



Broward Workforce Development Board
Employer Services Committee

Monday, March 1, 2021
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID: 884 0023 4259
Zoom Password: 176955
Zoom Call in: +1 646 876 9923

MEETING MINUTES

The Committee is reminded of the 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.

MEETING AGENDA

Attendees via zoom/phone: Jim Ryan, Kristen Cavallini-Soothill, Janet Wincko, and Paul Farren

Staff via zoom/phone: Carol Hylton, Ron Moffett, Tony Ash, Javon Lloyd, Jack Bennings, and Natalie Oscar

Guests: None

Carol Hylton and Tony Ash welcomed the incoming chair, Jim Ryan to the Employer Services Committee and thanked the outgoing chair, Paul Farren, for his leadership and guidance to the committee.

APPROVAL OF MINUTES

Approval of the Minutes of the 12/07/2020 Employer Services Committee meeting

On a motion made by Paul Farren and seconded by Janet Wincko, the Employer Services Committee unanimously approved the minutes of the 12/07/2020 Employer Services Committee meeting.

NEW BUSINESS

1. Local Employer Awareness and Satisfaction Survey

Every few years, CareerSource Broward (CSBD) conducts a survey to measure our awareness and customer satisfaction among employers in the area. The last survey conducted was in 2019. We will also use this opportunity to learn of the impacts of the pandemic on employers and their short-term hiring plans. Collecting this data will allow us

to better gauge employer awareness and satisfaction at the local level and determine which areas of service need improvement. It was recommended that the Employer Services Committee review, provide input, and approve the questions for a forthcoming local employer awareness and satisfaction survey. Mr. Ryan stated that the survey questions were very good.

On a motion made by Paul Farren and seconded by Kristen Cavallini-Soothill, the Employer Services Committee unanimously approved the results of the Local Employer Awareness and Satisfaction Survey.

2. ESC Strategic Plan Matrix for 2020

The updated Employer Services Strategic Plan Matrix for 2020 was presented for discussions, additions, and approvals.

Tony Ash provided an update on the 2020 matrix and indicated that the employer forum series will continue. The next scheduled forum will be held on March 24, 2021, with the Marine Industry. Jack Bennings indicated that, in terms of the pandemic, the recreational side of marine was not negatively impacted as people had more time to spend on their watercraft and there were new buyers to the market. Mr. Ryan agreed.

To expand awareness of services among immigrant communities, Tony reported that CSBD has run various advertisements with outlets such as 94.9 Spanish Radio, Le Floridien Newspaper, Westside Gazette Newspaper, as well as translating many of our flyers and information on our website to Spanish and Haitian Creole. Javon Lloyd added that CSBD was interviewed by NBC Universal Telemundo News, a national Spanish-language news station. The interview will air nationally on March 11, 2021. Mr. Ryan commended staff on the work being done to reach the distressed communities.

On a motion made by Paul Farren and seconded by Janet Wincko, the Employer Services Committee unanimously approved the ESC Strategic Plan Matrix of 2020.

REPORTS

1. Employer Services Updates on Various Initiatives

Recently, CSBD developed several industry-related workforce initiatives, some designed to assist employers with workforce challenges related to the pandemic. This is an update on the initiatives and activities.

Tony Ash gave the ESC updates on various ongoing initiatives:

- Hospitality Virtual Job Fair will be held on March 23, 2021, in response to an expressed need from hotel general managers. They are currently in need of housekeepers, food service personals and front desk clerks as the hotel business begins to pick up.
- The hotels located on the east side of Hollywood Beach have a huge challenge with both their employees and potential new hires commuting to work. We are currently

working with the County and the City regarding organizing an express bus route to take staff directly to the east side closer to the beach area so they can get to work.

- In the Construction industry, CSBD continues to develop apprenticeships in the trades. The Board recently approved a grant for the Apprenticeship Navigator and we are currently recruiting for a new position for this purpose with the goal of expanding apprenticeship programs in Broward County.
- Currently finalizing a video that will highlight a day in a life of an apprentice and highlight the apprenticeship programs of two employers, Advance Roofing and Decimal Engineering. The video is currently going through edits and will be shared with the board once completed. Mr. Ryan stated that the video is a great idea.

2. Employer Services Infograph December 2020 – January 2021

CSBD hosted 13 mass recruitment events for employers seeking to fill over 400 vacant positions. Also, through the industry intermediaries, CSBD posted 52 job listings for employers in Broward County's targeted industries during this period.

Due to the pandemic, Rapid Response Sessions have been held virtually. Eight sessions were held between December and January with 237 affected workers in attendance. Feedback from attendees was very positive.

Jack Bennings completed almost 40 employer visits educating them on CSBD services. Mr. Ryan stated that, as an employer, he remembers his company receiving a visit from Jack and he found the visit and information beneficial. Mr. Bennings is also assisting employers with securing state training grants. During this period he has helped three employers receive over \$167,000 in training grant assistance.

Mr. Ryan commended staff on the activity in the infograph.

3. 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 15, 2021. February labor statistics for Florida will be released on March 26, 2021.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

Ms. Hylton stated the work search waivers have made it challenging to reach new job seekers. However, staff is working diligently to bring awareness to customers about job fairs and employment opportunities by sharing information with our education and community partners. We are also utilizing social media to get the word out.

Ms. Hylton reported that she and Mr. Ash have conducted presentations about CSBD services to various employer groups and will continue to do so to increase awareness in the business community.

She asked the committee members to forward names of known magazines, business or industry publications where CSBD can advertise and highlight our services to employers.

Mr. Ryan complimented CSBD on the messaging in the employer materials and encouraged staff to continue emphasizing the benefits of our services to employers.

ADJOURNMENT 1:10 p.m.

THE NEXT ESC COMMITTEE MEETING IS ON MONDAY, MAY 3, 2021.