reserve and she was able to view an early version while it was under development. The Tool really helps a customer understand career paths and earning potential over time so they can make more informed decisions regarding their career choices.

Kimberly Bryant then introduced the CLIFF Tool and asked Maurice Gardner, Senior Manager of Career Center Services to demonstrate the functionality of the Tool.

Maurice Gardner walked the committee members through the Cliff Tool and showed in real time; the interactive experience staff and customers will have while using the Tool.

Maurice Gardner navigated through the example and conveyed that this is how using this tool allows staff to have engaging conversations with the customers about how they can move forward in the program to set goals for achieving economic self-sufficiency for their household.

Carol Hylton agreed and expounded that this tool provides, in a very visual way, how their career decisions impact the support services that they are currently receiving. For example, they may have Section 8 housing now, but may will lose it later as their household income increases over time.

Heiko Dobrikow wanted to make sure that staff are translating accurately for the customer because he believes that this tool, while good, may be overwhelming for the customers. Kimberly Bryant agreed and added that this is a tool that the customers will use with staff present, the customers do not do it independently.

Rochelle Daniels added that another consideration for our WTP customers is that they only can go to school full-time for one year as their work activity under the current guidelines. After one-year they can no longer attend school as their main activity which is a problem for those who want to choose long term training that results in higher income. They have to focus on other things like: school-work balance, taking care of their children, and everything else they juggle.

Melida Akiti provided input that in the example provided Nursing Assistant to Nurse Practitioner may seem daunting to a customer looking to enter the medical field and a more practical path should be Medical Assistant to an LPN or RN. Melida Akiti stated that with this example, she would not go this route because it is not true. To become a Nurse Practitioner is a long process.

Rick Shawbell shared that this is a 2-prong report. One, it is a career ladder and two, it is a financial forecast for the customer. We are all pretty clear on the financial forecast part of it. The graph gives a good depiction of their long-term and short-term goals. However, the Career Ladder Identifier needs to be looked at a little more.

Carol Hylton responded informing everyone that this Tool is something that the State is requiring staff to complete with the customer within the first thirty-days. We do have other tools that we use to work with the customer but this is a state requirement.

Cynthia Sheppard observed that this tool is all-encompassing. The way that it is offered is good, but it is ultimately up to the customer to reach their goals. The tool helps them visualize the impact of their decisions, and she really likes what she sees.

Heiko Dobrikow shared another example of what he found doing the Chef/Food Preparation example in the CLIFF Tool. He pointed out what he described as misleading information he found. The graph does not accurately show a pipeline that someone will take or the reality of what a person will do in order to get to the next level for this career path. This chart is not the reality and depicts a very conservative approach.

Carol Hylton indicated that we would share the committee's feedback with the State.

Rick Shawbell expressed his appreciation to the committee members for providing their insights and thanked Mr. Gardner for his presentation.

3. CSBD Infograph July 2023 – June 2024

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

Kimberly Bryant presented the item and reviewed the infograph with the committee. Ms. Bryant stated the infograph is a good visual aide and conversation starter when we go out to speak to the employers and the community.

Melida Akiti appreciated that the customer who shared her testimony is employed by Broward Health.

Heiko Dobrikow was amazed that we helped almost 2,400 find employment and stated the engagement of the workshops was very good.

Carol Hylton added that this number is not final as each year, at the end of the year, the State does a true-up using wage data from the Department of Revenue so the actual number is even higher than what we are reporting.

Heiko Dobrikow feels the underlying reason for these types of grants is to improve the quality of life for our customers and therefore we need to do more employer grants for skills upgrade training and on-the-job-training to enable economic mobility.

Rick Shawbell expressed agreement with Mr. Dobrikow's point.

4. Monthly Performance Report

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

Kimberly Bryant presented the item. There was no further discussion.

5. Broward County Unemployment and Economic Dashboard

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

Mark Klincewicz presented the item. He highlighted that Florida Commerce is making micro adjustments to the reports each month so you may notice some changes later on. What is being reported is an accurate, current account of what is available or shown at this time.

Heiko Dobrikow pointed out that the number of unemployed individuals are increasing in all three counties in South Florida.

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

To Heiko's point, Carol Hylton informed the members that we are seeing an uptick in traffic in the Career Centers which is a tell-tale sign that unemployment is rising and more people are looking for work.

Ms. Hylton announced the great news that we will be getting the Amerant Bank Arena for free for the Worlds of Work event next year!

