



**Broward Workforce Development Board
Employer Services Committee**

**Monday, March 07, 2022
12:30 p.m. – 2:00 p.m.**

**Zoom Meeting ID: 848 7314 1484
Zoom Password: 391034
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/89877683049?pwd=QUhyWFgyUWhDNjhVUmZDbjY1RFNYdz09>

THE COMMITTEE WAS REMINDED OF CONFLICT OF INTEREST PROVISIONS.

ATTENDANCE:

Employer Services Committee Members: Jim Ryan, Paul Farren, Francois Leconte, Denise Jordan, and Gina Alexis

Staff: Carol Hylton, Ron Moffett, Tony Ash, Michael Stambaugh, Doug Saenz, and Natalie Oscar

Guests: Charlene Pou (New Horizon's Computer Learning Center), Carrie Alexander (American Hotel & Lodging Foundation), Dr. Ed Walden (National Restaurant Association Educational Foundation)

PRESENTATIONS

Dr. Ed Walden and Carrie Alexander presented their ongoing apprenticeship programs with their respective foundations.

Tony Ash introduced Dr. Ed Walden the director of advancement for the National Restaurant Association Educational Foundation (NRAEF) and Carrie Alexander the senior manager for career development at the American Hotel and Lodging Foundation (AHLF). They provided an overview of the registered apprenticeship programs available in the hospitality industry for positions such as chefs, kitchen managers, restaurant managers, and hotel managers.

Mr. Leconte and Ms. Alexis asked the staff to send them the contact information for Dr. Walden and Ms. Alexander. Mr. Ash responded that he would ensure they receive it.

Mr. Ash stated that CSBD will be hosting an apprenticeship forum in the summer and Dr. Walden and Ms. Alexander will be invited to participate. Jim Ryan thanked them for their informative presentations.

APPROVAL OF MINUTES

Approval of the Minutes of the 1/3 Employer Services Committee Meeting.

On a motion by Paul Farren and seconded by Gina Alexis, the Employer Services Committee unanimously approved the minutes of the 1/3 meeting.

NEW BUSINESS

1. Apprenticeship Forum

CareerSource Broward (CSBD) is planning to hold an apprenticeship forum in July 2022. The forum will provide an opportunity to educate and engage employers and job seekers regarding the opportunities provided through registered apprenticeships. The Committee was requested to review the planning strategies and to make recommendations as appropriate.

Mr. Ash explained that the purpose of the forum is to increase awareness among employers and job seekers of the benefits of participating in a registered apprenticeship program. Employers will learn about the benefits of using apprenticeship programs to train and develop their workforce. Carol Hylton added that the staff is seeking the committee's assistance in shaping the forum so we plan an informative and interactive event to energize the business community.

Paul Farren recommended inviting the state director of apprenticeships or a representative from that office. Ms. Hylton agreed and stated that we would invite the new director for apprenticeships. Ms. Hylton added that the state has streamlined the application process for registered apprenticeships and shortened the length of time it takes to approve programs. Mr. Farren stated this should be an important point to illustrate when inviting employers to the forum. This information may encourage employers to attend to learn about the improved process.

Mr. Leconte suggested that the forum be focused on the business community to educate them on apprenticeships as a tool to recruit, develop and retain staff. Mr. Farren agreed that focusing on educating employers on the benefits of apprenticeships may lead to more programs being developed, which in turn will provide more earn while you learn opportunities for job seekers.

Mr. Leconte stated that there should be refreshments at the event and time for attendees to network.

Denise Jordan added that a separate event can be planned for a later date that focuses on educating job seekers about registered apprenticeship programs. Mr. Leconte asked staff to include Veterans when inviting individuals to the job seeker event.

Jim Ryan added that incorporating a panel discussion as a breakout session would be a good idea. This would provide an opportunity for those that work with apprenticeship programs to talk about the benefits and to answer questions from attendees. Ms. Jordan agreed and added that having a panel made up of employers that have been successful with apprenticeships to share best practices would be a great idea.

Mr. Farren suggested that a primer on apprenticeships be developed as a hand-out. He added that the primer should be an overview of apprenticeships, using bullet points instead of lengthy paragraphs.

Mr. Leconte stated that CSBD should survey employers after the forum to gauge the effectiveness of the event. Mr. Farren agreed.

On a motion by Francois Leconte and seconded by Paul Farren the Employer Services Committee unanimously approved the Apprenticeship Forum and the feedback given by the committee.

2. Employer Services Committee Strategic Planning Matrix for PY 21/22

Considered the final updates to the ESC Strategic Planning Matrix.

Mr. Ash reviewed the matrix with the committee and highlighted the progress made on the various objectives and strategies.

On a motion by Paul Farren and seconded by Francois Leconte, the Employer Services Committee unanimously approved the final updates to the Employer Services Committee Strategic Planning Matrix for PY 21/22.

REPORTS

1. Money To Help You Train Workshop

In meeting with the Broward County Office of Economic and Small Business Development to brainstorm how to strategically reach a wide range of employers that serve Broward County, we are joining together to hold a workshop titled "Money to Help You Train" on 3/31 from 2:00 to 3:00. Through our partnerships with local industry associations and chambers of commerce, we are marketing the event to the business community.

