



**Broward Workforce Development Board
Strategic Planning Committee**
Monday, March 24, 2025
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID: 880 3657 3547
Zoom Password: 989555
Zoom Call-In: +1 646 876 9923

MEETING MINUTES

**CareerSource Broward Main Conference Room
2890 West Cypress Creek Road, Ft. Lauderdale, FL 33309**

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

ATTENDEES: Dr. Ben Chen, Francois Leconte, Shane Strum, Dr. Stacy Volnick, and Sandy-Michael McDonald, who chaired the meeting.

STAFF: Carol Hylton, Ron Moffett, Mark Klinecicz, Rochelle Daniels, Michael Bateman, and Samantha Vazquez.

APPROVAL OF MINUTES

Approval of the Minutes of the 5/8/24 Strategic Planning Committee Meeting.

On a motion by Francois Leconte and seconded by Shane Strum, the Strategic Planning Committee unanimously approved the minutes of the 5/8/24 Committee meeting.

NEW BUSINESS

1. Draft 2025 BWDB Legislative Agenda

The Public Workforce System is performance-driven and welcomes changes that will make the programs and Broward County stronger. As Congress is planning to reauthorize WIOA, we are recommending small modifications to be incorporated into any WIOA reauthorization legislation. Considered 1) approval of the draft 2025 BWDB Legislative Agenda 2) identifying committee members who can reach out to our local delegation to support our legislative agenda and 3) allowing the President/CEO to support follow-up communications from other public interest groups, such as US Conference of Mayors that address similar concerns.

Committee Chair Sandy-Michael McDonald reviewed all the recommendations to strengthen the public workforce system ahead of the anticipated WIOA reauthorization.

Mr. McDonald invited Carol Hylton, President/CEO, to comment further. Ms. Hylton indicated that the WIOA reauthorization, as it is now, does not have a broad enough definition of the 50% expenditures on training requirement.

Ms. Hylton highlighted that Florida has adopted a broader definition of training, allowing flexibility to include work experience, books, tuition, and case management. She indicated the

importance of retaining that flexibility in federal legislation, as narrowing the definition could prevent local areas from responding effectively to economic changes and participant needs.

Mr. McDonald and Ms. Hylton underscored the importance of preserving current workforce boundaries. Rochelle Daniels, indicated that these are small but meaningful improvements grounded in successful practices already implemented in Florida.

Mr. McDonald concluded by encouraging members to engage in outreach to legislators. He noted that the recommended changes are modest and intended to strengthen existing programs, not overhaul them. He referenced the list of legislative contacts included in the meeting materials and urged members to connect with representatives they know or encounter through conferences and events. He emphasized the importance of reinforcing CareerSource Broward's message and values, and of using every opportunity, formal or informal, to advocate for practical, informed updates to the legislation.

On a motion by Dr. Ben Chen and seconded by Shane Strum, the Strategic Planning Committee unanimously approved 1) the draft 2025 BWDB Legislative Agenda 2) allowing the President/CEO to support follow-up communications from other public interest groups that address similar WIOA reauthorization positions and 3) supporting community partners' workforce-related legislative agendas.

2. 2025 Community Partner Legislative Agendas

Considered support for community partners' workforce-related legislative agendas. To fulfill our role as conveners, we have collected workforce-related excerpts from community partner legislative agendas for reference and consideration. We emphasize apprenticeship programs and Sadowski affordable housing, which are strongly intertwined with workforce development.

Sandy-Michael McDonald reviewed the recommendation. He emphasized that the workforce-related legislative priorities of community partners are all closely aligned with CSBD's role as conveners, particularly in areas such as workforce training and affordable housing.

On a motion by Dr. Stacy Volnick and seconded by Dr. Ben Chen, the Strategic Planning Committee unanimously approved support for the community partners' workforce-related legislative agendas.

3. North Career One-Stop Center Location Options

The lease for our North Career One-Stop Center located in Coconut Creek comes to an end next February 2026. The center is 8,000 square feet and houses 22 staff. We have identified a list of options to pursue 1) renew the lease 2) issue a procurement for a new location in north Broward County or 3) arrange and co-locate at a community partner site. The Committee was asked to review the options and provide input on additional suggestions that should be considered moving forward.

Sandy-Michael McDonald reviewed the recommendation and invited Carol Hylton to comment. Ms. Hylton noted the current site is privately leased and therefore more expensive than the other centers, which are in state-owned buildings. While its location is convenient, she expressed interest in exploring co-location with an educational or community partner to increase accessibility and program synergy.

Committee members agreed that locating within a partner site, such as Broward College or a Family Success Center, could improve access and outcomes. Francois Leconte suggested revisiting Family Success Center options and noted potential alignment with Broward College. Ms. Hylton confirmed that the new college president was open to exploring possibilities.

Dr. Volnick asked if CSBD needed the full 8,000 square feet, and Ms. Hylton responded that 5,000 to 6,000 square feet would likely suffice due to increased virtual services post-COVID. She added that the Central One-Stop Career Center could accommodate larger events if needed.

Mr. McDonald encouraged members to suggest additional partner sites and offered to coordinate with the County to identify possible locations. Ms. Hylton confirmed she would begin discussions with the current landlord but noted that a rent increase is likely.

