



**Broward Workforce Development Board  
Employer Services Committee**  
Monday, March 10, 2025  
12:30 p.m. – 2:00 p.m.

**Zoom Meeting ID:** 828 0355 5047  
**Zoom Password:** 154028  
**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:** Michael Goldstein, Denise Jordan, Vanessa Roc-Cantave, Lori Wheeler, Paul Farren, and Francois Leconte who chaired the meeting.

**STAFF:** Carol Hylton, Tony Ash, Ron Moffett, and Sonia Harriott.

### **APPROVAL OF MINUTES**

Approval of the Minutes of the 1/13 meeting.

Francois Leconte introduced the minutes and asked if anyone had any questions or changes. Hearing none, Mr. Leconte asked for a motion to approve.

**On a motion by Denise Jordan and seconded by Paul Farren, the Employer Services Committee unanimously approved the minutes of the 1/13 meeting.**

### **NEW BUSINESS**

#### **1. AI's Transformative Influence and Actions to Address Its Impact**

Considered approval of the actions needed to address the impact of Generative Artificial Intelligence (AI) on our business community. AI's transformative influence on employer processes is happening now. We know that many of our current workforce will need new skills and may experience job displacement. It is critical to work with employers as they embrace the efficiencies and effectiveness of AI's power to revolutionize their workplaces and help them upskill their workforce to avoid or minimize displacement. The committee is asked to share their perspectives on this important issue.

Mr. Leconte introduced the item. Tony Ash provided an overview of how AI is impacting various industries based on research conducted. He asked the committee for their input on the impacts on their respective industries and for potential strategies to address the impacts. He added that the committee is asked for approval to incorporate the feedback in the discussion at the Board Planning Session in April.

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Michael Goldstein stated that his company had held 14 Microsoft events this year to educate businesses on using AI. He added that companies must delve deeper than simply learning how to enter prompts but must have a plan for implementing AI to drive performance in their organizations. Mr. Goldstein stated the importance of building policies around the use of AI within companies. He cautioned against free versions, citing security risks such as data breaches when sensitive information is uploaded.

Vanessa Roc-Cantave shared that as a small business owner, she utilizes AI to assist with employee evaluations, job postings, and business writing. She added that her business has employees whose first language is not English, so the AI tools they use are essential to improving their written communication with clients.

Carol Hylton added that BWDB Chair Jim Ryan recommended that CSBD develop an AI Guide for Employers to serve as a resource for companies that need to implement AI in their organizations. She stated that the guide would have sections related to compliance and security, reducing redundancies, HR practices such as recruiting and onboarding, and communications, to name a few. Ms. Hylton asked the committee for their feedback.

Lori Wheeler stated that the guide is a great idea, and she would like to see information included on implementation strategies and steps, specifically on how to get employees to buy in and use the AI tools that the employer has made available. She provided an example of her organization having an AI tool to help with translation for business writing for an employee for whom English was not the first language. However, the employee would not use the tool.

Denise Jordan recommended, if possible that short educational videos based on content from the AI guide be created to appeal to visual learners, as some individuals may be more receptive to watching the videos than reading the manual.

Mr. Leconte asked about the effects of the AI revolution on replacing workers. Mr. Goldstein stated that some employers will retool their workers by reskilling and upskilling them to make positive impacts in other areas of the company.

Paul Farren suggested that CSBD consider providing AI workshops to job seekers. This would be especially beneficial to individuals who reside in Broward's prosperity zip codes, who may have limited internet connectivity and have not experienced AI and its capabilities.

**On a motion by Lori Wheeler and seconded by Denise Jordan, the Employer Services Committee unanimously approved the incorporation of this discussion in the Board Planning Session.**

## **2. Industry Sessions for Job Seekers**

We are asking the committee for input on ways to promote these events. CareerSource Broward will host a series of industry sessions at the One-Stop centers, offering valuable insights for job seekers. Employers and training providers will share their expertise, provide guidance, and answer questions to help job seekers successfully enter or advance in these fields. Job seekers will also have the opportunity to apply for open positions with the employers.

