



**Broward Workforce Development Board
One Stop Services Committee
Tuesday, September 26, 2023
12:30 p.m. – 2:00 p.m.
Zoom Meeting ID: 882 9910 5340
Zoom Password: 452004
Zoom Call in: 1 646 876 9923**

MEETING MINUTES

CareerSource Broward Central One Stop Center, 2550 West Oakland Park Blvd, Oakland Park, FL 33311

This meeting is being held in person. This meeting is also accessible via a Zoom video conference using the link below.

<https://us02web.zoom.us/j/88299105340?pwd=NUpVcmpETEprTGptVjdUdUY2TkphQT09>

THE COMMITTEE WAS REMINDED OF CONFLICT OF INTEREST PROVISIONS.

ATTENDANCE:

One Stop Services Committee Members: Heiko Dobrikow, Marjorie Walters, Tara Williams, Audrey Ljung, Cynthia Sheppard, Melida Akiti, and Rick Shawbell who chaired the meeting.

Staff: Carol Hylton, Ron Moffett, Mark Klincewicz, Gil Valme, Kimberly Bryant, Rochelle Daniels

Guest: Renato Cortez

APPROVAL OF MINUTES

Approval of the Minutes of the 8/1 meeting.

On a motion by Heiko Dobrikow and seconded by Marjorie Walters, the One Stop Services Committee unanimously approved the minutes of the 8/1 meeting.

NEW BUSINESS

1. Accept Florida Healthcare Training Initiative Funds

Considered the approval of \$916,666 in WIOA Florida Healthcare Training funds. The grant is for 2 years and will end 6/30/25. CSBD was one of two Boards in the state selected by FloridaCommerce to receive this funding. The purpose of the award is to support the healthcare industry by funding initiatives to reduce the shortage of employees in healthcare occupations and reduce turnover in these occupations. CSBD will dedicate funding to 1) partner with hospitals to provide upskill training 2) connect with technical colleges to provide paid internships to students in healthcare and 3) partner with the School Board to place youth in a healthcare occupational track to receive work-based learning opportunities.

Ms. Hylton stated our plan is to work with the local hospital districts to assist them with upskilling their current workforce; this includes those who may already be trained in an in-demand occupation but need further training in specialized areas. CSBD also plans to work with the technical colleges to identify and engage soon-to-be graduates to assist them in gaining work experience via paid internships.

On a motion by Marjorie Walters and seconded by Heiko Dobrikow, the One Stop Services Committee unanimously approved the acceptance of WIOA Florida Healthcare Training funds in the amount of \$916,666.

2. Accept Hope Florida – Pathway to Promise Funds

Considered the approval of \$217,815.45 in WIOA and Wagner-Peyser Hope Florida (HF) – Pathway to Promise (HF) funds. CSBD will use these funds to provide services such as training and to launch new career pathways that lead to self-sufficiency and economic prosperity for customers referred to us by the Florida Department of Children and Families. Through this initiative, we will guide customers with referrals to community service providers based on their needs, fostering community collaboration among the private sector, faith-based community organizations, and non-profits. Board members Heiko Dobrikow (Riverside Hotel), Kevin Kornahrens (Advanced Roofing), and Shane Strum (Broward Health) have already embraced their roles as leaders, convenors of workforce services, and ambassadors by agreeing to become HF employers.

Ms. Bryant stated that this is a new initiative spearheaded by the Florida Department of Children and Families. The program will utilize care navigators to guide Floridians on an individualized path to prosperity.

Ms. Hylton added that, at Mr. Dobrikow's request, we will be reaching out to our employer base to excite them about being a part of this initiative.

On a motion by Tara Williams and seconded by Melida Akiti, the One Stop Services Committee unanimously approved the acceptance of Hope Florida Pathway to Promise funds in the amount of \$217,815.45.

3. One Stop Services (OSS) Committee Strategic Planning Matrix Update

Considered the approval of the updates to the OSS Committee Strategic Planning Matrix.

