



Broward Workforce Development Board
Strategic Planning Committee
Tuesday, July 12, 2022
12:00 p.m. – 1:30 p.m.

Zoom Meeting ID 878 5473 7752
Zoom Password: 264973
Zoom Call in: 1 646 876 9923

MEETING MINUTES

ATTENDANCE:

Committee attendees via Zoom/In-person: Mayor Frank Ortis, Dr. Ben Chen, Heiko Dobrikow, Francois Leconte, Dr. Lisa Knowles and Frank Horkey who chaired the meeting.

Staff: Carol Hylton, Ron Moffett, Rochelle Daniels, Michael Bateman, Melanie Magill, and Elizabeth Messler

Guests: Joseph Dalto, Charlene Pou, and Jamie Cooper of New Horizons

APPROVAL OF MINUTES

Approval of the minutes of the 10/5/21 meeting.

On a motion made by Mayor Frank Ortis and seconded by Francois Leconte, the Strategic Planning Committee unanimously approved the minutes of the 10/5/21 meeting.

NEW BUSINESS

1. Strategies to Address Possible Board Realignment Under the REACH Act

Considered the adoption and implementation of a set of strategies to address the possible re-alignment of the CSBD workforce area boundaries. CareerSource Florida (CSF) has employed Ernst & Young, LLP, to make recommendations regarding the reduction of local workforce development areas and the redrawing of local boundaries. Their recommendation will be presented to the CSF Board in December. This initiative is spurred by the Reimagining Education and Career Help Act, referred to as the REACH Act passed in last year's legislative session. CSF and DEO are in the process of requesting a waiver from USDOL to be able to re-designate the local workforce area boundaries, as the Governor's authority to redraw the boundaries is limited by current law.

Carol Hylton indicated that she attended a recent meeting with Frank Horkey and Dr. Lisa Knowles in which Ernst & Young (EY) provided a first report out to CSF. The report, however, did not provide their thoughts on the realignment, only the priorities. Their next phase will start looking into the specifics.

Ms. Hylton explained under WIOA, if a local board is meeting its local performance measures and has fiscal integrity, its boundaries cannot be realigned. However, CSF has stated that they are preparing a waiver to send to USDOL to put aside those criteria. In response, CSBD has prepared a list of strategies for this committee to consider.

Ms. Hylton stated that the realignment of board boundaries is an issue, particularly in Florida, where each area has different needs and cannot be easily merged. WIOA allows flexibility and supports the integrity of maintaining local control, in which decisions are made based on what is needed locally. That is why our board is composed of a majority of private sector members who know our local needs. Ms. Hylton noted that EY plans to provide another report to CSF in December, regarding what they think the new realignment of boards should look like.

Frank Horkey stated that he had attended a recent meeting with the Florida Workforce Chairs Alliance (FWCA) on the letter grades and realignment. The Chairs decided to prepare informational talking points on both issues for staff and board member use. The Chairs came up with a letter grade alternative on how we would want to be graded, taking into account the REACH Act requirements. The letter grades for this year will be issued in August. Mr. Horkey will draft a letter with the FWCA Chairs on the letter grade alternative proposal that will be hand-delivered to the REACH Act Office before the end of July.

Mr. Horkey explained that the Chairs also decided to take the letter that is created for the letter grades and expand it later to include realignment considerations (e.g., board size, proximity, findings, etc.). Talking points will be included for a unified message. The Chairs want to present the information to the State, as well as have some Chairs go to the Governor's office. One Chair suggested that regional realignment may want to be based on industry, rather than geography.

Mr. Horkey indicated that the FWCA recommends that we meet with our state and local elected officials. He inquired if the committee thought he and Mayor Dean Trantalis should write a similar letter from CSBD on the letter grades.

Heiko Dobrikow recommended that CSBD send a similar letter. Rochelle Daniels thought that a letter on the letter grades would need to go to the BWDB for approval. Mr. Horkey stated that we would, therefore, need to hold a BWDB meeting in July.

