



**Broward Workforce Development Board
Employer Services Committee**
Monday, June 05, 2023 – 12:30 p.m. to 2:00 p.m.
Zoom Meeting ID: 857 0670 0859
Zoom Passcode: 467923
Zoom Call in: 1-646-876-9923

MEETING MINUTES

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

This meeting was held in person. This meeting was also accessible via a Zoom video conference using the link below.

<https://us02web.zoom.us/j/86322248473?pwd=SjZXNktBaEx4S09XRzExMVikaEM3UT09>

ATTENDANCE

Employer Services Committee Members: Lori Wheeler, Michael Goldstein, Mark Schaunaman, Denise Jordan, Paul Farren, Marie Suarez, and Francois Leconte, who chaired the meeting.

Staff: Ron Moffett, Mark Klinecicz, Tony Ash, Andrew Skobinsky, and Natalie Oscar.

IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

APPROVAL OF MINUTES

Approval of the Minutes of the 4/3 meeting.

On a motion by Paul Farren and seconded by Denise Jordan, the Employer Services Committee unanimously approved the minutes of the 4/3 meeting.

NEW BUSINESS

1. WIOA Work Experience Contract Approval for Riverside Hotel

Considered the approval of a Workforce Innovation and Opportunity Act (WIOA) Work Experience (WEX) contract with the Las Olas Company, Inc. (LOC), the parent company of the Riverside Hotel for Program Year (PY) 23/24. One of the strategies identified from the recent Hospitality Employer Forum in April was for employers and local education providers to partner with CareerSource Broward (CSBD) to place WIOA students that have either graduated or are soon to graduate into paid internship programs. Students will be placed in positions such as front-of-house representatives, guest services associates, dining support, and maintenance engineers. WEX contracts are non-financial, as CSBD is the employer of record. Because Board Chair Heiko Dobrikow is employed by the LOC, a 2/3 vote of the Board members present at a meeting with an established quorum is required.

Tony Ash informed the committee that CSBD is currently working with the Riverside Hotel and the Broward County Career and Technical Colleges on an initiative to provide career pathways for students enrolled in hospitality training programs. We are developing internship opportunities with starting wages of \$15.00 to \$17.00 per hour. The idea for this strategy came during one of our Hospitality Employer forums.

Francois Leconte asked about the number of interns that will be placed. Mr. Ash said it would be at least four based on the types of positions but that it could be more.

On a motion by Lori Wheeler and seconded by Paul Farren, the Employer Services Committee unanimously approved a WIOA Work Experience Contract with the Las Olas Company, Inc., the parent company of the Riverside Hotel, for PY 23/24.

2. The Greater Fort Lauderdale Alliance (GFLA) Economic Sourcebook Ad

Considered the approval of the placement of an advertisement in the GFLA 2024 Economic Sourcebook to increase employer awareness of our business services. The cost of the ad is \$3,823. GFLA is a partner in the Sourcebook and will realize about \$382 from the ad. Because Board member, Bob Swindell, represents the GFLA, he will need to declare a conflict of interest, and a 2/3 vote of the Board members present at a meeting with an established quorum is required.

Mr. Ash informed the committee that each year the GFLA, in association with the South Florida Business Journal, publishes the Economic Sourcebook distributed throughout the County to business owners, chambers of commerce, libraries, and at trade shows. The publication is geared towards CEOs and business owners, which are one of our targeted groups per the CSBD PY 23/24 Strategic Marketing Plan.

On a motion by Lori Wheeler and seconded by Paul Farren, the Employer Services Committee unanimously approved the placement of an ad in the Greater Fort Lauderdale Alliance (GFLA) Economic Source Book for 2024.

3. PY 23/24 Outreach/Marketing Firm Contract Renewals

Considered the renewal of contracts for 1) Goodman Public Relations up to \$200,000 and 2) Moore Communications Group for up to \$50,000 for outreach and marketing for PY 23/24. The firms will design social media and digital outreach campaigns directing job seekers and employers to CSBD for service. Each contract will be through the end of the program year. This is the first of two (2) renewals under the current procurement.

Mr. Ash stated that the relationships with Goodman Public Relations and Moore Communications are helping to expand CSBD's presence in the community through marketing and public relations initiatives. This is the first of two renewals under our current procurement. Per our PY 23/24 marketing plan, the firms will assist CSBD in developing, producing, and promoting workforce events, advertisement design, and ad placement, increasing our exposure through earned media such as featured news stories, interviews, human interest stories, and public service announcements. We will also seek their assistance in creating a dynamic electronic newsletter where we can share just-in-time information with stakeholders.

