



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

## 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:** Tara Williams, Felipe Pinzon, Frank Horkey, Heiko Dobrikow, Sheri Brown Grosvenor, and Rick Shawbell, who chaired the meeting.

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

### SELF INTRODUCTIONS

### PRESENTATION TO THE COMMITTEE

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

Rick Shawbell expressed his approval of the video and congratulated the team on a job well done.

### APPROVAL OF MINUTES

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

**On a motion made by Felipe Pinzon and seconded by Heiko Dobrikow, the One-Stop Services Committee unanimously approved the minutes of the 10/1 meeting.**

### NEW BUSINESS

#### 1. One-Stop Services Committee Meeting Calendar 2025

Considered approval of 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.

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Rick Shawbell introduced the item and stated he reviewed the schedule. Mr. Shawbell indicated he would lock the dates in on his calendar and recommended the committee members do the same. Mr. Shawbell asked Kimberly Bryant and the members if they had anything to add. There was no further discussion.

**On a motion made by Sheri Brown Grosvenor and seconded by Heiko Dobrikow, the One-Stop Services Committee unanimously approved the 2025 One-Stop Services Committee meeting calendar.**

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

Considered approval of the updates to the Strategic Planning Matrix.

Rick Shawbell introduced the item and asked Kimberly Bryant to present the Matrix. Ms. Bryant highlighted the updates and the progress made on the various objectives.

Rick Shawbell thanked Kimberly Bryant for the insightful overview and opened the floor to the members to see if they had any questions.

Sherri Brown Grosvenor asked if CSBD intended to post the customer testimonials on social media. Kimberly Bryant responded, "Yes, the testimonials will be shared on our social media sites."

Felipe Pinzon asked if there were any items the committee members could assist with.

Carol Hylton thanked Mr. Pinzon for his offer of assistance and indicated that the staff was on target to complete the Matrix deliverables.

Heiko Dobrikow added that he thought Felipe Pinzon's question opened the door for additional dialogue on the committee members' role as ambassadors for CSBD. Mr. Dobrikow stated the committee members should consider promoting CSBD within their networks. At the end of the day, the wow factor that he always felt was when you go to the centers and see how amazing they are, how well organized the processes are, and how warm and welcoming the staff is.

Rick Shawbell agreed that it was an excellent point. He knows that the testimonials and reels on social media are wonderful, but nothing beats an in-person visit to the one-stop centers.

Carol Hylton added that Sherri Brown Grosvenor just recently completed a tour and asked her to share her experience with the committee.

Sherri Brown Grosvenor stated that it was exactly what Heiko Dobrikow said. It was an amazing tour and the customer service was superior. The location is beautiful, clean, and spacious. It was really impressive. Great job, Carol and Kim!

**On a motion made by Sheri Brown Grosvenor and seconded by Felipe Pinzon, the One-Stop Services Committee unanimously approved the updates to the One-Stop Services Committee Planning Matrix.**

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### 3. **Accept Supplemental Nutrition Assistance Program (SNAP) Funds**

Considered the acceptance of \$204,018 from FloridaCommerce to serve customers who receive 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 for them to continue to receive benefits.

Rick Shawbell introduced the item and asked Kimberly Bryant to review the recommendation.

Ms. Bryant informed the committee that SNAP customers are referred to us by the Florida Department of Children and Families. She explained that the SNAP Education and Training program is one in which job seekers are mandated to participate with CSBD. These funds will be used to conduct assessments, and assign work activities that can get them back to work as quickly as possible. Customers must participate to receive food assistance.

**On a motion made by Sheri Brown Grosvenor and seconded by Tara Williams, the One-Stop Services Committee unanimously approved the acceptance of Supplemental Nutrition Assistance Program Funds.**

## 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, geofencing, 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.

