



**Broward Workforce Development Board
Employer Services Committee**
Monday, September 11, 2023
12:30 p.m. to 2:00 p.m.

Zoom Meeting ID: 898 3168 1715
Zoom Passcode: 544144
Zoom Call in: 1-646-876-9923

MEETING MINUTES

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

The Committee was reminded of the conflict-of-interest provisions.

ATTENDEES

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

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

Guest: Leticia Latino van-Splunteren

IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

APPROVAL OF MINUTES

Approval of the Minutes of the 8/7 meeting.

On a motion by Paul Farren and seconded by Lori Wheeler, the Employer Services Committee unanimously approved the minutes of the 8/7 meeting.

PRESENTATION

Leticia Latino van-Splunteren, CEO of Neptuno USA Corp. and a member of the Federal Communications Commission's (FCC) Working Group on Broadband Infrastructure Deployment Job Skills and Training Opportunities presented on the expansion of broadband infrastructure in the area and the job growth that will accompany it.

Mr. Dobrikow stated that the wages for tower climbers were very good but that the telecommunications industry faces a talent shortage, the same as several other industries. He asked whether there were efforts in the industry to market the available career opportunities to job seekers, including youth workers.

Ms. van-Splunteren responded that she and other industry stakeholders have been presenting career pathways to middle and high school students. She invited CSBD to attend the Broadband Careers Awareness Day at Junior Achievement of South Florida planned for late 2023, where industry employers, education providers, and local elected officials will convene to brainstorm ideas and strategies for attracting youth to careers in telecommunications. Carol Hylton stated that CSBD would participate.

Ms. Hylton added that CSBD has an excellent partnership with the School Board of Broward County, and we are partnering with them to hold a youth career pathways summit in early 2024. Ms. van-Splunteren is invited to participate and present careers to the youth in attendance. Ms. van-Splunteren accepted.

Mr. Dobrikow stated that there are currently 18 tower climber job postings in Employ Florida. He added that more employers should post their tower climber vacancies and asked Ms. van-Splunteren to introduce staff to employers in the industry so CSBD can assist them. Ms. van-Splunteren agreed to do so and informed that she is working closely with CSBD's Technology Intermediary.

Mr. Goldstein stated that he is seeing more broadband services being provided than ever before. He added that it is great to see the growth and the employment and training opportunities that are being created.

NEW BUSINESS

1. Registered Apprenticeship On-the-Job Training (OJT) Contract with Advanced Roofing

Considered the approval of an upgrade OJT contract with Advanced Roofing to train up to ten (10) employees participating in their registered apprenticeship program. The apprentices will receive training in roofing, including handling asphalt equipment, detail sheet metal fabrication, and installation. The contract will provide up to a 75% reimbursement for wages paid to the apprentices while in training, totaling up to \$150,000. Because Board member Kevin Kornahrens is employed by Advanced Roofing, this recommendation must be approved by a 2/3 vote of the Board members present at a meeting with an established quorum and by the State following board approval.

Mr. Ash stated that the apprentices will earn an average wage of \$19 per hour and the training is scheduled to begin in November.

On a motion by Paul Farren and seconded by Michael Goldstein, the Employer Services Committee unanimously approved entering into a Registered Apprenticeship On-the-Job Training contract with Advanced Roofing.

2. Selection of Business Intermediary Services Providers

Considered the approval of up to \$140,000 for 3 employer outreach and marketing contracts with 1) The Greater Fort Lauderdale for up to \$65,000, 2) The Greater Hollywood for up to \$55,000 and 3) Miramar Pembroke Pines Chambers of Commerce for \$20,000, following a Request for Proposals released on 7/17. Under the contracts, the Chambers will be selling work-based

training services to their members and obligating CSBD funds. A Review Committee comprised of members of the Board met on 8/30 and, after hearing from each of the responding chambers, voted to recommend funding in differing amounts. The contracts will be for an initial 12-month period and may be renewed for two (2) one-year periods. As Committee members Lori Wheeler, Marie Suarez, and Denise Jordan and CSBD staff Tony Ash serve on the Chamber boards or are employed by a Chamber, they will be required to declare a conflict and abstain from the discussion and vote. The recommendation must also be approved by a 2/3 vote with an established quorum at a Board meeting.

