



**Broward Workforce Development Board
Employer Services Committee**
Monday, August 5, 2024
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID: 860 5611 6310
Zoom Password: 066261
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: Heiko Dobrikow, Michael Goldstein, Mark Schaunaman, Lori Wheeler, Paul Farren, Denise Jordan, and Francois Leconte, who chaired the meeting.

STAFF: Carol Hylton, Mark Klinecicz, Tony Ash, Alex Shaw, and Sonia Harriott.

APPROVAL OF MINUTES

Approval of the Minutes of the 6/3 meeting.

Francois Leconte introduced the item and asked if anyone had any questions or changes. Hearing no further discussion, Francois Leconte asked for a motion to approve.

On a motion by Paul Farren and seconded by Denise Jordan, the Employer Services Committee unanimously approved the minutes of the 6/3 meeting.

NEW BUSINESS

1. Region 22 Targeted Occupations List (TOL) for Program Year 24/25

Considered the approval of the TOL for PY 24/25. As we always do, we researched the State's preliminary list and compared it to the Board-approved criteria. To get input on the State's proposed list and to gather additional relevant labor market data, we sent the preliminary TOL to local education and business stakeholders, community partners, business leaders, and industry intermediaries and invited them to a publicly noticed meeting held on 7/8. We provided an overview of the PY 24/25 TOL and the governing board's criteria for updating the TOL. Based upon our review and community input, CSBD recommends 1) adding forty-four (44) new occupations proposed by the State and 2) retaining thirty-one (31) occupations proposed by the State for removal.

Francois Leconte introduced the item and asked Tony Ash to present the TOL for PY 24/25 to the committee members. Tony Ash explained the TOL plays a vital role in directing how we allocate resources for training through our scholarship program and work-based training efforts. Mr. Ash stated that the State provides us with a preliminary list, which we then evaluate against the criteria

established by the Board. Through research using tools like Lightcast and Employ Florida, and in consultation with business leaders and our education partners during a public meeting, we are recommending retaining 31 of the 45 occupations the State proposed for removal and adding 44 new occupations suggested by the State.

Ms. Hylton added that staff applied the criteria developed by the Board to determine whether any of the occupations recommended for removal by the State should be kept on the TOL to meet local needs. Based on that determination, we recommend keeping 31 of the occupations the State proposed to remove.

Ms. Wheeler asked if an occupation that is removed has to wait another year before being reconsidered for addition back to the list. Ms. Hylton responded that the list can be updated throughout the year if new information becomes available and the need for the occupation changes locally. Ms. Wheeler stated that a tri-county study for the marine industry was conducted a few years ago and suggested that another study be commissioned. Ms. Hylton said staff would look into it.

Mr. Farren commended staff for analyzing the State's recommended list for Broward to determine which occupations to keep on the TOL.

Mr. Schaunaman stated he was surprised to see some of the trade positions removed by the State. Ms. Hylton responded that we would follow up with Florida Commerce to provide more details on the reasons for the occupations removed.

On a motion by Mark Schaunaman and seconded by Paul Farren, the Employer Services Committee unanimously approved the Targeted Occupations List for PY 24/25 1) retaining 31 occupations proposed by the State for removal and 2) adding 44 new occupations.

2. CareerSource Broward Podcasts

To continue expanding the reach to employers, job seekers, and community stakeholders, CareerSource Broward is developing a plan to launch bi-monthly podcasts that focus on workforce development topics. This strategy was developed during the Board planning session in April. We are asking the committee to 1) approve topics developed by staff and 2) recommend additional podcast topics.

Mr. Ash reviewed the topics developed and suggested by staff, such as targeted industry insights, CSBD services to employers and job seekers, small business resources, and Board member spotlights.

Mr. Dobrikow stated that the podcasts should not cover both employers and job seekers in the same taping. He added that it is important to have a targeted audience for each podcast and not

combine the two. Mr. Goldstein and Mr. Leconte agreed. Mr. Schaunaman stated that podcasts are a great way of reaching the public. He suggested adding a discussion on the importance of soft skills to the list of podcast topics. Ms. Wheeler agreed. Ms. Jordan suggested adding a topic on the importance of effective job descriptions for employers. Mr. Goldstein volunteered to assist with podcasts on trends in the Information Technology industry and to provide input on podcast equipment.

