



Broward Workforce Development Board  
**Employer Services Committee**  
Monday, August 4, 2025  
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID: 849 8393 3980  
Zoom Password: 710895  
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 IN-PERSON / VIA ZOOM:** Michael Goldstein, Denise Jordan, Marie Suarez, Lori Wheeler, and Paul Farren who chaired the meeting.

**STAFF:** Carol Hylton, Tony Ash, Ron Moffett, Mark Klincewicz, and Sonia Harriott.

### PRESENTATION

#### **Information Technology (IT) Career Pathways Video**

This video highlights career pathways in the information technology sector, featuring high-demand roles such as Help Desk Technicians, IT Analysts, and AI Specialists. The video was supported by LAN Infotech.

Members complimented the video's quality and messaging, noting its value in raising awareness among youth and job seekers. Tony Ash explained that the video is part of a series of industry-based videos showcasing emerging careers in targeted industries. Carol Hylton added that the video would be presented at the next Board meeting and distributed to the community and education partners. Ms. Hylton recognized and thanked Mr. Goldstein for making this video possible.

### APPROVAL OF MINUTES

Approval of the Minutes of the 5/5 meeting.

**On a motion by Denise Jordan and seconded by Lori Wheeler, the Employer Services Committee unanimously approved the Minutes of the 5/5 meeting.**

### NEW BUSINESS

#### **1. Region 22 Targeted Occupations List (TOL) for Program Year 25/26**

Considered the approval of our local area's TOL for PY 25/26. Based upon our review and community input, CareerSource Broward (CSBD) is recommending to 1) add twelve (12) new

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occupations proposed by the State and 2) retain forty-one (41) occupations the State had slated for removal. As we always do, we researched the State's preliminary list and compared it to the Board-approved criteria. To get input and feedback on the State's proposed list and gather additional relevant labor market data. We sent the preliminary TOL to 1) members of the Education and Industry Consortium 2) local partners in education, business and 3) community partners and invited them to a publicly noticed meeting held on 7/17. At the meeting, we provided an overview of the PY 25/26 TOL and the governing board's criteria for updating the TOL.

Paul Farren introduced the item, and Mr. Ash explained that the TOL guides how CSBD invests in WIOA training through scholarships and work-based occupational training programs. He noted that while the state issues a preliminary list each year, CSBD evaluates it against Board-approved criteria. This includes labor market research using tools like Lightcast, O\*NET, and Employ Florida, along with input from business leaders and education partners during the public meeting. Based on this process, staff recommend that 41 of the 60 occupations the State proposed for removal be retained, and that 12 new State-recommended occupations be added to the list. He added that our governing boards may authorize updates to our region's TOL throughout the year.

**On a motion by Denise Jordan and seconded by Michael Goldstein, the Employer Services Committee unanimously approved the Targeted Occupations List for PY 25/26 1) adding 12 new occupations proposed by the state and 2) retaining 41 occupations slated by the state for removal.**

## **2. Artificial Intelligence (AI) Resource Page for Employers**

Considered approval of 1) the development of a new webpage to serve as a resource for local employers interested in leveraging artificial intelligence to enhance their business operations, and 2) input from the committee on the content and design of the webpage. The page will feature descriptions and links to user-friendly tools such as ChatGPT and others. The page could also include links to local support resources as well as feature the AI Playbook for Small and Medium Employers, which we are in the process of developing.

Mr. Farren introduced the item. Mr. Ash stated that the committee is asked to approve the development of a new webpage to support local employers exploring AI for business operations. He invited input on the page's content and design, noting it could feature tools like ChatGPT to enhance hiring and training processes.

Lori Wheeler asked about the cost of developing the webpage. Carol Hylton responded that there would be no additional cost, as it would be integrated into CSBD's existing website.

Denise Jordan asked what strategies would be used to drive employers to the new web page. Ms. Hylton responded that CSBD promotes its resources and services through podcasts, infographics, chamber partnerships, the employer outreach team, social media, and relationships with community organizations such as the Coordinating Council of Broward.

Michael Goldstein suggested featuring the top four to five AI resources with direct links to make it easier for employers to access relevant tools. He also offered to provide consultation during the webpage's content development. Ms. Hylton agreed, expressed her appreciation, and indicated she'd take Mr. Goldstein up on his offer to assist.