Ms. Hylton asked the committee to consider which issue to prioritize, letter grades that are being issued in August or board realignment, which is being issued in December. She recommended the need to get to elected officials as soon as possible. She noted that the topic of letter grades could be addressed in July and then we can move forward with the board realignment matter. Mr. Horkey suggested perhaps having a special board meeting for that.

On a motion made by Heiko Dobrikow and seconded by Francois Leconte, the Strategic Planning Committee unanimously approved that a letter regarding the letter grades be composed and signed by Frank Horkey, BWDB Chair, and Mayor Dean Trantalis, and presented to the BWDB in July for approval.

Dr. Ben Chen asked whether USDOL has granted the State's request for a waiver to change board designation. Ms. Daniels stated that we do not know if the State submitted the waiver or its outcome. Dr. Ben Chen suggested that we try to find out information on what is happening with the waiver.

Mr. Horkey then opened a discussion on board realignment. He noted that there are huge legal implications since the Governor does not have legal authority to do this under federal law. Ms. Daniels stated that if the Governor did make changes, it would be difficult to fight it. However, she noted that it was done successfully in Maine, California and Ohio at the time of transition from WIA to WIOA; at that time, USDOL took a very strong position to support the law, which stated that if you were a local workforce board for at least two years under the prior legislation, met your all your performance measures, and had no fiscal issues, the Governor had to designate the board if formally requested. Ms. Daniels recommended that we focus on our board boundaries, not the issue of realignment as it impacts the whole state over which we have no control. We can do this by emphasizing that we meet all the criteria under WIOA, do not have fiscal issues, and have consistently met performance. However, while we should be in a very strong position, there is still concern as the State recently merged Broward and Palm Beach counties with respect to WIOA Title I Adult Education and Family Literacy Act programs. Mr. Horkey agreed that our top priority should be to advocate for our boundaries, while still being mindful of what's happening in the rest of the State.

Mr. Horkey inquired if there is a deadline to apply for redesignation. Ms. Daniels noted this is a redesignation year. She indicated that the State is planning another meeting in September, after which CSF's report will be issued in December. The Governor will then ask for redesignation requests by next April. Ms. Daniels suggested sending a letter regarding redesignation before the report comes out.

Mr. Horkey inquired what we want to recommend to the Board in July regarding the actions to be taken now. He suggested sending a letter now on why we should be redesignated under WIOA. Ms. Daniels thinks that we can point out that as a local area we make the State look better and try to engage both sides of the aisle to support us. Mr. Horkey suggested that, along with the statistical information we usually take to legislators, we should include our performance measures that have helped the State. He stressed the importance of getting our message out to the State legislature, Congress, the county commission and perhaps our local municipalities.

Mr. Horkey suggested a meeting with Jennifer O'Flannery Anderson, representative to CSF and President/CEO of the Community Foundation of Broward. Ms. Hylton stated that a meeting has already been set.

Francois Leconte suggested inviting Ms. Anderson to one of our BWDB meetings. Ms. Hylton noted that Ms. Anderson used to be on our Board and that they have plans for a future meeting. Ms. Hylton also spoke to Ms. Anderson about her returning to the Board in some capacity.

Mr. Horkey stated that we should send a letter stating that our region should continue its designation because we meet the criteria under WIOA, have consistently met our performance measures, and have displayed fiscal integrity. Mr. Dobrikow added that the business climate in the neighboring counties is very different. He agreed that we should bring a letter to the Board that outlines our talking points.

Ms. Hylton noted that during an FWDA meeting last year, the regions were asked if they could come up with an option for realignment. At the time, FWDA took a firm stand stating that, under WIOA, they were entitled to remain intact. Time went by and the State moved forward with procuring its own study. Ms. Hylton was able to share our talking points during a listening session and she also sent them to the REACH office. Ms. Hylton suggested that board members attend the additional listening sessions that will be held by EY, and to also speak on why our region should remain intact.

Ms. Daniels noted that the Governor is allowed to make regions, which is different from local workforce development board areas. For example, Miami-Dade, Broward, Monroe, and Palm Beach counties could be a region, which would cause them to plan together, yet still maintain their boundaries. She offered that a planning region for the purposes of workforce development might be a better option than moving the boundaries.

