



**Broward Workforce Development Board
Employer Services Committee**
Monday, June 3, 2024
12:30 p.m. to 2:00 p.m.

Zoom Meeting ID: 813 9857 1097
Zoom Password: 898490
Zoom Call-In: 1 646 876 9923

MEETING MINUTES

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

The committee was reminded of the conflict-of-interest provisions.

ATTENDEES IN-PERSON / VIA ZOOM: Heiko Dobrikow, Michael Goldstein, Marie Suarez, Mark Schaunaman, Lori Wheeler, Paul Farren, and Francois Leconte, who chaired the meeting.

STAFF: Carol Hylton, Mark Klinecicz, Tony Ash, Douglas Saenz, and Sonia Harriott.

Guest: Trisha Molina, Accounting Manager at DP Hotel.

PRESENTATION

Francois Leconte welcomed everyone to the meeting and introduced Ms. Trisha Molina, Accounting Manager of DP Hotels. Ms. Molina shared her recruitment experience at the Annual CSBD Spring Career Fair last month. Ms. Molina stated that she learned of CSBD's services by attending the Workforce Wednesday Employer Seminar. She noted that this was the first job fair she had participated in and was very impressed with the qualifications of the job seekers in attendance. Ms. Molina also expressed that the Haitian-Creole and Spanish translation services CSBD provided for the job seekers were invaluable and instrumental in assisting DP Hotels in screening candidates for potential job offers. She is looking forward to participating in future job fairs with CSBD. Mr. Leconte expressed his appreciation to the staff for providing translation services to the job seekers.

APPROVAL OF MINUTES

Approval of the Minutes of the 4/1 meeting.

Francois Leconte introduced the item and asked if anyone had any questions. Hearing no further discussion, Francois Leconte asked for a motion to approve.

On a motion by Paul Farren and seconded by Michael Goldstein, the Employer Services Committee unanimously approved the minutes of the 4/1 meeting.

NEW BUSINESS

1. Employer Services Committee Strategic Planning Matrix PY 24/25

On 5/23, the Board approved the report from the planning session on the strategic goals and objectives for PY 24/25. Staff distributed the report to the appropriate Board committees. Each

committee tracks progress on achieving the deliverables in the form of a strategic planning matrix. Considered 1) approval of the matrix and 2) assigning CSBD staff to develop the next steps and benchmarks and bring updates to the committee.

Mr. Ash stated that objectives are identified for the next program year during the Board planning session. Once they are approved by the full board, the objectives are disbursed to the various committees. He reviewed the objectives outlined in the matrix. Tony Ash then explained the next phase is to determine the steps, benchmarks, and due dates to accomplish the objectives.

Mr. Dobrikow commended the items on the strategic planning matrix, specifically the use of podcasts to build awareness. He suggested that Board members participate in the podcasts. Mr. Leconte stated that staff has participated in various podcasts hosted by other entities. He inquired if the goal was for CSBD to develop the podcasts. Mr. Dobrikow responded that he would like to see CSBD develop and brand our proprietary podcasts. Mr. Dobrikow commended Ms. Hylton on her participation in Board Vice Chair Jim Ryan's recent podcast. He added that Ms. Hylton would be an excellent choice to serve as the interviewer on CSBD's podcasts.

Ms. Hylton stated that we would consider holding our podcasts at existing studios with the required infrastructure, such as the Levan Center for Innovation at Nova University. Mr. Dobrikow agreed and also recommended that we explore holding podcasts at CSBD's offices.

Ms. Wheeler agreed and added that the quality of the microphones should be considered when deciding where to conduct the podcasts. Mr. Leconte added that broadcast quality should be considered when determining whether to hold the podcast at a CSBD office or at a podcast studio that has the equipment to record a quality interview. Ms. Hylton stated we would research holding podcasts at the CSBD offices and offsite at a studio.

On a motion by Paul Farren and seconded by Marie Suarez, the Employer Services Committee unanimously approved 1) the Employer Services Committee Planning Matrix for PY 24/25 and 2) to task CSBD staff to develop strategies to achieve the goals.

2. CareerSource Broward Marketing and Communication Plan for PY 24/25

Considered the approval of CSBD's Marketing and Communication plan for PY 24/25. Each year, CSBD implements targeted and strategic outreach to job seekers, employers, and community stakeholders through the press, digital, print, and social media to increase awareness of CSBD services. This year's strategies include 1) maximizing the website as CSBD's electronic storefront, incorporating testimonials to tell the story of CSBD's mission 2) coordinating career center tours with elected officials, enhancing their understanding of our resources and the benefit to their constituents 3) focusing on "plain talk" messaging designed to build awareness of our value proposition and the impact we have on an employer's bottom line and 4) supporting brand awareness in the community through signature events like the State of the Workforce event, Worlds of Work Youth Expo, and Paychecks for Patriots Career Fair.