With respect to the State of the Workforce breakfast and job fair Carol expressed concern that we have not gotten the contract from the Convention Center. We are partnering with the Chambers but in order for them to solidify a speaker, and the same with the buses; we need a date and time secured for January 2025. Together with Heiko we have been persistent in following up with the Convention Center folks and hope to have the contract in the coming week.

Ms. Hylton also announced that we are looking at expanding into podcasting. The Employer Services Committee discussed different topics such as: the voice of our customers, our services, education, and the voice of the youth.

Regarding our budget, going into the year we had a reduced budget of a little less than \$3 million. Ms. Hylton explained that she has been working on strategies to recoup the money. We are receiving an additional \$600,000 from the Hurricane Ian grant and the funding can be used similar to Dislocated Worker funds in WIOA and that will go into the training budget. Also, for the Non-custodial Parent program we are getting an additional \$785,000 because we were really starting to make inroads with that program. We were actually one of the most successful local boards that had this funding. And, we are receiving an additional \$326,000 in WIOA formula funds.

Related to this, due to the flooding that we had several weeks ago, the State asked if we needed anything to assist so I asked for \$2 million. We have not heard back yet but all of this funding will enable us to recoup much of the funding cuts and allow us to continue to do the work so vital to our community.

Rick Shawbell praised Ms. Hylton's efforts and congratulated her on securing additional funding.

Next, Ms. Hylton stated that we are working on the in-demand occupational sector videos. We are doing marine, healthcare, IT and manufacturing which are in alignment with our targeted job industries to create excitement around these occupations for our future workforce. We expect to have the first one done in time to show it at the upcoming Board Meeting.

Lastly, Ms. Hylton stated that one of the video production companies we are working with, Brand Star, indicated that they work with Veterans and the Board approved for us to work with them to produce another video if we have additional funds. Since we have Get There Faster Funds that are targeted to our Veterans we are planning to produce a Veteran video that speaks to the work that we do and the services we provide to assist veteran job seekers and promote the benefits to businesses of hiring a veteran.

ADJOURNMENT – 1:49 p.m.

<p>THE NEXT ONE-STOP SERVICES COMMITTEE MEETING IS ON OCTOBER 1, 2024.</p>

Memorandum #02 – 24 (QA)

To: One-Stop Services Committee

From: Carol Hylton, President/CEO

Subject: CareerSource Broward (CSBD) WIOA 2025 – 2028 Local 4 Year Strategic Plan

Date: September 27, 2024

SUMMARY

Consideration to approve CSBD's 2025 – 2028 4 Year Strategic Plan as required under the Workforce Innovation and Opportunity Act (WIOA). Every 4 years local boards together with their chief local elected officials are required to draft a 4 Year Strategic Plan that describes how they will deploy workforce services and invest resources in their local areas. The Plan is required to be aligned with the State's Plan and must be available for a 30-day comment period. It is then, submitted to the State for their approval. We advertised the opportunity for public review and comment in two local newspapers and on our website. We also held a publicly noticed meeting on 9/27 to allow community input. Comments received will be incorporated into the Plan.

BACKGROUND

WIOA requires each LWDB, in partnership with the chief local elected officials, to develop and submit a comprehensive 4-year plan to the State. The plan follows the guidance received from FloridaCommerce and CSF. WIOA emphasizes collaboration and transparency in the development and submission of the plan, and requires that our partners and the public be given an opportunity to provide comments and input in the development of the plan. CSBD placed advertisements that ran 1) in the Sun-Sentinel on 9/23, 24, and 25 and 2) in the Westside Gazette on 9/26 to inform the public that the draft Local Workforce Plan is available for public review. The local Plan was also posted on our website on 9/27 and CSBD held a publicly noticed meeting on 9/27 to allow community input.

DISCUSSION

The Local Workforce Plan provides a complete view of the system-wide needs of the local workforce development area and addresses how we will 1) foster strategic alignment 2) improve service integration and 3) ensure that the workforce system is

industry-relevant; responding to the economic needs of our local workforce development area and matching employers with skilled workers. Our local plan explains efficiencies to 1) eliminate duplication 2) maximize financial and human resources and 3) identifies strategies for continuous improvement of the local workforce system.

Any comments received by our partners and the public during the review period will be brought to the BWDB. Once approved by the BWDB the final plan will be submitted to the State. In 2025, we will be developing a regional plan with CareerSource South Florida, which will be brought to the BWDB for approval and incorporated as part of the local plan.

An Executive Summary of the plan is attached.

RECOMMENDATION

Approve the CSBD WIOA Local Plan for Program Years 2025 – 2028.

