



**Broward Workforce Development Board  
Employer Services Committee**

**Monday, January 3, 2022  
12:30 p.m. – 2:00 p.m.**

**Zoom Meeting ID: 848 7314 1484  
Zoom Password: 391034  
Zoom Dial By Phone: +1 646 876 9923**

**MEETING MINUTES**

**CareerSource Broward Boardroom, 2890 W. Cypress Creek Road, Ft. Lauderdale, FL 33309**

**Due to Coronavirus, in the interest of keeping our board, staff, and public safe this meeting is also being held via a Zoom video conference using the link below.**

**<https://us02web.zoom.us/j/84873141484?pwd=c2RJb25ZK2dvd3g2azF5djBScGFQZz09>**

**THE COMMITTEE WAS REMINDED OF CONFLICT OF INTEREST PROVISIONS.**

**ATTENDANCE:**

**Employer Services Committee Members:** Jim Ryan, Paul Farren, and Gina Alexis

**Staff:** Ron Moffett, Tony Ash, Michael Stambaugh, and Michell Williams

**Guests:** Carlos Rodanes (New Horizon's Computer Learning Center)

**APPROVAL OF MINUTES**

Approval of the Minutes of the 9/1/21 Employer Services Committee Meeting.

**On a motion by Paul Farren and seconded by Gina Alexis, the Employer Services Committee unanimously approved the minutes of the 9/1/21 meeting.**

**NEW BUSINESS**

**1. Humane Society of Broward County Incumbent Worker Training Grant Application**

Considered awarding the Humane Society of Broward County (HSBC) an Incumbent Worker Training (IWT) grant in the amount of \$41,560. In accordance with the Workforce Innovation and Opportunity Act requirements, HSBC will contribute 25% to the cost of the training by paying employees' wages while they are in training. The IWT grant will be used to train six (6) employees who will earn a Veterinarian Technician certification. In accordance with our governing boards' policy, IWT grant applications below \$50,000 are emailed to the Employer Services Committee (ESC) for individual review and comment. If no issues or concerns are raised by any member of the ESC, the application goes to the President/CEO for review and approval. However, the timing of the application enabled us to put it on the agenda instead of emailing it to the committee members as is the usual process.

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Tony Ash explained this training will positively impact WIOA performance, as the wage will be \$17 an hour upon completion of the training. In accordance with our governing boards' policy, the application was reviewed and recommended by a rating committee comprised of CSBD staff who were not involved in assisting with the application.

**On a motion by Paul Farren and seconded by Gina Alexis the Employer Services Committee unanimously approved awarding the Humane Society of Broward County an Incumbent Worker Training Grant in the amount of \$41,560.**

**2. Employer Services Committee Strategic Planning Matrix for PY 21/22**

Reviewed and approved the updates to Employer Services Committee Strategic Planning Matrix for PY 21/22.

Mr. Ash reviewed the matrix with the committee. He highlighted and discussed the progress made on the various objectives.

**On a motion by Gina Alexis and seconded by Paul Farren, the Employer Services Committee unanimously approved the updates to the Employer Services Committee Strategic Planning Matrix for PY 21/22.**

**3. Employer Services Committee Meeting Calendar for 2022**

Considered approving the Employer Services Committee's meeting calendar for 2022. The Committee generally meets on the first Monday of the month at 12:30 p.m. There are two exceptions due to holidays for 1) the July meeting which was moved to Tuesday, 7/5 and 2) the September meeting which was moved to Tuesday, 9/6. The meetings will be hybrid which means attendees will have the option of attending in person or virtually using Zoom.

Jim Ryan reviewed the Employer Services Committee's 2022 meeting schedule. Mr. Ash reiterated the July and September meeting were moved due to holidays and that all the meetings will be hybrid.

**On a motion by Paul Farren and seconded by Gina Alexis, the Employer Services Committee unanimously approved the 2022 Employer Services Committee Meeting Calendar.**

**4. On-the-Job Training (OJT) Marketing Initiatives**

CareerSource Broward (CSBD) is advertising the OJT program with a refreshed emphasis on marketing the fiscal value of the program and its benefits to an employer's competitive edge. An overview of the marketing initiatives was provided and staff asked the committee for recommendations on additional marketing strategies.

