



**Broward Workforce Development Board  
One Stop Services Committee  
Wednesday, September 7, 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**

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## **MEETING MINUTES**

**CareerSource Broward Main Conference Room, 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=N0dnNFIVR0F5WFVhTlIPcllhUWIWQT09>

**THE COMMITTEE WAS REMINDED OF CONFLICT OF INTEREST PROVISIONS.**

### **ATTENDANCE:**

**One Stop Services Committee Members:** Frank Horkey, Ann Deibert, Cassandra Evans, Cynthia Sheppard, Marjorie Walters, Jill Denis-Lay, Audrey Ljung and Kareen Torres

**Staff:** Carol Hylton, Rochelle Daniels, Ron Moffett, Kimberly Bryant, Nadine Jackson, Carlisle Anderson, Chris Ruggere, Natalie Oscar and Michell Williams

**Guests:** Carla Byrd, Taryn Howe, Christine Lamb and Brian Johnson

### **APPROVAL OF MINUTES**

Approval of the Minutes of the 5/17 One Stop Services Committee Meeting.

**On a motion by Cassandra Evans and seconded by Ann Deibert, the One Stop Services Committee unanimously approved the minutes of the 5/17 Committee meeting.**

### **PRESENTATION**

Carla Byrd, General Service Director for the City of Pompano Beach, shared her positive experience with the Summer Youth Employment Program and Carlisle Anderson, our Community Outreach Liaison, introduced himself to the Committee and explained his role at CSBD.

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## NEW BUSINESS

### 1. Addition of New Training Provider – Hollywood Career Institute

Considered approving Hollywood Career Institute as an Eligible Training Provider and add 1) Behavior Health Technician 2) Medical Coding and Billing and 3) Phlebotomy Technician to the WIOA Individual Training Account (ITA) List and 4) Home Health Aide and 5) Patient Care Technician to the Welfare Transition Program and WIOA youth ITA List. CSBD reviewed the application for completeness and to ensure that Board-mandated criteria are met for the school, training programs and the related occupational titles.

Ms. Bryant indicated that two (2) of the programs are only open to WTP and Youth participants. These programs will allow participants exposure to a career pathway in the medical field but do not meet the wage requirement for WIOA adult. She reminded the committee that all new programs on the ITA list are limited to ten (10) enrollments until a 70% training-related placement rate can be established.

Ms. Evans requested clarification on the ten-enrollment limitation. Ms. Bryant explained that for new programs we initially cap enrollment at ten (10) participants. This assists us with ensuring the occupational training program results in positive performance for us and our customers. Once we establish a 70% training-related placement rate is obtained we open the program back up for additional customers to enroll.

Ms. Torres expressed interest in knowing entry-level wage for the programs on our list for WIOA Adults. Ms. Bryant stated that for an occupation to be on our Targeted Occupations List it must have an entry wage of \$13.61 an hour.

Ms. Deibert asked, if during the review of the training provider's application, their performance on metrics such as enrollments, number of graduates and employment placement is taken into consideration by staff.

Ms. Bryant stated yes and informed the committee that our Training Provider Application requires that they provide information such as enrollment and graduation and training-related placement rates. She further indicated that we check to ensure they have been in business for two years, have accreditation where accreditation exists and that we do an on-site review of their facilities.

**On a motion by Kareen Torres and seconded by Cassandra Evans, the One Stop Services Committee unanimously approved Hollywood Career Institute as an Eligible Training Provider and the addition of 1) Behavior Health Technician 2) Medical Coding and Billing and 3) Phlebotomy Technician to the WIOA Individual Training Account (ITA) List and 4) Home Health Aide and 5) Patient Care Technician to the Welfare Transition Program and WIOA youth ITA List.**

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## 2. **WIOA Local Workforce Plan Two-Year Modification**

Considered approving modifications to our existing WIOA Local Workforce Plan. WIOA requires each local workforce development board to develop a two-year modification to their four-year WIOA Local Workforce Plan. Modifications included the addition of WIOA in-school youth programs and incorporating relevant data from our Economic and Labor Market Analysis conducted for Broward County. In accordance with the law, we posted the plan on our web page on 8/18 to allow for a twenty-day public review period. We also held a publicly noticed meeting on 8/30 to allow community input. To date, we have not received any comments from the public. Any public review comments will be brought to the board, and any recommended changes will be highlighted at that time.

