



**Broward Workforce Development Board  
Employer Services Committee**  
Monday, August 07, 2023 – 12:30 p.m. to 2:00 p.m.  
Zoom Meeting ID: 821 2982 7716  
Zoom Passcode: 663109  
Zoom Call in: 1-646-876-9923

## MEETING MINUTES

CareerSource Broward 2600 W. Oakland Park Blvd, Oakland Park, FL 33311

This meeting was held in person. This meeting was also accessible via a Zoom video conference using the link below.

<https://us02web.zoom.us/j/82129827716?pwd=RHpBWWFPdXFaWkF5QVhrWXV0Rk9ydz09>

### ATTENDANCE

**Employer Services Committee Members:** Heiko Dobrikow, Lori Wheeler, Mark Schaunaman, Denise Jordan, Paul Farren, Marie Suarez, and Francois Leconte, who chaired the meeting.

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

### IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

### APPROVAL OF MINUTES

Approval of the Minutes of the 6/5 meeting.

**On a motion by Lori Wheeler and seconded by Mark Schaunaman, the Employer Services Committee unanimously approved the minutes of the 6/5 meeting.**

### NEW BUSINESS

#### 1. CTS Engines (CTS) Incumbent Worker Training Grant Application

Considered the approval of an Incumbent Worker Training (IWT) grant with CTS in the amount of \$114,939 to train 88 employees to earn job-related certifications. Pursuant to the Workforce Innovation and Opportunity Act requirements, CTS will contribute 50% to the cost of the training by paying employee wages while they are in training, as well as contributing to the tuition cost. In accordance with governing boards' policy, IWT grant applications of \$50,000 or more and recommended by the rating committee go to the Employer Services and the Executive Committees for consideration, with a report to the BWDB/CSBD Council of Elected Officials at their next meeting.

Tony Ash stated that the training is for one of our targeted industries, Aviation, and informed the committee that our economic development partner, the Greater Fort Lauderdale Alliance, provided the grant lead.

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Lori Wheeler added that the CTS facilities are first class and suggested that if anyone gets the chance, it's worth it to coordinate a visit. Ms. Wheeler also inquired if the 88 individuals to be trained are already employed with CTS or if they would need to be recruited and hired. Mr. Ash said the 88 individuals are current CTS employees requiring skill upgrades.

Mark Schaunaman asked if the employees would receive a certificate. Mr. Ash stated, yes, that they will receive industry-recognized certifications after completing training and passing tests related to maintenance and repair for GE and Pratt Whitney aviation engines.

**On a motion by Mark Schaunaman and seconded by Lori Wheeler, the Employer Services Committee unanimously approved awarding CTS an IWT grant for \$114,939 to train 88 employees to earn job-related certifications.**

## **2. Region 22 Targeted Occupations List (TOL) for Program Year 23/24**

Considered the approval of the TOL for PY 23/24. CareerSource Broward (CSBD) received its preliminary TOL from the State on 5/17, which proposed both removing and adding occupations. As we always do, CSBD researched the 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, CSBD 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 7/11. Based upon our review and community input, CSBD recommends 1) retaining 34 occupations of the 49 proposed by the State for removal and 2) adding 21 new occupations proposed by the State.

Mr. Ash presented the TOL for PY 23/24 to the committee members. The TOL is essential because it directs where we will put resources for training through the scholarship program and work-based training. Tony explained that the State sends the preliminary list to us, and we compare it to the criteria developed by the BWDB. Based on research using tools such as JobsEQ and Employ Florida, as well as through a public meeting with business leaders and our partners in education, the recommendations are to retain 34 occupations proposed by the State for removal and add 21 new occupations proposed by the State.

Heiko Dobrikow requested adding the list of occupations that were proposed by the State for removal that were not retained. Ron Moffett said the updated list would be brought to the Executive Committee Meeting.

**On a motion by Paul Farren and seconded by Mark Schaunaman, the Employer Services Committee unanimously approved the Targeted Occupations List for PY 23/24 1) retaining 34 occupations proposed by the State for removal and 2) adding 21 new occupations.**

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

On 6/22, the Board approved the report from the planning session on the strategic goals and objectives for PY 23/24. Staff distributed the report to the appropriate Board committees. Each committee tracks progress on achieving the deliverables in the form of a strategic planning matrix.