CareerSource Broward's Workforce Innovation and Opportunity Act (WIOA) 2025 – 2028 Local Workforce Plan

Executive Summary

I. Organizational Structure

The CareerSource Broward (CSBD) Council of Elected Officials was created in 1973, in accordance with an inter-local agreement (ILA) entered into pursuant to §163.01 of the Florida Statutes by the Cities of Fort Lauderdale and Hollywood and the Board of Broward County Commissioners. In accordance with Florida Statutes §163.01 the Council created CSBD to serve as their administrative entity. The ILA describes how the Council will execute their duties and responsibilities. The ILA was amended several times over the years most recently on 1/28/2016, at a publicly noticed, meeting to incorporate their WIOA responsibilities.

CSBD serves as staff to the Council and to the Broward Workforce Development Board, Inc. and also serves as the fiscal agent. There is an agreement in place between the BWDB and the CSBD Council of Elected Officials regarding the responsibilities of each of the entities and CSBD. In accordance with the requirement that firewalls are to be in place to guard against conflict of interest, the BWDB, the CSBD Council of Elected Officials and CSBD have also implemented safeguards described in this Local Workforce Plan.

Career services are delivered through a competitively procured staffing company, Integrative Staffing Group, LLC. that manages and staffs the One-Stop Career Centers. Staff delivers WIOA Title I adult and dislocated worker services and career services under any discretionary grants received.

CSBD separately procured a One-Stop Operator, (OSO) and contracts with Workforce Guidance Associates, LLC., to serve as the coordinate services among the partners.

II. Analysis of Need and Available Resources

CSBD uses multiple economic, demographic and labor market data including forecast modeling to assess and analyze demand in its local economy including emerging industry sectors, occupations and talent development needs. This includes using tools such as Lightcast, Employ Florida, and input from the members of the Education and Industry Consortium. Local area resources are identified and sourced on a continuous basis through horizontal and vertical research, partnerships, community networking and scanning.

Our strategic planning elements include on-going regional analysis of:

1. Economic conditions
2. The knowledge and skills, including credentials and licenses, needed to meet the employment needs of the employers in the local area; and,
3. The availability of education and training in Broward County. This analysis includes the strengths and weaknesses of talent development and the capacity to provide a workforce to address the education and skill needs of employers and job seekers including individuals with barriers to employment.

As of September 2024, the U.S. economy is displaying resilience, with strong growth and improving inflation conditions. The second quarter of 2024 saw GDP growth revised up to 3%, driven by robust consumer spending and business investment. Consumer spending, in particular, has been stronger than expected, helping to fuel economic activity, while inflation, as measured by the Consumer Price Index (CPI), has dropped below 3%, signaling a cooling from the highs seen in previous years. However, the labor market is showing signs of weakening. The U.S. unemployment has risen to 4.2%, the highest level in recent years, and revisions suggest fewer jobs were created in the past year than initially reported. Despite this, the Federal Reserve recently began cutting interest rates and it is expected possibly more later this year to support growth. As inflationary pressures have eased significantly, with the core Personal Consumption Expenditures (PCE) index now close to the Federal Reserve's 2% target, giving room for rate cuts, forecasts for economic growth for 2024 is expected to reach around 2.4%, but risks remain from geopolitical conflicts and potential trade issues.

As of 2024, Broward County, Florida, continues to experience a period of economic growth and resilience, supported by key sectors like trade, tourism, and logistics. The county's economy benefits significantly from Port Everglades, which plays a vital role in job creation and revenue generation. In fiscal year 2023, the port saw a 12% increase in local jobs, contributing positively to the regional economy.

Tourism remains a major economic driver, with Broward's hospitality and cruise industries anchored by the large number of tourists visiting Fort Lauderdale and the surrounding areas. Sustainable growth initiatives are also underway, focusing on diversifying the economy and boosting sectors such as technology, healthcare, and real estate. Broward's fiscal health is further supported by robust county budgets for infrastructure, public safety, and environmental sustainability projects, which continue to attract investments and improve the quality of life in the region.

The job market in Broward County has remained resilient over the past two years with unemployment hovering around 3.5%. Job postings have fallen from a peak in July 2021 but remain strong at levels prior to the COVID-19 pandemic. However, like much of Florida, Broward faces challenges related to housing affordability and inflation pressures. Despite these challenges, the outlook remains optimistic, with continued investments in infrastructure and business expansion supporting economic growth.

III. Local Workforce Development Board Strategic Vision and Goals

The Plan includes the Mission, Vision and Goals of the BWDB.

Mission:

To provide innovative solutions through the professional delivery of quality services which consistently and effectively meet workforce needs.

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.