Mr. Moffett stated the plan articulates all the work that goes into creating a comprehensive workforce development system. Mr. Moffett reviewed the modifications to the plan. To date, we have not received any comments from the public. Mr. Moffett indicated that if there are no responses by the end of today, the plan presented here will go to our Executive Committee, then to our Board at their next meeting. Once approved locally the plan will then be transmitted to the State, and we anticipate it will be accepted.

Ms. Torres asked whether the plan addresses adult learners and those with basic skills deficiencies. Mr. Moffett confirmed that the plan does address these barriers.

Ms. Daniels agreed and stated we develop and write the plan in such a way that it permits flexibility so that if an idea such as a new approach to assist with multi-generational unemployment is recommended, we can consider it.

**On a motion by Cassandra Evans and seconded by Audrey Ljung, the One Stop Services Committee unanimously approved modifications to our existing Local Workforce Plan.**

## 3. **One Stop Services (OSS) Committee Strategic Planning Matrix PY 22/23**

On 6/23 the Board approved recommendations from the planning session for the upcoming year. Staff distributed the recommendations amongst Board committees. The goals and objectives are tracked by each committee in the form of a strategic planning matrix. The proposed PY 22/23 matrix was presented for review. Considered the designation of a workgroup and Chair to develop strategies to achieve the goals.

Mr. Moffett indicated that during the Board planning session, objectives are identified for the current year. This list of objectives is reviewed and disbursed to the various committees to flush out the next steps, benchmarks, due dates, etc.

Ms. Evans referred to Strategic Goal #5, stating an embedded barrier is multi-generational unemployment and asked if the next steps could include strategies to address this issue. Mr. Moffett stated we would explore adding a strategy in alignment with the objective to address multi-generational unemployment.

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Ms. Ljung referred to Next Step 2.0.1 and asked if we could also get input from the Department of Transportation. Mr. Horkey agreed and requested that we include input from Broward County Transit along with the CCB.

Ron Moffett suggested that, as in the past, the committee task CSBD staff with these assignments. Mr. Horkey stated for the record that staff will flesh out the next steps, benchmarks and due dates for the matrix.

**On a motion by Cassandra Evans and seconded by Audrey Ljung, the One Stop Services Committee unanimously approved 1) the One Stop Services Committee Strategic Planning Matrix for PY 22/23 and 2) to task CSBD staff to develop strategies to achieve the goals.**

#### **4. WIOA Youth Marketing and Communication Initiatives**

Considered approving new strategies to add to our existing marketing and outreach plan approved by the governing boards in June for the upcoming year. These strategies are within the overall budget line item for marketing and outreach. To increase youth traffic and referrals to pre-pandemic levels, some of our new initiatives include a vigorous social media campaign, partnering with Children's Services Council to reach the parents of youth in their programs, and networking with their providers at the annual CSC Youth Summit. We will also connect with community organizations such as fraternities and sororities dedicated to community service. Committee discussion and input regarding additional options was requested.

Ms. Bryant provided an overview of the marketing and communication strategies and initiatives for WIOA Youth outreach.

Mr. Horkey suggested that CSBD meet with the Broward Education Foundation to coordinate sharing information about their programs that serve youth.

Ms. Evans suggested connecting with Youth Move and South Florida Wellness and adding the Kiwanis Club to the list of organizations.

Ms. Ljung added that we should reach out to the Boys and Girls club for marketing purposes.

Ms. Torres shared that CSBD should connect with Broward College to learn more about the Cradle-to-Career Initiative (Promise Neighborhoods Grant / Broward Up). Mr. Horkey agreed with Ms. Torres and suggested that there may be an opportunity for CSBD to become a part of this initiative.