Ms. Hylton stated that under the contracts, the Chambers will be responsible for marketing our programs and developing work-based training grants with their employer members.

Mr. Dobrikow stated that he is a member of the Greater Fort Lauderdale Chamber of Commerce and the Greater Hollywood Chamber of Commerce and asked if he had to declare a conflict. Ms. Hylton replied that he would need to declare the conflict, which Mr. Dobrikow did. Michael Goldstein and Paul Farren also declared conflicts.

As so many of the Committee members had conflicts and none of the Committee members voiced any objection to moving the contracts forward, it was decided that a vote would not be taken and that the contracts be forwarded to the Executive Committee for consideration and the Legal Department for direction.

3. Local Employer Awareness and Satisfaction Survey Results

Every two years, CSBD conducts a survey to measure awareness and customer satisfaction among employers in the area. The last survey conducted was in 2021. This memo highlights the results of the 2023 Employer Awareness and Satisfaction Survey and outlines initiatives to address various components of the results. This year, 83% of employers responded that they were either Very Likely or Likely to recommend CSBD's employer services to other businesses. This is an increase compared to our 2021 survey, where 78% of employers responded the same. Further, evidence suggests that our social media campaigns are working since awareness through social media grew from 9% in 2021 to 17% this year. Workshops will be added to address the workforce challenges employers identified in the survey. Staff asked the committee to review the strategies identified to increase employer awareness and to provide input on additional strategies.

Mr. Ash explained that a majority of the employers that responded were small businesses in the industries of 1) Healthcare 2) Professional and Technical Services 3) Hospitality and Lodging 4) Educational Services and 5) Construction.

Mr. Ash added that the employers identified their top three workforce challenges as 1) filling vacant positions 2) handling the demand for increased wages and 3) managing employee retention. Mr. Ash said that as a strategy to assist employers in handling these areas, we are scheduling subject matter experts to present on these topics during our workforce Wednesday seminars and employer forums.

Mr. Dobrikow commended staff on the satisfaction score and the gains in awareness through social media. He suggested for the next survey, staff contact the Florida Department of Business and Professional Regulation (FL DPBR) to get a contact list of registered businesses in Broward County. He explained that this may increase the pool of businesses to which the survey could be sent. Mr. Ash stated that the staff would contact FL DPBR.

Ms. Hylton agreed and stated that the survey was sent to over 3,000 employers in Employ Florida, and we also collaborated with the chambers of commerce and the Greater Fort Lauderdale Alliance to send the survey to their network of employers.

Mr. Leconte asked if the survey is conducted in-house, to which Ms. Hylton responded yes, we used a program called Qualtrics.

On a motion by Paul Farren and seconded by Heiko Dobrikow, the Employer Services Committee unanimously approved the strategies identified to increase employer awareness and effectiveness.

4. Employer Services Committee Strategic Planning Matrix PY 23/24

Considered the approval of the updates to the Employer Services Committee Strategic Planning Matrix.

Mr. Ash reviewed the ESC Strategic Planning Matrix Updates with the committee. He highlighted select areas where progress has been made and informed all of the attendees of the status of the various objectives.

Mr. Ash explained that with matrix item 2.1, we are launching a bi-monthly newsletter to share CSBD highlights with employers, job seekers, elected officials, and other community stakeholders. CSBD will continue to engage multi-cultural populations by targeting ad campaigns with Haitian-Creole and Spanish media outlets.

