



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

Tuesday, November 5, 2024
12:30 p.m. – 2:00 p.m.

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

**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

PRESENTATION TO THE COMMITTEE

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

APPROVAL OF MINUTES

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

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Minutes of the Meeting

Pages 6 – 13

NEW BUSINESS

1. One Stop Services Committee Meeting Calendar 2025

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

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Memo #04 - 24 (OPS)

Page 14

2. 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 15 – 24

3. Accept Supplemental Nutrition Assistance Program (SNAP) Funds

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

RECOMM Approval
ACTION Motion for Approval
EXHIBIT None

REPORTS

1. Paychecks for Patriots Hiring Event

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

ACTION None
EXHIBIT [Job Seeker](#) Flyer

2. CSBD Hosts Broward County Public Schools

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

ACTION None
EXHIBIT None

3. One-Stop Services Committee and Board Member Recognition

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

ACTION None
EXHIBIT None

4. Broward County Unemployment and Economic Dashboard

The unemployment rate in Broward County was 3.4 percent in September 2024. This rate was 0.3 percentage points higher than the region’s year-ago rate. In September 2024, Broward County’s unemployment rate was equal to the State’s rate. Out of a labor force of 1,097,440, up 685 (+0.1 percent) over the year, there were 36,834 unemployed Broward County residents. CSBDs Economic and Workforce Dashboard allows website visitors to review the current and historical economic and workforce status of Broward County. The dashboard is a value-added resource allowing businesses and those looking to move to Broward the ability to make data-informed decisions.

ACTION None
EXHIBITS 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 TBD.



**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

MEETING MINUTES

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

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

ATTENDEES: Marjorie Walters, Heiko Dobrikow, Tara Williams, Dr. Howard Hepburn, Melida Akiti, Sheri Brown Grosvenor, Kathleen Cannon, and Rick Shawbell, who chaired the meeting.

STAFF: Carol Hylton, Kimberly Bryant, Ron Moffett, Mark Klincewicz, Rochelle Daniels, Nadine Jackson, and LaTanya Brown.

IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

NEW COMMITTEE MEMBER INTRODUCTIONS

Rick Shawbell announced new committee members 1) Dr. Howard Hepburn, Superintendent, Broward County Public Schools and 2) Sheri Brown Grosvenor, Vice-President, Community Impact, Community Foundation of Broward. He thanked for joining the committee and asked them to introduce themselves.

PRESENTATION

Nadine Gregory Jackson, CSBD One-Stop Operator, provided an update on her activities over the past year to coordinate the service deliveries of required One-Stop Partners and Career Center Staff.

Sheri Brown Grosvenor asked what WIOA stands for and Nadine Jackson shared that it stands for the Workforce Innovation and Opportunity Act. She explained, WIOA is the primary federal workforce development legislation to increase coordination among federal workforce development and related programs.

Sheri Brown Grosvenor asked Ms. Jackson if other community based organizations can use cross walk. Nadine Jackson replied yes, if a community partner wants it, we can provide training and then add them to the referral system.

Ron Moffett added that it assists customers with navigating the social service network of providers in Broward County.

Kathleen Cannon added, in response to the presentation, that it shows the progress that has been made by CSBD in developing and deepening the relationships in the community and partner agencies.

Carol Hylton thanked her for the recognition.

Rick Shawbell thanked Ms. Jackson for the presentation and the excellent job she does representing CSBD in the community.

APPROVAL OF MINUTES

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

On a motion made by Tara Williams and seconded by Melida Akiti, the One-Stop Services Committee unanimously approved the minutes of the 8/6 meeting.

NEW BUSINESS

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

Considered approval of 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.

Ron Moffett presented the item and reviewed the Executive Summary. He indicated that it is the road map and charter on how we deliver workforce services. He shared that all of the strategic elements of the plan are required by the State and WIOA. It will be presented to the Board on October 31, 2024 for approval.

On a motion made by Kathleen Cannon and seconded by Marjorie Walters, the One-Stop Services Committee unanimously approved the CSBD WIOA Local Plan for Program Years 2025 - 2028.

2. Accept Non-Custodial Parent Grant Funds

Considered 1) the acceptance of \$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) provided 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/Department of Corrections, the Department of Revenue, United Way, Children's Services Council, and our ITA Training providers.