Goals:

1. Improve the sustainability of the workforce system through increased funding, efficiency, technology, and relevancy.
2. Maintain our role as workforce development leaders through advocacy by the board, collaboration, and providing information and intelligence to stakeholders with feedback from the community.
3. Encourage employers by engaging and identifying their needs, and educating and connecting them to the workforce system to produce innovative workforce solutions.
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.
5. To align Broward County community services (social services and education) to maximize employment and work opportunities for targeted populations (veterans, youth, individuals with disabilities, older workers, and ex-offenders).
6. Develop and utilize a legislative agenda to improve employment services and opportunities in Florida.
7. To anticipate political, environmental, and economic changes in the near and long-term future and prepare for those changes.

The CSBD governing boards meet annually to review and update their Vision, Mission and Goals. The core partners all have seats on the BWDB as required by law and also serve on Board committees. CSBD has entered in a Memoranda of Understanding with both our core and legislative partners. Because of the presence of our core partners on the BWDB and BWDB committees, they are a part of the decision-making process.

IV. Description of Strategies and Program Services

To expand our function as strategists and community conveners to hear “the voice of the customer” on the workforce needs of Broward County, we participate in community and business initiatives to harness the expertise that exists within the local workforce area. The intent of our participation in these collaborative efforts is to meet local workforce area development needs, coordinate services as well as to find solutions for special populations with barriers to employment. Recommendations from the meetings move on to our governing boards, culminating in the roadmap, which are both incorporated into this workforce services plan and also into a strategic planning matrix, as applicable to each of the board’s committees, so that the members can work on the objectives throughout the year.

In accordance with the REACH Act, we have established an Education and Industry Consortium, which meets quarterly. We consult with the consortium on issues relating to education and employer needs.

As is required by WIOA, secondary and post-secondary education is represented on the BWDB. This provides an opportunity for education to be aware of and have input into Board initiatives and activities. Education representatives are also invited to business forums so they can hear directly from the business community with respect to training needs and skills gaps. The Plan identifies the advantages of a single school district, technical college and community colleges have when working to meet employer and student needs.

The one-stop system provides access to the career services, as required by WIOA Section 134 and integrates Wagner-Peyser, Veterans, RA and RESEA, WIOA Title I, WT/TANF,

SNAP Employment and Training, Vocational Rehabilitation, Adult Education and Family Literacy Act funding streams and programs.

CSBD partners with local chambers of commerce and serves on the Executive Committee of the Greater Fort Lauderdale Alliance, our local Economic Development Organization, allowing us to review various industries' hiring demands, along with the Florida Chamber Foundation's Six Pillars of Florida's Future Economy™.

Intermediaries are utilized to engage the targeted industries of Healthcare, Technology, Marine, Aviation, Hospitality/Tourism, Retail and Construction to partner with trade and professional associations expanding its service delivery to employers.

CSBD complies with the WIOA priority of service emphasis on Veterans, recipients of public assistance, low-income, and basic skills deficient job seekers, as well as individuals with one or more barriers to employment as described in WIOA §3 (24).

CSBD supports the use of Registered Apprenticeship Programs to enhance employment opportunities for job seekers. CSBD meets periodically with Atlantic Technical College to discuss additional ways we can partner to expand apprenticeship opportunities. CSBD includes all the apprenticeships in Broward County on its ITA List, which is available to job seekers. The BWDB has two representatives that provide training in the apprenticeship arena, which helps to enhance the awareness of apprenticeships and their use.

V. Description of Local One-Stop Delivery System

All required partners are co-located or connected using technology in the CSBD One-Stop Career Centers. The partners make their core services available through the One-Stop Centers. All One-Stop Centers are American with Disabilities Act (ADA) compliant. If needed, Integrated Resource Teams (IRT) are assembled for special needs individuals. Each center has a Disability Specialist assigned to assist these customers with using the assistive technology, or to schedule an interpreter as needed. Staff is trained annually on disability etiquette and serving customers with disabilities.

VI. Coordination of Services

CSBD has developed strong relationships with partner agencies and uses a cross-referral online platform called Crosswalk, which was developed by another region, to make and receive customer referrals to and from dozens of local community-based organizations. This helps us further coordinate workforce investment activities, including transportation and other supportive services, through partnerships and a focus on unduplicated service delivery.

Transportation assistance, including public transit and other supportive services, is provided based on job seekers' needs and funding availability. CSBD collaborates with Broward County's Family Success Centers for emergency services, such as utility bill payments and free bus passes. For individuals unable to use public transportation, referrals are made to the Transportation Options Program (TOPS). Support services, including childcare, are referred to TANF and the Welfare Transition Program.

