



**Broward Workforce Development Board
Employer Services Committee**
Tuesday, July 6, 2021
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID:	822 7957 6808
Zoom Password:	777972
Zoom Call in:	+1 646 876 9923

MEETING MINUTES

Due to Coronavirus, in the interest of keeping our board, staff, and public safe this meeting was held via a Zoom video conference.

THE COMMITTEE WAS REMINDED OF CONFLICT OF INTEREST PROVISIONS.

ATTENDANCE:

Employer Services Committee Members: Jim Ryan, Janet Wincko, Francois Leconte, Paul Farren, Kristen Cavallini-Soothill, and Denise Jordan

Staff: Carol Hylton, Ron Moffett, Tony Ash, Jack Bennings, Javon Lloyd, and Michell Williams

Guests: Charlene Pou and Cecil Kidd

APPROVAL OF MINUTES

Approval of the Minutes of the 5/3/21 meeting.

On a motion made by Francois Leconte and seconded by Paul Farren, the Employer Services Committee unanimously approved the minutes of the 5/3/21 Employer Services Committee meeting.

NEW BUSINESS

1. **CareerSource Broward Marketing and Communications Plan for Program Year 21-22**

Considered approval of CSBD's Marketing and Communications Plan for PY 21-22. Each year, CSBD implements targeted and strategic outreach to job seekers, employers, and community stakeholders, through the press and digital print and social media, to increase awareness of CSBD services.

Tony Ash explained the PY 21-22 Marketing and Communications Plan focuses on efforts that support recovery, restructuring, and resilience as it relates to the county's labor force

coming out of the pandemic. This year we will continue engaging those in the distressed communities and increase marketing engagement with our core partners, such as our industry associations, local municipalities, and the various chambers that CSBD works with.

Carol Hylton added that in presenting the plan we are looking to the committee members as employers to give feedback and suggestions on how we can improve the plan.

Ms. Hylton then asked Javon Lloyd to provide more information on what changes were made to the plan this year. Mr. Lloyd shared that, when it comes to our social media presence this year, CSBD has been enlisting the help of our community partners by tagging different entities, organizations, and industry associations, making sure that we are sharing relevant information with them and if they have information related to our customers that this information is being shared with the public.

Jim Ryan added that he is active on LinkedIn, along with many of his colleagues. He suggested tagging board members on some of the LinkedIn posts to receive additional traction by using their names and tagging more partners to continue to get the word out to our business partners, entrepreneurs, and colleagues to increase awareness of CSBD. Mr. Ryan commended Javon on a job well done on the CSBD Instagram platform and encouraged the team to use LinkedIn more to get messaging out to the business community.

Francois Leconte asked we could explain how the Marketing and Communications Plan would work to reach our targeted audiences in communities where English is not their primary language. Tony explained that we plan to advertise in publications, such as the Le Floridian and El Sentinel, and share information with partners, like Hispanic Unity and the Haitian American Chamber of Commerce.

On a motion made by Paul Farren and seconded by Janet Wincko, the Employer Services Committee unanimously approved the updated CareerSource Broward Marketing and Communications Plan for PY 21-22.

2. Employer Seminars

Considered approval of CSBD hosting three (3) business-focused seminars in PY 21-22. As we continue to explore additional ways to increase employer awareness and engagement, we plan to survey employers, through our chamber partners and the Broward County Office of Economic Development, to determine what workforce-related topics are of importance to them. We conducted a Jobs EQ analysis to identify the top ten (10) industries forecasted to grow the most in jobs over the next year in Broward County. The committee was asked to select three (3) industries from the list to prioritize for the seminars.

Tony Ash explained that the seminars are a great way to inform and educate employers about our services through a short presentation at the beginning of each seminar. Once it is determined which three industries to focus the seminars on, employers in the industry will be surveyed to decide what workforce-related topics are of importance to them.

Francois Leconte asked which chambers will be involved in sending the survey. Tony indicated that we are members of about fifteen (15) chambers, including the larger ones, which we will work with to get the survey out.

Ms. Hylton explained that the reasoning in selecting three industries instead of focusing on all ten (10) is that this would allow them time to conduct larger, more meaningful events throughout the year. She added that we can always add more industries if time permits.

Paul Farren suggested that “Accommodations and Food Services” is the industry that has the greatest need and Janet Wincko agreed. Denise Jordan added that presently there are over 50,000 positions currently available in Accommodations and Food Services in the tri-county area.

Ms. Wincko also recommended focusing a seminar on the “Healthcare” industry due to the challenges the industry has faced with burnout and fatigue among its workers because of the pandemic. Lastly, Ms. Wincko suggested “Transportation and Warehousing,” which includes “Marine and Aviation.”

On a motion made by Paul Farren and seconded by Kristen Cavallini-Soothill, the Employer Services Committee unanimously approved the Employer Seminars with a focus on 1) Accommodations and Food Services 2) Healthcare and 3) Transportation and Warehousing.

3. Employer Services Committee Strategic Planning Matrix for PY 21 – 22

On 4/22, the Board held its annual planning session. At the meeting, two separate workgroups discussed and made recommendations for the upcoming year. The Board approved these recommendations on 5/27 and staff distributed the recommendations amongst Board committees. The goals and objectives are tracked by each committee in the form of a strategic planning matrix. The proposed PY 21 - 22 strategic planning matrix was presented for the committee’s review to consider designating a workgroup and Chair to develop strategies to achieve the goals.

Tony Ash stated that several of the objectives in the matrix include exploring ways to collaborate with local municipalities on the infrastructure program as it relates to the American Rescue Plan Act and continuing to work with state and local hospitality industry associations to explore how the industry can attract workers.

