



**Broward Workforce Development Board
Employer Services Committee**

Monday, December 7, 2020, – 12:30 p.m. to 2:00 p.m.
Meeting ID: 843 1143 4938
Passcode: 779663
Dial By Phone: 1-646-876-9923

MINUTES

Due to COVID-19 in the interest of keeping our committee members, staff, and public safe this meeting was held via Zoom.

THE COMMITTEE WAS REMINDED OF CONFLICT OF INTEREST PROVISIONS.

ATTENDANCE:

Employer Services Committee Members: Paul Farren, Francois Leconte, Janet Wincko, Dr. Steve Tinsley and Kristen Cavallini-Soothill

Staff: Tony Ash, Carol Hylton, Ron Moffett, Joseph McCarthy, Rob Evans, Natalie Oscar and Michell Williams

Guests: None

Tony Ash introduced Natalie Oscar the new Administrative Assistant for the Communications and Business Relations Department.

APPROVAL OF MINUTES

Approval of the Minutes of the 9/2/2020 Employer Services Committee meeting.

On a motion made by Francois Leconte and seconded by Kristen Cavallini-Soothill, the Employer Services Committee unanimously approved the minutes of the 9/2/2020 Employer Services Committee meeting.

PRESENTATIONS

Joseph McCarthy our intermediary for Aviation/Marine and Rob Evans, intermediary for Construction/Technology, provided an update on our efforts in assisting the industry sectors during Covid.

Joseph McCarthy shared that he has been providing information to employers about the On-The-Job (OJT) Training Program wage reimbursement. He indicated that Mechanics in the marine and aviation industries have similar transferrable skills. Therefore, we are conducting a crosswalk of the occupations of those laid off in aviation mechanics to the marine industry to be able to place those laid off workers into open marine jobs.

Rob Evans shared information on technology companies in Broward County that are providing job opportunities. CSBD is developing an incumbent worker training grant with a technology company to train eight (8) employees on software development skills.

Rob explained the county will start requiring companies that want to contract with them for large county construction projects, such as the convention center expansion, to have registered apprenticeship programs. He is also working with the sub-contractors for the Broward Convention Center project on the first source referral process which requires going through CSBD first to recruit workers for the project.

NEW BUSINESS

1. Accept Funds for the CSBD Apprenticeship Navigator

The State invited workforce boards to apply for funding as part of an initiative to expand registered apprenticeship in their local regions. CSBD applied for the grant and was notified on 12/3 that we were awarded \$75,000. Consideration to accept \$75,000 from the Florida Department of Economic Opportunity (DEO) to fund an Apprenticeship Navigator to work with our targeted industry and educational partners to identify and develop Registered Apprenticeship programs.

Tony Ash explained the navigator will work with our targeted industries and educational partners to identify opportunities for registered apprenticeships. Paul Farren asked if it would be a single Apprenticeship Navigator position and Tony responded yes.

Carol Hylton indicated the navigator will work with our intermediaries and employers who are interested in developing an apprenticeship program.

On a motion made by Francois Leconte and seconded by Janet Wincko, the Employer Services Committee unanimously approved the Acceptance of \$75,000 for the CSBD Apprenticeship Navigator.

2. Florida Supplement Incumbent Worker Training (IWT) Grant Application

Florida Supplement is requesting an Incumbent Worker Training (IWT) Grant in the amount of \$20,036 for 27 employees to earn Lean Six Sigma and Hazard Analysis and Critical Control Points (HACCP) certification. The training is projected to start January 2021 and will end March 2021. It is recommended that Florida Supplement be awarded an IWT Grant in the amount of \$20,036, from the funds set aside for training in the CareerSource Broward PY 20-21 budget to train 27 employees to earn Lean Six Sigma and HACCP certification.

Paul Farren stated he looked into this and found Lean Six Sigma and Hazard Analysis and Critical Control Points (HACCP) training for \$300 but wasn't sure if it was comparable. He asked for more guidance on our review and approval process. Tony Ash explained the employer does the research into what they need and then provides two quotes. We looked at the cost comparison and selected the lowest quote. Paul asked if we did all that's required and Tony

stated yes, we did our ratings review and our general counsel reviewed it as well. Tony explained the training will have a positive impact on our WIOA performance and the positions trained have a pay rate of \$21 per hour. Carol stated the training is less than \$1,000 dollars per person and 27 employees will be trained.