CSBD integrates services through co-locating Wagner-Peyser employment services and other partner agencies in One-Stop Career Centers, to eliminate service duplication and improving efficiency. The centers offer universally accessible, customer-centered, and career-driven training, with services like career counseling, job search assistance, and labor market information provided by cross-trained staff. Resource rooms are available for free use of computers, phones, and copiers.

For TANF/Welfare Transition and SNAP E&T participants, CSBD provides individualized services to help reduce welfare dependency. Services include access to job readiness training, referrals to partner agencies, and support with employment-related needs, such as transportation and work attire. CSBD also uses tools like the CLIFF suite to assess training needs and forecast career paths, integrating TANF and SNAP E&T with other programs to expand available options. Additionally, CSBD works with partners such as Women in Distress to offer specialized support to victims of domestic violence. Follow-up and transitional services are provided to help participants maintain employment and reduce recidivism.

VII. Performance and Effectiveness

The Council of Elected Officials and Broward Workforce Development Board ensures the success of achieving organizational goals on an on-going and annual basis using a broad array of performance indicators. Such indicators include:

- State annual program and fiscal reviews
- Annual external audit
- Multiple yearly external fiscal monitorings
- Multiple external program monitorings each year
- Monthly quality assurance reviews
- Monthly performance reports covering all funding streams
- Monthly Financial Reports.

The BWDB and its committees also receive frequent briefings from CSBD at their meetings to increase their understanding of each workforce program and related initiatives, which increases their ability to provide oversight and develop policies.

CSBD's Finance Department creates a Monthly Financial Report for staff to track budget versus expenditures. CSBD staff reviews the reports monthly and budget corrections are made, as necessary.

CSBD's Operations Department have developed reports that measures staff performance. Staff regularly convenes to discuss the reports, and corrective actions are implemented, as needed.

VIII. Public Comment Process

In accordance with the WIOA regulations, which require local areas to establish a public comment process consistent with State direction, CSBD made the plan to the public on its website for 30 days beginning on 9/27 with notice advising the community of the public hearing to solicit their comments on CSBD's WIOA Local Workforce Plan.

A public meeting was held on 9/27, pursuant to an advertised notice. Present at the public meeting was Quality Assurance and Executive Office staff. There were no public comments from that meeting.

Entities represented on the BWDB and its committees, along with our Education and Industry Consortium, which include economic development, public and private education, veterans' groups, community-based organizations, chambers, entities representing the disabled, to name a few provided continuous input used to inform the plan by appearing at committee and board meetings to share their thoughts and recommendations regarding the local workforce system.

CSBD also held a strategic planning "retreat" to solicit ideas for the plan in April 2024. Questions were formulated as a guide for the BWDB members and community leaders, which centered on how to make our services more accessible to employers and job seekers, and enhance the effectiveness of CSBD.

Per FloridaCommerce instructions, the below is step by step guide of the process that will be used by the BWDB to review and approve this local plan. Specifically:

- The Plan was posted on the CSBD website on 9/27, and the BWDB and local elected officials were noticed regarding its availability so that, along with the public, they could review the plan at their convenience. CSBD also held a public meeting on 9/27 to receive public comment and input.
- The Plan will be presented to the BWDB One-Stop Services Committee at a publicly noticed meeting on 10/1.
- The Plan will be presented to the BWDB Executive Committee at a publicly noticed meeting on 10/14.
- The Plan will be presented for approval to the combined CSBD Council of Elected Officials and BWDB at a publicly noticed meeting on 10/31.



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- ✓ **AUTO REPAIR***
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- ✓ **WE HELP FIND YOU A JOB**
- ✓ **SCHOLARSHIPS UP TO \$12,000 FOR TRAINING PROGRAMS***

**RESTRICTIONS MAY APPLY*

SCAN QR CODE



FUNDS ARE LIMITED, START TODAY!

careersourcebroward.com/mykids



The initiative referenced above is paid for by 100% federal funds through grants totaling \$772,000. An equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.



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ONE-STOP SERVICES COMMITTEE

Strategic Planning Matrix for PY 24/25

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

CONNECTING • REIMAGINING • INNOVATING

Transformative Partnerships For Tomorrow's Workforce

CareerSource Broward Mission:

To provide innovative solutions through the professional delivery of quality services, which consistently and effectively meet workforce needs.

CareerSource Broward Vision:

To be the premier workforce agency facilitating better jobs and providing quality workers that enhances the quality of life and builds a sustainable economy for Broward County.

