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## **MEETING MINUTES**

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

**Partnership Meeting #242  
Thursday, June 23, 2022  
CareerSource Broward Boardroom  
2890 West Cypress Creek Road, Ft. Lauderdale, FL 33309**

**The Board and Council are reminded of the 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 whether or not you are able to attend the meeting if you have a conflict with any agenda items.**

Attendees via Zoom/in-person: Mayor Josh Levy, Commissioner Tim Ryan, Gina Alexis, Zac Cassidy, Dr. Ben Chen, Keith Costello, Heiko Dobrikow, Paul Farren, Cynthia Gaber, Frank Horkey, Dr. Lisa Knowles, Kevin Kornahrens, Francois Leconte, Dawn Liberta, Ismael Martinez, Sandy McDonald, James Payne, Pam Sands, Rick Shawbell, Marjorie Walters and Lori Wheeler.

Guests: Bill Scherfel, Integrated Staffing Group, Inc., Joseph Dalto, New Horizons, Daniel Harper, DEO, Nicole Willis, Atlantic Technical College, Karen Torres, Broward College, and Jason Krusaz, Broward County Commissioner's Office.

Staff: Carol Hylton, Rochelle Daniels, Christine Azor, Ron Moffett, Tony Ash, Rosamond Parker - Pickett, and Amy Winer

### **MISSION MOMENT**

Teara Reese, SYEP participant, provided the mission moment.

### **PRESENTATION TO THE BOARD**

Daniel Harper, Senior Management Analyst Supervisor at the Department of Economic Opportunity provided the annual performance presentation.

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Keith Costello asked Mr. Harper to elaborate on the median wage measure. Mr. Harper explained it is the median earnings of program participants who are in unsubsidized employment during the second quarter after exit from the program.

Ms. Hylton stated that during the Executive Committee meeting Mr. Dobrikow inquired if Miami and Palm Beach met their negotiated performance goals. The performance results for Miami and Palm Beach provided by the state were shared by Ms. Hylton.

After the discussion ended on the annual performance presentation, Ms. Hylton stated that Lynn Goldman, Broward County Public Schools, sent an email to board members regarding tuition and credentials and we wanted to remind the Board that we follow the state issued guidance on the criteria and procedures regarding the eligibility of training providers to receive funds under section 133(b) of WIOA. The criteria 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 (FETPIP). All of our current ITA training providers meet these criteria. Additionally, all occupational training must prepare students for in demand occupations.

Mr. Payne of the SBBC stated that some providers are not accredited and therefore those courses cannot be transferred to colleges.

Ms. Daniels responded that the law requires we provide customers with information about all the eligible training providers and their programs and per WIOA and the state it is the customer's choice to make.

Mr. Leconte asked what happens when a customer comes to our center? Ms. Hylton explained that they are assessed for eligibility and as appropriate an Individual Employment Plan is created with them identifying the services they need to help move them along their career path. If occupational training is identified as an employment strategy the next step per WIOA is to ensure that the customer has the skills and qualifications to succeed in the training course selected or to assist with alternatives.

Mayor Josh Levy stated that CSBD is mindful of their responsibilities and doing everything possible within the law for customers to have the information they need to compare costs and accreditation. He requested that CSBD continue to ensure the success coaches have training throughout the year.

## **APPROVAL OF MINUTES**

Approval of the minutes of the 4/28 Partnership meeting #241.

**On a motion made by Mayor Josh Levy and seconded by Commissioner Tim Ryan, the BWDB/CSBD Council of Elected Officials unanimously approved the minutes of the 4/28/22 Meeting #241.**

## **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 Keith Costello and seconded by Francois Leconte, the BWDB/CSBD Council of Elected Officials unanimously approved the Consent Agenda of 6/23/22.**

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

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

### **2. Letters of Support**

Letters of support were written for 1) Community Rightful Center's grant to assist in job training for youth ages 16 – 24 2) Broward College's Equitable High-Tech Consortium that supports Cybersecurity skills 3) Broward College's Perkin's 2022-23 grant to prepare students for jobs in Music, Sound Production Technology, Aviation Administration and Crime Scene Technology 4) WestCare Foundation to support their efforts with parental substance abuse 5) OIC of South Florida's Reentry Education and Employment Grant to assist with education, occupational skills and job readiness training 6) Electrical Training ALLIANCE's grant to increase apprenticeships for women and 7) City of Pompano Beach's Aviation Maintenance Technical Workers Workforce Development Grant to make connections between minority, low-income students and employers.