Ms. Hylton informed the members that we are researching the tools necessary to record them in-house. Mr. Dobrikow recommended that the equipment be mobile so the podcasts can be recorded offsite when needed. He provided an example of recording a podcast on location with the industry as the backdrop to highlight career pathways and high-wage opportunities. Mr. Goldstein added that mobile podcast equipment is relatively inexpensive.

On a motion by Denise Jordan and seconded by Lori Wheeler, the Employer Services Committee unanimously approved 1) topics developed by staff and 2) additional podcast topics recommended by the committee.

3. Tobacco Free Florida Employer Outreach

Tobacco Free Florida (TFF) is a comprehensive, statewide campaign funded by the Florida Department of Health. The program is designed to reduce tobacco use among Floridians through various initiatives and resources. CSBD is planning to support the State's efforts by providing materials to employers to share with their employees. CSBD will receive \$50 for each individual referred to TFF. We will share the information on social media and collaborate with the Chambers, industry associations, and community partners to inform the business community. Staff is asking the committee to recommend additional strategies for reaching employers.

Mr. Ash stated that the Florida Department of Health is partnering with workforce boards to spread the word about the available resources through TFF, such as 24/7 access to a coach, online resources to develop quit plans, and a four-week supply of nicotine patches, gum, or lozenges.

Ms. Hylton added that this initiative is a win-win for individuals who want to quit smoking and employers who wish to have a healthier workforce. She provided an overview of the referral process, including the collaboration with Nova Southeastern University, which serves as the Area Health Education Center, and how CSBD receives credit. Ms. Hylton stated that the informational materials will include a QR code that will link to a landing page with the referral form.

Mr. Leconte stated that if a 30-second public service announcement is available, he will share it on his broadcast network. Ms. Wheeler suggested sharing information with community organizations like the YMCA and Boys and Girls Club. Mr. Dobrikow added that employers with wellness committees could be targeted with the information. He said that his company, for example, has such a committee, and he would provide the information to them to disseminate to employees.

Mr. Farren inquired if CSBD would identify individuals who smoke to target with the information. Ms. Hylton answered that those who want assistance with smoking cessation will self-refer.

On a motion by Lori Wheeler and seconded by Paul Farren, the Employer Services Committee unanimously approved the additional strategies for reaching employers about TFF.

4. Employer Services Committee Strategic Planning Matrix PY 24/25

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

Mr. Ash reviewed the updates to the Strategic Planning Matrix and provided an overview of the next steps and benchmarks that staff added at the direction of the committee.

Ms. Wheeler inquired about the emphasis this year on replacing “no-cost” when marketing employer services to focus more on the value proposition. Ms. Hylton responded that during the Board planning session, one strategy developed was to leverage the value of our services in our marketing to employers. Many times, there is a negative stigma concerning quality attached to something that is no-cost or free. Lori agreed.

On a motion by Lori Wheeler and seconded by Michael Goldstein, the Employer Services Committee unanimously approved the updates to the Employer Services Committee Strategic Planning Matrix for PY 24/25.

REPORTS

1. 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. CareerSource Broward (CSBD) entered into contracts with the 2 Chambers about 8 months ago following the release of a request for proposals seeking business organizations with at least 50 employer members willing to work with their memberships to increase awareness of CSBD employer services.

Mr. Ash provided an update on the business intermediary contracts with the Chambers. The Chambers are doing a great job of educating their membership about our employer services. The Chambers have held employer forums in targeted industries where representatives from business, workforce development, and economic development participated to discuss strategies for employer workforce needs, challenges, and skill gaps.

Ms. Hylton added that the contracts will expire in September, and we will discuss renewals with each Chamber. The renewals will be reported to the Board pursuant to Board approval last year.

Ms. Wheeler requested registration information for the Marine Industry Employer Forum scheduled with the Greater Fort Lauderdale Chamber. Ms. Hylton responded that the forum’s date in the report was incorrect and that the forum had to be postponed due to staffing turnover at the Chamber. Staff is working with the Chamber on a new date.

2. Industry Employer Forums Update

CSBD held industry employer forums in 1) information technology 2) manufacturing 3) healthcare 4) construction and 5) financial services. The objective of the forums was to a) discuss the skill gaps and training needs of each industry and b) identify strategies to address the skill gaps. 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 implement the strategies discussed.

