



**Broward Workforce Development Board  
Employer Services Committee**  
Monday, April 1, 2024  
12:30 p.m. to 2:00 p.m.

**Zoom Meeting ID: 825 1295 7494**  
**Zoom Password: 602629**  
**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:** Heiko Dobrikow, Paul Farren, Lori Wheeler, Denise Jordan, Mark Schaunaman, Michael Goldstein, and Francois Leconte, who chaired the meeting.

**STAFF:** Carol Hylton, Ron Moffett, Mark Klinecicz, Tony Ash, Andrew Skobinsky, and Sonia Harriott.

### **APPROVAL OF MINUTES**

Approval of the Minutes of the 1/22 meeting.

**On a motion by Paul Farren and seconded by Lori Wheeler, the Employer Services Committee unanimously approved the minutes of the 1/22 meeting.**

### **NEW BUSINESS**

#### **1. Total Network Consulting, LLC Incumbent Worker Training Grant Application**

Considered the approval to award Total Network Consulting, Inc. an Incumbent Worker Training (IWT) grant in the amount of \$79,324 to train 12 employees who will receive job-related certification. The agreement will cross program years, and we will obligate funds accordingly. In accordance with governing boards' policy, IWT grant applications of \$50,000 go to the Employer Services and the Executive Committees for consideration, with a report to the BWDB and CSBD Council of Elected Officials at their next meeting.

Mr. Leconte introduced the item and asked Mr. Ash if he had anything to add.

Mr. Ash explained that the employees would be trained in fiber optics, burglar alarm installation, biometrics, and security camera installations. The employees will earn an average wage of nearly \$29/hour, which will have a positive impact on our WIOA performance.

**On a motion by Paul Farren and seconded by Heiko Dobrikow, the Employer Services Committee unanimously approved awarding Total Network Consulting, Inc., an IWT grant for \$79,324 to train 12 employees to earn job-related certifications.**

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## **2. Donations for the 2024 State of the Workforce Event**

Considered the acceptance of a 1) \$5,000 donation from the Greater Ft. Lauderdale Chamber of Commerce and 2) \$2,445 donated to CareerSource Broward through Eventbrite for a total of \$7,445. The donations will be used to offset the cost of the speaker and the AV rental costs. A number of board members also supported the event by purchasing sponsorships through our partner Chambers of Commerce and we would like to acknowledge and thank them for helping to make the event a success.

Mr. Leconte introduced and reviewed the item.

Carol Hylton brought attention to the list of Board members who supported the event and expressed her appreciation. There was no further discussion.

**On a motion by Paul Farren and seconded by Heiko Dobrikow, the Employer Services Committee unanimously approved acceptance of a 1) \$5,000 donation from the Greater Ft. Lauderdale Chamber of Commerce and 2) \$2,445 donated to CareerSource Broward through Eventbrite for a total of \$7,445.**

## **3. Employer Services Committee Strategic Planning Matrix PY 23/24**

Considered the approval of the final updates to the Employer Services Committee Strategic Planning Matrix for PY 23/24.

Mr. Leconte introduced the item and asked Mr. Ash to review the work that has been done and the accomplishments toward the goals and objectives.

Mr. Ash reviewed the updates to the Strategic matrix and provided an overview of the progress made to bring the matrix to successful completion. He explained that CSBD did a great job in securing more donations for events this program year than in previous years. These donations have been beneficial in offsetting the expenses and improving the event experiences. Mr. Ash stated that our outreach to the community through marketing materials and other informational pieces, such as our newsletter, has continued to be an effective way to reach our targeted audiences, including employers, job seekers, elected officials, and the Haitian and Caribbean communities in Broward.

Ms. Hylton thanked Mr. Leconte for helping facilitate our One Stop Operator, Nadine Jackson's participation in a podcast in the Haitian American community. Mr. Leconte commended Ms. Jackson for doing a terrific job of bringing awareness of CSBD's services to the Haitian American Community.

**On a motion by Paul Farren and seconded by Lori Wheeler, the Employer Services Committee unanimously approved the final updates to the Strategic Planning Matrix.**

## **REPORTS**

### **1. Worlds of Work (WOW) Youth Career Exploration Event**

CSBD, in partnership with the School Board of Broward County, hosted the inaugural WOW Youth Career Exploration event on 3/14 at the Amerant Bank Arena for 9<sup>th</sup> and 10<sup>th</sup>-grade

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students who were able to experience a broad spectrum of career pathways through hands-on and virtual reality immersive exhibits. The exhibits provided by our education and employer community included interactive culinary activities, airplane simulators, 3D digital models and designs, respiratory mannequins, patient simulators, robots, web development, cyber security projects, drones, a 35-foot boat, a fire engine, an ambulance, and various police vehicles. Feedback from students and exhibitors has been positive.