### **3. Continued Eligibility for Fourteen (14) Current ITA Providers**

Considered the approval of 1) 14 current ETPs' continued eligibility for the period 7/1/22 thru 6/30/24 and 2) retention of their training programs on the ITA list. The governing boards are required to approve ETP's every two years. The schools are: AAA School of Dental Assisting, Bar Education dba Southeastern College, City College, Concorde Career Institute, Florida Atlantic University, Florida National University, FVI School of Nursing & Technology, Jersey College, Miami Dade College, New Horizons Computer Learning Center, PC Professor, Ruby's Academy for Health Occupations, South Florida Academy of Air Conditioning, and The Academy of South Florida. All of these providers have met continued eligibility requirements. Approved at the 5/17 One Stop Services and 6/15 Executive Committee meetings. *(This is in alignment with the Board goal to align Broward County community services (social services and education) to maximize employment and work opportunities for targeted populations veterans, youth, individuals with disabilities, and ex-offenders.)*

### **4. Addition of New Courses for Existing Providers Concorde Career Institute, Florida Atlantic University, and PC Professor**

Considered the approval of 1) Concorde Career Institute's Surgical Technology course 2) Florida Atlantic University's Cybersecurity course and 3) PC Professor's eight (8) Information Technology course applications. CSBD reviewed the applications and they meet CSBD and Board policies and criteria. All the occupations are in demand in Broward County. Approved at the 5/17 One Stop Services and 6/15 Executive Committee meetings. *(This is in alignment*

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*with the Board goal to align Broward County community services (social services and education) to maximize employment and work opportunities for targeted populations veterans, youth, individuals with disabilities, and ex-offenders.)*

**5. Add New Training Providers Apex Training Center, Dick Robinson Media Code School dba Connecticut School of Broadcasting and Palm Beach Code School**

Considered the approval of the following schools and courses for placement on the ETP List 1) Apex Training Center, Inc. for HVAC Mechanic Assistant 2) Dick Robinson Media Code School, LLC (DRMC) d/b/a Connecticut School of Broadcasting, for Radio and TV Broadcasting and 3) DRMC d/b/a Palm Beach Code School for training in Digital Filmmaking, Intro to Mobile Application Design and Development, Intro to Web Design & Development, and Social Media Marketing Specialist. CSBD reviewed the applications and they meet the Board mandated criteria. All occupations are in demand in Broward County. Approved at the 5/17 One Stop Services and 6/15 Executive Committee meetings. *(This is in alignment with the Board goal to align Broward County community services (social services and education) to maximize employment and work opportunities for targeted populations veterans, youth, individuals with disabilities, and ex-offenders.)*

**6. Add New Training Providers Dentrilogy and Margate Medical Training Center**

CSBD received applications from two (2) new schools to become ETPs and add a total of two (2) courses to the WIOA ITA list. Considered the approval of 1) Dentrilogy and its Dental Assistant course and 2) Margate Medical Training Center and its Practical Nurse course. CSBD reviewed the applications to ensure that Board mandated criteria were met. The occupations are in demand in Broward County. Approved at the 5/17 One Stop Services and 6/15 Executive Committee meetings. *(This is in alignment with the Board goal to align Broward County community services (social services and education) to maximize employment and work opportunities for targeted populations veterans, youth, individuals with disabilities, and ex-offenders.)*

**7. One Stop Center Hours of Operation and Holiday Schedule**

Considered approving the one-stop center hours of operation and holiday schedule. There are no changes to our hours of operation or our holidays for the upcoming year. The Florida Department of Economic Opportunity requires the governing boards' annual approval of the one-stop center hours of operation and holiday schedule at the start of each program year. The One Stop Centers hours of operation are M-F 8:00 a.m. – 5 p.m. Our holidays are aligned with those of Broward County. Approved at the 6/15 Executive Committee meeting. *(This is in alignment with the Board goal to maintain our role as workforce development leaders through advocacy by the Board, collaboration, and providing information and intelligence to stakeholders with feedback from the community.)*

