



**Broward Workforce Development Board
Employer Services Committee**

Monday, June 3, 2019 – 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.

SELF-INTRODUCTIONS:

ATTENDANCE: Paul Farren, Francois Leconte, Janet Wincko (via phone) and Kristen Cavallini-Soothill (via phone)

STAFF: Tony Ash, Carol Hylton, Jack Bennings, Javon Lloyd, Irma Valentin

APPROVAL OF MINUTES

Approval of the Minutes of the April 1, 2019 Employer Services Committee meeting.

On a motion made by Francois Leconte and seconded by Janet Wincko the Employer Services Committee unanimously approved the minutes of the April 1, 2019 Employer Services Committee meeting.

NEW BUSINESS

1. CareerSource Broward Marketing and Communications Plan for Program year 2019-2020

Consideration to approve CSBD's strategic marketing and communications plan as it provides information on increasing awareness and promoting services and resources to jobseekers and employers through the press and digital, print and social media in an effort to increase awareness of CSBD services. The plan identifies CSBD's communications goals and objectives for the 2019-2020 program year.

Tony Ash stated that this year we are focusing more on digital & social media marketing through partnership with Moore Communications Group who has a state contract. He stated that the new website would be launching soon and will be used as CSBD's digital store front. The website will be user friendly and have search engine optimization capability which will improve rankings in search results.

Carol Hylton stated that we will share more success stories in the new program year through our social media platforms.

On a motion made by Francois Leconte and seconded by Kristen Cavallini-Soothill the Employer Services Committee unanimously approved the CSBD Marketing and Communications Strategic Plan for PY 19-20.

2. ESC Strategic Plan Matrix for 2019

Consideration to approve the updated Employer Services Committee Strategic Plan Matrix.

Tony Ash provided updates on the matrix. Kristen Cavallini-Soothill commended CSBD staff on a great job.

On a motion made by Kristen Cavallini-Soothill and seconded by Francois Leconte the Employer Services Committee unanimously approved the updated ESC Strategic Plan Matrix for 2019.

REPORTS

1. Local Employer Awareness and Satisfaction Survey

CSBD conducted an employer survey in May 2019. The two components of the survey were to measure employer awareness of CSBD and measure employer satisfaction with CSBD services. In the awareness component, 83% of employers surveyed knew of CSBD. Staff is in the process of working with a digital advertising agency to launch several marketing campaigns designed to increase brand awareness among employers. Another survey will be completed later in the year and we expect employer awareness to increase. In the satisfaction component, 81% of employers surveyed were either very satisfied or satisfied with the quality of services they received from CSBD. This is up 6% from the last survey in 2018.

2. Employer Seminars Update

At the February 2019 Employer Services Committee meeting, the committee approved conducting quarterly employer-focused seminars at the career centers. The first seminar is scheduled for June 25, 2019 and will be held at CSBD's south center. The topic is "The Art and The Science of Selecting Great Employees". It will be facilitated by Dr. Eivina Muniute Cobb and will focus on methods and techniques for effective employee selection, interviewing, and hiring. Dr. Cobb is a Principal Consultant with the Pontis Group, specializing in training, consulting, and coaching in organizational development and HR development. Among her areas of expertise are organizational culture building, employee selection and retention practices, organizational assessment, leadership and team development, and implementation of effective employee evaluation systems.

3. Employer Services Infograph March - April 2019

CSBD hosted 35 mass recruitment events for employers seeking to fill over 627 available positions. Also through the industry intermediaries, CSBD posted 59 available jobs for employers in Broward's targeted industries during this time period.

4. Broward County Unemployment Information

The Broward County unemployment rate was 2.8 percent in April 2019, 0.5 percentage point lower than the region's year-ago rate (3.3 percent). The April 2019 rate was 0.1 percentage point lower than the state rate (2.9 percent). The labor force was 1,028,942, up 1,562 (+0.2) over the year. There were 28,670 unemployed Broward residents.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

None

ADJOURNMENT: 1:10 P.M.

THE NEXT ESC MEETING WILL BE HELD ON SEPTEMBER 3, 2019 at 12:30pm