



**Broward Workforce Development Board  
Employer Services Committee**  
Monday, January 22, 2024  
12:30 p.m. to 2:00 p.m.

**Zoom Meeting ID: 878 5061 3908**  
**Zoom Password: 099014**  
**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:** Paul Farren, Denise Jordan, Marie Suarez, Lori Wheeler, and Francois Leconte who chaired the meeting.

**STAFF:** Carol Hylton, Ron Moffett, Mark Klincewicz, Tony Ash, Andrew Skobinsky, and Sonia Harriott.

### **APPROVAL OF MINUTES**

Approval of the Minutes of the 11/20 meeting.

**On a motion by Paul Farren and seconded by Francois Leconte, the Employer Services Committee unanimously approved the minutes of the 11/20 meeting.**

### **NEW BUSINESS**

#### **1. Business Confidence Survey Questions**

Considered the approval of a Business Confidence Survey. In the ESC meeting in November, the committee approved adding a Business Confidence Indicator to the CSBD Economic Dashboard. Data for this new tile will be derived from the business community through a business confidence survey. CSBD's economist, Dr. Aaron Schmerbeck, researched the questions designed to measure the economic outlook in Broward County.

It is recommended that the Employer Services Committee review, provide input, and approve the questions for a forthcoming Business Confidence Survey.

Mr. Ash stated that the survey would measure employers' economic outlook, sales/revenue expectations, employment outlook, and capital investment intentions. He added that the survey will include survey logic to control the flow of questions based on respondents' previous answers.

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Mr. Moffett stated that the survey would be kept brief in order to encourage employers to complete the survey. He added that CSBD's economist, Dr. Schmerbeck, conducted research nationally on the questions and asked the committee, from a small business perspective, whether there were additional questions we should be asking to measure employers' confidence.

Mr. Leconte asked how the survey would be distributed. Mr. Ash responded that the survey will be distributed to a wide range of employers in the County using our partnerships with the Chambers of Commerce and the Broward County Office of Economic and Small Business Development. Mr. Moffett added that we would also send the survey to the employers that participated in the State of the Workforce Job Fair.

Mr. Leconte asked the committee if anyone had suggestions for additional questions. The committee members did not have other questions to add.

**On a motion by Paul Farren and seconded by Francois Leconte, the Employer Services Committee unanimously approved the Business Confidence Survey.**

## **2. CSBD Chatbot**

Considered the approval of implementing a Chatbot on the CSBD Website as a way to make the website more user-friendly for employers. The Chatbot is a form of artificial intelligence designed to simulate conversation with people using Natural Language Processing. The Chatbot can answer questions and provide information based on programmed algorithms or predefined responses. The Chatbot will help employers navigate our website to find the information they are looking for, and if successful, we will expand the Chatbot to assist job seekers. The estimated cost of doing this is less than \$10,000.

Mr. Ash explained that implementing a Chatbot will allow us to leverage artificial intelligence to assist our employer customers with navigating our website more easily to identify the information and services they are interested in learning more about.

**On a motion by Paul Farren and seconded by Francois Leconte, the Employer Services Committee unanimously approved implementing a Chatbot on the CSBD Website.**

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

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 progress made toward achieving the committee's objectives.

For item 1.0, Mr. Ash stated we have been very successful in securing donations for our recent job fairs and that our Chamber partners have done an excellent job in securing sponsorships for the State of the Workforce event we are collaborating on.

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For item 5.0, Mr. Ash explained that we are continuing to engage employers on social media about hiring from special populations of job seekers, including persons with disabilities, justice-involved, youth, and older workers. Staff is actively posting on LinkedIn and recently recorded a podcast with the City of Miramar where the subject of hiring among special populations was highlighted.