Kimberly Bryant presented the item and reviewed the recommendation. She explained the grant funds are available to NCPs who are in arrears, and also for any non-custodial parent who is struggling to make their child support obligations.

Kathleen Cannon asked if we had access to people who are in arrears in child support because she believed that would be an opportunity to assist the ones that are behind. Carol Hylton responded yes, we get referrals from the Department of Revenue but the grant does not state that you have to be behind or have involvement with the court.

Dr. Hepburn shared that the School Board has two alternative high schools that have teen parents who may not have primary custody who may be interested and could benefit from this program.

Sheri Brown Grosvenor agreed and suggested that we share information about the program with grandparents, especially those who are taking care of the grandchildren to help spread the word.

Carol Hylton stated we had to re-tool our messaging to appeal to single parents. We have seen an uptick since making this change. She thanked the members for their suggestions on additional outreach and stated we will work on incorporating the strategies.

On a motion made by Sheri Brown Grosvenor and seconded by Kathleen Cannon, the One-Stop Services Committee unanimously approved the acceptance of \$785,000 from FloridaCommerce to serve 65 non-custodial parents who are unemployed or underemployed and have difficulty meeting child support obligations.

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

Considered approval of the updates to the Strategic Planning Matrix.

Kimberly Bryant presented the matrix and reviewed the many areas where progress has been made in accomplishing the objectives, next steps and performance benchmarks.

Carol Hylton added that for many of the objectives the underlying direction is really about building relationships with our community partners to move workforce development forward. As an example, Ms. Hylton indicated that she would like for us to be more strategic when inviting students from the technical colleges to the job fairs. For example, for the upcoming Paychecks for Patriots (P4P) Event, she would like to coordinate workshops before the job fair such as interview techniques and resume writing for the students who are soon to graduate and entering the workforce. Dr. Howard Hepburn stated that he does not see a problem with this, and asked for the dates so that he can discuss coordination and planning with his team.

On the topic of outreach to municipalities, Kathleen Cannon suggested that The League of Cities would be a good place to have CSBD present. Their president is Mary Lou Teague. Ms. Cannon indicated she will share Ms. Teague's contact information with Carol Hylton. Ms. Cannon also suggested that we contact Churches United as a way to engage faith-based organization leaders.

Carol Hylton expressed her appreciation to Ms. Canon and added if we can get their email addresses, we can put them in our notification system so when events are scheduled, we can send them an email and they can be more informed and pass the information along to their parishioners.

Dr. Howard Hepburn followed up by suggesting the City Managers Association be contacted and indicated he would get a contact for that organization from John Sullivan and pass it along to Carol Hylton.

On a motion made by Kathleen Cannon and seconded by Marjorie Walters, the One-Stop Services Committee unanimously approved the updates to the One-Stop Services Committee Strategic Planning Matrix.

REPORTS

1. Neighborhood Job Fair at North

CSBD hosted a Neighborhood Job Fair on 8/28 at our North One-Stop Career Center, that brought together local businesses. The Fair offered a wide array of opportunities with over 260 job seekers. As it turns out, Fox News was doing a story at the North Office that raised awareness on retirees returning back to the workforce the day before. When they found out that we were having 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.

Kimberly Bryant presented the item and added that we are seeing more retirees coming to our centers who are interested in returning to work.

Sheri Brown Grosvenor provided an organization by the name of South Florida Institute of Aging. She stated, Lucrechia is the CEO of this organization and that they conduct outreach to seniors to help them with employment and with understanding how to use technology. They would be a great resource to share CSBD services with their customers.

Rick Shawbell, agreed and pointed out that this is another example of how we can get the word out about our services and assist job seekers with finding employment.

2. Paychecks for Patriots Hiring Event

CSBD will host its annual Paychecks for Patriots Veterans Hiring Fair on 11/14 at the Tamarac Community Center. The first hour of the event will be reserved for veterans and family members of veterans. The 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.

Kimberly Bryant presented the item and drew the committee's attention to the flyer attached in the agenda.

Dr. Howard Hepburn inquired if the school board has previously participated in this job fair. Kimberly Bryant said yes, in the past the school board attended as an employer. Carol Hylton agreed with Ms. Bryant and suggested this year we can add the other piece discussed earlier in the meeting to bring students who are entering the workforce from the technical colleges to the event.

