



**Broward Workforce Development Board
One Stop Services Committee
Tuesday, March 1, 2022
12:30 p.m. – 2:00 p.m.
Zoom Meeting ID: 827 0366 7790
Zoom Password: 264543
Zoom Call in: 1 646 876 9923**

MEETING MINUTES

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

This meeting was held in person. Due to Coronavirus, in the interest of keeping our committee members, staff, and public safe this meeting was also accessible via a Zoom video conference using the link below.

<https://us02web.zoom.us/j/82703667790?pwd=N0dnNFIVR0F5WFVaTIIPcIlhUWIWQT09>

THE COMMITTEE WAS REMINDED OF CONFLICT OF INTEREST PROVISIONS.

ATTENDANCE:

One Stop Services Committee Members: Rick Shawbell, Frank Horkey, Ann Deibert, Cassandra Evans, Cynthia Sheppard, Marjorie Walters, Jill Denis-Lay and Dawn Liberta.

Staff: Ron Moffett, Kimberly Bryant, Barbara Cevieux, Elisha Westfall and Michell Williams.

Guests: Brian Johnson, Andree Garnier and Christy Bradford.

APPROVAL OF MINUTES

Approval of the Minutes of the 1/11 One Stop Services Committee Meeting.

On a motion by Dawn Liberta and seconded by Ann Deibert, the One Stop Services Committee unanimously approved the minutes of the 1/11 Committee meeting.

NEW BUSINESS

1. Additions to the Targeted Occupations List (TOL)

Considered adding 1) Emergency Medical Technician and 2) Paramedic to CareerSource Broward (CSBD's) local area's TOL. Using tools such as JobsEQ and CareerOneStop, staff established that all Board mandated criteria have been met for these occupational titles to be added to the TOL.

Ron Moffett reviewed the criteria and explained to the members that both the 1) Emergency Medical Technician and 2) Paramedic occupations meet criteria to be added to the TOL.

On a motion by Dawn Liberta and seconded by Cassandra Evans, the One Stop Services Committee unanimously approved adding 1) Emergency Medical Technician and 2) Paramedic to CSBD's local TOL.

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

Considered the final updates to the OSS Committee Strategic Planning Matrix.

Kim Bryant reviewed the updates with the committee and highlighted the progress made on the various objectives and strategies. Frank Horkey commented that public relations and community outreach has changed over time and digital marketing and other methods are now the way to potentially reach young job seekers. He applauded CSBD staff for the work they have done. Rick Shawbell concurred and expressed his acknowledgement of the progress made by the Executive Team and CSBD staff.

On a motion by Frank Horkey and seconded by Dawn Liberta, the One Stop Services Committee unanimously approved the final updates to the Strategic Planning Matrix.

REPORTS

1. Individual Training Account (ITA) Provider Performance

CSBD conducted its semi-annual analysis of ITA provider performance in January and found that all training programs had achieved a 70% training related employment rate.

Kim Bryant indicated that all training programs achieved a 70% or greater rate. Kim stated that no training programs were removed from the ITA list as a result of the review.

2. Performance Update on WIOA Youth Program Activities – PY 21/22

At the start of PY 21/22, CareerSource Broward, funded five (5) OSY programs. The OSY received education and employability skills training through case management and career pathway planning. The memo provided an update on the youth provider performance outcomes thus far for the program year.

Kim Bryant stated CSBD has been working closely with our providers to build their caseloads. Due to the pandemic and the strategic exits mandated by DEO at the end of the last program year, providers have focused on enrolling new customers. Every two weeks we meet with the providers to follow-up on the strategic plans that were submitted which included advertisements, marketing plans, and plans for improving the number of youth in the pipeline and enrollments.

Rick Shawbell stated this might just be a momentum builder as we are focusing on getting the word out and getting youth interested and involved, and it is moving in the right direction.

Ron Moffett shared that the last Board meeting's mission moment was provided by a WIOA youth who was enrolled in the School Board of Broward County's WIOA OSY GED program. With our assistance the youth overcame many barriers, completed her GED and is now

enrolled in Broward College. Dawn stated the student's story was impressive and truly amazing and she thanked everyone for doing a great job.

3. Summer Youth Employment Program (SYEP) Update

At the recommendation of the committee, CSBD presented the SYEP services to over 100 social workers employed by Broward County Schools and shared information on the SYEP program.

The feedback received was positive; they commented that the presentation was thorough and were thankful for the information. The SYEP will run from 6/13 to 8/9. The Children's Services Council (CSC) increased the hourly wage to \$14.00 an hour. CSBD has reached out to the School Board of Broward County and their community partners to share this exciting news and anticipates this will increase youth participation in the program.