**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.*

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## **NEW BUSINESS**

### **1. Program Year 22/23 Preliminary Budget**

The Program Year (PY) 22/23 Preliminary Budget presented reflected a 4.3% increase in formula funds or \$820,003 which is due primarily to an increase in carry forward. The total amount of formula and carry forward projected to be available in PY 22/23 is \$19,910,168 as compared to \$19,090,165 actual in PY 21/22. The budget continues to emphasize investments in customer training and assistance to employers. It is aligned with the governing boards' strategic initiatives and key business results. CSBD recommended acceptance and approval of the preliminary PY 22/23 budget. This was a revised budget from the one considered at the One Stop Services Committee meeting of 5/17. Approved at the 6/15 Executive meeting. *(This is in alignment with the Board goal to align Broward's services to improve the sustainability of the workforce system through increased funding, efficiency, and relevancy.)*

Ms. Hylton gave an overview of the budget and the considerations in the development of the budget. She reminded the governing boards that as is our custom the budget does not include the dedicated grants as those funds may only be spent for the specific purposes outlined in the grants.

During the discussion Commissioner Ryan reported that the Broward County Sheriff's office is looking for several hundred 911 dispatchers. He asked if CSBD could reach out to them to help fill these positions. Ms. Hylton responded that we would reach out to the Broward County Sheriff's office to offer our assistance.

### **2. Compensation Study**

Considered approving 1) the recent compensation study recommendations, which includes new salary ranges at a cost of \$79,313 2) bringing staff not covered by the study along in their ranges, as we have done in the past, with a one-time payment of \$750.00 per employee for a total of \$51,750 and 3) implementation of the Executive Committee's recommendation to move merit increases from 3% to 4% based on salary surveys including the Conference Board that showed merit increases have moved to 3.9%. The 1% increase is estimated to be \$20,000 as not everyone receives a full merit increase and not all anniversary dates fall within the program year, as it is based on date of hire. There are sufficient funds to cover the recommendations as funds were budgeted in anticipation of the study. The majority of individuals affected by the recommendations of the study are non-management career center staff. Total cost for all three is about \$151,000. Approved at the 6/13 Organizational Resources and 6/15 Executive Committee meetings. *(This is in alignment with the Board goal to improve the sustainability of the workforce system through increased funding, technology and relevancy).*

Ms. Hylton stated that prior to last December the staff pay ranges had not been reviewed in six years. During our recent "temp to perm" pilot initiative with EmpHire, they advised us that some of our salaries were still not competitive with the local market making it difficult to attract and recruit talent. After conferring with Council Chair Mayor Trantalis, and Board Chair, Mr. Frank Horkey regarding the need to be competitive in the market CSDB sought quotes for the conduct of a compensation study and entered into an agreement with Integrated Compensation Solutions (ICS).

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The study included five (5) recommendations 1) updating some salary ranges 2) updating some job descriptions 3) reassigning some jobs to different grades 4) the creation of a level I and II hierarchy for the success coaches and business service staff and 5) raising the salaries for 6 positions determined not to be competitive in the market.

Mr. Keith Costello asked if the \$750 was an increase in staff's salary. Ms. Hylton responded that in speaking with ICS the recommendation was for a one-time increase which is the recommendation for the board to approve.

Mayor Levy expressed his support of the one-time payment of \$750 stating that staff will find this meaningful and appreciated.

**On a motion made by Mayor Josh Levy and seconded by Dawn Liberta, the BWDB/CSBD Council of Elected Officials unanimously approved 1) the compensation study recommendations, which include new salary ranges at a cost of \$79,313 2) bringing staff not covered by the study along in their ranges, as we have done in the past, with a one-time payment of \$750 per employee for a total of \$51,750 and 3) increase merit from 3% to 4%.**

### **3. Selection of a Staffing Company for the One-Stop Centers**

Considered approving 1) a contract with Integrative Staffing Group (ISG), the low bidder, to staff the three (3) one-stop centers in the amount of \$85.00 per employee per pay period estimated at \$176,800 2) the cost of a 90 day "Temp to Perm" at a 40% mark-up of salaries for an estimated \$16,416 for a total contract cost of \$193,216 and 3) the extension of the EmpHire contract to 8/31 to allow for a short transition period. The ISG contract will be for an initial (1) year period beginning 7/1 and for three (3) renewable one-year terms. Staff are expected to transfer to ISG within 30 days with flexibility to complete all transition close out activities within sixty (60) days. Approved at the 5/17 One Stop Services and 6/15 Executive Committee meetings. *(This is in alignment with the Board goal to improve the sustainability of the workforce system through increased funding, efficiency, and relevancy.)*