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 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.

Ron Moffett presented the item.

Heiko Dobrikow inquired if Dr. Hepburn thought there are high school students looking for part time work who might be interested in attending this job fair as well. If so, Heiko asked if there is a way the school system can identify those individuals and potentially provide transportation? Dr. Hepburn responded that it may be a possibility. He thinks the biggest issue would be attendance for the students as these fairs are held during school hours. But he knows that there are plenty of students looking for part-time jobs. Dr. Hepburn said his team could look into the details to see how we can make this happen. Heiko Dobrikow thanked him for his willingness to consider this.

Rick Shawbell wanted to know the time frame for the networking breakfast? Ron Moffett stated that the registration would be 7:30 am to 8:00 am, and the breakfast would start at 8:00 am. Rick Shawbell thought that was perfect. Ron Moffett shared that the chambers are coordinating breakfast this year and listed the chambers that are involved.

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 and BRACE Advisors during November and we will highlight the video and CSBD's job seeker services.

After the video was played, Carol Hylton shared that the Marine Industry has an aging workforce and also faces challenges with attracting new talent. Ms. Hylton stated that the purpose of the video is to showcase the opportunities available in the industry and to assist job seekers with understanding that there are careers within striking distance to obtain self-sufficiency. No college education is required.

Carol Hylton shared that the video has had over 1,838 impressions. Also, Latema Thomas, the SYEP Program Manager, sent the video to the students who were not a part of the SYEP. Lori Wheeler's assistant indicated that the phones are ringing off the hook with interest in the apprenticeship program.

To gain even more exposure to the industry and the job seeker services CSBD provides, we are also hosting a BRACE Advisors and Career Champions meeting at one of our Career Centers so they can see first-hand the other aspects of what we have to offer to students.

Heiko Dobrikow asked Dr. Howard Hepburn if there was a way to disseminate this video to the parents. Dr. Howard Hepburn responded that he was very impressed with what he just heard and is thinking about the possibility of having some type of community partnership page on the school board's website so that they have a one-stop shop for information. He knows that parents are on the website all the time so he is thinking about some avenues to inform parents about these opportunities. He will bring the concept back to his team to see what they can come up with.

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.

Kimberly Bryant shared the item. Kim added that the State had recently changed the process of how training providers are approved. They now have to get state approval first before we can consider them to be added to the ETP List locally.

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 inquires effectively.

Mark Klincewicz demonstrated the Chatbot feature on the CSBD website.

Mark Klincewicz revealed that it also does it in different languages, such as Spanish. Rick Shawbell thought it was very nice and told Mark Klincewicz that he did a great job.

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.

Mark Klincewicz shared and highlighted the new tile, which tracks the inflation rate in three areas: the tri-county metro area, the southern US Region, and the US nation as a whole. It will track monthly and year-to-year. It will provide additional economic value to businesses and other stakeholders.

Kathleen Cannon commented that she can see how, in the past two years the supply and demand has changed.

Carol Hylton asked Mark Klincewicz to show where our centers are located as it relates to zip codes with the highest amount of job seekers. The centers are closest to those in need.

Kathleen Cannon believes that we have done a good job of being in close proximity to the people that we want to serve and who can benefit from CSBD's services.

Carol Hylton agreed and added that is why we started our Neighborhood Job Fairs, where we bring together local employers located within or near the communities with jobs seekers who reside there so that when they get a job, it will be less of a commute and easier to get to and from the worksite.

Heiko Dobrikow shared some extensive data from the State about the job market in Broward County and throughout the State. He wanted to know if we could put a tile or link tied to the unemployment data on our webpage that will take visitors to the site directly to the data from the Dashboard. Carol indicated that staff will look into it.

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 announced that CSBD Podcasts are coming soon. We will be rolling this initiative out in October. We will be asking various members of the community, our partners, and board members to be a part of it. We are testing the equipment right now.

Ms. Hylton stated that we received over \$4 million in funding from the Children Services Council and \$385,000 from Broward County for next year for the SYEP. A recommendation to accept the funds was brought to the Youth Committee who unanimously approved.

Ms. Hylton also informed the members that we recently received \$500,000 from the state for assistance with the flooding. With the funding received we are expanding our services, including scholarships.