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Mr. Leconte introduced the item. Mr. Ash stated that the events are part of our Learn Work Win series hosted in the career centers. Job seekers will gain knowledge about career pathways from a featured speaker and attend a mini, industry-related job fair after the presentation. The upcoming sessions will focus on the IT, healthcare, and hospitality industries.

Ms. Wheeler suggested partnering with the Chambers of Commerce and industry associations to market the events. She added that social media would be an effective way of reaching job seekers. Ms. Wheeler added that when it is time to hold the event for the marine industry, her organization, MIA SF, can share it through its newsletter.

Mr. Leconte agreed that it is a great idea to continue leveraging social media to market the events to job seekers.

Mr. Goldstein added that he'd like to see the events shared on the job seeker marketing side with our education partners.

**On a motion by Paul Farren, seconded by Lori Wheeler, the Employer Services Committee unanimously approved the committee's strategies for promoting the Learn Work Win Industry Sessions.**

### **3. Updates to the Employer Services Committee Strategic Planning Matrix PY 24/25**

Considered to review and approve the updates to the Strategic Planning Matrix.

Mr. Leconte introduced the item and invited Mr. Ash to review the staff's progress toward completing the objectives. Mr. Ash reviewed the matrix and drew specific attention to the various benchmarks and deliverables that had been achieved.

In reference to Objective 2.2, Mr. Leconte asked if we assist small businesses in connecting with venture capital firms to raise funding. Mr. Ash stated that we provide small businesses with information for the Small Business Development Center and SCORE Broward, which can assist them with accessing funding to grow their business.

Ms. Hylton added that we work closely with the Broward County Office of Economic and Small Business Development to engage small and mid-sized businesses with our services.

Mr. Leconte thanked Mr. Ash for the thorough overview.

**On a motion by Vanessa Roc-Cantave and seconded by Denise Jordan, the Employer Services Committee unanimously approved the updates to the Employer Services Committee Strategic Planning Matrix for PY 24/25.**

## **REPORTS**

### **1. Business Intermediary Services Contracts Update**

This is to report on the business intermediary activities of the Greater Fort Lauderdale and Greater Hollywood Chambers of Commerce. CareerSource Broward entered into contracts with the 2 Chambers to expand employer awareness regarding our employer-based services. Under the

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contracts, we can reach large numbers of employers much quicker and more efficiently than we can by marketing to employers one at a time.

Mr. Leconte reviewed the item. Mr. Ash explained that the contracts enable us to increase our reach in the business community. He added that the partnerships have increased our visibility, as the Chambers regularly promote our information through their newsletters, email blasts, and social media channels. He added that CSBD has also partnered with the Chambers to host industry employer forums.

## **2. The Source Podcast**

CareerSource Broward (CSBD) is thrilled to announce the launch of The Source Podcast, a bi-monthly series delivering expert insights on workforce trends, employer services, and job seeker resources! Since kicking off in January, we've recorded three podcasts 1) SYEP 2) State of the Workforce Job Fair & Business Breakfast and 3) Worlds of Work Youth Expo—and we're just getting started! Upcoming episodes will feature 1) CSBD's Sr. Manager of Career Center Services spotlighting our job seeker services in May 2) our Vice President of Business Relations discussing the power of our services to employers in July 3) BWDB Chair Jim Ryan providing leadership perspectives in September and 4) our CSBD economist offering insights on economic and workforce trends in November. With a full calendar of exciting topics ahead, The Source Podcast is your go-to for all things workforce! It is available on our social media platforms.

Mr. Leconte reviewed the item and congratulated the team on doing a great job implementing the podcasts.

## **3. 2nd Annual State of the Workforce Employer Breakfast and Job Fair**

On 1/29, CSBD, in partnership with the Fort Lauderdale, Hollywood, and Pompano Beach Chambers of Commerce, hosted the 2nd Annual State of the Workforce Employer Breakfast and Job Fair at the Broward County Convention Center. It was a record-breaking success, bringing over 2,200 job seekers to connect with 200 local employers. We partnered with 1) Visit Lauderdale for free parking and 2) Broward County Transit for complimentary transportation from economically distressed zip codes. In addition to social media and a live radio broadcast on 102.1FM - Voice of the Caribbean, we also had television coverage! We surveyed employers about their experience at the job fair and 100% of respondents indicated they were very satisfied or satisfied with their overall experience!