Ms. Daniels reported that CSBD has exhausted its renewals with EmpHire under the current procurement so a new RFP was released and we received three responses of which one was non-responsive. Ms. Daniels stated that the fee proposed by EmpHire was nearly double our current contract going from \$65 to \$125 per employee. Integrative Staffing Group (ISG) proposed \$85 per employee and they were rated and ranked number 1 by the review committee.

Integrative will also continue a new way of onboarding staff that was piloted for us by EmpHire and found to be successful in reducing turnover. EmpHire recruited, vetted, and screened all prospective employees by hiring them for a 90-day short-term assignment prior to being approved for a regular assignment. CSBD paid the standard staffing company 40% salary mark-up rate for those staff instead of the per-employee fee. EmpHire paid the taxes, insurance, workers' compensation, and related costs during those 90 days. When the employee moved to a regular position EmpHire would switch to the per-employee fee.

Lastly, we spoke to EmpHire and they have agreed to stay on through 8/31 to allow for a small transition period.

Mayor Levy asked why we use staffing agencies rather than hiring employees directly. Ms. Daniels stated a study was initiated some time ago and one of the deciding factors was cost.

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**On a motion made by Francoise Leconte and seconded by Frank Horkey, the BWDB/CSBD Council of Elected Officials unanimously approved the selection of ISG as the staffing company for the One-Stop Centers.**

#### **4. PY 22/23 Preliminary Budget**

The Program Year (PY) 22/23 Preliminary Budget being presented reflects a 4.3% increase in formula funds or \$820,003 which is due primarily to an increase in carry forward. The total amount of formula and carry forward that we project to be available in PY 22/23 is \$19,910,168 as compared to \$19,090,165 actual in PY 21/22. The budget continues to emphasize investments in customer training and assistance to employers. It is aligned with the governing boards' strategic initiatives and key business results. CSBD recommends acceptance and approval of the preliminary PY 22/23 budget. This is a revised budget from the one considered at the One Stop Services Committee meeting on 5/17. Approved at the 6/15 Executive meeting. *(This is in alignment with the Board goal to align Broward's services to improve the sustainability of the workforce system through increased funding, efficiency, and relevancy.)*

**On a motion made by Francois Leconte and seconded by Keith Costello, the BWDB/CSBD Council of Elected Officials unanimously approved the PY 22/23 Preliminary Budget.**

#### **5. Continued Eligibility for Broward College**

Considered 1) approving current Eligible Training Provider (ETP) Broward College's continued eligibility for the period 7/1/22 thru 6/30/24 and 2) the retention of their programs on the Individual Training Account (ITA) list. The governing boards are required to approve ETP's every two years. The College has met continued eligibility requirements. Because Board member, Dr. Mildred Coyne, is employed by Broward College, and Board member, Francois Leconte, serves on the BC Business Advisory Committee this recommendation must be approved by a 2/3 vote of the Board members present with an established quorum at a Board meeting. Approved at the 5/17 One Stop Services and 6/15 Executive Committee meetings. *(This is in alignment with the Board goal to align Broward County community services (social services and education) to maximize employment and work opportunities for targeted populations veterans, youth, individuals with disabilities, and ex-offenders.)*

Mr. Ron Moffett advised that Broward College is a long-standing partner with us and that the College has met continuing eligibility requirements. He explained the law requires that the governing boards approve ETPs every two years.

Mr. Leconte mentioned that he no longer serves on the BC Business Advisory Committee and therefore no longer has a conflict.

It was noted that Dr. Mildred Coyne had a conflict of interest for this item as she is employed by Broward College. She was not there but will be required to submit a conflict-of-interest form.