Mr. Leconte introduced the item and stated that he attended and was very impressed with the event and proud of the work CSBD does to assist youth in the community. He asked if anyone else who attended wanted to share their impressions.

Mr. Dobrikow congratulated staff on a successful event. He thanked committee members Ms. Wheeler of the Marine Industries Association of South Florida (MIASF) and Mr. Goldstein of LAN Infotech for their participation. Mr. Dobrikow stated that the flow and movement of the youth throughout the different worlds was well coordinated. He added that he was very impressed by the exhibitors and the interactive experiences at the event.

Ms. Hylton, thanked Mr. Leconte and Mr. Dobrikow for their kind words and presented a short slideshow video from the event to the committee for all to enjoy.

Ms. Wheeler asked if the video would be shared on social media, to which Ms. Hylton replied yes.

## **2. Employer Services Infograph January – December 2023**

CSBD created an infographic to highlight our services to the employer community. CSBD hosted 110 recruitment events and job fairs. Also, through the outreach team, CSBD assisted Broward employers with nearly \$4 million in work-based training, including OJT grants, paid internships, and incumbent worker training.

Mr. Dobrikow stated that he was impressed that over 50,000 job openings were posted in Employ Florida, and he hoped that highlighting this in an infographic would educate and inspire more employers to post their jobs. He commended staff on creating the infographic and recommended that the work-based training grants be highlighted by type, e.g., On-the-Job Training, Paid Internships, Youth Summer Internships, etc.

Ms. Hylton thanked Mr. Dobrikow for his suggestion and replied that we would look at breaking out the various types of work-based training for the next infographic.

## **3. Update On CSBD Chatbot For Employers**

CSBD has identified and procured a chatbot system to make our website more user-friendly for employers. The chatbot is a form of artificial intelligence designed to simulate conversation with people using Natural Language Processing. The chatbot will help employers navigate our website to find the information they are looking for. This chatbot is currently under development and is being trained with comprehensive information to answer employer inquiries effectively. We are on target for the chatbot to go live before the end of April.

Mark Klinecicz stated that information is currently being added to the chatbot, and the testing has been going well. Ms. Hylton added once the chatbot for employers is deployed successfully

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that a chatbot for job seekers and youth will be developed and implemented.

Mr. Dobrikow commented that the CSBD website is more user-friendly than the websites of many other workforce boards he has visited. The chatbot will continue to increase the functionality of our website. He commended staff on a great-looking and navigable website.

#### **4. CSBD Spring Career Fair**

CSBD is in the planning stages for our annual Spring Career Fair in May. The career fair will coincide with National Military Appreciation Month, and the first hour of the event will be reserved for veterans and family members of veterans. The fair will be marketed to job seekers and employers through social media, radio advertisements, distribution of flyers to community partners, including our training providers, and advertising in the career centers. A “save the date” and an “early bird” registration form for employers is under development and will be distributed the week of April 15<sup>th</sup>.

Ms. Hylton stated that the career fair will be marketed to the technical colleges to bring student groups to the event, similar to how the schools brought students to the State of the Workforce Job Fair. She added that the schools will be encouraged to bring the students to a career center for resume reviews and updates in preparation for meeting employers at the event.

#### **5. Veterans Outreach Video**

To increase awareness of CSBD veterans’ programs and services CSBD is contracting with BrandStar, one of the companies listed on the recently created videographer vendor list to produce a 3 – 5 minute veterans’ video. BrandStar is uniquely qualified to do this as they have a history of working with veterans and veterans’ associations. By use of visual storytelling we will be able to convey the range of CSBD services and resources available to Veterans. As services include work-based services, the video will also be useful in working with employers interested in hiring veterans.

Mr. Ash stated that the video will be used in presentations to various veteran groups in the county, such as the Pompano Beach Veterans Center, FAU Veteran Students Center, and Mission United. He added that it will be shared on CSBD’s website, social media platforms, and with our chamber and business association partners.

Ms. Hylton said the video will highlight our services to Veterans who are in job search, including skills assessment and military occupational crosswalk services. It will also highlight to employers the benefits of hiring Veterans. Funds from the Get There Faster grant will be used to produce the video.

#### **6. Education and Industry Consortium Membership**

In accordance with the REACH Act, local Board Chairs must appoint individuals to an Education and Industry Consortium. The consortium is comprised of representatives from educational entities and local businesses. Members of the Consortium cannot also be Board members. A roster of the members is attached. The goal is to 1) review and discuss labor market trends and the talent pipelines and 2) identify workforce and educational programs, services, and partnerships needed to support demand occupations in Broward County. Meetings will occur quarterly, and a report will be presented to the governing boards.