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**On a motion by Michael Goldstein and seconded by Paul Farren, the Employer Services Committee unanimously approved the development of a new webpage to serve as a resource for local employers interested in leveraging artificial intelligence to enhance their business operations.**

**3. Employer Services Committee (ESC) Strategic Planning Matrix PY 25/26**

Considered the approval of the Employer Services Committee Strategic Planning Matrix. On 4/24, the Board held its annual planning meeting. At the meeting, the workgroup discussed and made recommendations for the upcoming year. The Board approved these recommendations at the 5/22 meeting, and staff has distributed the recommendations amongst Board committees. The goals and objectives are tracked by each committee in the form of a strategic planning matrix. Staff has developed proposed next steps and benchmarks for the committee to review.

Mr. Ash presented the matrix and indicated that staff have developed the proposed next steps and performance benchmarks for the committee's review and input.

**On a motion by Denise Jordan and seconded by Michael Goldstein, the Employer Services Committee unanimously approved the Strategic Planning Matrix for PY 25/26.**

**REPORTS**

**1. AI Playbook for CEOs and Business Owners**

On 7/14, a rating committee comprised of BWDB Chair Jim Ryan and members Michael Goldstein and Tara Williams met to evaluate proposals for the development of the AI Playbook for CEOs and Business Owners. Of the seven proposals received, four were responsive. Gilead Sanders, a digital transformation firm with expertise in AI strategy and executive training, was the top-ranked proposer. The committee unanimously approved CSBD to proceed with contract negotiations with Gilead Sanders to develop the AI Playbook.

Mr. Farren introduced the item. Mr. Ash thanked Mr. Goldstein, Tara Williams, and Board Chair Jim Ryan for serving on the rating committee. He noted that the Playbook will be a key resource for small and mid-sized businesses adopting AI. Gilead Sanders Digital Transformation Specialists ranked highest in the RFQ process, and contract negotiations will occur this month.

**2. The Source Podcast**

CareerSource Broward released its fourth podcast episode, which addresses an area of focus approved by the Employer Services Committee. In this episode, Business Services Manager Doug Saenz speaks with Rocio Vargas, Director of Product Line Management at Cleva Technologies, who shares how partnering with CSBD for On-the-Job Training assisted in meeting their company's workforce needs. Coming up next, we're turning the mic toward our job seeker services, highlighting the tools, support, and guidance we offer to help individuals succeed.

Mr. Farren introduced the item. Mr. Klinecicz highlighted that our podcasts are now available on the Spotify platform.

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### **3. Business Intermediary Services Contracts Update**

This is to report on the business intermediary activities of the Greater Fort Lauderdale and Greater Hollywood Chambers of Commerce. CSBD entered into contracts with the two Chambers to increase employer awareness of our business services. These agreements enable us to reach a broader audience of employers more quickly and efficiently than through individual outreach.

Paul Farren introduced the item. Mr. Ash recognized Ms. Jordan and Ms. Suarez, of the Greater Fort Lauderdale and Greater Hollywood Chambers of Commerce, respectively, for their strong partnership in helping expand our employer outreach through the chambers. He added that CSBD's intermediaries have participated in multiple chamber events, hosted four industry forums in targeted sectors, and secured nearly \$146,000 in work-based training grants. Both chambers continue promoting CSBD services through their newsletters and social media and by maintaining live links to our website.

Ms. Suarez remarked that the Greater Hollywood Chamber of Commerce's collaboration with CSBD has been highly effective, significantly increasing awareness among member businesses about available training grants and workforce support offered by CSBD.

Ms. Jordan added that the collaboration between CSBD and the Greater Fort Lauderdale Chamber is a cornerstone of economic growth for local businesses. Mr. Goldstein commended the partnership, noting he has received email communications from the chamber highlighting CSBD's services.

### **4. Artificial Intelligence (AI) IWT Pilot Program Grant**

CareerSource Florida has granted CSBD an extension on the AI Incumbent Worker Training Pilot Program grant through June 30, 2026. Employer response has been strong, and we are confident the full grant amount will be expended with the additional time.

Mr. Farren introduced the item. Mr. Ash stated that funding is helping businesses adopt AI tools and processes for companies in finance, healthcare, and construction. With the grant extension, CSBD is continuing outreach and working to finalize additional contracts, and the grant is on track to be fully utilized.