**On a motion made by Mayor Josh Levy and seconded by James Payne, the BWDB/CSBD Council of Elected Officials unanimously approved the continued eligibility for Broward College by a 2/3 vote of the seated quorum.**

#### **6. Continued Eligibility for Atlantic, McFatter and Sheridan Technical Colleges**

Considered the approval of 1) current ETPs Atlantic, McFatter, and Sheridan Technical College's continued eligibility for the period 7/1/22 thru 6/30/24 and 2) the retention of their

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programs on the ITA list. The governing boards are required to approve ETP's every two years. Each of the Technical Colleges have met continued eligibility requirements. Because Board member, James Payne, is employed by the School Board of Broward County, this recommendation must be approved by a 2/3 vote of the Board members present with an established quorum at a Board meeting. Approved at the 5/17 One Stop Services and 6/15 Executive Committee meetings. *(This is in alignment with the Board goal to align Broward County community services (social services and education) to maximize employment and work opportunities for targeted populations veterans, youth, individuals with disabilities, and ex-offenders.)*

James Payne declared a conflict of interest for this item as he is employed by the School Board of Broward County. He abstained from voting and will be required to submit a conflict-of-interest form.

**On a motion made by Commissioner Tim Ryan and seconded by Keith Costello, the BWDB/CSBD Council of Elected Officials unanimously approved the continued eligibility for Atlantic, McFatter, and Sheridan Technical Colleges by a 2/3 vote of the seated quorum.**

#### **7. Addition of New Courses for Existing Provider Atlantic Technical College**

Considered the approval of Atlantic Technical College's application to add eight (8) courses to the WIOA ITA list and (1) Patient Care Technician program to the WTP ITA list. CSBD staff reviewed the applications to ensure that CSBD and Board policy criteria were met. The new courses will prepare customers for employment in high demand occupations in fields such as information technology, healthcare, aviation and advanced manufacturing. Because Board member, James Payne, is employed by the School Board of Broward County, this recommendation must be approved by a 2/3 vote of the Board members present with an established quorum at a Board meeting. Approved at the 5/17 One Stop Services and 6/15 Executive Committee meetings. *(This is in alignment with the Board goal to align Broward County community services (social services and education) to maximize employment and work opportunities for targeted populations veterans, youth, individuals with disabilities, and ex-offenders.)*

Mr. Moffett advised that we are recommending adding eight new training programs to the WIOA Adult ITA list and one to the WTP and WIOA youth ITA list for a total of nine (9) new programs.

James Payne declared a conflict of interest for this item as he is employed by the School Board of Broward County. He abstained from voting and will be required to submit a conflict-of-interest form.

**On a motion made by Mayor Josh Levy and seconded by Keith Costello, the BWDB/CSBD Council of Elected Officials unanimously approved the addition of 9 new courses to the ITA list for existing provider Atlantic Technical College by a 2/3 vote of the seated quorum.**

#### **8. The Greater Fort Lauderdale Alliance (GFLA) Economic Sourcebook Ad**

Considered approving placement of an advertisement in the GFLA 2023 Economic Sourcebook to increase employer awareness of our business services. The cost of the ad is \$4,123. GFLA is a partner in the Sourcebook and will realize about \$413 from the ad. Because Board member, Bob Swindell, represents GFLA, State and WIOA conflict rules require that this item be approved by a 2/3 vote of the Board after a quorum has been seated and a conflict has been declared.



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Approved at the 6/6 Employer Services and 6/15 Executive Committee meetings. (*This is in alignment with the Board goal to encourage employers by engaging and identifying their needs, and educating and connecting them to the workforce system to produce innovative workforce solutions.*)

Heiko Dobrikow declared a conflict of interest for this item as he is a member of the GFLA Board. He abstained from voting and will be required to submit a conflict-of-interest form.

**On a motion made by Commissioner Tim Ryan and seconded by Francois Leconte, the BWDB/CSBD Council of Elected Officials unanimously approved the GFLA Economic Sourcebook Ad by a 2/3 vote of the seated quorum.**

## **9. April 2022 Planning Session**

Considered adopting the BWDB annual planning session recommendations on the strategic goals and objectives for PY 22/23. The BWDB annual planning session was held on 4/28. The honorable Mayors Trantalis, and Levy, along with BWDB Chair, Frank Horkey, opened the meeting. CSBD President/CEO, Carol Hylton, spoke about the year's highlights and accomplishments. This was followed by a talk delivered by Dr. Aaron Schmerbeck, on the state of the Broward County economy. The BWDB broke into work groups to discuss goals and objectives for the upcoming year. The planning session ended with each group reporting on their recommendations. Once approved, the work groups' responses will form the basis for the board's goals and objectives for the upcoming year and will be sent to the committees to deploy. Approved at the 6/15 Executive Committee meeting. (*This is in alignment with the Board goal to maintain our role as workforce development leaders through advocacy by the Board, collaboration, and providing information and intelligence to stakeholders with feedback from the community.*)