**On a motion by Paul Farren and seconded by Francois Leconte, the Employer Services Committee unanimously approved the updates to the Strategic Planning Matrix.**

## REPORTS

### 1. Update on Chamber Marketing Initiative

Following a request for proposals to identify business associations willing to market, advertise, and promote CSBD employer services to their members, CSBD is in the process of finalizing contracts with the Greater Hollywood and the Miramar/Pembroke Pines Chambers of Commerce for up to \$55,000 and \$20,000 respectively. CSBD has finalized a contract with the Greater Fort Lauderdale Chamber of Commerce in the amount of \$65,000, as recommended by the BWDB Proposal Review Committee. The 3 Chambers will be working on getting commitments for work-based training and committing approximately \$350,000 in training funds divided proportionately among the 3 Chambers. The CSBD Business Services team has begun training the Chamber staff, and we expect to start seeing returns in the form of OJTs, internships, and incumbent worker training commitments around March. The contracts are aligned with our fiscal year and run from the date executed through September 30 to give the Chambers sufficient time to meet their deliverables. The funds awarded have been prorated to reflect the number of months between execution through September 30.

Mr. Ash explained that following a request for proposals for business intermediary services, three of the largest chambers in Broward County responded. He said that the contract with the Greater Fort Lauderdale Chamber of Commerce has been executed, and Chamber staff has been trained on how to market CSBD's work-based training services. Mr. Ash added that ESC member and president of the Greater Hollywood Chamber of Commerce, Marie Suarez, has requested that training be scheduled for her staff in anticipation of their contract being signed. Potential training dates and times have been sent to Ms. Suarez.

Mr. Ash stated that the Miramar Pembroke Pines Chamber of Commerce's board of directors is currently reviewing their contract. Their president, Patty Archer, will contact CSBD with an update.

Ms. Hylton added that, to move this initiative forward, the BWDB gave her the ability to enter into contracts up to \$100,000 due to the multiple conflicts the committee and BWDB members had with this item because of their association with the Chambers. The BWDB indicated that they wanted a report on the board agenda following the execution of the contracts, which we will provide at the next BWDB meeting.

Mr. Leconte thanked Ms. Hylton for the update.

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Mr. Leconte added that he appreciates the fact that CSBD is entering into partnerships with the Chambers because there may be many businesses that are not aware of the resources, and this is a way to help more small businesses. He stated that, if it is successful, he would like to see this initiative expanded to more Chambers to impact more small businesses.

Ms. Suarez stated this is a great initiative and opportunity for the Chambers and CSBD to collaborate. As an example of a success story from CSBD's work-based training grants, Ms. Suarez shared her experience from the Greater Hollywood Chamber, where they found a long-term employee through CSBD's Paid Internship Program.

## **2. Inaugural State of the Workforce Breakfast and Job Fair**

CSBD, in partnership with the chambers of commerce in Fort Lauderdale, Hollywood, Pompano Beach, and Tamarac, is hosting the inaugural State of the Workforce Breakfast and Job Fair on 1/24/24 at the Broward County Convention Center. The event will feature a 1) networking breakfast where attendees will learn about the latest workforce trends and uncover the dynamic relationship between AI and the workforce, 2) Business Marketplace showcasing local vendors that offer services designed to help the companies operate efficiently, and 3) job fair where over 70 employers will discover top-notch talent by coming face-to-face with about 800 job seekers. Broward County Transit is providing complimentary transportation to job seekers from economically distressed zip codes. Marketing to employers and job seekers for the event is executed through 1) targeted digital advertisements through geofencing, 2) social media, and 3) eblasts.

Mr. Ash thanked the partner Chambers, Broward County Transit, and Visit Lauderdale for the collaboration. He stated that job seekers' pre-registrations for the job fair are continuing to come in, and we are now expecting over 1,000 job seekers. In addition to the complimentary transportation and parking, job seekers will also receive free professional headshots at the job fair.

Ms. Jordan stated that this was a much-needed event that has resonated well with the business community, and she commended the staff on all the planning efforts. She said she is already looking forward to next year's event.

Ms. Suarez stated that the planning team completed a media call with the Miami Herald earlier that morning to expand coverage of the event.

## **3. Worlds of Work Youth Career Exploration Summit**

CSBD, in partnership with the School Board of Broward County, will host the 2024 Worlds of Work (WOW) Youth Career Exploration Summit on 3/14, from 9:00 am to 12:30 pm at the Amerant Bank Arena. WOW is an immersive experiential learning event where over 800 youth in the 9<sup>th</sup> and 10<sup>th</sup> grades will learn about different career pathways that align with their interests. At the event, students will engage in several hands-on career experiences in nine growth industries, including aviation, healthcare, information technology, and public safety. We have several business, education, and community partners who have expressed an interest in supporting the event, including Broward Health, Memorial Healthcare, and Broward College.