Mr. Ash reported on each of the employer forums, highlighting the identified skill gaps and the strategies discussed to address them.

3. Employer Services Infograph July 2023 – June 2024

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 110 recruitment events and job fairs during the period covered by the infograph. Also, through the outreach team, CSBD assisted Broward employers with nearly \$4.5 million in work-based training, including OJT grants, paid internships, and incumbent worker training.

Mr. Dobrikow complimented staff on doing a great job of providing work-based training assistance to employers. He recommended a campaign to educate employers more about the OJT program to increase the amount of funding provided in the current program year.

Ms. Hylton added that one of the purposes of our contracts with the Chambers is to assist us in engaging the businesses they serve. We have trained the Chambers, and we anticipate developing more OJTs with Chamber members. She added that we are also engaging several Rotary Clubs in the county and will present our work-based training solutions, including OJT, to their members. Mr. Dobrikow added that staff should consider engaging the over 8,000 employers served, as noted in the infograph. Ms. Hylton responded that we do that routinely.

Ms. Jordan recommended partnering with the municipalities to engage small businesses in their communities. Mr. Ash stated that we will work with the economic development officers in the Broward cities to educate their employers about our services, specifically about the value proposition of our work-based training solutions. He added that we will also continue to work with the Broward County Office of Economic and Small Business Development. Updates on these initiatives will be brought to the committee through the Strategic Planning Matrix reviewed in each ESC meeting.

4. CSBD Neighborhood Job Fair

The Neighborhood Job Fair was held on 7/31 at the Oakland Park Career Center, bringing together 15 local businesses offering a wide array of opportunities and nearly 300 job seekers. The job fair featured a variety of employers, such as Broward County Schools Transit, U.S. Customs and Border Patrol, One Blood, Sherwin Williams, and Broward County Government,

offering positions from Phlebotomists to Library Clerks. Job seekers connected with employers, exchanged resumes, and engaged in insightful conversations about career paths. We will continue to follow up with attendees to assess the number of hires.

Mr. Leconte commended staff for a great job in providing this event for the community.

5. Broward County Economic Dashboard

The unemployment rate in Broward County was 3.4 percent in June 2024. This rate was 0.4 percentage points higher than the region's year-ago rate. In June 2024, Broward County's unemployment rate was 0.1 percent less than the State's rate. Out of a labor force of 1,096,445, up 6,968 (+0.6 percent) over the year, there were 36,805 unemployed Broward County residents. The dashboard is a value-added resource, allowing businesses the ability to make data-informed decisions.

Mr. Dobrikow remarked that the local job market has tightened with the number of individuals seeking employment keeping pace with the number of available jobs.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR

None

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

Ms. Hylton stated that the Summer Youth Employment Program (SYEP) was in its last week. She shared that because of the floods caused by constant rain, the orientation session with the youth at the beginning of the program was reduced from 3 days to 1 day. The remaining 2 days of orientation were moved to a virtual platform for the youth to attend. This year, we experienced some feedback from employers about soft skill challenges and opportunities with the youth, which reinforces the importance of the in-person 3-day orientation where we teach our youth the importance of soft skills. Ms. Hylton added that, as we do each year, each youth has been provided a SYEP Post Program Guide Book with information on various career pathways in growing industries. The guidebook has a QR code to a landing page with career videos. The guidebook can also be shared with their parents and caretakers.

Ms. Hylton indicated that the Worlds of Work Youth Expo would be held at the Amerant Bank Arena next year at no charge. She stated that Commissioner Tim Ryan was instrumental in securing the venue at no cost.

Ms. Hylton shared that the contract with the Broward County Convention Center for the 2025 State of the Workforce Job Fair is being finalized.

Ms. Hylton shared that we recently hosted CareerSource Florida Board Member Meredith Stanfield for a tour of the South Career Center, where we highlighted the team and the great work they are providing to employers and job seekers. Ms. Stanfield had very positive feedback.

Ms. Hylton reported that the career centers are experiencing an increase in job seekers in the resource rooms, which is an indicator that more people are entering the labor market.

Ms. Hylton reported that the career pathway videos are in production and are coming along well. They are currently being edited.

ADJOURNMENT

1:55

THE NEXT EMPLOYER SERVICES COMMITTEE MEETING WILL BE HELD ON SEPTEMBER 30, 2024