Carol Hylton stated that she will be sharing the stage with Tara Williams and Melida Akiti at the Greater Fort Lauderdale Alliance to talk about the CLIFF tool and how it is used to assist customers who are getting public assistance with career choices.

Lastly, Carol Hylton announced she was recently appointed to the National Association of Workforce Boards. She is excited to share the good work we are doing in Broward County.

Rick Shawbell and the members congratulated Carol on her appointment to the Board.

Mr. Shawbell thanked the new members for joining the committee and for their participation and wonderful feedback during today's meeting.

ADJOURNMENT – 2:02 p.m.

THE NEXT ONE-STOP SERVICES COMMITTEE MEETING IS ON NOVEMBER 5, 2024.

Memorandum #04-24 (OPS)

To: One Stop Services Committee
From: Carol Hylton, President/CEO
Subject: One Stop Services Committee Meeting Calendar for 2025
Date: October 25, 2025

SUMMARY

Consideration to approve the One Stop Services Committee 2025 meeting schedule. We have scheduled six (6) meetings for the upcoming year. Meetings are in person. On occasion, if necessary, a committee member can attend via Zoom.

BACKGROUND

The One Stop Services Committee approves a calendar so the members can set aside the time necessary to attend and participate in the committee meetings.

DISCUSSION

We have scheduled 6 meetings for the upcoming year. Meetings are in person. On occasion, if necessary, a committee member can attend via Zoom. The following calendar is proposed for One Stop Services Committee approval:

Location	Day	Date	Time
CareerSource Broward Board Room 2890 West Cypress Creek Road Ft. Lauderdale, FL 33309	Tuesday	1/28/25	12:30 p.m.
		3/25/25	
		5/27/25	
		8/5/25	
		9/30/25	
		11/25/25	

Additional meetings may be scheduled as needed.

RECOMMENDATION

Approve the above meeting calendar for 2025.



A proud partner of the
AmericanJobCenter
network

ONE-STOP SERVICES COMMITTEE

Strategic Planning Matrix for PY 24/25

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

CONNECTING • REIMAGINING • INNOVATING

Transformative Partnerships For Tomorrow's Workforce

CareerSource Broward Mission:

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

CareerSource Broward Vision:

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

One-Stop Services Committee Goal:

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

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

CareerSource Broward Strategic Goal #2:

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

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
2.0 - Continue to expand the use of social media by researching methods to measure marketing impact.	2.0.1 - Research what other regions of similar size have implemented using social media.	Research is conducted, and a plan is created regarding best practices.	12/2024	<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 have developed social media content calendar. CSBD Communications is using the calendar to create a new social media 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. To date, LinkedIn followers increased by 7.8%.</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.</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. 7. State of the Workforce Job Fair 8. The Healthcare Video 9. SYEP Registration <p>We are currently reviewing the data to determine the effectiveness of these campaigns in reaching targeted audiences.</p> <p>Utilization of Google analytics has been implemented and a report to the committee is forthcoming.</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
2.1 - Consider ways to build on our relationship with Broward County and, as they identify workforce needs, seek ways to partner.	2.1.1 - CSBD staff will cross-train Broward County's Family Success and Veterans Services teams on the services available.	CSBD and Broward County staff have been cross-trained.	11/2024	<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.</p> <p>The training for CSBD's Veteran Team and Broward County's Veteran Services Officers is being scheduled.</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.	CSBD signage is placed in all Family Success Centers and Veterans Services Offices.	2/2025	<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>
	2.1.3 - Meet with Laurette Jean, Assistant to the County Administrator to discuss CSBD services and ways to partner.	CSBD will conduct a presentation with key Broward County staff.	2/2025	<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>

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

CareerSource Broward Strategic Goal #2:

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

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
2.1 - Consider ways to build on our relationship with Broward County and, as they identify workforce needs, seek ways to partner.	2.1.4 - 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 - Explore additional ways to share information regarding our services with all 31 Broward municipalities.	2.2.1 - Identify municipalities that CSBD has not yet presented to or conducted a tour of the one-stop centers and conduct outreach to begin setting meetings.	Target list created.	2/2025	Completed: Target list has been researched and created. We have identified 23 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: <ol style="list-style-type: none"> 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) Commissioner Sharon Thomas the City of Lauderdale Lakes tour set for 11/7 5) Mayor Felicia Brunson of the City of West Park tour set for 11/21.