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The proposed PY 23/24 matrix is presented for your review. Consideration to 1) approve the matrix and 2) assign CSBD staff to develop the next steps and benchmarks and bring updates to the committee.

Mr. Ash highlighted several of the strategies in this year's matrix, including increasing marketing campaigns in the county, deploying multicultural marketing campaigns, and assisting employers in expanding recruitment efforts among special populations.

**On a motion by Paul Farren and seconded by Denise Jordan, the Employer Services Committee unanimously approved the Employer Services Committee Strategic Planning Matrix for PY 23/24 and for staff to develop the next steps and benchmarks and bring updates to the committee.**

## REPORTS

### 1. Hospitality Employer Forum

CSBD held a hospitality employer forum on 7/25. The forum was attended by 20 individuals from a cross-section of industry, education, and workforce development. Based on feedback we received from employers, we invited a guest speaker to address concerns related to Florida Senate Bill 1718, E-Verify, and what it means for the industry. Mr. Robert Turk, attorney, and chair of the Labor and Employment Department at Stearns Weaver Miller Weissler Alhadeff & Sitterson, attended and provided an overview of the law and how it will influence employers' procedures for onboarding newly hired talent. The attendees also discussed how artificial intelligence is being integrated into the industry as it relates to recruitment and workforce development. Feedback from employers attending the forum was that the information was very insightful and timely.

Mr. Ash stated the forum was well received by the attendees. Mr. Turk, the guest speaker, provided a very informative presentation on Senate Bill 1718 and the E-Verify process in Florida. Mr. Leconte congratulated the staff on facilitating the discussion on SB 1718 and E-Verify. He added that many businesses may not understand what the bill entails and how it will affect them, including new immigrants. Ms. Hylton said Mr. Turk would be invited to present at a CSBD Workforce Wednesday Seminar.

In the forum, attendees also discussed Artificial Intelligence (AI) and its impact on the industry. Feedback in the forum was that AI has already been implemented through applicant tracking systems and website chat features.

Mr. Ash added that attendees in the forum agreed to hold a Hospitality Industry Job Fair in the fall. The tentative location is the Urban League during the first week of October when the facility is available. Mr. Dobrikow suggested inviting job seekers with transferable skills from other industries to the job fair, such as those with customer service skills from the Retail Industry.

Mr. Dobrikow recommended that staff contact Anthony Cordo of Visit Lauderdale for the latest contact list of hospitality employers to invite to future employer forums and the job fair. Mr. Ash stated that staff would follow up.

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## **2. 2023 Tech Talent Fest Event**

CSBD is participating in the South Florida Tech Hub "2023 Tech Talent Fest" on 8/30 at Florida Atlantic University in Boca Raton. South Florida Tech Hub is the local association representing employers and professionals across a wide range of industry verticals. The Tech Talent Fest is an industry job fair focusing on recruitment among occupations in artificial intelligence, cloud computing, cybersecurity, and more. Over 150 job seekers and industry professionals are expected to attend. CSBD's technology industry intermediary will present our services, including how employers can unlock our funding for work-based training and scholarship opportunities for individuals seeking industry certifications. We will also have a booth to exhibit our services.

Mr. Ash stated that the South Florida Tech Hub invited CSBD to participate as a presenter and exhibitor at the event. We will use this opportunity to increase our engagement with technology employers and invite them to attend our next technology employer forum.

Mr. Leconte encouraged the committee members to attend the Tech Talent Fest. Mr. Ash stated he would request the event flyer and forward it to the members.

## **3. Broward County Unemployment Information**

The unemployment rate in Broward County was 2.9 percent in June 2023. This rate was 0.1 percentage points lower than the region's year-ago rate. In June 2023, Broward County's unemployment rate was 0.1 percentage points lower than the State's rate (3%). Out of a labor force of 1,096,242, up 27,411 (+2.6 percent) over the year, there were 32,092 unemployed Broward County residents.

Mr. Ash reviewed the unemployment information with the Committee members.

## **4. Economic and Workforce Indicators in Broward County**

Currently, 41,389 jobs are available in Broward, and 32,092 unemployed individuals are seeking jobs. Should every jobseeker become employed, we still have a deficit in the labor force. The good news is that year-over-year data shows that the number of individuals employed in Broward increased by 2.7 percent. The top advertised occupation in June of 2023 was Registered Nurse, with over 1,593 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.

