



**Broward Workforce Development Board  
Employer Services Committee**

Monday, December 2, 2019 – 12:30 p.m. to 2:00 p.m.  
Call In Number: (888) 585-9008  
Conference Room Number: 219-169-288

**MINUTES**

**CareerSource Broward Board 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, Steve Tinsley, Janet Wincko (via phone) and Kristen Cavallini-Soothill,

**STAFF:** Tony Ash, Mason Jackson, Carol Hylton, Javon Lloyd, Bonni Smith, Irma Valentin

**PRESENTATIONS**

Rosie Yagiello, co-founder of HempStaff and Charles Felix, editor of South Florida Hospital News and Cannabis News Florida made presentations to the committee about the anticipated growth of the medical marijuana industry locally and its expected impact on the local workforce. Occupations and skills emerging from this new industry include cashiers, inventory staff, administrative, computer positions, sales, and dispensary agents. There will also be opportunities for work-based training.

**APPROVAL OF MINUTES**

**Approval of the Minutes of the June 3, 2019 Employer Services Committee meeting.**

**On a motion made by Kristen Cavallini-Soothill and seconded by Francois Leconte the Employer Services Committee unanimously approved the minutes of the June 3, 2019 Employer Services Committee meeting.**

**NEW BUSINESS**

**1. PY 19/20 CareerSource Florida Network Cooperative Outreach Program**

Consideration to approve the PY 19/20 CSF Network Cooperative Outreach program, which is designed to assist local workforce boards advertising, outreach and messaging efforts. The goal of the program is to assist local workforce boards by offsetting communication costs associated with employer and job seeker outreach. CSBD recommends using the \$48,854 funding toward the development of a video to market registered apprenticeships, a targeted digital advertising campaign using Facebook, YouTube, etc. The creation of an employee training video for the Work Experience program (WEX) and Prior Learning Assessments (PLA) to marketing customers as an efficient way of earning college credits.

**On a motion made by Francois Leconte and seconded by Kristen Cavallini-Soothill the Employer Services Committee unanimously approved the PY 19/20 CSF Network Cooperative Outreach Program.**

**2. ESC Strategic Plan Matrix for 2019**

Consideration to approve the updated Employer Services Committee Strategic Plan Matrix. Tony Ash provided an update that all the items in the matrix were completed. The committee members were complimentary to staff for the work devoted to completing the matrix.

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

**3. Proposed ESC Meeting Schedule**

Consideration to approve Employer Services Committee's 2020 calendar year meeting schedule.

**On a motion made by Kristen Cavallini-Soothill and seconded by Francois Leconte the Employer Services Committee unanimously approved the 2020 Calendar year meeting schedule.**

**REPORTS**

**1. CareerSource Broward's 2019 "Paychecks for Patriots" Veterans Hiring Fair**

Tony Ash reported this was our seventh year holding the veteran's job fair. The first two hours of the event was reserved for veterans and their spouses. Then it was open to the general public. There were 238 job seekers in attendance, of which 83 were veterans and spouses of veterans.

**2. Employer Services Infograph March - April 2019**

CSBD hosted 48 mass recruitment events for employers seeking to fill over 900 available positions. Also through the industry intermediaries, CSBD posted 51 available jobs for employers in Broward's targeted industries during this time period.

**3. LinkedIn Workforce Reports October 2019**

Tony stated that this is a new monthly report gathered by LinkedIn on employment trends in the U.S. workforce and is divided into two sections. One section is national and one is local which provides insights into localized employment trends. In the Miami-Ft. Lauderdale area, the report shows some of the top skills gaps are writing, problem solving and working in teams. Mason Jackson stated that what he found most interesting was that the Miami-Ft. Lauderdale area gained the most workers in the last 12 months from New York City, NY, Wichita, KS and Boston, MA. and lost the most workers to West Palm Beach, Orlando and Tampa-St. Petersburg.

**4. Emsi 4<sup>th</sup> Annual Talent Attraction Scorecard**

Emsi has a talent attraction scorecard that ranks the counties (between big and small counties) nationwide and report the changes in the rankings from the year before showing which ones move into the top 10 in attracting and gaining the most talent.

Mason added that the report also has a section that provides a roadmap for attracting new talent that regions of any size can use for strategies in short and long term growth.

Francois Leconte asked what micro-credentials are. Mason answered that a micro-credential, also known as badges, are small credentials that can be earned in a very short period of time that, when bundled, provide skill competencies that make individuals employable.

**5. Broward County Unemployment Information**

The Broward County unemployment rate was 2.8 percent in October 2019, 0.3 percentage point lower than the region's year-ago rate (3.1 percent). The October 2019 rate was 0.1 percentage point lower than the state rate (2.9 percent). The labor force was 1,060,485, up 13,184 (+1.3) over the year. There were 29,607 unemployed Broward residents.

**MATTERS FROM THE EMPLOYER SERVICES COMMITTEE**

None

**MATTERS FROM THE FLOOR**

None

**MATTERS FROM THE PRESIDENT/CEO**

None

**ADJOURNMENT: 2:00 P.M.**

<b>THE NEXT ESC MEETING WILL BE HELD ON FEBRUARY 3, 2020 at 12:30pm</b>
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