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>12/2024</p>	<p>On Target: CSBD staff met with Dr. Jaap Donath of NSU’s Innovation Center regarding emerging occupations in AI. He stated that AI is changing daily therefore training for specific occupations in AI is not something he’s seeing. FAU offers bachelors and master’s degree programs in AI. Based on their availability, we are scheduled to meet on 12/3.</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>
<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: <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) The consortium has established strategic goals and objectives to address skill gaps.</p>

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

**CareerSource Broward Strategic Goal #2:
Maintain Our Role as Workforce Development Leaders Through Advocacy by the Board, Collaboration, Providing Information and Intelligence to Stakeholders with Feedback from the Community.**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
2.4 - Market career ladders and career pathways in emerging occupations, such as AI, to create a more resilient economy.	2.4.1 - CSBD Staff research career ladders for programs mapped to emerging occupations such as AI.	Research is conducted and a list of occupations is created.	12/24	<p>On Target: Staff is researching career ladders for programs mapped to emerging occupations in our targeted industries.</p> <p>We are planning to survey our current ITA providers to determine if and how they have incorporated AI into their training programs. We are currently developing survey questions.</p>
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.	1/25	<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>
2.5 - Consider forwarding Outlook invites to the board members for CSBD events that may be of interest to them and encourage members to share with fellow business leaders.	2.5.1 - Develop a process for identifying events and sending invites.	Optional Outlook invites will be sent to CSBD Board members.	8/24	<p>On Target: Board and committee members are provided notice of our industry forums and Workforce Wednesday events on an on-going basis.</p> <p>Additional "Save the Dates" will be sent for upcoming Events 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 4. Hospitality & Tourism Forum 5. Aviation Industry Employer Forum

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

CareerSource Broward Strategic Goal #2:

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

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
2.6 - Explore additional ways to express our message to ensure our audience's understanding, using plain talk and simplification.	2.6.1 - The CSBD IT Department will research services, software, or tools that can evaluate the grade level of our documents/presentations in order to be successful in reading our target demographic.	Research conducted and recommended tools evaluated and selected.	12/24	<p>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.</p> <p>We are currently in the testing phase with a product called Hemingway, a web-based AI application that evaluates readability and grade level for written content.</p>
	2.6.2 - Make updates to documents and deploy them to the field.	Document updates are made and accessible via the CSBD internet.	3/25	<p>On Target: CSBD is refreshing materials using plain language. We are also using the approach when developing outreach materials for new initiatives.</p>
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.	8/24	<p>Completed: Target List has been created for 8 PTAs and organizations in the prosperity zip codes.</p>
	4.0.2 - Schedule presentations and provide organizations with collateral materials regarding CSDB services.	Presentations are conducted with the targeted organizations.	3/25	<p>On Target: 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) 8/7 School Board of Broward County 4) 8/20 Healthy Mothers Healthy Babies 5) 9/12 Children's Services Council 6) 9/25 Lauderhill Educational Advisory Committee 7) 10/17 City Manager's Association <p>The following presentations have been scheduled: 1) Childnet – 11/12 2) Broward County Housing Authority 11/13</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.	11/24	On Target: CSBD is finalizing the RFQ and is on target to publish it in November.
	4.1.2. – Work with vendors to develop a marketing schedule that will engage the targeted audience.	Marketing campaign is implemented. Assess the success of the campaign using the system developed in 2.0	3/25	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.
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	Completed: Each Center Manager has identified a staff person.
	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	On Target: CSBD's Operations team is 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.
	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	On Target: A testimonials page on our website is being developed and will go live in November. The employer page is in the testing phase and the job seeker page will be established after. Once finalized, jobseekers will easily be able to share their video testimonials by scanning a QR code and attaching their video file.