**On a motion by Kareen Torres and seconded by Cassandra Evans, the One Stop Services Committee unanimously approved new strategies to add to the existing marketing and outreach plan for the upcoming year.**

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## REPORTS

### 1. Presentation to the Committee

One-Stop Operator (OSO) Nadine Jackson provided a summary of the USDOL pilot project to build capacity to leverage Community Reinvestment Act efforts through bank investment in employment for low-income individuals and provided an update on her recent activities as OSO. Ms. Jackson highlighted that she assists with cross-training and cross-referrals to ensure staff at One Stops know our partners' services and vice versa. She ensures the One Stops are in compliance and everyone knows the policies and procedures.

Mr. Horkey stated he was impressed with Ms. Jackson's presentation and thanked her for her excellent work.

### 2. CareerSource Broward's Economic and Labor Market Analysis

To Pursuant to Board direction, CSBD commissioned an economic and labor market analysis. We will use the information to identify and offer resources for training in emerging jobs thereby expanding the supply of prepared workers and also gaining insight into those occupations and skill sets with declining demand. Among its findings, the analysis projects that industry growth is expected to be nearly 15% for leisure and hospitality over the next decade. This is followed by growth in education and health services, professional and business services, trade, transportation, utilities, financial activities and marine. The data confirms the high-growth targeted industries CSBD has selected. CSBD issued a press release and added the study to their website to assist local businesses and policymakers in understanding and shaping Broward's future.

Ms. Bryant provided an update on the economic and labor market analysis. She highlighted several key points from the study and encouraged the committee to review the report.

Mr. Horkey asked whether the contract requires quarterly or semi-annually updates so updated information can continuously go out, and Ms. Hylton replied yes.

Ms. Hylton added that in preparation for this program year and how resources are spent, we wanted to know the emerging industries, specifically in Broward County. We will ensure ITA providers are informed so they can add training programs related to these emerging occupations to our ITA list.

Mr. Horkey stated the study would help us be proactive instead of reactive; we conducted the study because you can't plan without data. Mr. Horkey asked the committee to review the analysis and disseminate it to the community.

### 3. Connecting Broward College Students with Paid Work Experience

On 8/30, CSBD met with Kareen Torres, Vice President, Workforce Education and Innovation and Imran Siddiqui, Associate Vice President, Employment Solutions at Broward College (BC),

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to discuss ways we can partner to offer more students access to our work-based training resources. This exciting initiative will expand the number of youth placed in internships to gain employment skills and real-world experience in alignment with their education and career goals. As conveners, this partnership will also bring in employers in our targeted industries who may not have thought of exploring internships to increase the local talent pipelines to fill the demand for open positions. BC's team was very excited about this partnership, and we will coordinate the next steps to bring the initiative to fruition.

Ms. Bryant shared that CSBD met with Broward College to discuss the paid work experience internship opportunities for young adults who are approaching graduation. CSBD and BC plan to connect students with paid work experience. This partnership will also bring in employers in our targeted industries who may not have thought of exploring internships to increase the local talent pipelines to fill the demand for open positions.

Ms. Torres stated there are industries like IT and other areas where BC will promote the program to connect students with employers.

#### **4. Selection of a One Stop Operator (OSO) for PY 22/23**

On 8/8, a Review Committee consisting of former Board Chair, Dr. Lisa Knowles, Board Member and Chair of the One Stop Services Committee, Rick Shawbell, and Board and One Stop Services Committee Member, Cynthia Sheppard met. Their recommendation was to award the contract for the OSO to Workforce Guidance Associates, LLC. at an annual cost of \$65,000, an increase of \$5,000 over the current contract. The slight increase is for performing the additional hours of work required. On 8/25, the Broward Workforce Development Board approved the Review Committee's recommendation. The contract will be for one (1) year with up to two (2) one-year renewals for a total of three (3) years.

Mr. Horkey explained the Board approved the Review Committee's recommendation to award the contract for the OSO with an increase of \$5,000 over the current contract. The contract will be for one (1) year with up to two (2) one-year renewals for a total of three (3) years.