Mr. Dobrikow suggested that this kind of conversation would be worthwhile to add to the letter, and would encourage a plan for the tri-county area while maintaining our boundaries.

Dr. Chen remembered that we tried to do this ten years ago with our two sister regions and it never went anywhere.

Mr. Horkey added that when WIOA first became effective and there was talk of regionalism, one of the first things we looked at was joint advertising and mutual job fairs with the other two regions, yet it didn't work out. Mr. Horkey stated that if we truly believe in a regional approach, we could meet with Palm Beach and Miami-Dade regions, to discuss joint advertising so we could show that we can work together to save money, that's a positive.

Ms. Hylton noted that we always try to include Miami-Dade and Palm Beach in different initiatives. We have partnered with Palm Beach on hiring events. Ms. Hylton suggested we can consider having a meeting with these other directors about a regional approach to add to the letter.

Mr. Horkey asked the committee if they wanted to ask the Board for approval to approach Palm Beach and Miami-Dade on the concept of regionalism. Mr. Dobrikow pointed out that it took two years of planning to develop the South Florida Business Council, which was very time-consuming. He agreed that a better approach is to start by having a discussion with the other two regions and see if there is any interest. Mr. Horkey noted

that Ms. Hylton has a good relationship with the Miami-Dade Executive Director, Rick Beasley.

Ms. Daniels suggested that we focus on maintaining our boundaries but be in a position where we can offer an alternative to the state if necessary. She stated that we have found that we can be regional with other local areas on some things and not others.

Ms. Hylton agreed that we can offer an alternative to EY. For example, the Governor could look at regionalizing around certain industries or financial areas. Ms. Daniels agreed with Mr. Dobrikow's statement that WIOA allows for regionalism and, if the Governor decides to go that way, it's already provided for in the law; the state does not need us to promote this option. Ms. Daniels noted that we learned from our economist, Dr. Aaron Schmerbeck, that we no longer have a transitory workforce which in itself supports maintaining our existing labor market boundaries.

Mr. Dobrikow made the recommendation that Ms. Hylton commence the conversation with her counterparts in Palm Beach and Miami, Julia Dattolo and Rick Beasley, to see if there is an appetite to discuss the concept of regionalism.

On a motion made by Heiko Dobrikow and seconded by Dr. Ben Chen, the Strategic Planning Committee unanimously approved drafting a letter to the State outlining the rationale why CareerSource Broward should remain a region by itself.

On a motion made by Heiko Dobrikow and seconded by Francois Leconte, the Strategic Planning Committee unanimously approved that CareerSource Broward staff explore the concept of regionalism with Palm Beach and Miami-Dade regions, to see if there is any interest and potential benefits.

Mr. Dobrikow noted that Douglas Saenz (CSBD), Michael Corbit (CSPB), and Rick Beasley (CS Miami-Dade) are already on the South Florida Business Council (SFBC) Tourism Embassy. He suggested that it might be beneficial to have a future conversation with the SFBC board on workforce development, as this may be one of their key issues. Mr. Horkey noted that for example, we might collaborate regionally on hospitality. Mr. Dobrikow stated that this would be a good story to tell as a region, particularly because all three counties have received extra money for mobility plans to offer options on housing.

2. PY 22/23 Strategic Planning Committee Matrix

Considered the approval of the PY 22/23 Strategic Planning Committee Matrix.

Michael Bateman provided an overview of the PY 22/23 Strategic Planning Committee Matrix, which added strategies from the BWDB Planning Session under items 2.0, 2.1, 6.0, and 7.0. Mr. Horkey commented that this aligns well with what was discussed both today and at the BWDB Planning Session.

Mr. Leconte suggested that some of our BWDB members attend the Greater Fort Lauderdale Chamber of Commerce (GFLCC) Washington Summit in September.

On a motion made by Heiko Dobrikow and seconded by Francois Leconte, the Strategic Planning Committee unanimously approved: 1) the PY 22/23 Strategic Planning Committee Matrix and; 2) reaching out to Dan Lindblade of the GFLCC to find out if there is availability and whether BWDB members can attend the (GFLCC) Washington Summit in September.