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Ron Moffett reported that the consortium was created by Senate Bill 240, as part of the REACH Act. Mr. Moffett indicated that CSBD has, for many years, convened the business and education communities in a publicly-noticed meeting to review and make recommendations to our regional targeted in-demand occupations list which governs WIOA participant referrals to training programs. Mr. Moffett stated the first consortium meeting was in March, and the members received an overview of CSBD services and reviewed the Individual Training Account and Targeted Occupations lists. The consortium made recommendations regarding the Targeted Occupations List (TOL) relative to wages. A report of the meeting is being prepared and will be presented at a Board meeting. The consortium will meet quarterly, with the next meeting planned for May.

## **7. Planning for the 2025 Annual State of the Workforce Breakfast and Job Fair**

Last month, BWDB Chair Dobrikow convened a kickoff discussion luncheon where local Chambers of Commerce and CSBD were invited to brainstorm ideas about next year's event, which is planned for next January. CSBD will be responsible for the job fair portion of the event. CSBD staff is currently working with the participating Chambers to identify potential venues for consideration in addition to the Greater Ft. Lauderdale Convention Center. Also in consideration is including local industry associations as hosts for the business breakfast.

Ms. Hylton stated that Mr. Dobrikow and Dan Lindblade of the Greater Ft. Lauderdale Chamber of Commerce drafted a list of potential venues for next year's event and staff is following up with site visits. She explained that CSBD will be responsible for planning the job fair, and the Chambers will plan the breakfast.

Mr. Dobrikow stated that several business associations have expressed an interest in joining the planning team for the breakfast. He added that he is excited to see the event's growth next year. A follow-up meeting is planned for April.

## **8. Update on the Summer Youth Employment Program**

CSBD plans to serve more than 1,100 youth this summer. To date, we have over 1,000 job orders in our system that will provide a meaningful work experience for youth this summer. The program begins on 6/12 with a three-day employability skills training. Youth will start working at their assigned workplaces on 6/17, and the program runs to 8/6.

Ms. Hylton stated that the number of youth that we plan to serve has increased to almost 1,200. To accommodate the growth, the youth intake sessions are now held at all three career centers to make them more convenient for the youth. Ms. Hylton added that we are also providing informational sessions for the youths' parents on CSBD services.

Ms. Wheeler inquired if employers were still being accepted. Ms. Hylton answered, yes. She added that the SYEP contract with employers is valid for three years, so if a youth is not placed this year, we can still use the site next year.

## **9. Broward County Economic Dashboard**

CSBD created a dashboard allowing website visitors to review the current and historical economic and workforce status of Broward County. The dashboard is a value-added resource allowing businesses and those looking to move to Broward the ability to make data-informed decisions. Two additional tiles are in process 1) Business Confidence Indicator and 2) Hotel Lodging Index. To get baseline data for Business Confidence, CSBD, and our economist

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developed a survey and sent it out to employers in Broward County. We are also enlisting associations and chambers to send the survey out. CSBD's economist is finalizing the Hotel tile, which will provide a year-over-year comparison of tax and revenue data to identify trends.

Mr. Dobrikow stated that he highlights the dashboard when he is meeting with business contacts about the current labor and economic environment. He commended staff on the excellent resource that tells the story of Broward County labor market and economic conditions.

### **MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR**

Mr. Leconte shared that his WDFL-18 App will be published next week and will be available via various streaming platforms, including Apple TV, Fire TV, and Roku. He added it will be available on AT&T UVerse by the end of the summer.

### **MATTERS FROM THE EMPLOYER SERVICES COMMITTEE**

Ms. Wheeler shared that this month, MIA SF will host its 27th Annual Plywood Regatta, where middle and high school students will gain exposure to careers and skills in the industry and learn soft skills like teamwork.

### **MATTERS FROM THE FLOOR**

Mr. Dobrikow referenced CSBD's Hidden Sources of Talent web page and inquired whether there is a list of employers that are Veteran-friendly or hire persons with disabilities or are friendly towards hiring persons who are justice-involved.

Mr. Dobrikow asked if there is a possibility that CSBD could "certify" employers as friendly to hiring from those special populations. Ms. Hylton replied that the frontline staff are aware of employers who are veteran friendly employers but there is no formal list. Employers can voluntarily enter this information into the State's database, EmployFlorida, when they complete their registration.

Ms. Wheeler stated that she would like to add a link to the Hidden Sources of Talent page to MIA SF's website as a resource for the members. Ms. Hylton stated that we would send her the link to this page on our website and also the informational one-pager that we have.

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

Ms. Hylton reported that she attended the National Association of Workforce Boards Annual Conference, where the guest speaker focused on building relationships with community partners. We are ahead of the curve with the partnerships and collaborations we have established with events like State of the Workforce and WOW. She added that we will continue to identify community partners and business associations with which to collaborate.

Lastly, Ms. Hylton reminded the members that the Board planning session will be held on 4/25.

**ADJOURNMENT 1:36 p.m.**

**THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS SCHEDULED FOR JUNE 3, 2024**