Mr. Klincewicz presented the Marketing and Communication Plan for PY 24/25. He informed that this year's plan includes a continued focus on engaging local elected officials to increase their understanding of CSBD's impact on the community.

Ms. Hylton added that objectives from the board planning session were added to the marketing plan. Mr. Leconte commended staff for developing a very comprehensive plan.

On a motion by Mark Schaunaman and seconded by Lori Wheeler, the Employer Services Committee unanimously approved CareerSource Broward's Marketing and Communication Plan for PY 24/25.

3. Business Confidence Indicator Tile

Considered approval to post the Greater Fort Lauderdale Alliance (GFLA) 2024 Broward Executive Leadership Survey Report on CSBD's website. This survey provides insight into the community of Broward businesses, identifying trends and common concerns from owners, CEOs, and other decision-makers. We have spoken to the Alliance, and they have agreed we could post the business survey results from Kaufman Rossin.

CSBD distributed the Business Confidence Survey to nearly 13,000 employer contacts, shared the survey on social media, and enlisted our Chamber and industry association partners to distribute it. The response rate has been low, and not enough information has been received to effectively launch the Business Confidence Indicator tile on the CSBD Economic Dashboard.

Mr. Ash reviewed the GFLA 2024 Broward Executive Leadership Survey Report. More than half of the respondents indicated they intend to hire this year. Also, the report revealed a shift away from fully remote or hybrid work, with 65% of respondents reporting that they have an entirely on-site workforce.

Mr. Ash added that although only 48% of the respondents indicated that their business is healthier now than last year, 70% believe that their business's health will be better or much better in March 2025.

Mr. Dobrikow asked how the report would be presented on the Economic Dashboard. Ms. Hylton responded that we would launch a new tile on the dashboard with the report's name, and when the user clicked the tile, the report would open. She added that this would allow the reader to get the full benefit of the report, including the data charts contained in the report, as opposed to CSBD pulling different elements from the report to create various tiles on the dashboard.

Mr. Leconte stated that was a great way to present the information on the dashboard. Many of the committee members concurred. Mr. Dobrikow agreed as well and said that there are other reports we could consider adding to the dashboard, such as the Florida Scorecard provided by the Florida Chamber Foundation.

On a motion by Heiko Dobrikow and seconded by Marie Suarez, the Employer Services Committee unanimously approved posting the GFLA 2024 Broward Executive Leadership Survey Report on CSBD's website.

REPORTS

1. CSBD Chatbot

CSBD recently launched an employer Chatbot to assist employers to easily access the information they need on our website. Staff will continue to add to the Chatbot's knowledge base and improve its functionality in helping employers find the information they are looking for. Staff is now building out the jobseeker component for the Chatbot.

Mr. Ash demonstrated the Chatbot feature, Winston. Ms. Hylton explained that the Chatbot answers customers' questions and takes them to where they can find additional information on our website. Ms. Hylton stated that the Operations Department is currently mapping information to train and launch Winston on the job seeker-related pages on the CSBD website. The Chatbot will also be added to the home page.

Mr. Dobrikow suggested that the Chatbot be renamed to make it unisex. The committee agreed to rename the Chatbot Sam after some discussion on different names.

2. Outreach to Rotary Clubs in Broward County

During the last employer services committee meeting, the committee suggested that CSBD engage with the various Rotary Clubs throughout the county. This will serve to expand awareness among business groups of our services. Our Vice President of Business Relations, Tony Ash made an employer services presentation to the Fort Lauderdale Rotary Club, which was well received. We've identified eleven Rotary Clubs in Broward County and are in the process of scheduling presentations with them. Additionally, information about becoming a worksite with the SYEP has been distributed to the Rotary Clubs to share with their member Rotarians.

Mr. Ash provided an update on the outreach to Rotary Clubs in Broward County about making employer presentations. He stated that clubs in Hollywood, Deerfield Beach, Wilton Manors, Plantation, Pompano Beach, and Weston were among those contacted.

3. Employer Services Infograph April 2023 – March 2024

CSBD's Employer Services Infograph was created to convey information about the delivery of our services to employers quickly and clearly through visual elements. The infograph is ideal for enhancing our storytelling and increasing the shareability of content across various platforms. CSBD hosted 176 recruitment events and job fairs during the period covered by the infograph. Also, through the outreach team, CSBD assisted Broward employers with over \$4 million in work-based training, including OJT grants, paid internships, and incumbent worker training.

Mr. Ash stated that, at the request of Board Chair Dobrikow, the work-based training grant information in the infograph was broken out by the type of training.