REPORTS

1. Economic Data

To follow up on a request from the 10/5 Strategic Planning Committee meeting regarding what types of economic data sources the Greater Fort Lauderdale Alliance uses, CSBD staff contacted their Director of Research and Business Intelligence, who stated they use EMSI and data from DEO. The product we use is JobsEQ, because it collects data from a wider set of sources, has better trending and forecasting abilities, more metrics and greater profile functionality, and a better user interface.

Ms. Hylton noted that Dr. Aaron Schmerbeck's final economic study will be given to the Board and the various committees. It will include forecasts of various occupations expected to grow over the next years. The One-Stop Services Committee will need to ensure that we have those ITA providers on our list and Employer Services will need to ensure that we are pursuing those employers. Mr. Horkey suggested that we issue a press release to let the local elected officials know that this information is available.

Ms. Hylton stated that our economist, Dr. Aaron Schmerbeck, will be brought on board to keep this information updated on a periodic basis.

2. Broward County Unemployment Information – May 2022

The unemployment rate in Broward County was 2.5 percent in May 2022. This rate was 2.6 percentage points lower than the region's rate a year-ago rate of 5.1%. In May 2022, Broward County's unemployment rate was 0.9 percentage point lower than the national rate (3.4 percent). Out of a labor force of 1,055,691, up 29,821 (+2.9 percent), there were 26,816 unemployed Broward County residents.

Mr. Dobrikow spoke with Ms. Hylton on the labor deficit data shown during the DEO presentation. He shared the links with Ms. Hylton to research where we can get the clean data on the true labor deficit and in which industries. Ms. Hylton noted that she gave the information to Tony Ash to research with DEO and our data consultant.

Mr. Leconte asked about immigration as a component of the labor deficit. Mr. Horkey noted immigration has not been addressed since 1986. Mr. Horkey stated that, while we could send another letter on this, there doesn't seem to be a lot of interest.

Mr. Horkey suggested said that in the past the Miami-Dade region was able to get DEO's data. He stated that if we could obtain this information, it would be good to share with Dr.

Schmerbeck. Ms. Hylton stated that she will contact Rick Beasley at the Miami-Dade region to see if they have DEO data to share.

MATTERS FROM THE STRATEGIC PLANNING COMMITTEE

None

MATTERS FROM THE FLOOR

Mr. Leconte inquired about housing. Mr. Horkey stated that at the April meeting in Washington, he learned that there is a local, for-profit company engaged by the county, not the workforce board, which is trying to negotiate with area hotels as an option for temporary housing. He noted that Mr. Dobrikow had a similar idea and was looking at buying a hotel to provide temporary housing for employees.

MATTERS FROM THE PRESIDENT/CEO

Ms. Hylton stated that Employ Florida had a cyber-attack and was down from 6/26 - 7/11. The State waived jobseeker requirements for this time period.

Ms. Hylton noted that Mr. Ash is planning several employer events. First, a group of stakeholders will be convened to discuss housing, and another on hospitality for those still experiencing a labor shortage. Secondly, an Apprenticeship Summit is scheduled for August at the Signature Grand. Mr. Horkey suggested that Mr. Dobrikow be invited to the stakeholder groups on the labor shortage and housing. Mr. Leconte suggested streaming the Apprenticeship Summit. Ms. Hylton responded that we would look into the feasibility of streaming the Summit.

Ms. Hylton received notification from DEO on 7/1 stating that per the REACH Act, there will be a 10% holdback of tuition for all ITA providers. The letter was sent to our ITA providers who were asked to share their concerns. DEO is convening a work group soon to look at the consequences and how this can be implemented on October 1st. Ms. Hylton noted that this may cause issues, particularly in releasing final payments to the providers after the funding expires. Mr. Horkey expressed concern that we could lose some of our ITA providers.

ADJOURNMENT 2:13 p.m.

<p>THE NEXT COMMITTEE MEETING IS TO BE DETERMINED.</p>