Mr. Ash explained, historically, the committee has opted for staff to add the next steps and benchmarks to the matrix and then bring it back to the committee for review and approval.

Paul Farren stated that staff has done a great job of adding the next steps and benchmarks and he recommended that they continue with this process. Francois Leconte agreed.

On a motion made by Francois Leconte and seconded by Paul Farren, the Employer Services Committee unanimously approved 1) the Employer Services Committee Strategic Planning Matrix for PY 21 – 22 and 2) for staff to add the next steps and benchmarks.

REPORTS

1. Report on Technology and Construction Industry Employer Forums

CSBD held two (2) virtual employer forums 1) the technology industry on 5/19 and 2) the construction industry on 5/26 to better understand the impacts of the COVID-19 pandemic. Each forum had a guest speaker, followed by a panel discussion and open dialogue, allowing for those in attendance to participate and share their experiences and insights. Based on the information shared at the forums, we developed specific strategies and action steps to assist employers in each of these targeted industries.

Tony Ash explained that both forums were held in May 2021 with a mix of employers, education partners, industry associations, and alliance members. We learned about the skill gaps that exist in each of the industries and are currently taking proactive steps to address them. Meetings have been held with some of the employers who attended to address their specific needs. An analysis was also conducted to determine whether training programs related to the skill gaps are currently on our approved ITA list. Some of those trainings were on the list and we are working with schools to refer their graduates to the employers.

Mr. Ash thanked Cecil Kidd for moderating the panel discussion at the technology forum.

2. Hospitality Employment Task Force

CSBD distributed a survey to hospitality workers registered in Employ Florida regarding their intentions to return to their jobs. The number of responses was not statistically sufficient to extrapolate reliable conclusions. However, CSBD shared the anecdotal information that may help employers to strategize in encouraging employees to come back to work. Our anecdotal information is aligned with a larger FAU study.

Tony Ash stated the survey was sent to hospitality workers in Employ Florida and while the response rate was low there was information provided that can assist employers when engaging employees to return to work in the industry. Workers indicated they were not returning to the industry due to low wages and safety concerns related to the pandemic. This information will be shared with the Broward County Tourism Coalition Council, which is led by Board member Heiko Dobrikow. Mr. Ash added that he spoke with Mr. Dobrikow about the findings from the survey and Heiko indicated that the industry will also need to identify ways to leverage automation in their operations as well as tapping into a new pool of youth workers.

Jim Ryan asked whether FAU would be sharing the results of their study with CSBD. Mr. Ash indicated that we received the FAU study from Heiko.

3. Employer Services Infograph May 2021 – June 2021

CSBD hosted 24 mass recruitment events for employers seeking to fill over 250 vacant positions. The events were well received by employers and job seekers. Also, there were eight (8) virtual rapid response sessions held with over 300 job seekers in attendance.

Tony Ash reviewed the Infograph. He indicated that Jack Bennings who is out-stationed at the Greater Fort Lauderdale Alliance had 40 meetings with employers as part of the Alliance's business retention strategy.

Mr. Bennings explained that meetings have been proven to be very effective at identifying employers that CSBD can help. Mr. Ash added that the meetings usually result in leads to CSBD's employer outreach team where we then engage the employers about their workforce needs, such as recruitment events, OJT, etc.

Carol Hylton added it is the economic side and the workforce development side working together, so as employers are relocating to Broward, CSBD will be at the front door with information about our services and what we can do to assist.

4. Apprenticeship Awareness Campaign

At the request of the Board, CareerSource Broward 1) created three (3) apprenticeship videos and 2) a digital and social media advertising campaign to increase awareness, targeting employers and those interested in exploring apprenticeship opportunities. The links to the videos were provided to the committee for review.

Tony Ash explained that the videos have been shared with the Broward County Office of Economic and Small Business Development to further distribute to their network of employers. It was also shared with Broward Public Schools to provide to students who have not yet decided their plans after high school. An ad campaign on Facebook has also been deployed and has proven to be very beneficial in sharing information about apprenticeships.

Javon Lloyd shared that the employers who participated in the apprenticeship videos were very helpful and made great partners. Mr. Ash thanked Mr. Lloyd and his team for all their hard work in the creation of videos. Jim Ryan also echoed "great job Javon."

Jack Bennings added that Decimal Engineering wants to add additional apprentices with the assistance of CSBD. They are very appreciative of the funding assistance that CSBD provided for the OJT portion of the program.

5. Broward County Unemployment Information

The unemployment rate in Broward County was 5.2 percent in May 2021. This rate was 12.2 percentage points lower than the region's year-ago rate. In May 2021, Broward County's unemployment rate was 0.3 percentage points lower than the national rate (5.5 percent). Out of a labor force of 1,044,242, there were 54,271 unemployed Broward County residents.

Tony Ash reviewed the unemployment information with the committee.

MATTERS FROM THE EXECUTIVE COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

Ms. Hylton provided an update on the Summer Youth Employment Program. She stated that this year was challenging because the School Board and the Boys and Girls Club didn't take as many youth as they have in previous years. We were able to engage additional private employers and placed more youth with them. This also provided a greater variety of jobs for the youth.

She informed the committee of an upcoming recruitment event at the Margaritaville Hollywood Beach Resort later this month. This is an onsite event at the resort implementing the strategies from the hospitality taskforce.

ADJOURNMENT 1:22 p.m.

<p>THE NEXT ESC COMMITTEE MEETING WILL BE HELD ON SEPTEMBER 1, 2021.</p>