On a motion by Paul Farren and seconded by Lori Wheeler, the Employer Services Committee unanimously approved the renewal of contracts for 1) Goodman Public Relations up to \$200,000 and 2) Moore Communications Group for up to \$50,000 for outreach and marketing for PY 23/24.

4. CareerSource Broward Marketing and Communications Plan for PY 23/24

Considered the approval of CSBD's marketing and communication plan for PY 23/24. Each year, CSBD implements targeted and strategic outreach to job seekers, employers, and community stakeholders, through the press, digital, print, and social media in an effort to increase awareness of CSBD services. This year's strategies include collaborating with BWDB members as brand ambassadors, marketing CSBD's value proposition to employers, enhanced marketing to distressed communities and in-school youth, and collaboration with core partners such as industry associations, chambers of Commerce, local municipalities, and additional stakeholder groups.

Andrew Skobinsky updated the committee regarding the Marketing and Communications Plan for PY 23/24. CSBD will focus primarily on employers and job seekers. This will be done through targeted advertising, chamber events, and through multimedia, using success stories and digital storytelling. In the communications strategy, we will use cutting-edge communications tools and trends currently in the market, including podcasts, which are considered an effective and popular method to deliver content. Mr. Skobinsky added that CSBD recently started using Geofencing at high school graduations as a targeted marketing technique.

Lori Wheeler asked which marketing vendor is assigned to assist with the Geofencing initiative and how individuals will receive the messages. Mr. Skobinsky responded that Goodman PR specializes in this area and manages the campaign. He added that the content is delivered through banner advertisements and small pop-up videos.

Mr. Leconte asked whether CSBD will market in multicultural communities. Mr. Skobinsky responded yes; the marketing plan targets multicultural communities.

On a motion by Paul Farren and seconded by Francois Leconte, the Employer Services Committee unanimously approved the CSBD Marketing and Communications Plan for PY 23/24.

5. Local Employer Awareness and Satisfaction Survey

Considered the approval of a Local Employer Awareness and Satisfaction Survey. Every two years, CSBD conducts a survey to measure our awareness and customer satisfaction among employers in the area. We will collect data on workforce challenges businesses have faced or are currently facing coming out of the pandemic and what steps have been taken to adapt. We will also gauge employers' use of emerging technology, such as artificial intelligence for recruitment, employee training, and retention, and get their input on regional collaborations with neighboring workforce boards regarding job fairs and other initiatives. It is recommended that the Employer Services Committee review, provide input, and approve the questions for a forthcoming local employer awareness and satisfaction survey.

Mr. Ash stated that the survey will be distributed to a wide range of employers in the County using our partnerships with the Chambers of Commerce, the Greater Fort Lauderdale Alliance, and the Broward County Office of Economic and Small Business Development. Mr. Moffett added that the survey has embedded logic; some questions are provided as follow-ups based on how the respondent answered a previous question.

Mr. Leconte stated the survey questions were great and asked the committee if anyone had suggestions for additional questions. The committee members did not have additional questions to add.

On a motion by Paul Farren and seconded by Lori Wheeler, the Employer Services Committee unanimously approved the local Employer Awareness and Satisfaction Survey.

6. Update on the Workforce Wednesday Seminars

Considered the approval of updates to the Workforce Wednesday Seminars. CSBD launched Workforce Wednesdays, bi-weekly informational seminars for employers to learn about our recruitment and training services. As we continue to build on the concept, CSBD is adding guest speakers to present information on current and emerging trends and best practices in workforce development. Staff is asking the committee to recommend additional topics for the Workforce Wednesdays seminars.

Mr. Ash stated the seminars are advertised through our chamber partners, eblast, and newsletters, blanketing the community. He added that we will introduce workforce topics relevant to the business community as we build on and enhance the current model. We will bring guest speakers to cover workforce topics relevant to local employers. We will use the forthcoming CSBD Employer Awareness Survey to query employers on what topics they want to be included. The seminars will be designed like short Ted Talks, and we will still provide a short presentation of CSBD's services. We are asking the committee to recommend any additional topics for the seminars.

Mr. Leconte stated that Florida recently passed a new immigration law that may impact small businesses that hire foreign workers. He asked that staff consider adding a topic related to the new law. Mr. Ash responded that the staff would research to see if a speaker could be brought in to discuss the required new e-verify system.