One-Stop Services Committee Goal:

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

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

CareerSource Broward Strategic Goal #2:

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

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
2.0 - Continue to expand the use of social media by researching methods to measure marketing impact.	2.0.1 - Research what other regions of similar size have implemented using social media.	Research is conducted, and a plan is created regarding best practices.	12/2024	<p>On Target: 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. As a result, we are developing a social media content calendar. CSBD Communications will use a calendar to create a new social plan moving forward. This will ensure we are on pace with the Marketing & Communication Strategic Plan for Program Year 24/25 to increase our social following by 10% by June 2025.</p>
	2.0.2 - Develop an internal system to track the impact (success) of the various marketing campaigns.	<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>	3/2025	<p>On Target: CSBD is tracking marketing effectiveness using Campaigner, our email marketing platform. The software will track how many people open the emails that we send to them.</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; and, 6. Paychecks for Patriots. <p>We are currently reviewing the data to determine the effectiveness of these campaigns in reaching targeted audiences.</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>11/2024</p>	<p>On Target: 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. The training for CSBD's Veteran Team and Broward County's Veteran Services Officers is being scheduled.</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>2/2025</p>	<p>On Target: To prepare for our meeting, CSBD is refreshing signage, materials and flyers for our current initiatives such as the non-custodial grant program and our veteran services. These will be presented when we meet with Ms Williams so we are ready to go.</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>2/2025</p>	<p>On Target: 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. We are tentatively scheduled to present on 11/15.</p>

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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
2.1 - Consider ways to build on our relationship with Broward County and, as they identify workforce needs, seek ways to partner.	2.1.4 - Engage Broward County Transit for free transportation to State of the Workforce Job Fair	Bus Routes are developed	1/2025	On Target: CSBD reached out to Tim Garling, Deputy General Manager, Broward County transportation Department in August. They are looking forward to working with us to provide free transportation to the 2025 State of the Workforce Job Fair on 1/29/25.
	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.	Target list created.	2/2025	On Target: Target list has been researched and created. We have identified 23 municipalities and have begun our initial outreach.
2.2 - Explore additional ways to share information regarding our services with all 31 Broward municipalities.	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.	3/2025	On Target: 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 regarding emergency funds, small business loans, recovery efforts, and toured our South center on 9/17. 4) The City of West Park tour set for 10/8.

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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>11/2024</p>	<p>On Target: CSBD staff met with Dr. Jaap Donath of NSU's Innovation Center. When discussing emerging occupations because of the growth of AI, he stated that the employers he works with who are on the cutting edge of technology are very concerned about soft skills, specifically teamwork, critical thinking, communication, and grammar. Companies are willing to train on technical skills. Because AI is changing so rapidly, what someone learned six months or a year ago has already changed, so it helps to have the right attitude and foundational skills.</p>
	<p>2.3.2 - CSBD Business Services intermediaries will poll employers during forums, chamber events, etc., to get employer input.</p>	<p>Add occupations to the Targeted Occupations List (TOL) if they meet the qualifications. Share information with education providers to incorporate into their curriculum.</p>	<p>12/2024</p>	<p>On Target: 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 2 meetings of the Education and Industry Consortium to get their input and share information to align education with workforce talent needs.</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 & 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>3/2025</p>	<p>On Target: 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) <p>The consortium has established strategic goals and objectives to address skill gaps.</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>12/2024</p>	<p>On Target: Staff is researching career ladders for programs mapped to emerging occupations in our targeted industries.</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>1/2025</p>	<p>On Target: As career ladders for programs mapped to emerging 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 using social media and incorporated into events such as our WOW Youth Career Exploration event and in meetings with our ITA providers.</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>8/2024</p>	<p>On Target: Board and committee members are provided notice of our industry forums and Workforce Wednesday events on an on-going basis. Additional "Save the Dates" will be sent for upcoming Events such as: <ol style="list-style-type: none"> 1. Paychecks for Patriots Job Fair 2. State of the Workforce Breakfast & Job Fair 3. Worlds of Work – Youth Career Exploration </p>

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CareerSource Broward Strategic Goal #2:

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

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
2.6 - Explore additional ways to express our message to ensure our audience's understanding, using plain talk and simplification.	2.6.1 - The CSBD IT Department will research services, software, or tools that can evaluate the grade level of our documents/presentations in order to be successful in reading our target demographic.	Research conducted and recommended tools evaluated and selected.	12/2024	On Target: 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.
	2.6.2 - Make updates to documents and deploy them to the field.	Document updates are made and accessible via the CSBD internet.	3/2025	On Target: CSBD has begun refreshing materials using plain language. We are also using the approach when developing outreach materials for new initiatives.
4.0 - Consider outreach to additional groups such as PTAs, faith-based organizations, and other community organizations	4.0.1 - Develop a list of organizations to target for community outreach to schedule presentations.	List has been created.	8/2024	Completed: Target List has been created for PTAs and organizations in the prosperity zip codes.
	4.0.2 - Schedule presentations and provide organizations with collateral materials regarding CSDB services.	Presentations are conducted with the targeted organizations.	3/2025	On Target: On 7/31, staff presented info on CSBD services to students enrolled in Broward College's Broward Up Program. 8/1 Urban League of Palm Beach County 8/7 – School Board of Broward County 8/20 Healthy Mothers Healthy Babies 9/12 Children's Services Council 9/25 Lauderhill Educational Advisory Committee The following presentation has been scheduled: 1) ChildNet – 11/12

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
<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>11/2024</p>	<p>On Target: CSBD is finalizing the RFQ and is on target to publish it in October.</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>3/2025</p>	<p>On Target: CSBD is already providing outreach to the distressed communities to engage barriered populations to make them aware of our services, including occupational and work-based training. We will refresh our approach and materials once vendors are selected and procured.</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>7/2024</p>	<p>Completed: 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>11/2024</p>	<p>On Target: CSBD’s Regional Workshop and Training & Development Manager has begun the working with Communications staff to develop training materials so that staff can capture quality testimonials. A testimonials page on our website is being developed and will go live in November. Marketing materials, including a QR code to the page, are in development as a source for hearing directly from job seekers who have used our services.</p>
	<p>4.2.3 - Utilize the testimonials online as per the approved Marketing and Communications Strategic Plan.</p>	<p>A minimum of 5 testimonials are published via social media.</p>	<p>2/2025</p>	<p>On Target: A testimonials page on our website is being developed and will go live in November. Marketing materials, including a QR code to the page, are in development as a source for hearing directly from job seekers who have used our services</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
4.3 - Produce short videos to highlight services.	4.3.1 - Assess the feasibility of engaging college interns to create video reels for social media on behalf of CSBD.	A decision is made regarding interns.	11/2024	<p>On Target: CSBD Communications has selected WEX intern to assist in our social / communications efforts. This person recently completed training in Communications and Graphic Design and is expected to start by 10/7. This is the best and most feasible option to produce short videos.</p>
	4.3.1 - Work with CSBD’s current Videographer vendors to capture videos of signature events which include job fairs.	Videos captured and used to create short promotional videos. Three, 30 - 45 second videos are created to highlight services.	2/2025	<p>On Target: CSBD WEX intern will be assigned to capture videos of signature events which include job fairs such as:</p> <ol style="list-style-type: none"> 1. Paychecks for Patriots Job Fair 2. State of the Workforce Breakfast & Job Fair 3. Worlds of Work – Youth Career Exploration and 4. SYEP <p>CSBD is also developing 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. A proof of concept is scheduled in early October, with the first official podcast expected to be recorded later in the month. We are developing a schedule outlining podcast topics, speakers, and recording dates.</p>

EMPLOYERS FIND YOUR
QUALITY WORKFORCE

PAYCHECKS FOR
PATRIOTS
JOB FAIR*



SAVE THE
DATE

NOV. 14, 2024 • 9AM - 1PM
Tamarac Community Center
8601 W Commercial Blvd
Tamarac, FL 33351

DON'T WAIT, RESERVE
YOUR SPACE NOW!

CareerSource Broward would like to thank the City of Tamarac, under the guidance of the Mayor, for making the community center available for the event!



Mayor Michelle J. Gomez
City of Tamarac

Register Now: bit.ly/p4p-2024-employer

Scan To Register



Find Us On:



The initiative referenced by this flyer is paid for by 100% federal funds through a grant totaling \$2,128,992.
An equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.
All voice telephone numbers on this document may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711.

*There is a charge of \$25 for employers to cover the incidentals of the event.



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ANNUAL STATE OF THE WORKFORCE JOB FAIR*

Secure The Talent You Need.
Find Your Quality Workforce.