Per Board recommendation CSBD has revised the worksite supervisor's training, to require they educate youth on the various occupations and career ladders in their industry. The link to the SYEP youth application was provided to the committee members so they can be shared with colleagues.

Frank Horkey complemented the staff on adding the link in the agenda to share with colleagues and Rick thanked CSC for increasing the wage rate to \$14.00 an hour.

Ron Moffett thanked Jill Denis-Lay and the CSC and explained that in the short period of time since the notice of the wage increase was announced we went from having less than 700 applications to over 1,000 and applications are still coming in.

4. Selection of OIC to Serve Non-Custodial Parents and Justice Involved Parents

On 2/24, the BWDB approved the review committee's recommendation to 1) fund OIC for up to \$150,000 to serve up to 50 non-custodial/justice involved WTP parents and 2) allow an exception to CSBD's reimbursement policy and permit the equivalent of a 1 month draw which will be reconciled monthly before the next draw. This was in response to an OIC request and it would make it easier for OIC to work with CSBD. We will monitor the process to assure the integrity of the funds. The contract will be written for PY 21/22 followed by up to four (4) one year renewal periods. The review committee was comprised of Dr. Ben Chen (Chair), Dawn Liberta, Cynthia Sheppard, and Jill Denis-Lay.

Kim Bryant stated that on 2/24 the Board approved funding to serve up to 50 non-custodial/justice involved WTP parents. Kim thanked the committee members for assisting with the selection of the provider.

5. Career Center Hours of Operation

The Master Agreement between CSBD and the Florida Department of Economic Opportunity requires the BWDB's approval of the Career Center hours of operation. At the 2/24 meeting the BWDB approved a change to the Career Center hours of operation. The new hours of operation will be Monday – Friday 8 a.m. – 5 p.m. Prior to the change the hours were Monday – Thursday 8 a.m. – 6 p.m. and Friday 8 a.m. – 5 p.m. A review of CSBD traffic indicated only

1.2% of visitors to the centers come between 5 p.m. – 6 p.m. In checking with the other large regions, they all close between 4:30 – 5 p.m.

Kim Bryant shared after receiving a recommendation from frontline management and reviewing the data on customer flow in the career centers after 5 p.m., CSBD brought a recommendation to the BWDB to change the Career Center hours of operation to Monday – Friday 8 a.m. – 5 p.m. The new schedule will become effective on 3/14 to allow customers and community partners to be notified of the change before it takes place.

6. Youth Focus Group

On 2/9, CSBD convened a Youth Focus Group; the attendees were youth currently enrolled in the WIOA Program. The goal of the focus group was to garner more insight on how to reach youth in Broward County and to enhance CSBD’s marketing efforts to this group. CSBD learned that the top social media site the youth used was Instagram and their preferred method of communication is text. The group recommended that CSBD promote pictures on Instagram specifically during the early morning or at night when young adults are on the site. These tips will be incorporated into the CSBD marketing plan.

Kim Bryant explained that we hosted a youth focus group and the youth provided feedback on how best to advertise to youth and their preferred ways of communicating. These recommendations will be incorporated into the CSBD marketing plan. Rick commented that applying the feedback will improve our ability to attract additional youth to our programs.

7. Monthly Performance Report

The performance for the month of January was provided. January’s data reflected that within the Big 7 Regions CSBD was ranked 1st in all measures, Entered Employment (WIOA, WP, WTP, and Veterans) and WTP Two-Parent and All Family Participation Rates.

Kim reviewed January’s performance report with the committee. This month an appreciation lunch will be provided for the Career Center and the Administration office staff to thank them for their hard work and outstanding performance.

8. Broward County and Florida Unemployment Information

There was no report this month due to “benchmarking” which happens each year at this time when previous year’s statistics are “trued up.” The January report will be issued on March 14th. February labor statistics for Florida will be released on March 25th.

MATTERS FROM THE ONE STOP SERVICES COMMITTEE:

None

MATTERS FROM THE FLOOR:

None

MATTERS FROM THE PRESIDENT/CEO:

On behalf of Carol Hylton, Ron Moffett informed the committee that they will be hearing and seeing a lot of advertising promoting our services. This is due to CSBD's big marketing and media push to assist 1) our partners with their enrollment targets for youth 2) in increasing enrollment into our WIOA occupational training programs for adult and dislocated workers and 3) in assuring the business community is aware we have services available to help them maintain their competitive position and to assist with filling their open positions in this tight labor market.

Ron stated with the decrease in COVID numbers all staff have returned from a hybrid work schedule to working in-office, fulltime in the career centers and the administration office as of today.

ADJOURNMENT 1:06 P.M.

THE NEXT COMMITTEE MEETING IS SCHEDULED FOR TUESDAY, 5/3/2022 AT 12:30 P.M.