Mr. Leconte reviewed the item, and a short video of the State of the Workforce was shown.

Mr. Hylton explained that we broke our attendance record with over 2,200 job seekers in attendance. We had nearly 500 individuals utilize the complimentary transit provided by Broward County. Students from Blanche Ely High School were in attendance and were featured in the TV media broadcast from the event.

Ms. Hylton added that the success of the event was included in an application for recognition by the National Association of Workforce Boards to highlight effective collaboration between workforce boards and Chambers of Commerce.

Ms. Wheeler stated she was very impressed with the event.

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#### **4. Update on Worlds of Work (WOW) Youth Career Exploration Event**

CSBD, in partnership with the School Board, will host the 2025 Worlds of Work (WOW) on 3/11 at the Amerant Bank Arena. WOW is an immersive experiential learning event where youth in the 9th and 10th grades will learn about in-demand career pathways that align with their interests. New this year, we added 1) education 2) government and 3) professional services “worlds” that will include occupations in legal services, marketing and finance/banking.

Mr. Leconte reviewed the item. Ms. Hylton stated that the WOW event will host over 1,000 9<sup>th</sup> and 10<sup>th</sup> graders. She noted that the event includes twelve different worlds/industries, with over 70 exhibitors offering an immersive experience, including flight simulators, AI robots, construction equipment, and virtual reality. Ms. Hylton added that Broward Health will bring hospital simulations with mannequins, and the FBI will attend with crime scene hands-on exhibits.

#### **5. The Source Newsletter**

CSBD created a newsletter as part of our Marketing & Communications Strategic Plan for PY 24/25. The newsletter provides elected officials, community partners, employers, and stakeholders with information on signature events such as the Paychecks for Patriots Career Fair, the Summer Youth Employment Program, and the State of the Workforce Job Fair. The aim is to increase awareness of our services and highlight CSBD’s critical role in connecting employers with job seekers.

Mr. Leconte reviewed the item and asked how the newsletter is shared. Mr. Ash stated that it is distributed via e-blasts and posted on our website and social media. Ms. Hylton added that it is emailed to the Board for them to share with their colleagues.

#### **6. Summer Youth Employment Program (SYEP) Update**

Our online Summer Youth Application Portal resulted in nearly 3,300 applications from youth interested in summer employment. Approximately 1,200 youth will be enrolled and will receive an 8-week meaningful work experience earning \$14 per hour. At this time, the employer portal is open, and we are looking for private employers, not-for-profit organizations, and municipalities to become worksites for the youth over the summer. We are asking the members to distribute the link to the flyer to their network of employers to make them aware of this once-in-a-summer opportunity!

Mr. Leconte reviewed the item and invited Ms. Hylton to provide the update. Ms. Hylton stated that we are currently processing the youth applications, and the job matching component will begin next month. She encouraged the committee to share the employer flyer with their network and to consider hosting a youth themselves.

#### **7. Unemployment Release**

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 17<sup>th</sup>. February labor statistics for Florida will be released on March 28<sup>th</sup>.

Mr. Leconte informed that no report is available at the moment.

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**MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR**

None.

**MATTERS FROM THE EMPLOYER SERVICES COMMITTEE**

Ms. Wheeler shared that the 2<sup>nd</sup> Annual MIA SF Cornhole Tournament is this month, where all proceeds go to the winning team's charity of choice. She invited all the members to attend.

**MATTERS FROM THE FLOOR**

None.

**MATTERS FROM THE PRESIDENT/CEO**

Ms. Hylton reminded the committee of the Board Planning Session on 4/24 immediately after the BWDB meeting.

**ADJOURNMENT**

1:40 P.M.

<b>THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS MAY 5, 2025</b>
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