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## **MINUTES**

### **BROWARD WORKFORCE DEVELOPMENT BOARD, INC. & CAREERSOURCE BROWARD COUNCIL OF ELECTED OFFICIALS**

**Partnership Meeting #217  
Thursday, June 27, 2019**

**CareerSource Broward, 2890 West Cypress Creek Road, Ft. Lauderdale 33309**

**The Committee is reminded of conflict of interest provisions. In declaring a conflict please refrain from voting or discussion and declare the following information: 1) Your name and position on the Board, 2) the nature of the conflict and 3) who will gain or lose as a result of the conflict. Please also fill out form 8B prior to the meeting.**

**Attendees: Commissioner Tim Ryan (via phone), Gina Alexis, Gary Arenson, Josie Bacallao, Michael Carn, Zac Cassidy, Kristen Cavallini-Soothill, Dr. Ben Chen, Dr. Mildred Coyne, Heiko Dobrikow, Paul Farren, Cynthia Gaber, Frank Horkey, Dr. Lisa Knowles, Ismael Martinez, Mayor Frank Ortis, Dr. Gertrudis Perez-Dusek (via phone), Sam Robbin (via phone), Jim Ryan, John Simmons, Bob Swindell, Enid Valdez (via phone), Janet Wincko**

#### **PLEDGE OF ALLEGIANCE**

#### **MISSION MOMENT**

Kevin Fuentes, program coordinator at JAFCO, provided the mission moment.

#### **MEMBER SPOTLIGHT**

Jim Ryan gave the Board member spotlight.

Jamie Connelly, Program Manager, gave the staff spotlight.

#### **PRESENTATION**

Heather Davidson, Director, Public Policy and Strategic Initiatives of the United Way of Broward County provided an update on the Asset Limited Income Constrained Employed (ALICE) report from the United Way of Florida.

Josie Bacallao inquired as to what the most important policy United Way is working on. Heather Davidson responded that they are preparing their legislative agenda that will be completed by the end of July but their main focus is on affordable housing. She also indicated they are focusing on literacy and free tax prep.

Heiko Dobrikow asked what the top 3 items we should be working towards. Heather Davidson responded 1) wages 2) transportation and 3) affordable housing.

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Mason Jackson stated that per the request of the Executive committee, Bob Swindell, President and CEO of the Greater Fort Lauderdale Alliance, will be providing us a presentation on better wages and better jobs at the July BWDB meeting.

### **APPROVAL OF MINUTES**

Approval of the minutes of the May 23, 2019 Broward Workforce Development Board/CareerSource Broward Council Partnership Meeting #216.

**A motion to approve the minutes of the May 23, 2019 of BWDB Partnership/CareerSource Broward Council meeting #216 was made by Mayor Frank Ortis and seconded by Michael Carn. The Broward Workforce Development Board, Inc./CareerSource Broward Council of Elected Officials unanimously approved the May 23, 2019 minutes.**

### **CONSENT AGENDA**

**Consent Agenda items are items that may not need individual discussion and may be voted on as one item. Any member wishing to discuss an item may move to have it considered individually.**

### **ACCEPTANCE OF CONSENT AGENDA**

**On a motion made by Michael Carn and seconded by Mayor Frank Ortis, the Broward Workforce Development Board, Inc. /CareerSource Broward Council of Elected Officials unanimously approved the Consent Agenda of June 27, 2019.**

#### **1. Monthly Performance Report**

The current performance for the month of April is provided. This month's data reflects that within the Big 7 Regions CSBD is in a three-way tie for 1<sup>st</sup> in WIOA Entered Employment Rate (EER), ranks 1<sup>st</sup> in WTP EER, ranks 2<sup>nd</sup> in WTP All Family Participation Rate, and ranks 3<sup>rd</sup> in WTP Two Parent Participation Rate and Veterans EER.

#### **2. BWDB Committee Summary**

Summary of actions taken at the following meeting:

Employer Services Committee – 6/3/19  
Executive Committee – 6/10/19

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## REGULAR AGENDA

*These are items that the Council and Board will discuss individually in the order listed on the Agenda. Individuals who wish to participate in these discussions may do so merely by raising their hand during the discussion and being recognized by the Chair. The Chair will determine the order in which each individual will speak and the length of time allotted.*

### NEW BUSINESS

#### 1. **CareerSource Broward (CSBD) Marketing and Communications Plan for PY 19 – 20**

Each year, CSBD implements targeted and strategic outreach to job seekers, employers, and community stakeholders through the press and digital, print, and social media in an effort to increase awareness of CSBD services. This plan identifies CSBD's communications goals and objectives for the PY 19 – 20. Approved at the 6/3 Employer Services and 6/10 Executive Committee meetings. *(This is in alignment with the BWDB goal to maintain our roles as workforce development leaders.)*

Tony Ash, VP of Communications and Business Relations, stated the marketing and communications plan for PY 19-20 outlines CSBD's strategic plan to expand community outreach, provide more success stories, and maximize the website as an electronic storefront.