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Ms. Hylton stated that Ms. Wheeler and MIA SF are planning to bring a hands-on experience to the event for the youth to explore jobs in the marine industry, and Broward Health is planning to provide a virtual hospital.

#### **4. Industry Intermediary Report**

This is an update on CareerSource Broward's (CSBD) targeted industry initiatives and activities.

Mr. Ash reviewed the various initiatives in the targeted industries, including work-based training grants, industry-related job fairs, and employer forums.

Ms. Wheeler added that she is looking forward to partnering with CSBD to provide OJT assistance to employers participating in the Marine Industries Association of South Florida's Yacht Technician Registered Apprenticeship Program. Ms. Wheeler stated there are currently 22 apprentices in the program. Mr. Ash stated that our marine intermediary would follow up with her.

#### **5. Update on the Summer Youth Employment Program**

To date there are 1,641 youth who have registered for a summer job. In order to provide additional opportunities for youth to be matched with jobs aligned with their career interest, we are asking BWDB members and Chambers of Commerce to 1) host a youth for the summer and 2) encourage their business contacts to host a youth and provide a meaningful work experience. The youth flyer is provided to share as well.

Ms. Jordan stated that the Greater Fort Lauderdale Chamber of Commerce is planning to host youth again this year and encouraged her fellow committee members to participate.

#### **6. Florida Atlantic University Outreach Partnership**

CSBD met recently with senior leadership at Florida Atlantic University (FAU) to brainstorm collaborative strategies for expanding awareness of our employer services among individuals served by FAU. A four-part workshop series on CSBD's employer services will be conducted as a value-added service to entrepreneurs that utilize FAU's Small Business Development Center.

#### **7. Construction Industry Job Fair**

CSBD partnered with the Broward County Office of Economic and Small Business Development (OESBD) and Balfour Beatty to host a Construction Industry Job Fair on 1/17 at the Central Career Center. The job fair was to support the Greater Fort Lauderdale/Broward County Convention Center Expansion Project. BWDB member and director of the OESBD, Sandy McDonald, welcomed the employers and over 120 job seekers. BWDB member Rick Shawbell attended as a recruiter for electrical apprenticeship positions. Ten construction companies participated, including Southeast Mechanical Contractors, Conti Corp., and Lotspeich, with over

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100 job openings from entry-level to managerial positions. Employers at the event shared that they were pleased with the number and skill of the applicants. Several expressed a desire to hold additional recruitment events.

#### **8. Broward County Economic Dashboard**

Pursuant to committee direction, CSBD added a new economic indicator on cruise passenger data to the dashboard. At the recommendation of BWDB Board Chair Heiko Dobrikow, Dr. Schmerbeck met with representatives at Visit Lauderdale to discuss relevant data they could provide for our dashboard. A new tile was added to provide information regarding month-over-month cruise passenger data at Port Everglades. This information is useful in measuring the health of the local tourism industry, one of Broward's main economic drivers. Cruise passengers contribute to the local economy by spending money on various goods and services. Two additional tiles are in process, the 1) aforementioned Business Confidence Indicator and 2) Hotel Lodging Index, which CSBD's economist is finalizing to provide a year-over-year comparison of tax and revenue data to identify trends.

Mark Klincewicz reviewed the new Cruise Passenger Data Tile on the dashboard.

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

None

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None

#### **MATTERS FROM THE FLOOR**

None

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

Ms. Hylton explained the formation of the Education and Industry Consortium is underway, which is a state requirement. The consortium will be comprised of representatives from the School Board of Broward County, Broward College, and business professionals from the targeted industries. The goal of the consortium is to meet quarterly to analyze the needs of the industries and provide a report to the BWDB.

**ADJOURNMENT 1:21 p.m.**

<b>THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS SCHEDULED FOR APRIL 1, 2024.</b>
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