Rick Shawbell introduced the item and asked Kimberly Bryant if she had anything to add. Ms. Bryant stated the first hour is slated for Veterans because they receive priority service. Adrienne Johnston, President and CEO of CareerSource Florida, will be in attendance as well as other dignitaries. She invited all Committee members to attend.

### 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.

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Rick Shawbell commented that this initiative will deepen our partnership with the School Board and benefit youth.

### **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.

Rick Shawbell asked the members to join him in thanking Cynthia Sheppard for her contributions to the committee.

### **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.

Rick Shawbell introduced the item and asked Mark Klincewicz to review the report and dashboard. Mr. Klincewicz reviewed the new tiles that have been added to the dashboard which are provided by the Florida Scorecard 1) Innovation & Economic Development 2) Infrastructure & Growth Leadership 3) Business Climate & Competitiveness and 4) Quality of Life.

Rick Shawbell asked if this is the scorecard provided by the Department of Commerce.

Mark Klincewicz responded that the data is from the Florida Chamber of Commerce.

Felipe Pinzon asked about the tile referencing State Sales Tax Collected - it is close to \$300 million. Is that just for Broward County? Mark Klincewicz confirmed that he is correct; that is for Broward County.

Heiko Dobrikow polled the committee members by asking if they were aware of other Dashboards that may have information we should consider importing to truly make our site a one-stop shop for economic workforce development information.

Felipe Pinzon said he was aware of a few and would share them with CSBD for staff to consider.

Sheri Brown Grosvenor asked if there were any more thoughts about making this particular part of the CSBD website more comprehensive. She shared that last week, the Greater Fort Lauderdale Alliance had a conversation about the Benefits CLIFF tool from the Federal Reserve Bank in Atlanta. Is it possible to add a link to the CLIFF on the dashboard or on CSBD's website?

Carol Hylton responded the CLIFF dashboard is already posted on the CareerSource Florida website and that we will take a look at the feasibility of linking to their website.

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## **MATTERS FROM THE ONE-STOP SERVICES COMMITTEE CHAIR**

None.

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Heiko Dobrikow asked if staff could share the range of services, we offer to job seekers with special needs, veterans, offenders, and senior citizens returning to work.

Carol Hylton reported that we have always provided services to special populations through the one-stop centers, such as providing adaptive devices, applying veteran's preference, and using the federal bonding program to assist those with blemishes in their backgrounds. The Business Department team uses the bonding program as a selling point with employers to assist job seekers who qualify with getting a job. We also work with Vocational Rehabilitation, which is co-located in our South center and have the Ticket To Work Program to assist those who receive SSDI.

Rochelle Daniels added the state uses a Regression Model that gives "extra" credit to our performance for serving the more barriered populations.

## **MATTERS FROM THE FLOOR**

None.

## **MATTERS FROM THE PRESIDENT/CEO**

Carol Hylton reminded the committee that an Aviation Forum is being held on 11/7 in our Board Room and invited everyone to attend.

Carol Hylton announced the creation of a Value Proposition Calculator. She explained it was created because we have moved away from talking about our services being free. Now, we are able to show employers the value of working with us. The employers now see the financial benefit to their bottom line by engaging with our work-based training services. She asked Mark Klincewicz to demonstrate the functionality of the calculators to the committee.

Mark Klincewicz demonstrated the Employer Value Position Calculator for the committee which is found on the CSBD website.

Mr. Shawbell indicated he plans to present it to contractors he is meeting with tomorrow. Mr. Shawbell noted the calculator allows a maximum of five people. Is this the maximum? Mr. Klincewicz responded that there is no maximum number of trainees an employer can receive over time.

Ms. Hylton explained that we start off with a maximum of five and then have a retention review before additional interns are placed.

Rick Shawbell added that he expects more contractors to take advantage of this as they begin using the calculators to see how much can be added to their bottom line.

**ADJOURNMENT – 1:34 p.m.**

<b>THE NEXT ONE-STOP SERVICES COMMITTEE MEETING IS ON JANUARY 28, 2025.</b>
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