Mr. Ash presented two videos from CSBD's Construction Industry Job Fair 1) job seekers and 2) employers.

**On a motion made by Frank Horkey and seconded by Kristen Cavallini-Soothill, the Broward Workforce Development Board, Inc. /CareerSource Broward Council of Elected Officials unanimously approved CSBD marketing/communications plan for PY 19-20.**

### REPORTS

#### 1. **New CSBD Website Demonstration**

Communications is currently in the process of redesigning the CSBD website through this year's CareerSource Florida marketing co-op. The new website will incorporate search engine optimization marketing techniques, Google Analytics that provide reports on the performance of the website such as the number of visitors, user-friendly mobile features and videos in order to drive more traffic to the site. The scope of work associated with this project includes site navigation, mobile and desktop designs, selection of a content management system, web hosting service and more. The new website will also maintain our current ADA compliance under the Web Content Accessibility Guidelines. The new website is scheduled for launch the end of June. Reviewed at 6/3 Employer Services and 6/10 Executive Committee meetings.

Javon Lloyd, Sr. Communications Manager gave a presentation on our new website. He stated that we are looking to launch by the end of June. Our website is more user friendly for employers, job seekers and the community.

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Gina Alexis, stated that our new site was great. She inquired if we have a definition of apprenticeships on our website. Javon Lloyd mentioned that we do have the definition of the apprenticeships and some videos as well.

Ms. Bacallao inquired if our website can be translated into different languages. Javon Floyd responded that we are using Google translation on our site and it will allow you to translate our entire language into the language you choose.

Heiko Dobrikow mentioned that we should determine our own hash tags. If we use the same hash tag on each social media engine once a week it will be bring more people to our site. He further mentioned we should use hashtags in LinkedIn as well.

Michael Carn stated that we should have a short video of our board chair and elected officials speaking to our clientele.

Dr. Ben Chen asked if we should consider having pop ups on the website so we can make some money on it. Javon Lloyd responded that the only pop ups we have currently are for surveys regarding our website. Mason Jackson replied that we will have to think about it and we can bring it back for further discussion.

## **2. Local Employer Awareness and Satisfaction Survey**

CSBD conducted an employer survey in May 2019. The two components of the survey were to measure employer awareness of CSBD and measure employer satisfaction with CSBD services. In the awareness component, 83% of employers surveyed knew of CSBD. In the satisfaction component, 81% of employers surveyed were either very satisfied or satisfied with the quality of services they received from CSBD. This is up 6% from the last survey in 2018. Reviewed at 6/3 Employer Services and 6/10 Executive Committee meetings.

## **3. Employer Services Infograph March - April 2019**

CSBD hosted 35 mass recruitment events for employers seeking to fill over 600 vacant positions. Also through the industry intermediaries, CSBD posted 59 available jobs for employers in Broward's targeted industries during this time period. Reviewed at 6/3 Employer Services and 6/10 Executive Committee meetings.

## **4. Update on Florida National University (FNU)**

During the 4/25 Board meeting FNU's request to add four programs to the Individual Training Providers list was deferred to a future board meeting, with a request that FNU attend a meeting to conduct a presentation and be available to address several Board concerns. FNU has indicated they will attend the July Board meeting.

## **5. Broward County Unemployment**

The unemployment rate in Broward County was 3.0 percent in May 2019. Lower by 0.2 percentage point over the year. In May 2019, Broward County's unemployment rate was 0.1 percentage point lower than the state rate (3.1) and 0.4 percent point lower than the national rate (3.4 percent). Out of a labor force of 1,041,716 there were 30,819 unemployed Broward County residents.

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**MATTERS FROM THE CAREERSOURCE BROWARD COUNCIL**

None

**MATTERS FROM THE BOARD**

None

**MATTERS FROM THE FLOOR**

None

**MATTERS FROM THE PRESIDENT/CEO**

Mason Jackson stated the following:

- We will have a meeting in July but no meeting in August.
- Bob Swindell, President/CEO of Greater Fort Lauderdale Alliance will provide a presentation at the July meeting.
- Robert Runcie, Superintendent of Broward County Public Schools will provide a presentation in the September meeting.

**ADJOURNMENT 9:41a.m**

***THE NEXT BROWARD WORKFORCE DEVELOPMENT BOARD/CAREERSOURCE  
BROWARD COUNCIL MEETING IS SCHEUDLED FOR JULY 25, 2019 AT 8:00 A.M.***