Mr. Leconte suggested staff consider advertising on television. Mr. Ash stated television advertisements would be explored as part of CSBD's marketing strategy but that in the past we have found that the cost is prohibitive in comparison to the return on investment.

Mr. Ash continued to review the Matrix updates. In section 5.0, he stated that based on feedback from employers about the need to broaden their candidate pools, CSBD created an informational one-page flyer about the benefits of hiring from special populations such as youth, persons with disabilities, older workers, and justice-involved citizens.

On a motion by Paul Farren and seconded by Lori Wheeler, the Employer Services Committee unanimously approved the updates to the Employer Services Committee Strategic Planning Matrix for PY 23/24.

REPORTS

1. Update on Marketing Initiatives for PY 23/24

CSBD executes marketing strategies to increase awareness of the valuable services we provide to employers and job seekers. We deliver our messaging strategically through the use of established 1) media channels 2) print marketing 3) outdoor 4) social media 5) other digital 6) speaking engagements and 7) community events. These strategies have increased our brand awareness throughout the region, support the vision and mission of the organization, and drive increased foot traffic into our centers. Notably, a two-month jobseeker advertising campaign, "Get the Job You Want," was undertaken (June/July) utilizing geo-fencing, bus sides/interiors, billboard, print, digital/search engine, and social media. The campaign targeted Veterans, recent high school and college graduates, and 'job changers.' As a result of the campaign efforts, there has been a 48% overall increase in foot traffic within the centers when compared to the same period last year. Additionally, we plan to implement an employer-focused campaign.

Mr. Skobinsky provided an overview of the marketing strategies deployed over the past three months. He explained that a significant portion of the jobseeker advertisements were delivered in the distressed communities.

Mr. Skobinsky explained that, in addition to the increased job seeker visits to the career centers, CSBD has also experienced increased engagement on the website and an uptick in attendance to the employability workshops.

Mr. Leconte commended Mr. Skobinsky and staff for doing a great job with continuing to build CSBD's awareness in the community. Mr. Dobrikow added that he was impressed with the growth and to keep up the excellent work. He suggested that more of CSBD's ads contain neutral images of customers rather than being specific, e.g., Veteran-themed billboards.

Mr. Leconte asked if the ads placed on Facebook are localized by targeting South Florida. Mr. Skobinsky confirmed this and informed that this is done through geo-fencing, targeting area residents.

Mr. Goldstein said he noticed the QR codes on many of the ads. He suggested that data be tracked on how many people scan the QR code on the ads and add this information to the marketing update in the future. He added this data will be helpful in knowing which ads are more popular based on the number of scans. Mr. Skobinsky said he would research adding tracking information based on the QR code scans.

Ms. Jordan commended staff on a great report. She asked if CSBD could engage mobile carriers that appeal to customers in distressed communities to explore partnerships allowing their subscribers to receive CSBD's information. Mr. Skobinsky responded that geo-fencing allows CSBD to target and reach customers by location across all mobile carriers, ensuring that our messaging reaches the intended audience. Ms. Jordan stated that was a great strategy and to keep up the excellent work.

Mr. Ash informed the committee that an employer-centric marketing campaign is being planned. LinkedIn will be heavily used to reach employers with our advertisements. We also plan to advertise on WLRN, the area's public talk radio station.

2. CareerSource Broward's 2023 Paychecks for Patriots Veterans Hiring Fair

CSBD will host its annual Paychecks for Patriots Veterans Hiring Fair on 11/8 at The City of Plantation Central Park. The first two hours of the event will be reserved for veterans and family members of veterans. The event will be marketed to job seekers and employers through social media, radio advertisements, distribution of flyers to community partners, advertising in the career centers, and word-of-mouth.

Mr. Leconte invited the committee members to come by and support CSBD.

3. First Annual State of Our Workforce Breakfast

CSBD, in partnership with the Broward County Council of Chambers, will host the inaugural State of Our Workforce Breakfast at the Broward County Convention Center. Businesses will learn about the latest workforce trends and available tools to grow their business. Staff would like to thank BWDB Chair Heiko Dobrikow for cultivating the idea for this event.

