

MINUTES

CareerSource Broward Main Conference Room, 2890 West Cypress Creek Road
Ft. Lauderdale, FL 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.

SELF-INTRODUCTIONS:

ATTENDANCE: Paul Farren, Francois Leconte, Janet Wincko (via phone) and Kristen Cavallini-Soothill (via phone)

STAFF: Tony Ash, Mason Jackson, Jack Bennings, Irma Valentin

APPROVAL OF MINUTES

Approval of the Minutes of the February 4, 2019 Employer Services Committee meeting.

On a motion made by Janet Wincko and seconded by Kristen Cavallini-Soothill the Employer Services Committee unanimously approved the minutes of the February 4, 2019 Employer Services Committee meeting.

NEW BUSINESS

1. School Board of Broward County Incumbent Worker Training (IWT) Grant Application

CSBD requested consideration from the ESC committee to approve \$143,766.00 for an Incumbent Worker Training (IWT) Grant to the School Board of Broward County for 65 teachers to earn their regular Teaching Certificates. This training will prevent the teachers from being laid off.

Ms. Cavallini-Soothill stated that this training is important because the area is losing teachers.

On a motion made by Janet Wincko and seconded by Kristen Cavallini-Soothill the Employer Services Committee unanimously approved Memo #07-18 (CBR) School Board of Broward County Incumbent Worker Training (IWT) Grant.

2. ESC Strategic Plan Matrix for 2019

Tony Ash provided updates from the matrix. Tony provided an update on the planned Employer Seminars where employers will be invited to a career center to attend a seminar of relevant human resource topics such as hiring the right people and retaining good employees. Paul Farren asked how will we get the word out to employers about the seminars. Tony stated that social media and targeted email marketing will be used. He stated that staff will work with the various chambers and industry associations to build awareness of the seminars.

Tony provided an update on how CSBD uses social media and digital marketing to market recruitment events in the career centers. Tony explained that staff uses social media platforms such as Facebook, Twitter, and LinkedIn to get the word out about the recruitment events. He stated that social media is an effective method and gave an example of how a few elected officials have been sharing CSBD's information through social media.

On a motion made by Francois Leconte and seconded by Kristen Cavallini-Soothill the Employer Services Committee unanimously approved the updated ESC Strategic Plan Matrix for 2019.

REPORTS

1. Outreach to Distressed Communities

In an effort to increase awareness of our services in the targeted distressed communities we have along with the Greater Fort Lauderdale Education Action Team (GREAT) identified and targeted six distressed zip codes in Broward County. Lyncia Beggs, a staff member with over eleven years of community outreach experience has specifically engaged over 80 businesses, faith-based and community-based organizations in these zip codes and the outreach has been well received in the community and has resulted in CSBD being requested to conduct career readiness workshops to groups of 10 to 20 in these distressed areas.

2. Employer Services Infograph January - February 2019

CSBD hosted 30 mass recruitment events for employers seeking to fill over 419 vacant positions. Also through the industry intermediaries, CSBD posted 118 available jobs for employers in Broward's targeted industries during this time period.

3. Broward County Unemployment Information

The Broward County unemployment rate was 3.3 percent in February 2019, 0.3 percentage point lower than the region's year-ago rate (3.6 percent). The February 2019 rate was 0.1 percentage point lower than the state rate (3.4 percent). The labor force was 1,039,151, up 11,155 (+1.1) over the year. There were 34,580 unemployed Broward residents.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

Mason Jackson stated that he attended the National Association of Workforce Boards Annual Conference, where he attended several workshops related to various workforce issues such as industry partnerships, using technology such as geo-fencing, and marketing. Mason stated that he visited the congressional offices of the local House of Representatives members where he spoke to their legislative directors and aides about workforce and education.

ADJOURNMENT: 1:35 P.M.

THE NEXT ESC MEETING WILL BE HELD ON JUNE 3, 2019 at 12:30pm