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Mr. Ash stated as the economy continues to improve CSBD wants to aggressively market the OJT program as a solution to employers for their hiring and training needs. The campaign will include targeting newly registered employers in Employ Florida, engaging community-based organizations and municipalities, doing radio and print advertising, and digital marketing including using banner ads on LinkedIn and the Sun Sentinel. Business-related groups in LinkedIn will also be targeted. He asked the committee for their recommendations on additional marketing strategies and ideas for targeting employers about the OJT program. He explained the OJT program is one of CSBD's signature employer solutions where up to 75% of the participant's wage is reimbursed to the employer during the training period of up to six months.

Gina Alexis stated all the strategies developed by staff would work well, were very good and made sense. She suggested having individuals and Board members speak with their counterparts in their specific industries about the program and its benefits, and having peer to peer conversations. Ms. Alexis suggested attending trade or association meetings to share the information. Jim Ryan encouraged the strategy of using LinkedIn as a marketing tool and using it effectively was a way to create content without cost and by tagging others, and it's an effective way to tap into local organizations for viral content. Mr. Ryan offered his assistance to help with this endeavor.

Ron Moffett thanked the committee for their suggestions. He explained when people hear the term OJT they typically think of the construction or trade industry, but it has grown far beyond that. Ms. Alexis stated it was a great point and usually when you hear the term OJT you would think of it as applying to technology and construction jobs. She shared based on conversations she has had in the past, the feedback from employers was they thought the OJT process may be too time consuming. Tony Ash stated the OJT process has been simplified and improved over time. Ms. Alexis suggested CSBD find a way to get messaging out to employers letting them know how easy the process is. Mr. Ryan suggested when marketing the program to include messaging that it is easy to participate.

#### **5. Summer Youth Employment Program (SYEP) Private Employer Engagement**

CSBD asked the committee for ideas on increasing awareness of the Summer Youth Employment Program among their peers and colleagues in the business community so youth would have a broader range of occupations to experience.

Mr. Ash stated CSBD currently has approximately 60 private employers contracted or in the process of being contracted to participate in SYEP. Mr. Ash explained the program has been promoted in a variety of ways such as 1) the Business Services team engaging employers they work with 2) a press release was distributed to local media outlets 3) marketing directed to community based organizations and 4) using our social media platforms.

Mr. Ash asked the committee to provide additional ideas and strategies on increasing awareness among the business community and private employers about SYEP.

Paul Farren stated he thought it was great having approximately 60 employers and suggested having the chambers of commerce make announcements in their monthly breakfast meetings. Mr. Ryan stated the SYEP ad to employers was put together well and suggested that, for the testimonials on the SYEP flyer, the name of the person giving the testimonial and the company

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they represent be added. This would give the testimonial more validity in the eyes of other companies. Ms. Alexis suggested when possible, use testimonials from companies in the specific industry when targeting employers from that industry. Mr. Ash thanked the committee members for their suggestions and indicated they would be incorporated into our materials.

## **REPORTS**

### **1. Broward County and Florida Unemployment Information**

The unemployment rate in Broward County for November 2021 was 3.8%, this rate was 1.4% lower than the region's year-ago rate of 5.2%. In November 2021, Broward County's unemployment rate was 0.1% lower than the national rate of 3.9%. Out of a labor force of 1,053,694, there were 39,980 unemployed Broward County residents.

Mr. Ash reviewed the unemployment information. Mr. Ryan stated that he has seen national reports on the number of people that are choosing not to return to the workforce. He added that the reports have indicated that a majority of the people were over the age of 55. He asked if there was data available specific to Broward County. Mr. Ash stated he has not seen demographic specific data on job leavers for Broward and would follow up with the Florida Department of Economic Opportunity's Labor Market Department. Ms. Alexis stated because the education sector was impacted tremendously during COVID, many teachers in the 55 and above age range opted to retire.

### **MATTERS FROM THE EMPLOYER SERVICES COMMITTEE: None**

**MATTERS FROM THE FLOOR:** Mr. Moffett shared that CSBD released an RFQ for an economic study to procure the services of a consultant to conduct an analysis of the local labor market. CSBD is hoping to get this information back for the upcoming Board Planning Session in April for the Board members to review and use as they plan and provide strategies for next year.

### **MATTERS FROM THE PRESIDENT/CEO: None**

**ADJOURNMENT 1:05 P.M.**

**THE NEXT COMMITTEE MEETING IS SCHEDULED FOR MONDAY, 3/7/2022 AT 12:30 P.M.**