



**Broward Workforce Development Board
Employer Services Committee**
Monday, April 03, 2023 – 12:30 p.m. to 2:00 p.m.
Zoom Meeting ID: 863 2224 8473
Zoom Passcode: 508329
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 COVID-19, in the interest of keeping our committee members, staff, and the public safe, this meeting was also accessible via a Zoom video conference using the link below.

<https://us02web.zoom.us/j/86322248473?pwd=SjZXNktBaEx4S09XRzExMVikaEM3UT09>

ATTENDANCE

Employer Services Committee Members: Heiko Dobrikow, Lori Wheeler, Michael Goldstein, Mark Schaunaman, Denise Jordan, and Paul Farren, who chaired the meeting.

Staff: Carol Hylton, Ron Moffett, Mark Klineciewicz, Tony Ash, Andrew Skobinsky, and Natalie Oscar.

APPROVAL OF MINUTES

Approval of the Minutes of the 1/23 Employer Services Committee meeting.

On a motion by Michael Goldstein and seconded by Heiko Dobrikow, the Employer Services Committee unanimously approved the minutes of the 1/23 meeting.

NEW BUSINESS

1. CareerSource Broward (CSBD) Ambassador Program for BWDB Members

Considered the adoption of a no-cost outreach campaign devised by our Broward Workforce Development Board (BWDB) Chair to be led by our workforce board members. The plan would make each of our BWDB members an ambassador in the employer community, increasing awareness of our employer services. As part of this effort, BWDB Chair Heiko Dobrikow has worked with staff to create a letter/email for board members to encourage employers to avail themselves of CSBD's employer services. The Committee was asked 1) to approve the letter /email template and 2) to identify additional outreach strategies for the ambassador program.

Heiko Dobrikow explained that while speaking about CSBD, he recognized that many employers do not know what CSBD is all about and the services we offer. Board members can use this email template to engage their business community contacts. He stated this would be an excellent way to introduce CSBD to more employers.

On a motion by Denise Jordan and seconded by Lori Wheeler, the Employer Services Committee unanimously approved the letter/email template.

2. On-the-Job Training (OJT) Wage Reimbursement Rate

Considered an increase to the hourly wage against which employers can receive 50-75% reimbursement for the OJT program. Employers can receive 50-75% reimbursement of wages for participants in an OJT up to \$25.00/hour. The wage cap was set prior to the pandemic. We are seeking to increase the wage against which employers can receive reimbursement up to \$45.00 per hour. Wages have and continue to increase for many in-demand occupations as inflation continues. Increasing the cap will allow us to 1) keep pace with current labor market conditions, 2) expand the OJT program to employers with jobs in higher-wage occupations, and 3) is aligned with the board's goal to engage and connect employers with the workforce system. In the past, staff assessed the market and made adjustments per the labor market's demand. As there have been so many impacts on employers stemming from the pandemic, supply chain, labor shortages, and inflation, we seek Committee input into this decision.

Tony Ash stated that the last increase for OJT reimbursement was over three years ago. We currently reimburse 50% or 75% of the wage, depending on the size of the employer, up to \$25.00 per hour. He added that we are requesting consideration to increase the wage cap from \$25.00 to \$45.00 per hour.

Carol Hylton stated that wages have steadily risen since the pandemic due to the tight labor market, and this change will allow CSBD to pull in dislocated workers at wages comparable to what they were making prior to being displaced. This will also increase training for high-wage occupations and engage more prominent employers.

Michael Goldstein indicated that the increase to the wage reimbursement cap would assist with recruiting for skills upgrade training.

Lori Wheeler asked if the change to the reimbursement amount would apply to companies already participating in the apprenticeship program. Ms. Hylton responded that the higher reimbursement cap would be applied to new OJT participants going forward.

Mark Schaunaman stated he would like to learn more about the OJT program. He stated that his industry is trying to expand apprenticeship programs in the construction trades. Ms. Hylton indicated that CSBD could help employers with OJT wage reimbursement for up to six months as they upskill their apprentices. Mr. Schaunaman stated that this is a great program. Ms. Hylton recommended that Mr. Schaunaman meets with our employer team to discuss how CSBD can help construction employers with registered apprenticeship OJTs.

Mr. Dobrikow asked the committee members to familiarize themselves with CSBD's services by reviewing the information on the website. This will assist committee members in becoming knowledgeable ambassadors of CSBD's services.

On a motion by Lori Wheeler and seconded by Denise Jordan, the Employer Services Committee unanimously approved increasing the wage against which employers can receive reimbursement up to \$45.00 per hour.

3. Employer Services Committee Strategic Planning Matrix PY 22/23

Considered approving the final updates to the Employer Services Committee (ESC) Strategic Planning Matrix.