4. Registration Fee for CSBD Job Fairs

The board has previously approved charging a fee to employers for hiring and career fair events. Several years ago, we successfully piloted this practice to raise funds to offset costs associated with putting on these events, but we have not done so since the pandemic. To limit the draw against the General Fund for food, we will be charging a nominal registration fee of about \$25 per employer attending our recruitment events. The funds will be used to provide coffee, water, and a light lunch or breakfast for employer personnel who generally devote a significant portion of their day during recruitment events.

Ms. Wheeler stated that at a recent business-oriented event she planned, the registration fee was \$50 and it sold out. She suggested we consider charging a minimum registration fee of \$50. Mr. Dobrikow suggested a minimum fee of \$100 because CSBD has an extensive database of employers and many of the employers will be willing to pay a nominal registration fee of \$100 to gain exposure to hundreds of job seekers in one day.

The consensus among the committee was to consider implementing a \$100 registration fee and offer an early-bird registration fee of \$49.99 for a limited time prior to the events.

5. Economic and Workforce Indicators in Broward County

Currently, there are 42,424 jobs available in Broward and 33,544 unemployed individuals seeking a job. 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 increased by 2.9 percent. The top advertised occupation in July of 2023 was Registered Nurse, with over 1,636 ads. CSBD has added a new tile to provide information regarding trade data for Port Everglades. The supporting chart for this tile shows month-over-month import and export data displayed as financial totals. Port Everglades is one of the busiest ports in the world and supports the region with receiving and shipping a vast array of goods. This data provides the value of imports and exports that flow through the port and can be used as a leading indicator of economic activity for the region.

6. Broward County Unemployment Information

The unemployment rate in Broward County was 3.0 percent in July 2023. This rate was 0.1 percentage points greater than the region's year-ago rate. In July 2023, Broward County's unemployment rate was 0.8 percentage points lower than the national rate (3.8 percent). The labor force was 1,102,534, up 33,344 (+3.1 percent) over the year. There were 33,544 unemployed Broward County residents.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR

Mr. Dobrikow explained that the labor deficit is less than 9,000 workers and moving in the right direction. He also suggested that Mr. Skobinsky make the marketing presentation at the next One Stop Services Committee Meeting. It would be of value to get feedback from that committee, whose focus is on job seekers and career centers.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

Ms. Hylton informed the committee that the Broward Board of County Commissioners recognized CSBD during Workforce Development Month with a proclamation at their meeting on 9/7. Broward County Commissioners Tim Ryan and Robert McKinzie presented CSBD staff in attendance with the proclamation.

Ms. Hylton stated that the All-Staff Training will be held on 9/13 with opening remarks provided by Heiko Dobrikow and Eugen Bold on behalf of Commissioner Ryan.

Ms. Hylton explained that staff will attend the annual Workforce Professional Development Summit in Orlando later this month. After the summit, the state is hosting a Broadband Summit that she will be attending with Mark Klinecicz.

The CSBD Career Exploration Summit for 9th and 10th graders is currently being planned, and a date will be announced later this year. Youth will learn about career pathways and growing industries.

Ms. Hylton shared that the Summer Youth Employment Program ended with over 1,000 youth placed in summer internships this year, thanks to the additional \$1.4 million we received from the Children Services Council. We placed over 30 kids with Broward Health, and this was the first time placing students from the Broward County Public School healthcare tract. Broward Health was very pleased and looks forward to providing internships to more youth next year.

Lastly, Ms. Hylton stated that CSBD was awarded a grant for almost \$1 million to address the worker shortage in healthcare by developing career pathways and training opportunities for individuals seeking rewarding careers in this industry.

ADJOURNMENT

2:04 p.m.

THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS SCHEDULED FOR NOVEMBER 20, 2023