



**Broward Workforce Development Board
Employer Services Committee**

Monday, June 1, 2020, – 12:30 p.m. to 2:00 p.m.
Call In Number: (888) 585-9008
Conference Room Number: 219-169-288

MINUTES

**CareerSource Broward Board Conference Room, 2890 West Cypress Creek Road
Ft. Lauderdale, FL 33309**

The Committee is reminded of conflict of interest provisions. In declaring a conflict please refrain from voting or discussion and declare the following information: 1) Your name and position on the Board, 2) the nature of the conflict and 3) who will gain or lose as a result of the conflict. Please also fill out form 8B prior to the meeting.

ATTENDANCE:

EMPLOYER SERVICES COMMITTEE MEMBERS: Paul Farren, Steve Tinsley, Janet Wincko and Kristen Cavallini-Soothill,

STAFF: Tony Ash, Mason Jackson, Javon Lloyd, Jack Bennings, Irma Valentin

GUESTS: None

APPROVAL OF MINUTES

Approval of the Minutes of the February 3, 2020 Employer Services Committee meeting.

On a motion made by Janet Wincko and seconded by Steve Tinsley the Employer Services Committee unanimously approved the minutes of the February 3, 2020 Employer Services Committee meeting.

NEW BUSINESS

1. CareerSource Broward Marketing and Communications Plan for Program Year 2020-2021

Each year, CSBD implements targeted and strategic outreach to job seekers, employers, and community stakeholders through the press and digital, print, and social media, in an effort to increase awareness of CSBD services. This plan identifies CSBD's communications goals and objectives for the 2020-2021 program year. This year, a majority of our marketing efforts will center on the Help Is Here campaign in response to the coronavirus pandemic.

Tony Ash, Vice President of Communications and Business Relations reported that this year's marketing strategy will focus on "Help Is Here" campaigns throughout the year to let the community know that we are here through the pandemic to assist employers and job seekers with their recruitment and reemployment needs.

On a motion made by Janet Wincko and seconded by Steve Tinsley the Employer Services Committee unanimously approved the CareerSource Broward Marketing and Communications Plan for Program Year 2020-2021.

2. Outreach to Large/Small Employers and Employers in Distressed Communities

Due to the impact on the local workforce as a result of the Coronavirus pandemic, CareerSource Broward is developing strategies for outreach and engagement of employers in order to identify employers with current hiring and training needs in this changed landscape. Staff is asking the committee to 1) recommend additional strategies and 2) approve the strategies.

Tony reported that due to the Coronavirus pandemic, unemployment skyrocketed from 2.9% in February to 14.5% in April. CSBD is asking the committee to approve strategies developed for outreach and engagement of employers with current hiring and training needs in this changed landscape. Tony reviewed some of the strategies such as leveraging our relationship with the Chambers that have industry-based subcommittees that we can participate.

On a motion made by Janet Wincko and seconded by Kristen Cavalini-Soothill the Employer Services Committee unanimously approved the Strategies for Outreach to Large/Small Employers and Employers in Distressed Communities.

3. ESC Strategic Plan Matrix for 2020

The updated Employer Services Committee Strategic Plan Matrix is presented for discussion, additions, and approval.

Tony reported that the staff has been working diligently on the updates for the matrix and provided updates.

On a motion made by Janet Wincko and seconded by Kristen Cavallini-Soothill the Employer Services Committee unanimously approved the ESC Strategic Plan Matrix for 2020.

REPORTS

1. CareerSource Broward Covid-19 Communications and Marketing Outreach Events

Since the outbreak of the coronavirus (COVID-19) pandemic, CSBD has been extremely proactive at using various marketing and communication tactics to share relevant and important information with Broward County job seekers, employers, community partners, local municipalities and more.

Tony stated that CSBD has been using marketing and communications tactics such as using social media to provide messaging; sending out press releases; and posting videos on the CSBD website. Both Mason Jackson, President/CEO and Carol Hylton, Executive Vice President were featured in local and national media. CSBD also partnered with the Broward County Office of Economic and Small Business Development to produce a video in which Mason provided an overview of CSBD. Dr. Steve Tinsley added that it was a great looking video and that Broward County was happy to do it.

2. CareerSource Broward Virtual Job Fairs

As a response to the surge in lay-offs associated with the coronavirus pandemic, CareerSource Broward has held a series of virtual job fairs in April and May. Over 8,800 job seekers and 53 employers have participated in the three on-line events to date. Participating employers included Amazon, Broward County Government, Broward College, Kindred Healthcare, Walmart, Walgreens, WastePro and more. We plan to host two additional job fairs in June.

Tony reported that as a result of the Covid-19 pandemic, CareerSource Broward has hosted a series of virtual job fairs from April through May that was well attended by both jobseekers and employers. CSBD is planning two (2) more job fairs in June. The job fairs were well received by employers.

3. Broward County Unemployment Information

The Broward County unemployment rate was 14.5 percent in April, 2020, 11.7 percentage points higher than the region's year-ago rate (2.8 percent). The April 2020 rate was 1.2 percentage points higher than the state rate of 13.3 percent and 0.1 percentage point lower than the national rate (14.4 percent). The labor force was 935,487, down 90,574 (-8.8) over the year. There were 136,008 unemployed Broward residents.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

None

ADJOURNMENT: 1:45 P.M.

THE NEXT ESC MEETING WILL BE HELD ON SEPTEMBER 2, 2020 at 12:30pm
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