Ms. Hylton highlighted the BWDB's annual planning session recommendations on the strategic goals and objectives for PY 22/23 and stated that once approved they will be brought to the individual committees. By way of example, Ms. Hylton stated that the State is seeking to reduce the number of local boards. This item will be discussed at the upcoming Strategic Planning Committee meeting on 7/12.

Ms. Hylton thanked Mayor Trantalis and Mayor Levy for opening the planning session. She further thanked Dawn Liberta and Heiko Dobrikow for chairing the breakout groups at the meeting.

Ms. Hylton reported that Dr. Aaron Schmerbeck spoke about the local economic indicators and its influence on our labor market in Broward County. She noted that he had done such a good job we brought him back in May to provide a complete presentation.

Mr. Leconte stated that this was a great planning session. Mr. Dobrikow agreed stating that the planning session was great, diverse, and robust.

**On a motion made by Francois Leconte and seconded by Mayor Josh Levy, the BWDB/CSBD Council of Elected Officials unanimously approved adopting the April 2022 Planning Session recommendations for PY 22/23.**

## **10. Region 22 Targeted Occupations List (TOL) for Program Year 22/23**

Considered approval of the TOL for PY 22/23. We sent the preliminary TOL provided by the state to local education and business stakeholders to get input and gather additional relevant

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labor market data. We also held a publicly noticed meeting held on 5/25 to review the occupational changes to Region 22's TOL and gather additional information. Based upon our review and community input, CSBD recommends 1) retaining 29 occupations proposed by the State for removal and 2) adding 14 new occupations. Approved at the 6/6 Employer Services Committee and 6/15 Executive Committee meetings. (*This is in alignment with the Board goal to maintain our role as workforce development leaders through advocacy by the board, collaboration, and providing information and intelligence to stakeholders with feedback from the community*).

Mr. Moffett explained we received the annual list from DEO which we reviewed and compared to our current occupations in demand list. We sent the preliminary TOL to local education and business stakeholders, community partners, business leaders, and industry intermediaries. He noted that this is one of the most important things we do as conveners. Based on our analysis and community input we are recommending retaining twenty-nine occupations proposed by the State for removal and adding fourteen new occupations.

Mr. Payne noted that this is a very important list as the Perkins Grant uses this list to fund their programs.

**On a motion made by Keith Costello and seconded by James Payne, the BWDB/CSBD Council of Elected Officials unanimously approved the Region 22 Targeted Occupations List (TOL) for Program Year 22/23 with an effective date of 7/1.**

#### **11. CareerSource Broward Marketing and Communications Plan for Program Year 22/23**

Considered approval of CSBD's marketing and communication plans for PY 22/23. Each year, CSBD implements targeted and strategic outreach to job seekers, employers, and community stakeholders, through the press, digital, print, and social media in an effort to increase awareness of CSBD services. This year's strategies include enhanced community outreach and educational campaigns, targeted marketing to distressed communities, and collaboration with core partners such as industry associations, chambers of commerce, local municipalities, and additional stakeholder groups. We will be working with Moore Communications, the State's contracted marketing agency, to assist in implementing the plan. Approved at the 6/6 Employer Services and 6/15 Executive Committee meetings. (*This is in alignment with the Board goal to maintain our role as workforce development leaders through advocacy by the board, collaboration, and providing information and intelligence to stakeholders with feedback from the community*.)

Ms. Hylton advised that last year we sent the marketing plan to Mayor Levy for his review and input. He stated that he thought we did a good job. We have updated the plan to include additional areas recommended by the Board during the Planning session.

The communications strategies included increased exposure through earned media. This year you will see a difference in marketing and communication materials targeted at increasing brand awareness, while also achieving the vision and mission of the organization and improving performance.

Ms. Hylton noted that we have been working with the state's communication firm Moore Communications and have been pleased so we have enlisted them for future assistance.