Mr. Ash stated that this virtual workshop will allow CSBD to present to a large group of Broward employers, informing them on how we can provide employment solutions in this tight labor market and how we can save them money with our work-based training grants, which include On-the-Job Training, Incumbent Worker Training, and Paid Internship. We are currently working with the County to market the workshop through their database of companies registered to do business with the County. Staff is also working with our chambers and industry association partners to market the workshop.

2. OJT Marketing Update

At the recommendation of the committee, CSBD 1) updated the OJT employer flyer to include messaging that it is easy to participate in the program 2) increased our presence on LinkedIn as a method of sharing information about our services to employers, and 3) increased our messaging through print ads in the South Florida Business Journal and with radio ads on WLRN 91.3 NPR and WTFL 850 News Talk.

Mr. Ash thanked the committee for their recommendations and suggestions. The marketing campaign is being monitored and incoming leads are being followed up on.

3. Summer Youth Employment Program (SYEP) Update

CSBD updated the SYEP Employer Flyer as recommended by the committee to include the name of the person and company providing the testimonial to make it more personal. We are also working with the Chambers of Commerce to make regular announcements of our services at their monthly breakfast meetings and have provided them with the SYEP employer flyer. Staff is also adding testimonials from employers in specific industries to use when targeting other employers in the industry.

Mr. Ash expressed his gratitude to the committee for their recommendations to improve the SYEP flyer. Feedback from the SYEP program manager has indicated an increase in employer leads coming in.

Ms. Hylton added that last year we focused strategically on engaging employers located in economically disadvantaged communities where a high number of our youth live. As a result, we currently have over 30 employers located in these communities. This will assist us with placing youth in a job closer to where they live and make the commute to and from work easier.

4. Youth Focus Group

On 2/9, CSBD convened a Youth Focus Group; the attendees were youth currently enrolled in the WIOA Program. The goal of the focus group was to garner more insight on how to reach youth in Broward County and to enhance our marketing efforts to this group. We learned that the top social media site they use is Instagram. The group recommended that we promote our pictures on Instagram specifically during the early morning or at night when young adults are using the Instagram app. They also indicated their preferred method of communication is text messaging. We are incorporating this feedback into the CareerSource Broward marketing plan.

Mr. Ash stated that staff is currently working with the SYEP program manager to engage youth using social media platforms used the most by youth.

5. Economic Development Study

A review committee consisting of BWDB members recently met to review a proposal submitted by Able Operations, LLC to conduct a labor market analysis and economic forecast specific to Broward County. The committee, which included ESC Chair Jim Ryan, approved funding the proposal. It is anticipated we will have a draft report for the BWDB planning session in April. Mr. Ryan stated it was a good presentation and he is looking forward to learning more from the draft report at the planning session.

6. Labor Surplus and Deficit Report

The Labor Surplus and Deficit Report provides a comparison of the number of available workers in targeted industries just before the COVID pandemic to the number of available workers as of the latest available data from the Florida Department of Economic Opportunity (DEO). CSBD plans to target employers in industries with a deficit to engage them with our work-based training solutions to attract and train new entrants to the industry. We will work with employers in industries where there is a surplus to help them market their career opportunities and attract candidates.

Mr. Ash reviewed the report with the committee.

7. State Data on Job Leavers

During the last committee meeting, it was recommended that CSBD contact the DEO Labor Statistics Division and obtain demographic data on job leavers for Broward as it relates to older workers. DEO was only able to provide state-level data which showed that over the past two years non-participation in the labor force is primarily due to increased retirements and an increase in conflicts between home responsibilities and employment (the type of responsibility is not specified in the data, but COVID-related difficulties in accessing childcare would show up in this category).

Additionally, older workers have left the labor force at a higher rate than other demographics. Individuals 65+ have grown to 61 percent (+3%) of the share of those not in the labor force and individuals 55-64 grew to 36 percent (+2%).

Mr. Ash stated that in the last ESC meeting Mr. Ryan mentioned he saw a report which indicated that, on a national level, older workers were leaving the workforce at a quicker rate than other age groups. Ms. Alexis also indicated that many older teachers were leaving the workforce during the pandemic. The state-level data provided by DEO was aligned with what is being seen at the national level.

8. Broward County Unemployment Information

There is no report this month due to “benchmarking” which happens each year at this time when the previous year’s statistics are “trued up.” The January report will be issued on March 14. February labor statistics for Florida will be released on March 25.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE: None

MATTERS FROM THE FLOOR: None

MATTERS FROM THE PRESIDENT/CEO:

Ms. Hylton informed the committee that we are continuing to recruit youth for the SYEP program. We were able to work with our funder to increase the hourly wage to \$14/hour. This will make the SYEP employment opportunities more attractive to the youth, especially when coupled with the other support CSBD provides such as the pre-employment skills workshop and mentorship. Once we advertised the increase in the hourly wage, we saw an immediate uptick in the number of youth applying. We are on track and looking forward to a great summer.

ADJOURNMENT 1:26 P.M.

THE NEXT COMMITTEE MEETING IS SCHEDULED FOR MONDAY, 5/2/2022 AT 12:30 P.M.