On a motion made by Kristen Cavallini-Soothill and seconded by Francois Leconte the Employer Services Committee unanimously approved the Florida Supplement Incumbent Worker Training (IWT) Grant Application.

3. CareerSource Broward Marketing Initiatives

Throughout the year, CSBD has been extremely proactive at using various marketing and communication tactics to share relevant and important information with Broward County job seekers, employers, community partners, and local municipalities. Some of the highlights include being featured on local and national television, several radio advertisement campaigns, and effective use of social media. We are seeking input from the committee on additional strategies we could implement.

Tony Ash indicated we have been proactive in expanding our awareness through traditional media, such as radio, print, and press releases and by leveraging our social media platforms to share information. He asked the committee for additional strategies and tactics that we can implement. Carol explained there may be other avenues to increase our brand identity, for example we are on the DMV monitors to promote our services. We thought now would be a good time to ask you for any additional thoughts and ideas to spread the word about our services.

Francois Leconte asked how we are measuring the effectiveness of all of the marketing activities that we are doing. Tony responded for some of our marketing programs we have landing pages that we direct individuals to and we can view the activity of the specific landing page or our main web page. Our pages have been performing well so we would like to continue our marketing efforts.

Tony Ash stated there were no additional strategies offered to add at this time, therefore there was no vote to approve any additional strategies.

4. Employer Services Committee Meeting Schedule

Consideration to approve the ESC calendar of meeting dates for 2021. The ESC meets the first Monday of the month at 12:30 p.m. with exceptions in July and September due to holidays.

On a motion made by Kristen Cavallini-Soothill and seconded by Francois Leconte the Employer Services Committee unanimously approved the ESC Meeting Schedule for 2021.

REPORTS

1. **ESC Strategic Plan Matrix for 2020**

Tony explained due to delays associated with the pandemic, the matrix is still in process. We have a series of employer forms that were postponed and community outreach events that were affected. Staff is following up on holding industry employer forums and attending community events.

2. **CareerSource Broward's 2020 "Paychecks for Patriots" Veterans Hiring Fair**

CareerSource Broward hosted the eighth annual "Paychecks for Patriots" Veterans Hiring Fair on 11/12/20. Sixty-seven (67) employers with open positions attended the virtual hiring fair. Almost one hundred (100) job seekers many of whom were Veterans participated. Feedback from both employers and job seekers has been positive and as we always do we are following up with those who attended to see where they are in the hiring process and/or to offer additional services. We are planning several, smaller, industry focused job fair events.

Tony Ash shared we are following up with the employer on the hires and the job seekers to see if we can help with any additional services if they did not get hired. Tony explained that we are planning additional smaller job fairs going into the new year when activity picks up after the holiday season.

Paul Farren asked if the job fairs will be just for Veterans or open to the general public and Tony stated they will be for the general public, but we perform outreach to Veterans for every job fair we host to get them involved.

3. **Broward County Unemployment Information**

The Broward County unemployment rate was 7.3 percent in October 2020, 4.5 percentage points higher than the region's year-ago rate (2.8 percent). The October 2020 rate was 0.9 percentage point higher than the state rate of 6.4 percent and 0.7 percentage point higher than the national rate (6.6 percent). The labor force was 1,018,346, down 35,383 (-3.4) over the year. There were 74,411 unemployed Broward residents.

Tony Ash explained hospitality continues to be the highest impacted in terms of job losses. We continue to outreach and engage the impacted workers in hospitality to get them into the centers and launched a web page, helpforhospitalityworkers.com to connect them with our services. Tony shared a bright spot of job growth; financial services added 400 jobs over the year, jobs such as insurance, banking and real estate.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

Francois Leconte asked if we will return to face to face meetings. Carol stated at this moment we are not planning to go back to face to face meetings until it is safe to do so. Florida has over one million positive residents and as the vaccine is coming soon, so we should be cautious and wait to see if the distribution of the vaccine will enable us to safely return to face to face meetings.

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

Carol Hylton stated as a reminder, there will be a short board meeting on the 10th and immediately following there will be four workshops covering the items the board identified as a priority and she would like everyone who is able to attend.

ADJOURNMENT: 1:03 P.M.

THE NEXT ESC MEETING IS MONDAY, 3/1/21 AT 12:30 P.M.