### **5. Aviation and Marine Industries Job Fair**

On 6/24, CSBD hosted a boutique job fair for the 1) Aviation and 2) Marine industries at the South One-Stop Center. Ten employers—including 2Lyons Aerospace, Marine International Diesels, Offshore Marine Towing, Banyan Air Services, HEICO and Swissport USA and over 70 job seekers participated. Employers and attendees gave positive feedback, affirming the event's success. This event was part of a strategy developed in prior industry forums to hold smaller, industry job fairs.

Mr. Farren reviewed the item. Mr. Ash thanked Lori Wheeler and the MIAASF for assisting with promoting the event.

### **6. Industry Employer Forums Update**

CSBD held industry employer forums in 1) marine 2) healthcare 3) manufacturing 4) construction and 5) hospitality. The objective of the forums was to a) discuss the skill gaps and training needs

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of each industry b) identify strategies to address the skill gaps and c) examine the impact of Artificial Intelligence (AI) on the workforce and identify opportunities to adapt through upskilling and innovation. Based on information shared at the forums, we developed specific strategies to assist employers in each of these targeted industries. CSBD's intermediaries are following up with the forum attendees to put the strategies discussed into action.

Mr. Farren introduced the item. Mr. Ash recapped each of the forums, highlighting the discussions on AI's impact, identifying skill gaps, and the proposed strategies to address workforce development in each sector.

Ms. Wheeler thanked Mr. Goldstein for facilitating the AI discussion at the marine industry forum. Mr. Goldstein expressed his appreciation for the opportunity to speak at the event. He stated that the challenges in adapting AI experienced in the marine industry are similar to those in other industry sectors.

### **Employer Services Infograph July 2024 – June 2025**

CSBD's Employer Services Infograph was created to convey information about the delivery of our services to employers quickly and clearly through visual elements. The infograph is ideal for enhancing our storytelling and increasing the shareability of content across various platforms. CSBD hosted 63 recruitment events and job fairs during the period covered by the infograph. Also, through the outreach team, CSBD assisted Broward employers with more than \$4.7 million in work-based training investments, including OJT grants, paid internships, and incumbent worker training.

Mr. Farren reviewed the item. Mr. Goldstein asked how the statistics in the infograph compared to the previous year. Mr. Ash responded that the figures are comparable to last year's data.

### **7. Broward County Unemployment and Economic Dashboard**

The unemployment rate in Broward County was 3.7 percent in June 2025. This rate was 0.3 percentage points higher than the region's year-ago rate. In June 2025, Broward County's unemployment rate was 0.2 percent less than the State's rate. Out of a labor force of 1,087,810, down 939 (-0.1 percent) over the year, there were 40,301 unemployed Broward County residents. The dashboard is a value-added resource, allowing businesses the ability to make data-informed decisions.

Mr. Farren introduced the item. Mr. Klinecicz provided an overview of the dashboard updates, including a slight increase in the unemployment rate from a year ago.

Ms. Jordan asked if the tariffs are impacting the unemployment rate or if it is the result of job losses in the government and small business sectors. Ms. Hylton stated that we haven't been made aware of mass layoffs in Broward local government, and it may be too soon to determine if the tariffs will impact the unemployment rate. Mr. Farren added that the tariffs have not yet been implemented and may take months to understand the impact. Ms. Jordan agreed and noted that some small businesses may be cautious about hiring in anticipation of the tariff impacts. Mr. Goldstein stated that there is a meeting next week with the Federal Reserve that should provide more insight.

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**MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR**

None

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None

**MATTERS FROM THE FLOOR**

None

**MATTERS FROM THE PRESIDENT/CEO**

Carol Hylton informed the members that tomorrow, 8/5, is the last day of the Summer Youth Employment Program. We placed over 1,200 youth into employment. Ms. Hylton added that this year, we also implemented a virtual timesheet, which increased the efficiency in handling the payroll process.

Ms. Hylton also advised that our annual Paychecks for Patriots Job Fair will be held on 11/7 at the Tamarac Community Center. Due to the high turnout at last year's event, the City of Tamarac is coordinating additional parking in surrounding lots and will provide shuttle buses to and from the off-site parking areas. We are looking forward to a great event.

Mr. Moffett suggested forgoing the 9/8 ESC meeting, noting the short time between meetings. Ms. Hylton added that a meeting could be called if something arises before the next scheduled meeting in November. Mr. Farren agreed, stating that an ad-hoc meeting could be convened. The committee members' consensus was to cancel the September meeting.

**ADJOURNMENT**

1:30 P.M.

**THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS NOVEMBER 10, 2025**