Ms. Bryant reviewed the updates to the Strategic Planning Matrix and provided an overview of the progress made on the next steps and benchmarks. She stated that the objectives listed in items 2.0 and 2.1 were more appropriate for the Employer Services Committee and have been added to that committee's matrix.

Mr. Dobrikow shared that the SBBC has a program called the Work Opportunities from Within (WOW) program and they provide students with disabilities with work experience at local hotels. The Riverside Hotel has participated in this program and hired several staff.

Ms. Hylton thanked Mr. Dobrikow for bringing the WOW program to our attention and stated she would ensure that the in-school providers were aware of this opportunity to find eligible youth to participate in their in-school programs when they start their recruitment of youth.

On a motion by Marjorie Walters and seconded by Heiko Dobrikow, the One Stop Services Committee unanimously approved the OSS Committee Strategic Planning Matrix updates.

4. Continued Eligibility – Hollywood Career Institute

Considered approval of 1) current eligible training provider Hollywood Career Institute's (HCI) continued eligibility status for the period 12/1/23 through 12/1/25 and 2) retention of all of their current programs on the Individual Training Account list. The State requires that eligible training providers be renewed every 2 years. HCI has met continued eligibility requirements that include but are not limited to, licensure, accreditation, issuance of an industry-recognized credential, and reporting to the Florida Education and Training Placement Information Program. CSBD reviewed the applications for completeness and to ensure that CareerSource Florida requirements and board-mandated criteria are met.

Ms. Bryant explained all training providers start off on initial eligibility status for one year and are required to apply for continued eligibility status which is for a period of 2 years. HCI has applied and all board-mandated requirements have been met.

On a motion by Heiko Dobrikow and seconded by Audrey Ljung, the One Stop Services Committee unanimously approved 1) current eligible training provider Hollywood Career Institute's (HCI) continued eligibility status for the period 12/1/23 through 12/1/25 and 2) retention of all of their current programs on the Individual Training Account list.

REPORTS

1. Hospitality Career Fair

To support employers in the hospitality industry as they prepare for peak season, which starts in the Fall and runs through Spring, CSBD is hosting a Hospitality Job Fair at the Urban League. To date, over 14 employers have committed to attending the event, including Riverside Hotel, Pelican Grand Resort, Holiday Inn Express Ft. Lauderdale Cruise Airport, Margaritaville Resort, Residence Inn Weston, Fort Lauderdale Marriott Harbor Beach, and Intercruises Shoreside & Port Cruises. In addition to applying for job openings, job seekers will have the opportunity to explore jobs using immersive technology and will also have Q&A sessions with industry leaders who will discuss the different career tracks that are available in hospitality.

Mr. Moffett highlighted that based on feedback received from the last hospitality industry employer forum we are hosting a hospitality career fair on October 5th. He also mentioned that at the recommendation of board chair, Heiko Dobrikow, we are 1) hosting this event at the Urban League of Broward County which is located in one of Broward's distressed communities 2) expanding our outreach to customers to include those who may have transferable skills from other industries who may be interested in a new career in hospitality and

3) contacted Visit Ft. Lauderdale to ensure we have the most accurate and complete list of employers in the hospitality sector. CSBD is using email blasts, robocalls, social media, etc. to inform job seekers of this event.

Mr. Dobrikow praised CSBD staff for doing a good job and all the behind-the-scenes work that has been accomplished in preparation for hosting the Hospitality Job Fair.

2. CareerSource Broward's 2023 Paychecks for Patriots Veterans Hiring Fair

CSBD will host its annual Paychecks for Patriots Veterans Hiring Fair on 11/8 at The City of Plantation Central Park. The first two hours of the event will be reserved for veterans and family members of veterans. The event will be marketed to job seekers and employers through social media, radio advertisements, distribution of flyers to community partners, advertising in the career centers, and word of mouth. To date, over 70 employers have expressed interest in recruiting at this year's event.

Ms. Bryant stated that we are excited about this annual event to help veterans get jobs. The event is open to veterans and non-veterans, but veterans do receive priority by being allowed in first. She encouraged the committee members who are hiring to register to recruit at the event.