On a motion by Dr. Ben Chen and seconded by Francois Leconte, the Strategic Planning Committee unanimously approved moving forward with a dual-track approach 1) initiating discussions with the current landlord to explore lease renewal options and concurrently 2) pursuing potential co-location opportunities with educational or community partners located in north Broward.

4. Regional Collaboration Initiatives with CareerSource South Florida

Considered approval of the regional collaboration initiatives CSBD has developed. If approved, we will share them with CareerSource South Florida (CSSF) for inclusion as part of the Regional Plan being jointly developed.

Sandy-Michael McDonald introduced the item and asked Carol Hylton to present it.

Ms. Hylton reviewed the list of proposed regional collaboration initiatives developed by CSBD for inclusion in the joint Regional Plan with CareerSource South Florida. The initiatives included potential joint efforts such as coordinated marketing, shared events like apprenticeship week and veteran-focused initiatives, co-branding signature events, leveraging shared technologies like our dashboard, and aligning seamless support for employers that operate in both regions.

Sandy-Michael McDonald supported the proposed items and recommended expanding the scope of joint marketing to include general awareness campaigns promoting workforce services across the region. He emphasized the need to reintroduce and update employers on available services, noting that a unified message would benefit both local systems.

Francois Leconte expressed strong support for the initiatives, particularly for joint marketing, calling it an effective way to maximize outreach and investment.

The Committee members agreed that the list provides a strong foundation and should be shared with CareerSource South Florida as a starting point for developing the Regional Plan.

5. Updates to the Committee's Strategic Planning Matrix

Consideration to review and approve the final updates to the Committee's PY 24/25 Strategic Planning Matrix.

Sandy-Michael McDonald asked Michael Bateman to present the item.

Mr. Bateman, Vice President of Quality Assurance, reviewed the final updates to the matrix.

Ms. Hylton added that the tours have resulted in deeper partnerships. For example, following a tour with City of Tamarac Mayor Michelle Gomez, CSBD received use of an entire facility in-kind for Paychecks for Patriots and was included in the city's newsletter. She shared that elected officials now refer job seekers and employers to CSBD, contributing to increased morale among staff who take pride in showcasing their work.

On a motion by Dr. Ben Chen and seconded by Francois Leconte, the Strategic Planning Committee unanimously approved the final updates to the Committee's PY 24/25 Strategic Planning Matrix.

REPORTS

1. Broward County Unemployment and Economic Dashboard

The unemployment rate in Broward County was 3.4 percent in January 2025. This rate was 0.3 percentage points higher than the region's year-ago rate. In January 2025, Broward County's unemployment rate was 0.3 lower than the State's rate. Out of a labor force of 1,091,243, up 12,874 (+1.2%) over the year, there were 37,507 unemployed Broward County residents. CSBD's 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.

Sandy-Michael McDonald asked Mark Klinecicz to present it.

Mr. Klinecicz noted that the dashboard data had been updated through January 2025, and additional updates through February would be incorporated once received. He also highlighted a notable increase in housing inventory and a corresponding drop in median listing prices, indicating a trend staff will continue monitoring. Mr. Klinecicz reminded the Committee that the dashboard includes links to the Florida Scorecard for deeper insights into county-specific economic indicators.

Francois Leconte inquired whether the housing data included rentals. Mr. Klinecicz confirmed that rental data is included and that average rental prices are trending downward.

Mr. McDonald noted that increasing housing inventory can help drive down rental costs and emphasized the importance of city and CRA involvement in affordable housing efforts.

MATTERS FROM THE STRATEGIC PLANNING COMMITTEE CHAIR

Sandy-Michael McDonald emphasized the importance of maintaining strong, ongoing relationships with legislative officials, not only during times of need but consistently throughout the year. He encouraged the Committee and Board to keep partners informed and engaged in CareerSource Broward initiatives, noting that strong partnerships enhance credibility and open opportunities to advocate effectively on behalf of the workforce system.

MATTERS FROM THE STRATEGIC PLANNING COMMITTEE

None.

MATTERS FROM THE FLOOR

None.

MATTERS FROM THE PRESIDENT/CEO

Carol Hylton invited members to review the legislative contact list and share with us any relationships they have with officials so that we can add them to the list to support future outreach.

She reported on the success of the recent Worlds of Work event, which hosted over 1,000 9th and 10th grade students and featured 70 exhibits across 12 career-themed worlds, including participation from organizations such as the FBI and FPL. The event received television coverage and strong enthusiasm from the school district, with discussions already underway for future expansion. FPL has begun follow-up engagement with CSBD to address workforce needs. The event venue, Amerant Arena, was provided in-kind through a developing partnership.

Ms. Hylton noted ongoing preparations for the upcoming April 24th Board Planning Session, which will include speakers Mark Wilson, Dr. Henry Mack, and guests Matt Rocco and Kirk Brown.

She also shared that CSBD was just notified of a grant award of \$300,000 for AI incumbent worker training that must be spent by June. A special board meeting via Zoom was scheduled for Wednesday to accept the funds and meet the two-thirds vote requirement for board-affiliated participation in the grant.

ADJOURNMENT – 1:07 p.m.

<p>THE NEXT MEETING IS TO BE DETERMINED.</p>
