



Broward Workforce Development Board
Employer Services Committee

Monday, June 06, 2022
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID: 811 5271 5372
Zoom Password: 643768
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/81152715372?pwd=aTVNYXpreEZ4amlwRFhqY3R1UmxhUT09>

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

ATTENDANCE:

Employer Services Committee Members: Jim Ryan, Paul Farren, Francois Leconte, Denise Jordan, Keith Costello, and Sandy-Michael McDonald

Staff: Ron Moffett, Tony Ash, and Natalie Oscar

APPROVAL OF MINUTES

Approval of the Minutes of the 3/7 Employer Services Committee Meeting.

On a motion by Francois Leconte and seconded by Paul Farren, the Employer Services Committee unanimously approved the minutes of the 3/7 meeting.

NEW BUSINESS

1. Region 22 Targeted Occupations List (TOL) for Program Year 22/23

Consideration to approve the TOL for PY 22/23. To get input and feedback on the State's proposed list and gather additional relevant labor market data, we sent the preliminary TOL to over two hundred (200) local education and business stakeholders, community partners, business leaders, and industry intermediaries and invited them to a publicly noticed meeting held on 5/25. Based on our review and community input, CSBD recommends 1) retaining 29 occupations proposed by the State for removal and 2) adding 14 new occupations.

Ron Moffett presented the Targeted Occupations List (TOL) for the Program Year 22/23 to the committee members. Previously the TOL was brought to the One-Stop Services Committee

for consideration but pursuant to changes in our By-Laws approved by the Board, the TOL is now brought to the Employer Services Committee. The TOL is important because it directs where we are going to allocate resources for occupational training for in-demand occupations.

Ron explained the state sends us the preliminary list and we compare it to the Board approved criteria. Based on research using tools such as JobsEQ and Employ Florida, as well as through a public meeting with business leaders and our partners in education, the recommendations are to retain 29 occupations proposed by the State for removal and add 14 new occupations the State proposed.

On a motion by Paul Farren and seconded by Keith Castello, the Employer Services Committee unanimously approved the Targeted Occupations List (TOL) 1) retaining 29 occupations proposed by the State for removal and 2) adding 14 new occupations.

2. CareerSource Broward Marketing and Communications Plan for Program Year 22/23

Consideration to approve CSBD's marketing and communication plan for PY 22/23. 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 enhanced community outreach and educational campaigns, targeted marketing to distressed communities, and collaboration with core partners, such as industry associations, chambers of commerce, local municipalities, and other key stakeholder groups. We will be working with Moore Communications, an outreach, and marketing agency, to refine further and implement our strategies and techniques to expand awareness of our services to the community.

Tony Ash reviewed the CSBD Marketing and Communications Plan for PY 22/23. He indicated that this plan is used to help set the tone and messaging to be executed for the new program year, which begins on 7/1. The targeted audience for our messaging includes employers, job seekers, the Board, and elected officials, all of whom we want to be aware CareerSource Broward's value and the services we provide.

Sandy-Michael McDonald suggested that we should continue to work with his office in reaching out to small and mid-size businesses certified with Broward, so they understand CSBD is their number one resource for their workforce needs. Tony expressed his appreciation to Mr. McDonald and indicated that he would also send CSBD informational materials to his office so that they can be incorporated into their newsletter.

Mr. Ryan stated that the timing is quite relevant, especially in a post-Covid world where employers struggle to hire and retain talent. Mr. Leconte and Mr. Costello both agreed.

Mr. Costello informed the committee of an organization of CEOs and business owners known worldwide, with many chapters in Broward County, called 'Vistage.' Mr. Costello is also a member of one of the chapters, and meetings are being held monthly for an all-day session with

about 10 – 12 members per chapter. During their meetings, they discuss the challenges facing business owners, including workforce matters. He suggested CSBD engage Vistage to see if there is an opportunity to present to them.

Mr. Ryan added that Vistage has been around for quite a long time and is a good organization. He recommended staff also consider engaging the Entrepreneurs' Organization, a similar business group with a chapter in South Florida.

On a motion by Francois Leconte and seconded by Denise Jordan, the Employer Services Committee unanimously approved CareerSource Broward's Marketing and Communications plan for PY 22/23.

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

Consideration to approve placement of an advertisement in the GFLA 2023 Economic Sourcebook to increase employer awareness of our business services. The cost of the ad is \$4,123. GFLA is a partner in the Sourcebook and will realize about \$413 from the ad. Because Board member, Bob Swindell, represents GFLA, State and WIOA conflict rules require that this item be approved by a 2/3 vote of the Board after a quorum has been seated and a conflict has been declared.

Mr. Ash stated that the publication is distributed widely in Broward County and beyond. It is read by CEOs, HR professionals, chamber partners, decision-makers, and other business groups.

On a motion by Francois Leconte and seconded by Paul Farren, the Employer Services Committee unanimously approved the placement of an advertisement in the Greater Fort Lauderdale Alliance (GFLA) 2023 Economic Sourcebook.

REPORTS

1. Broward County Unemployment Information

The unemployment rate in Broward County was 2.5 percent in April 2022. This rate was 2.8 percentage points lower than the region's rate a year ago, which was at 5.3 percent. In April 2022, Broward County's unemployment rate was 0.8 percentage points lower than the national rate of 3.3 percent. Out of a labor force of 1,042,829, there were 26,176 unemployed Broward County residents.

Mr. Ash reviewed the unemployment information with the committee.

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, President/CEO of CareerSource Broward, is in Tallahassee attending state meetings. He announced to the committee that Ms. Hylton had been nominated to serve on the Florida Workforce Development Association board.

Mr. Moffett stated that the economist performing the local labor market study is in the final phase of completing the report and will be shared with the committee members once it is final.

He reminded the committee of the CSBD Apprenticeship Summit scheduled for 8/11 at the Signature Grand Hotel and invited everyone to attend.

ADJOURNMENT 1:10 P.M.

THE NEXT COMMITTEE MEETING IS SCHEDULED FOR TUESDAY, 9/6/22, AT 12:30 P.M.