Committee chair, Rick Shawbell, stated that he registered today as he has participated for the past few years and that this is an amazing event.

3. Update on Marketing Initiatives for PY 23/24

CSBD executes marketing strategies to increase awareness of the valuable services we provide to employers and job seekers. We deliver our messaging strategically through the use of established 1) media channels 2) print marketing 3) outdoor 4) social media 5) other digital 6) speaking engagements, and 7) community events. These strategies have increased our brand awareness throughout the region, support the vision and mission of the organization, and drive increased foot traffic into our centers. Notably, a two-month job-seeker advertising campaign, "Get the Job You Want," was undertaken (June/July) utilizing geo-fencing, bus sides/interiors, billboard, print, digital/search engine, and social media. The campaign targeted Veterans, recent high school and college graduates, and 'job changers.' As a result of the campaign efforts, there has been a 48% overall increase in foot traffic within the centers when compared to the same period last year. Additionally, we plan to implement an employer-focused campaign.

Mr. Klinecicz reviewed data with the committee showing the positive impact of our recent marketing strategies and campaigns.

Mr. Dobrikow stated it was impressive that we saw a 48% increase in the traffic in the one-stop centers and he requested that staff add social media postings highlighting each of the one-stop centers. He also asked Mr. Cortez of Broward College how we could share information with the student population about CSBD's initiatives and Mr. Cortez replied that he would connect CSBD's VP of Communications with a point person at Broward College.

4. Monthly Performance Report

The current performance for the month of August is provided. The data reflects that within the Big 7 Regions, CSBD is in a five-way tie for 1st in WIOA Entered Employment Rate (EER), 1st in Veterans EER, 1st in Welfare Transition (WT) All Family participation rate and Two-parent participation rate, and 2nd WT EER.

Ms. Bryant reviewed the monthly performance report for August 2023.

Mr. Shawbell and Ms. Walters commended the staff for the results and to keep up the good work.

5. Broward County Economic and Workforce Dashboard

To further the efforts set forth by the Economic and Labor Market Analysis of Broward County, CareerSource Broward has created a dashboard allowing 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.

Mr. Klincewicz provided an overview of the updates to the Broward County Economic Dashboard.

Mr. Dobrikow highlighted how the data shows that the labor deficit is shrinking, which is good. When reviewing the 2030 projections data, he pointed out how several of the occupations are in the healthcare field which is why, we as an organization, must assist in building a pipeline of talent.

Ms. Hylton agreed and reiterated the WIOA Florida Healthcare Training funds will assist with upskilling their current workforce.

Ms. Akiti acknowledged that there is a significant need for staff in all areas within the healthcare field and it's important for companies like Memorial to work closely with CareerSource Broward.

Mr. Dobrikow extended an invitation to Ms. Akiti to visit a one-stop center. She agreed and stated that she would also like to bring Memorial's CEO with her.

6. Broward County and Florida Unemployment Information

The unemployment rate in Broward County was 3.1 percent in August 2023. This rate was 0.2 percentage points higher than the region's year-ago rate. In August 2023, Broward County's unemployment rate was equal to the State's rate. Out of a labor force of 1,110,853 up 37,570 (+3.5 percent) over the year, there were 37,570 unemployed Broward County residents.

Mr. Moffett reviewed the Broward County and state unemployment information with the committee members.

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:

Ms. Hylton acknowledged Ms. Ljung for 14 years of service on the One Stop Services Committee and thanked her for her commitment to workforce development.

Ms. Hylton alerted the committee of upcoming changes relating to the Eligible Training Provider application process; the policy is still pending with CareerSource Florida. She also discussed CSBD being acknowledged at the September Broward County Commission meeting and receiving a proclamation sponsored by Council Chair, Commissioner Tim Ryan, for Workforce Development Professionals Month. Also, CSBD held our first staff training day and the overall feedback from staff was very positive.

The committee viewed videos from both events.

ADJOURNMENT 1:57 p.m.

THE NEXT COMMITTEE MEETING IS SCHEDULED FOR TUESDAY 11/28/23 AT 12:30 P.M.