4. Update on the Career Pathway Videos

The four industry-specific informational videos identified because of the high-demand for talent among employers are in full production: 1) manufacturing 2) marine 3) information technology and 4) healthcare. We are collaborating with industry associations and various employers. The video shoots have been completed with employers such as Broward Health, Derecktor Shipyards, DeAngelo Marine Exhaust, International Medical Industries, and more. Board member Lori Wheeler and the Marine Industries Association of South Florida are participating in the marine video to highlight career pathways in the first-of-its-kind-in-Florida Yacht Service Technician Apprenticeship Program. The videos will expand awareness among our most

barriered job seeker populations and demonstrate success through these upskilling opportunities. The videos will be posted on our website and distributed county-wide.

Mr. Ash reported that the video shoots have gone well. For the healthcare video, in addition to Broward Health, we've filmed with Memorial Healthcare. Ms. Wheeler added that she had gotten great feedback from the employers who participated in the marine video filming sessions.

5. Industry Intermediary Report

This is an update on CareerSource Broward's (CSBD) targeted industry initiatives and activities. Highlights include providing over \$300,000 in work-based training grants to support skills upgrades for several employers across the targeted industries. Additionally, our intermediaries provided candidate recruitment for employers through industry-specific job fairs.

Mr. Ash reported that the intermediaries have also held employer forums in the targeted industries to brainstorm and strategize about workforce challenges. He added that the intermediaries are also assisting employers with creating and expanding registered apprenticeship programs and continuing to maintain a presence with their assigned industries through presentations to business groups and associations.

6. CSBD Spring Career Fair

CSBD held its annual Spring Career Fair on 5/16, which is also National Military Appreciation Month. The first hour of the event was reserved for veterans and their family members. We had 31 employers participate, and over 200 job seekers attended. Employers made over 40 job offers and hires during the event. CSBD staff assisted Haitian-Creole and Spanish-speaking job seekers with translations and online applications, with many of them getting job offers on the spot. We heard from employers that they were impressed by the quality of the job seekers.

The committee watched a video highlighting the job fair.

Mr. Ash stated that the video was shared on social media. Mr. Leconte commended staff on the event.

7. Employer Forums in the Manufacturing and Healthcare Industries

This month, CSBD will hold two engaging employer forums with the Manufacturing and Healthcare industries. The Manufacturing Forum will be held on 6/6, and the Healthcare Forum on 6/18. These events will unite business innovators and education partners to tackle workforce development challenges head-on and brainstorm strategic solutions through impactful discussions and actionable insights. A summary report will be provided in the next committee meeting.

Mr. Ash explained that through the forums, we will convene community stakeholders in the business and education communities to discuss workforce pain points and develop strategies to address them. He provided an example of a strategy that was identified in a past forum for the hospitality industry was to hold an annual industry job fair in the summer to assist employers with recruitment for their peak hiring season. This strategy was implemented and has received positive feedback from employers in the industry.

8. Summer Youth Employment Program

The Broward County Board of Commissioners (BCBOC) planned to vote on awarding CSBD \$385,000 to serve 83 youth this summer at the commission meeting on 5/21. During the

meeting, CSBD President/CEO Carol Hylton made a presentation about the Summer Youth Employment Program and its value to the community. The BCBOC awarded CSBD \$385,000 and an additional \$315,000 for a total of \$700,000 to serve 150 youth.

Ms. Hylton stated that we received an invitation from Commissioner Tim Ryan to address the BCBOC about the value of the Summer Youth Employer Program. After the presentation, the BCBOC unanimously voted to award additional funds to serve more youth.

9. Broward County Economic Dashboard

The unemployment rate in Broward County was 3.1 percent in April 2024. This rate was 0.7 percentage points higher than the region's year-ago rate. In April 2024, Broward County's unemployment rate was 0.1 percent less than the State's rate. Out of a labor force of 1,095,618, up 18,549 (+1.7 percent) over the year, there were 33,772 unemployed Broward County residents. The dashboard is a value-added resource, allowing businesses the ability to make data-informed decisions.

Mr. Dobrikow commended staff for maintaining the dashboard with relevant, up-to-date information.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR

None

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

Mr. Dobrikow reported that he recently attended a presentation by the Federal Reserve Bank of Atlanta, where it was reported that the birth rate is declining. He asked the committee to consider how this will impact the workforce when combined with other factors, such as the lack of workers and the introduction of Artificial Intelligence. He added that it is forecasted that more public schools will be closed due to low enrollments.

Ms. Hylton indicated that the declining birth rate is a national issue. She stated that in addition to the aging workforce and retirements, including leveraging Artificial Intelligence to assist with working more efficiently.

Ms. Hylton indicated that staff will research arranging in the future a presentation from the Florida Chamber of Commerce or the Federal Reserve Bank of Atlanta to the Board or ESC.

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

ADJOURNMENT 1:54 p.m.

THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS AUGUST 5, 2024.
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