Mr. Ash reviewed the ESC Strategic Planning Matrix updates with the Committee and provided an overview of the steps taken to achieve the benchmarks and performance measures.

Mr. Ash provided an update on item 2.0.4, where the objective was to consider solutions CSBD could offer to assist in closing the gap on the labor shortages. CSBD has researched and added home health aides to our Targeted Occupations List based on local demand. We have also identified several areas that could benefit from utilizing our work-based training grants, such as HVAC, healthcare, and electrical technicians.

Mr. Goldstein asked if CSBD has considered using Udemy for employers in technology for incumbent worker training. He explained Udemy is an online program that provides training modules on topics such as Excel and QuickBooks.

Ms. Hylton responded that employers select the training provider they would like to utilize. We can certainly research this product and ensure that employers with similar training needs are made aware of Udemy.

Mr. Ash discussed item 3.0.3, which looked for CSBD to seek ways to expand our marketing in the community. He indicated that we now have an entrepreneurial incubator in our one stop center through a partnership with FAU.

Through a collaboration with the Office of Economic and Small Business Development (OESBD), we continue to engage employers who are doing business with the county. We are presenting informational workshops in partnership with OESBD.

Mr. Ash reviewed section 3.0.6 of the matrix, which focused on continuing to pursue opportunities to present CSBD services to business groups. CSBD has presented to over 100 business group events on our services. Ms. Hylton also presented, moderated, or has been a panelist at various business-related events such as the OIC Middle-Class Summit, the Greater Ft. Lauderdale Chamber of Commerce Board of Directors meeting, and the South Florida Hospital and Healthcare Association Annual Summit, to name a few.

Ms. Hylton stated that CSBD will also attend the Emerge America Conference, the region's largest technology event, later this month. It is the signature information technology event.

Lori Wheeler stated it is an excellent idea for CSBD to attend the Emerge America Conference, which is an inspiring and informative event for start-ups.

Mr. Dobrikow shared the Greater Fort Lauderdale Chamber of Commerce newsletter with the Committee, pointing out all the great information they have included about CSBD. He commended the staff on providing content for this newsletter that reaches a broad audience. He asked the Committee if they are associated with newsletters; CSBD should have a presence to inform staff.

On a motion by Lori Wheeler and seconded by Denise Jordan, the Employer Services Committee unanimously approved the final updates to the Employer Services Committee Strategic Planning Matrix.

4. New Marketing Strategy

CSBD markets our employer services, emphasizing that they are available to employers at little or minimal cost. However, the cost of the services we provide is not "free," as CSBD is paying for

them. We sometimes are concerned that there may be an underlying assumption on the part of employers that our services are worth "what you pay for them." We want the Committee's input on piloting a shift in how our services are marketed by putting a value on them. The pilot will focus on recruitment and hiring events as the costs can be pre-determined. We would tally up the cost of a dedicated recruitment or hiring event, which includes staff preparation time and event management and staffing, promotion/advertising, supplies, venue, collaterals such as flyers, and social media posting. We would then use the cost as a part of our promotional marketing strategy to employers, i.e., "take advantage of our promotional package for your next recruitment, worth \$30,000 and provided to you at no cost" or "don't miss this great opportunity for CSBD to manage your hiring event a \$50,000 value – how much will it cost you? - not one penny!" We want to develop these campaigns with the assistance of Goodman PR, our new marketing and outreach firm, which would be charged with coming up with a slogan. To determine the campaign's effectiveness, we would measure the impact to see whether we are attracting more and larger employers.

Mr. Dobrikow stated that CSBD is working to deemphasize that CSBD services are free or no-cost and to focus on the value proposition of its services. He added that attaching a value to the service, from a monetary standpoint, is more impactful from a sales perspective. Mr. Goldstein added that, for example, three job postings on Zip Recruiter would cost over \$1,000 monthly. CSBD could show that there would be significant savings by using our services.

For clarification, Ms. Wheeler asked if we would charge employers a fee or if we were trying to show them the value of using our services. Ms. Hylton responded that it is the latter, a way to show employers how much value there is to using our services.

Ms. Wheeler indicated it was an excellent idea and asked staff to ensure the message was clear that the employer does not have to pay.

Denise Jordan stated that a menu of services listing the value proposition for other CSBD services could be developed after the pilot with recruitment events. Paul Farren agreed that a menu of services would be beneficial.

On a motion by Denise Jordan and seconded by Heiko Dobrikow, the Employer Services Committee unanimously approved the new marketing strategy.