SAVE THE
DATE



Wednesday, January 29, 2025 • 10AM - 1PM
Broward County Convention Center

1950 Eisenhower Blvd, Fort Lauderdale, FL 33316

**There is a charge of \$25 for employers to cover the incidentals of the event.*

WHAT EMPLOYERS AND BUSINESSES SAID ABOUT LAST YEAR'S JOB FAIR:

- “The exposure to new employees has been unbelievable”
Greg Farley – General Manager – Fort Lauderdale Water Taxi
- “This is a ‘do-not-miss’ opportunity for employers and employees”
Dan Lindblade – President & CEO – Greater Fort Lauderdale Chamber of Commerce
- “This was by far the best event for our company to attend”
Jim Ryan – CEO, OutPLEX



SPACE IS LIMITED.
REGISTER TODAY AND
RESERVE YOUR SPOT!

bit.ly/csbdstotwe

The initiative referenced by this flyer is paid for by 100% federal funds through a grant totaling \$2,128,992.
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Overview of the CareerSource Broward Region
Not Seasonally Adjusted
September 20, 2024

- The unemployment rate in the CareerSource Broward region (Broward County) was 3.5 percent in August 2024. This rate was 0.2 percentage point greater than the region's year ago rate of 3.3 percent. The region's August 2024 unemployment rate was 0.2 percentage point lower than the state rate of 3.7 percent. The labor force was 1,096,725, up 3,902 (+0.4 percent) over the year. There were 38,391 unemployed residents in the region.

Fort Lauderdale-Pompano Beach-Deerfield Beach Metro Division

- In August 2024, nonagricultural employment in the Fort Lauderdale-Pompano Beach-Deerfield Beach MD was 932,600, an increase of 24,700 jobs (+2.7 percent) over the year.
- The Other Services (+12.5 percent); Construction (+9.3 percent); Government (+4.3 percent); Leisure and Hospitality (+3.3 percent); and Education and Health Services (+3.0 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); Other Services (+4,400 jobs); and Trade, Transportation, and Utilities (+4,300 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 (+12.5 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 Leisure and Hospitality (+3,200 jobs) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the second fastest annual job growth rate compared to all the metro areas in the state in the Construction (+9.3 percent) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the third highest annual job growth compared to all the metro areas in the state in the Construction (+4,900 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 (+4.3 percent) industry.
- The industries gaining jobs over the year were Construction (+4,900 jobs); Government (+4,500 jobs); Other Services (+4,400 jobs); Trade, Transportation, and Utilities (+4,300 jobs);

Education and Health Services (+3,600 jobs); Leisure and Hospitality (+3,200 jobs); and Professional and Business Services (+1,200 jobs).

- The industries losing jobs over the year were Financial Activities (-700 jobs); Manufacturing (-400 jobs); and Information (-300 jobs).

Unemployment Rates			
(not seasonally adjusted)	Aug-24	Jul-24	Aug-23
CareerSource Broward (Broward County)	3.5%	3.6%	3.3%
Florida	3.7%	3.8%	3.3%
United States	4.4%	4.5%	3.9%

Nonagricultural Employment by Industry (not seasonally adjusted)	Ft. Lauderdale-Pompano Beach-Deerfield Beach Metropolitan Division				Florida			
	Aug-24	Aug-23	change	percent change	Aug-24	Aug-23	change	percent change
	Total Employment	932,600	907,900	24,700	2.7	9,927,900	9,717,700	210,200
Mining and Logging	#N/A	#N/A	#N/A	#N/A	6,000	5,800	200	3.4
Construction	57,400	52,500	4,900	9.3	668,100	631,500	36,600	5.8
Manufacturing	30,100	30,500	-400	-1.3	422,800	422,600	200	0.0
Trade, Transportation, and Utilities	209,900	205,600	4,300	2.1	1,998,100	1,952,600	45,500	2.3
Wholesale Trade	56,800	54,300	2,500	4.6	406,100	391,300	14,800	3.8
Retail Trade	108,000	108,800	-800	-0.7	1,156,500	1,139,800	16,700	1.5
Transportation, Warehousing, and Utilities	45,100	42,500	2,600	6.1	435,500	421,500	14,000	3.3
Information	19,900	20,200	-300	-1.5	157,800	158,700	-900	-0.6
Financial Activities	72,100	72,800	-700	-1.0	681,000	684,200	-3,200	-0.5
Professional and Business Services	172,300	171,100	1,200	0.7	1,637,900	1,620,900	17,000	1.0
Education and Health Services	122,200	118,600	3,600	3.0	1,513,400	1,471,100	42,300	2.9
Leisure and Hospitality	99,300	96,100	3,200	3.3	1,312,600	1,284,300	28,300	2.2
Other Services	39,700	35,300	4,400	12.5	382,200	365,200	17,000	4.7
Government	109,600	105,100	4,500	4.3	1,148,000	1,120,800	27,200	2.4

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)	\$69,252	\$66,754	\$2,499	3.7
Florida	\$66,444	\$63,781	\$2,663	4.2