Michael Goldstein asked how many employers attend the Wednesday workforce events. Mr. Ash stated that, on average, there are 10-15 attendees. He added that we are seeing an increase in attendance since the virtual option was introduced. We are also expanding the seminars to the other two centers.

On a motion by Denise Jordan and seconded by Paul Farren, the Employer Services Committee unanimously approved the updates to the Workforce Wednesday Seminars.

7. Employer Services Committee (ESC) Meeting at the Central Center

Considered approval to schedule an ESC meeting in August and hold it at the CSBD Central One Stop Center located at 2550 West Oakland Park Blvd.

Mr. Moffett informed the committee that a business must come before the Committee before the next scheduled meeting in September. Mr. Moffett explained DEO has released the Regional Targeted Occupations List, and based on our process, we need input from business stakeholders, education providers, and the committee. The State has given us an extension from the July 1st deadline to August 31st. We would like the recommendations from staff to go through the ESC, which will require a meeting between August 1st and August 8th. We will send a survey to the committee to select the best date for this meeting.

Mr. Leconte suggested that the next Employer Services Committee be held at the Central One Stop Center. Committee members can then tour the center to understand better how we provide services to employers and job seekers. All members agreed this was a great idea.

On a motion by Paul Farren and seconded by Denise Jordan, the Employer Services Committee unanimously approved 1) adding a meeting in August and 2) holding the meeting at the Central One Stop Center.

REPORTS

1. Update on our Intermediary Initiatives

This is an update on CSBD's Industry Intermediary initiatives. In order to increase outreach, access, and visibility to Broward County businesses within targeted industries, CSBD employs staff to work in specific in-demand sectors. This has allowed us to become subject matter experts in supporting the workforce needs of targeted industries, gain wider penetration within the industries, and use our resources to provide customized solutions.

Mr. Ash reviewed the report and stated that we continue to convene employer forums to gain intelligence about workforce pain points and challenges facing our targeted industries and develop strategies with stakeholders to address the issues.

2. Employer Services Committee Strategic Planning Matrix PY 22/23

Reviewed the final Employer Services Committee (ESC) Strategic Planning Matrix.

Mr. Ash highlighted the updates to the matrix. The plan is final.

3. Broward County Unemployment Information

The unemployment rate in Broward County was 2.3 percent in April 2023. This rate was 0.4 percentage points lower than the region's year-ago rate. In April 2023, Broward County's unemployment rate was the same as the State's. Out of a labor force of 1,083,332, up 28,204 (+2.7 percent) over the year, there were 24,633 unemployed Broward County residents.

Mr. Ash reviewed the unemployment information with the Committee members.

4. Economic and Workforce Indicators in Broward County

Currently, there are 41,697 jobs available in Broward and 24,633 unemployed individuals seeking jobs. Should every jobseeker become employed, we still have a deficit in the labor force. The good news is that year over year shows that the number of individuals employed in Broward increased by 2.7 percent. The top advertised occupation in March was registered nurse, with over 1,400 ads.

Mr. Klincewicz pointed out the labor deficit increased from the previous month and was currently at 41%. Mr. Ash reminded everyone that the link for the dashboard is shared with the chambers and the Greater Fort Lauderdale Alliance.

Mr. Leconte said he is very impressed with the dashboard. He asked the staff to continue marketing it to the business community.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR

None.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None.

MATTERS FROM THE FLOOR

None.

MATTERS FROM THE PRESIDENT/CEO

Mr. Moffett informed the committee that Carol Hylton and BWDB member Dr. Lisa Knowles are attending the CareerSource Florida Board meeting in Tallahassee. He added that the Department of Economic Opportunity is changing its name per House Bill 5. Their new name will be the Florida Department of Commerce (DOC). Enterprise Florida as a private/public venture is being eliminated and will fold into DOC.

Tony Ash was a guest panelist at the recent Broward and Beyond Business Conference hosted by the Broward County Office of Economic and Small Business. The breakout session, titled "Show Me the Money," showcased where small and mid-sized businesses could learn about work-based training grants designed to save them money, energy, and time. Mr. Ash added that the session was well attended, and we had many visitors to the CSBD booth in the exhibition hall.

Mr. Moffett updated the committee on the Summer Youth Employment Program. Over 1,000 youth have applied.

ADJOURNMENT

1:41 P.M.

THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS SCHEDULED FOR SEPTEMBER 11, 2023
