



Broward Workforce Development Board
Employer Services Committee

Monday, May 3, 2021
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID:	859 5717 7678
Zoom Password:	632312
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, Janet Wincko, Francios Leconte, Paul Farren, and Denise Jordan

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

Guests: None

Mr. Ash welcomed the newest committee member, Ms. Denise Jordan, from the Greater Fort Lauderdale Chamber of Commerce. Ms. Jordan introduced herself and provided a brief overview of her background.

Mr. Ash announced that Dr. Steve Tinsley accepted a new position with the city of Oakland Park in their economic development office and, as a result, has resigned from the Broward Workforce Development Board.

Mr. Ryan wished Dr. Tinsley well in his future endeavors.

APPROVAL OF MINUTES

Approval of the Minutes of the 03/1/21 meeting

On a motion made by Francios Leconte and seconded by Janet Wincko, the Employer Services Committee unanimously approved the minutes of the 03/01/21 Employer Services Committee meeting.

NEW BUSINESS

1. Local Employer Awareness and Satisfaction Survey Results

This memo provides a summary of the results from the 2021 Employer Awareness and

Satisfaction Survey and outlines initiatives to address various components of the results. Every two years, CSBD surveys employers to measure their 1) awareness of CSBD and 2) customer satisfaction. With respect to recruitment events, 92% of employers that held an event with CSBD were either very satisfied / satisfied with the quality of service received from the staff and the candidates. This year, we increased the number of employers we surveyed by engaging our economic development partner, the Greater Fort Lauderdale Alliance, and various Chambers of Commerce, to share the survey with companies they are involved. Eighty percent (80%) of the employers that responded heard of CSBD. This is an affirmation that our social media and marketing campaigns are effective. CSBD is asking for input from the committee members on strategies to increase both employer components.

Mr. Ash provided additional information about the survey, which was an email-based survey, that included a partnership with the Chambers and the Alliance that shared it with the employers and companies they are involved. CSBD is in the process of following up with the employers who provided their contact information in the survey to see how we can provide additional assistance to them. Mr. Ash asked for additional suggestions from the committee to expand employer awareness of our agency.

Ms. Jordan suggested that CSBD look into local churches, local podcasts, and Eye on South Florida to assist in increasing awareness of CSBD's services.

Mr. Ryan informed the committee that if they have additional suggestions they should be sent to Tony and Carol.

On a motion made by Paul Farren and seconded by Janet Wincko, the Employer Services Committee unanimously approved the results of the Local Employer Awareness and Satisfaction Survey.

2. Small Business Administration Restaurant Revitalization Fund

The American Rescue Plan Act established the Restaurant Revitalization Fund to provide funding to help restaurants and other eligible businesses keep their doors open. The application opened on 5/3. Consideration to approve strategies and get additional input from the committee on ways to provide outreach to employers to educate them about this opportunity.

Mr. Leconte asked if CSBD takes into consideration ways to help smaller restaurants? Mr. Ash responded that the program was designed to do just that. Ms. Hylton added that the grant is not a CSBD grant. CSBD became aware of it and, therefore, is spreading the word. Mr. Leconte commended CSBD for taking the initiative to spread the word. Ms. Hylton added that staff would enlist the help of the Alliance to promote the grant.

Ms. Jordan asked to receive information regarding the revitalization grant, which she will share at her council meeting scheduled to be held on 5/5. Mr. Ash responded that he will ensure that Ms. Jordan receives the information requested.

On a motion made by Paul Farren and seconded by Janet Wincko, the Employer Services Committee unanimously approved the strategies to provide outreach to employers regarding the Small Business Administration Restaurant Revitalization Fund.

REPORTS

1. City of Dania Beach Referrals Partnership

CareerSource Broward (CSBD) was approached by Dania Beach Commissioner, Lori Lewellen, to see how we could work together to provide additional opportunities for Dania Beach residents to pursue marine-related careers. Commissioner Lewellen proposed that CSBD and the city partner to increase awareness to residents about marine careers. The city will provide up to \$7,500 per person for supportive services for up to ten (10) Dania Beach residents enrolled in marine-related training programs through CSBD.

Mr. Ash stated some of the support services which will be provided include rideshare, child services, and rental assistance programs. Mr. Ryan stated that this was a great idea.