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

CareerSource Broward Strategic Goal #4:

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

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
4.3 - Produce short videos to highlight services.	4.3.1 - Assess the feasibility of engaging college interns to create video reels for social media on behalf of CSBD.	A decision is made regarding interns.	11/24	<p>On Target: CSBD is in the process of hiring a part-time Communications Assistant. Interviews have begun.</p>
	4.3.1 - Work with CSBD’s current Videographer vendors to capture videos of signature events which include job fairs.	<p>Videos captured and used to create short promotional videos.</p> <p>Three, 30 - 45 second videos are created to highlight services.</p>	2/25	<p>On Target: The Communications Assistant will be assigned to capture reels 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.</p> <p>The first podcast has been recorded on the topic of SYEP and we are in the editing phase. We developing a schedule for future podcast topics, speakers and recording dates.</p>

Overview of the CareerSource Broward Region
Not Seasonally Adjusted
October 18, 2024

- The unemployment rate in the CareerSource Broward region (Broward County) was 3.4 percent in September 2024. This rate was 0.3 percentage point greater than the region's year ago rate of 3.1 percent. The region's September 2024 unemployment rate was equal to the state rate of 3.4 percent. The labor force was 1,097,440, up 685 (+0.1 percent) over the year. There were 36,834 unemployed residents in the region.

Fort Lauderdale-Pompano Beach-Deerfield Beach Metro Division

- In September 2024, nonagricultural employment in the Fort Lauderdale-Pompano Beach-Deerfield Beach MD was 932,100, an increase of 21,100 jobs (+2.3 percent) over the year.
- The Other Services (+10.4 percent); Construction (+8.6 percent); Government (+4.3 percent); and Trade, Transportation, and Utilities (+2.3 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 Trade, Transportation, and Utilities (+4,700 jobs); Government (+4,600 jobs); and Other Services (+3,700 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 (+10.4 percent) 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 (+8.6 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 (+4,500 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) and Trade, Transportation, and Utilities (+2.3 percent) industries.
- The industries gaining jobs over the year were Trade, Transportation, and Utilities (+4,700 jobs); Government (+4,600 jobs); Construction (+4,500 jobs); Other Services (+3,700 jobs); Education and Health Services (+3,100 jobs); Leisure and Hospitality (+1,800 jobs); and Professional and Business Services (+200 jobs).

- The industries losing jobs over the year were Manufacturing (-800 jobs); Financial Activities (-600 jobs); and Information (-100 jobs).

Unemployment Rates (not seasonally adjusted)	Sep-24	Aug-24	Sep-23
CareerSource Broward (Broward County)	3.4%	3.5%	3.1%
Florida	3.4%	3.7%	3.1%
United States	3.9%	4.4%	3.6%

Nonagricultural Employment by Industry (not seasonally adjusted)	Ft. Lauderdale-Pompano Beach-Deerfield Beach Metropolitan Division				Florida			
	Sep-24	Sep-23	change	percent change	Sep-24	Sep-23	change	percent change
Total Employment	932,100	911,000	21,100	2.3	9,953,700	9,745,700	208,000	2.1
Mining and Logging	#N/A	#N/A	#N/A	#N/A	6,000	5,800	200	3.4
Construction	57,100	52,600	4,500	8.6	669,600	632,900	36,700	5.8
Manufacturing	29,800	30,600	-800	-2.6	420,700	422,800	-2,100	-0.5
Trade, Transportation, and Utilities	210,700	206,000	4,700	2.3	1,997,000	1,956,800	40,200	2.1
Wholesale Trade	57,200	54,300	2,900	5.3	405,000	392,200	12,800	3.3
Retail Trade	108,300	108,600	-300	-0.3	1,153,800	1,138,800	15,000	1.3
Transportation, Warehousing, and Utilities	45,200	43,100	2,100	4.9	438,200	425,800	12,400	2.9
Information	20,100	20,200	-100	-0.5	158,100	157,000	1,100	0.7
Financial Activities	72,300	72,900	-600	-0.8	683,400	683,100	300	0.0
Professional and Business Services	171,100	170,900	200	0.1	1,630,300	1,616,900	13,400	0.8
Education and Health Services	122,900	119,800	3,100	2.6	1,529,100	1,484,400	44,700	3.0
Leisure and Hospitality	97,100	95,300	1,800	1.9	1,302,900	1,275,500	27,400	2.1
Other Services	39,300	35,600	3,700	10.4	381,500	365,700	15,800	4.3
Government	111,600	107,000	4,600	4.3	1,175,100	1,144,800	30,300	2.6

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

Average Annual Wage	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