Mark Klincewicz reviewed the dashboard and noted that there had been no significant changes in the unemployment figures. Mr. Klincewicz reviewed the new data tile that was added to the dashboard. The tile, [Port Everglades Import and Export](#), provides information on the movement of goods in and out of the port.

Mr. Dobrikow applauded Mr. Klincewicz on his leadership with the dashboard. Mr. Dobrikow added that the dashboard is becoming very robust and thanked staff for the information provided. He asked staff to explore adding passenger count data to the dashboard and comparison data

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from Miami-Dade and Palm Beach. Mr. Klincewicz stated he would research the data and the feasibility of including it on the dashboard. Mr. Dobrikow asked the committee members to speak to their peers to see what other types of economic or workforce information they would like to see on the dashboard.

Mr. Leconte congratulated the staff and said he was very impressed with the dashboard. He asked CSBD to continue marketing it to the community.

## **5. Central Career Center Tour**

The committee toured the Employer Services Department at the Central Career Center, where employer recruitment events are held. The members engaged with employers holding recruitment events in the center and met frontline staff that provide services to employers and job seekers.

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

Mr. Dobrikow asked Andrew Skobinsky how CSBD measures employer engagement on social media platforms. His observation is that many people like the posts, but few leave comments. Mr. Dobrikow pointed out that on the posts with pictures and videos, the engagement is higher. Mr. Skobinsky replied that a report summarizing the growth of CSBD's social media engagement is in process and will be presented at the next committee meeting in September.

Mr. Dobrikow requested staff take a look at the CSBD website's Calendar of Events. He noted there were many workshops for jobseekers but not much activity on the calendar for employers.

Mr. Dobrikow also encouraged the committee members to review the website from time to time and give staff feedback on how to enhance the website. Ms. Hylton remarked that committee members' feedback about the CSBD website is valuable and always welcomed. Mr. Dobrikow asked if events from other organizations could be added to the CSBD Calendar of Events. Ms. Hylton replied that the staff would check with CSBD's General Counsel to determine if this was allowable. Ms. Hylton added that staff would also explore surveying employers to get feedback on the website.

Mr. Dobrikow asked if CSBD has a standard social media on LinkedIn related to Employ Florida (EF). He added that a small percentage of all Broward County employers use EF for their job listings. Ms. Hylton stated that CSBD is planning an employer marketing campaign through our firm, Goodman PR. Marketing towards EF will be included in the campaign with an emphasis on reaching employers through LinkedIn.

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

None.

### **MATTERS FROM THE FLOOR**

None.

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

Ms. Hylton informed the committee that staff continues to meet and engage with community stakeholders. We recently met with State Representative Marie Woodson to highlight Broward services and update her on the single mothers program. Representative Woodson was excited to learn about the career training and job placement services provided to single mothers. Ms. Hylton also recently met with State Representative Daryl Campbell and attended a community outreach event with him.

Ms. Hylton recognized Mr. Skobinsky for arranging CSBD's input on a recent article published by the South Florida Business Journal, where she was quoted several times on workforce and recruitment matters.

Staff is in the process of finalizing a highlight video on this year's Summer Youth Employment Program. The video will include testimonials from youth and employers about their experiences this summer.

Ms. Hylton is planning to meet with the new Broward County Public Schools (BCPS) Superintendent to discuss the outstanding partnership between CSBD and BCPS and upcoming collaborative initiatives, including a youth summit focused on career pathways targeted to high school freshmen and sophomores. This event was initiated in response to employers' feedback emphasizing the importance of engaging and inspiring young individuals about their careers at an earlier stage, ultimately enhancing their future success.

Ms. Hylton indicated that at the recommendation of Board Chair Heiko Dobrikow, CSBD is collaborating with the Council of Chamber of Commerce Presidents to hold a State of Our Workforce Summit in the fall to highlight the county's economic and workforce development progress.

Mr. Dobrikow added that CSBD has several value propositions for employers, and partnering with the council will increase the number of employers we can expose to our messaging. This event will also be an excellent vehicle for updating the business community on the local economic conditions.

Ms. Suarez stated she has spoken with Dan Lindblade, the president of the Greater Ft. Lauderdale Chamber of Commerce, about the event and is excited. She said it is tentatively scheduled at the Broward County Convention Center in October. Mr. Leconte agreed this is a great idea and looks forward to participating in the event.

## **ADJOURNMENT**

1:37 p.m.

<b>THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS SCHEDULED FOR SEPTEMBER 11, 2023</b>
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