2. Hospitality Employment Task Force

CSBD convened a task force to address the shortage of workers in the local hospitality industry based on feedback received from employers in the industry. Over 30 industry representatives attended the meeting, including transportation, educational, and childcare partners. They developed several strategies to address the talent shortage, including surveying workers that have not returned to determine why in order to put steps in place to attract them back to the hospitality industry. The survey was sent to over 4,000 customers in Employ Florida and to several hospitality employers for distribution to their previous workers. We distributed the survey in three languages, English, Spanish, and Haitian-Creole, and the results are due back in three weeks. The task force recommended a marketing campaign to invite new workers to the industry as well as targeting former workers to return to the industry.

Mr. Ash gave a summary of the Hospitality Employment Task Force and the challenges, which were being expressed by the team in recruiting persons for the industry. All members made suggestions, such as including onsite childcare, flexible work hours, and tuition reimbursement.

Mr. Ryan commended Ms. Hylton on this initiative.

3. Marine Industry Employer Forum

CSBD held an employer virtual forum on 3/24 that focused on the marine industry. It was attended by 26 representatives from the industry, along with education, economic, and workforce development. During the forum, issues discussed included 1) strategies to ensure that the industry was aware of the advantages of utilizing work-based training programs to meet the increasing demand of marine occupations and 2) identifying the current skill gaps the industry is facing. Mr. Phil Purcell, President/CEO of the Marine Industry Association of South Florida (MIASF), was the guest speaker, followed by a panel discussion. During the discussion, Mr. Roger Moore, Chairman/CEO of Nautical Ventures, and Mr. Purcell, provided insight on the various obstacles the pandemic has created in the industry and how the need to pivot and adapt was essential for marine employers to thrive during these times.

Mr. Ash gave a summary of the Marine Industry Employer Forum, the skills gaps that were identified and the actions CSBD is taking to address the gaps with work-based training. Services, such as OJT.

Mr. Bennings stated that the Alliance is currently working on two confidential projects with the marine industry. One is a corporate headquarters that is currently based in California and another is a manufacturer located in Tennessee. Additional information will be forwarded to the committee as soon as it is made available.

4. Healthcare industry Employer Forum

CSBD held an employer virtual forum on 4/27 that focused on the healthcare industry. During the forum, issues discussed included the identification of the industry's skill gaps and how the industry was impacted by the pandemic. The forum was attended by 44 individuals representing the industry, along with education, economic, and workforce development. Mr. Mark Doyle, President/CEO of Holy Cross Health, was the guest speaker, followed by a panel discussion. During the discussion, Mr. Marc Adam, President of MASC Medical Recruitment Firm, Ms. Stephanie Zeverino, Director of Business Development for Belmont Village Senior Living, and Mr. Doyle provided insight on the various obstacles the pandemic has created in the industry and how the need to pivot and adapt was essential for healthcare employers navigating these challenging times.

Mr. Ash gave a summary of the Healthcare Industry Employer Forum. Similar to the Marine forum, the information derived from this forum is being used to determine effective ways CSBD can assist employers in the healthcare sector.

5. Employer Services Infograph February 2021 – April 2021

CSBD hosted 40 mass recruitment events for employers seeking to fill over 900 vacant positions. The events were well received by employers and job seekers. Also, through the industry intermediaries, CSBD posted 106 job listings for employers in Broward County's targeted industries during this period.

Mr. Ash gave an overview of the infograph report.

6. Broward County Unemployment Information

The Broward County unemployment rate was 5.3 percent in March 2021, 0.6 percentage points lower than the region's year-ago rate (5.9 percent). The March 2021 rate was equal to the state rate of 5.3 percent and 0.9 percentage points lower than the national rate (6.2 percent). The labor force was 1,023,552, down 44,997 (-4.2) over the year. There were 54,041 unemployed Broward residents.

Mr. Ash reviewed the unemployment information with the committee.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

Ms. Hylton informed the committee that due to kids dropping out of the SYEP program because of summer school, the youth application is still open. We will send the youth flyer to the committee and would appreciate any assistance they can with sharing it with their contacts.

She also reported that a video featuring “A Day in the Life of an Apprentice” is currently being finalized and will be viewed at the next ESC scheduled meeting.

Lastly, she gave an update on the recent Board Planning Session, which was held on 4/22. An updated ESC matrix with strategies approved by the governing boards will be presented to the committee at the next ESC meeting for the committee to develop benchmarks and tasks to achieve them.

Mr. Ryan again welcomed Ms. Jordan to the team and indicated that the next scheduled meeting will be held on 7/6.

ADJOURNMENT 1:28 p.m.

THE NEXT ESC COMMITTEE MEETING IS ON TUESDAY, JULY 6, 2021.
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