Mayor Levy suggested we consider opportunities with outdoor media such as benches or billboards in the distressed communities. Ms. Hylton agreed stating we have done this previously and will do so again.

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Mr. Dobrikow mentioned that as board members we need to take more of a lead here to follow, like, or share CSBDs media postings. He requested that staff send the media blurbs with a link members could post them on their websites instead of sharing the original post.

**On a motion made by Commissioner Tim Ryan and seconded by Mayor Josh Levy, the BWDB/CSBD Council of Elected Officials unanimously approved the CareerSource Broward Marketing and Communications Plan for Program Year 22/23.**

## REPORTS

### 1. **Summer Youth Employment Program (SYEP) Update**

We have launched our Summer Youth Employment Program. Nearly 700 youth received three days of employability skills focused on basic soft skills with an emphasis on punctuality, dressing professionally, communication, problem solving and teamwork. Youth begin working at their sites on 6/20.

### 2. **Outreach Partnership With Moore Inc.**

CSBD is partnering with Moore Inc., the state's contracted marketing and outreach agency, to 1) expand awareness of our employer and job seeker services in the community 2) develop marketing and social media campaigns 3) draft press releases and 4) revamp our marketing outreach materials. The cost of this service is \$34,800. This is being reported in accordance with our board policy to report single purchases over \$10,000.

Ms. Hylton stated that per the board policy, single purchases over \$10,000 are reported. She advised that Moore Inc. is assisting CSBD with revamping and developing marketing.

### 3. **Apprenticeship Summit**

We will be hosting a first of its kind Apprenticeship Summit on August 11<sup>th</sup> at the Signature Grand for employers. The Summit is designed to help employers develop their talent pipeline through utilizing apprenticeships and will bring the most connected minds on apprenticeship together to present the benefits of apprenticeships to employers.

Mr. Ash noted that after speaking to CareerSource Florida partners our upcoming Apprenticeship Summit is the first of its kind in the State and will include employers from various industries. The Summit will be held on 8/11 at the Signature Grand. We will be sending out a "save the date" soon.

### 4. **Broward County Unemployment**

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 year-ago rate. In May 2022, Broward County's unemployment rate was 0.9 percentage points 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.

Ms. Hylton advised that Dr. Aaron Schmerbeck's study will go through the committees.

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## **MATTERS FROM THE CAREERSOURCE BROWARD COUNCIL**

Mayor Levy welcomed Commissioner Ryan back.

## **MATTERS FROM THE BOARD**

None

## **MATTERS FROM THE FLOOR**

None

## **MATTERS FROM THE PRESIDENT/CEO**

Ms. Hylton reported that she, Dr. Knowles, and Frank Horkey all attended the FWDA and CSF meetings in Tallahassee earlier this month. She stated that Dr. Knowles was voted to be the 2<sup>nd</sup> board member with voting rights on the FWDA committee.

Ms. Hylton also reported on the state's progress in implementing letter grades for the local boards in accordance with the REACH Act. She detailed some of our concerns which were echoed by the other local boards.

Ms. Hylton also told the Board that the consulting firm of Ernst and Young has been hired by the State to look at the realignment of the 24 workforce boards. The REACH Act stipulates that the number of boards be reduced. Ms. Hylton noted that Ernst and Young has conducted "listening" engagements around the State. Ms. Hylton shared that we have provided a list of considerations to the state as concerns our boundaries.

Mr. Frank Horkey noted that the WIOA Law states that the state cannot reduce boards if they are meeting their measures and have clean audits. The Florida Workforce Chairs Alliance met and discussed taking a proactive approach towards the letter grades and they are considering an alternative realignment map.

Commissioner Ryan stated that with our success in performance and meeting our metrics you would not want to break up our board. He mentioned that the county has a contract with a lobbyist that is used for statewide issues in Tallahassee. He asked that put a letter together so that the lobbyist and/or leaders can provide it to Governor DeSantis and the Chief of Staff.

**ADJOURNMENT 1:46 p.m.**

<p><b><i>THE DATE OF THE NEXT BROWARD WORKFORCE DEVELOPMENT BOARD/CAREERSOURCE BROWARD COUNCIL MEETING IS SCHEDULED FOR 8/25/22 AT 12:00 p.m.</i></b></p>
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