



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 Klinecicz, 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.