REPORTS

1. CSBD Presentation at the Greater Hollywood Chamber of Commerce's "State of Our Economy" event

On 3/9/23, CSBD's Economist, Dr. Aaron Schmerbeck, made a presentation on the Broward County labor market at the Greater Hollywood Chamber of Commerce's State of Our Economy event. Dr. Schmerbeck's presentation highlighted CSBD's new Economic dashboard, and he covered topics including the top in-demand occupations, affordable housing, and childcare.

Mr. Ash thanked BWDB member Paul Farren for attending. He indicated the event was well attended, with excellent feedback from the chamber members. CSBD is planning two additional presentations with Dr. Schmerbeck. 1) Greater Fort Lauderdale Chamber of Commerce. 2) Broward County Black Chamber of Commerce. We are looking forward to those presentations. Mr. Farren thanked CSBD for inviting him to the event and indicated it was terrific.

2. Update on Chamber of Commerce Outreach Contracts

In alignment with our Marketing and Communications Strategic Plan, CSBD entered into outreach agreements with 1) Greater Fort Lauderdale, 2) Greater Hollywood, and 3) Broward County Black Chambers of Commerce to expand awareness and engagement with the business community. The agreements make the Chambers our partners in providing opportunities for us to provide detailed information about the range of employer services businesses can access.

Mr. Ash stated that we have entered into a contract with three of the larger chambers in the county to expand our awareness among the business community. The Chambers share our information on their social media platforms, newsletters, and prominent website links that direct users to CSBD. We are also working with the Chambers to survey their members on their skills gap and look forward to that survey coming up soon.

3. LinkedIn Workforce Reports March 2023

LinkedIn Workforce Reports are monthly reports on employment trends in the US workforce. There are two reports: a national report that provides insights into hiring, skills gaps, and migration trends across the country and a local report that provides insights into employment trends for the Miami-Fort Lauderdale Metropolitan Statistical Area. According to the local report, the Miami-Fort Lauderdale area gained the most workers in the last 12 months from New York City, Boston, and Washington, DC.

4. Broward County Unemployment Information

The unemployment rate in Broward County was 2.5 percent in February 2023. This rate was 0.8 percentage points lower than the region's rate a year ago, which was 3.3 percent. In February 2023, Broward County's unemployment rate was equal to the state rate of 2.5 percent. Out of a labor force of 1,070,273, there were 26,803 unemployed Broward County residents.

5. Economic and Workforce Indicators in Broward County

Currently, there are 35,343 jobs in Broward and 26,531 unemployed individuals seeking jobs. Should every jobseeker become employed, we still have a deficit in the labor force. The good news is that year over year shows that the number of individuals employed in Broward went up by 2.9, showing some movement of individuals returning to the workforce.

Mr. Dobrikow stated the economic dashboard is an interactive tool with up-to-date labor market data in one place that employers can use to learn about the various indicators for Broward County. He added that the dashboard includes some data for Miami-Dade and Palm Beach for comparison purposes. Staff is developing a heat map to provide the zip codes with the highest concentration of job seekers. This information will assist employers with where to focus their recruitment efforts.

Mr. Ash added that the economic dashboard had been shared with our Chamber partners and has received great reviews. The Chambers have shared the dashboard link with their membership.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR

None

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

Mr. Dobrikow stated that he recently had great visits to the three CSBD career centers and encouraged the Committee to coordinate with CSBD management for visits and tours and to meet the center staff.

Ms. Wheeler indicated that she plans to coordinate a visit and tour and will bring two to three marine employers.

MATTERS FROM THE FLOOR

None.

MATTERS FROM THE PRESIDENT/CEO

Ms. Hylton informed the members that several staff and BWDB members attended last month's National Association of Workforce Boards Conference to network with colleagues and expand their awareness of best practices by attending workshops led by workforce industry experts.

Ms. Hylton informed the Committee of the "Learn! Work! Win! Job and Educational Fair" we are co-hosting with the Urban League of Broward County on 4/20. This event will have employers and schools exhibiting at the event. CSBD will hold workshops to assist customers in applying for WIOA scholarships for training. The event will be held at the Urban League of Broward County.

Ms. Hylton shared the news that she recently provided a presentation to the Children's Services Council Board on the SYEP. The board was so impressed by the program's impact that they voted to award CSBD an additional \$1.4 million to fund additional youth.

Ms. Hylton stated that CSBD has recently received two outstanding recognitions 1) Greater Hollywood Chamber of Commerce's 2022 Community Partner of the Year and 2) Congresswoman Debbie Wasserman-Schultz recognized Carol Hylton as a Distinguished Woman for her impact on the community. Ms. Hylton added that it is a testament to the excellent work done by the staff in the centers.

ADJOURNMENT

1:51 P.M.

THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS SCHEDULED FOR JUNE 5, 2023