#### **5. Apprenticeship Forum Update**

CSBD held its "Developing Your Workforce Apprenticeship Summit" on 8/11. The purpose was to bring in national, State and local subject matter experts and connect them to our local employer community in a stimulating and interactive forum. The Summit also provided an opportunity for CSBD to showcase how we can partner with employers and guide them in facilitating partnerships, developing and registering apprenticeships and providing financial assistance. Nearly two hundred (200) attended, representing a broad spectrum of employers. All the feedback we've received has been positive, and our employer services team is busy following up on leads.

The Apprenticeship Forum video was reviewed by the Committee.

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## **6. Summer Youth Employment Program Update**

This year, staff developed over 30 new employer host sites. The new sites included a dental office, an eye institute, an art camp, a public relations firm, and a social services business. The youth held various marketing, graphic design, customer service, and clerical positions. CSBD served approximately 700 youth over the summer, and has already received many heartwarming testimonials from employers. The Children's Services Council of Broward County (CSC) also conducted an administrative and fiscal review and commended CSBD for having no findings.

Ms. Hylton provided an update on the Summer Youth Employment Program, and the SYEP video was presented.

Mr. Horkey asked how many of the 700 youth were in the six distressed community zip codes. Ms. Hylton replied she did not have the exact number but did say all of the youth were economically disadvantaged. Mr. Horkey asked if there was a way for marketing purposes to determine if the youth were from the six zip codes. Ms. Hylton replied she does not think there is a need to because we market throughout the public school system and with Brace Advisors and Social Workers. This has been done for almost 20 years, and when we open the portal in December, youth will start calling for information.

Mr. Horkey added that Broward Education Foundation (BEF) opens a portal for scholarships around the same time as SYEP. Many of these youth could be eligible for BEF scholarships. Mr. Horkey suggested that CSBD inform SYEP Customers of the BEF Scholarship and that Carol meets with the BEF CEO.

## **7. Individual Training Account (ITA) Provider Performance**

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

Ms. Bryant gave the ITA Provider Performance update and reported that all providers are meeting the 70% training-related employment rate.

## **8. Monthly Performance Report**

The current performance for the month of July reflects that within the Big 7 Regions, CSBD is in a five-way tie for 1st in WIOA Entered Employment Rate (EER), ranks 1st in Veterans and WP EER, and ranks 1st in WTP All Family and Two-Parent Participation Rate.

Mr. Horkey congratulated the staff for being number one in the Big 7 Regions.

## **9. Broward County and Florida Unemployment Information**

The unemployment rate in Broward County was 2.9 percent in July 2022. This rate was 2.2 percentage points lower than the region's year-ago rate. In July 2022, Broward County's unemployment rate was 0.9 percentage points lower than the national rate (3.8 percent). Out of a labor force of 1,071,543, up 33,758 (+3.3 percent) there were 30,619 unemployed Broward County residents.

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Mr. Moffett reviewed the Broward County and Florida Unemployment Information.

**MATTERS FROM THE ONE STOP SERVICES COMMITTEE:**

Ms. Evans acknowledged and thanked CSBD staff member, Douglas Saenz. She shared that he has been working with the Regional Director at the Department of Juvenile Justice to help fill their vacancies. They are working to form partnerships between the department of juvenile justice and other state agencies to assist with the statewide employment issue.

Ms. Evans shared she had a conversation with Ms. Torres about the disconnect between college graduates and employment opportunities in criminal justice and the fact that they have a 30% vacancy rate.

Mr. Horkey suggested having a career fair. Ms. Hylton replied that is what Mr. Saenz is already working on and that during the planning conversation with Ms. Torres, she indicated she can assist. Ms. Torres stated it is an employee's market, and students are looking at the employer's benefits and career ladders to decide. There are many opportunities available, and employers have to sell themselves.

**MATTERS FROM THE FLOOR:**

None

**MATTERS FROM THE PRESIDENT/CEO:**

Ms. Hylton shared that she recently presented at the Broward County Commission meeting where she provided an overview of the services available to youth. She will be traveling with Mr. Horkey and staff to the Workforce Professional Development Summit next week to Orlando, then going to Washington, D.C., to meet with legislators.

**ADJOURNMENT 2:32 P.M.**

**THE NEXT COMMITTEE MEETING IS SCHEDULED FOR TUESDAY, 11/1/2022, AT 12:30 P.M.**