



**Broward Workforce Development Board  
Employer Services Committee**  
Monday, May 5, 2025  
12:30 p.m. – 2:00 p.m.

**Zoom Meeting ID: 870 0958 5509**  
**Zoom Password: 282159**  
**Zoom Call-In: +1 646 876 9923**

**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, Marie Suarez, Denise Jordan, Paul Farren, and Francois Leconte, who chaired the meeting.

**STAFF:** Ron Moffett, Tony Ash, Mark Klinecicz, and Sonia Harriott.

## **PRESENTATION**

### **Manufacturing Career Pathways Video**

This video showcases the various opportunities available in the manufacturing industry and highlights careers in Welding Fabrication, Injection Molding, Quality Assurance, and Manufacturing Production due to their high demand and gaps in talent pipelines. The committee viewed the video.

The members collectively endorsed the video, noting the effectiveness of its message and the professionalism of its production.

## **APPROVAL OF MINUTES**

Approval of the Minutes of the 3/10 Employer Services Committee meeting.

**On a motion by Paul Farren and seconded by Michael Goldstein, the Employer Services Committee unanimously approved the minutes of the 3/10 meeting.**

## **NEW BUSINESS**

### **1. AI Playbook for CEOs and Business Owners**

Considered the approval to procure an entity to develop a guide/playbook targeted toward our small and medium employers in Broward County who are seeking guidance in order to implement and use AI in their businesses. If approved, we would set aside \$25,000 to accomplish this objective and would solicit quotes from our public and private university systems.

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Mr. Leconte introduced the item. Mr. Ash stated that as the AI revolution and integration into the workplace continues to grow and take shape, we are asking the committee for their approval to procure a subject matter expert to develop a playbook for employers as a guide for AI implementation. He added that a playbook was discussed in prior ESC and Education and Industry Consortium meetings, and the feedback from those discussions is incorporated into the recommended specifications for the guide.

Paul Farren asked how the entity for this would be solicited. Mr. Ash responded that we plan to publicly issue a Request for Quotes (RFQ). He added that specifications for the RFQ was provided in the agenda exhibit. Mr. Farren stated that the project should not exclude the private sector when considering an entity for the project if they have the expertise. Mr. Goldstein agreed but added that he liked the idea of universities developing the guidebook because it would be similar to a curriculum.

**On a motion by Paul Farren and seconded by Marie Suarez, the Employer Services Committee unanimously approved releasing an RFQ to procure an entity to develop an AI implementation guide/playbook up to \$25,000.**

## **2. Preparing Americans for High-Paying Skilled Trade Jobs of the Future**

On 4/23, the White House issued an Executive Order (EO), "Preparing Americans for High-Paying Skilled Trade Jobs of the Future" to address workforce shortages in the skilled trades. The EO is seeking to have federal workforce programs help 1) expand registered apprenticeship programs and 2) encourage the recognition of alternative credentials. CSBD's Apprenticeship Navigator is actively working with employers and training providers to increase apprenticeship opportunities in alignment with these goals. Discussion on how CSBD can meet these goals to promote these objectives.

Mr. Leconte introduced the item and indicated that the EO requires the federal government to develop a plan to surpass 1 million new apprentices.

Mr. Ash explained that the EO states that the federal government will develop strategies to identify alternative credentials and assessments to 4-year college degrees that can be mapped to the specific skill needs of employers.

Ron Moffett added that we hold employer forums for our targeted industries where we convene the business and education communities to discuss the pain points in the industry. The education partners are able to take the feedback received in the forums to inform their curricula and credentialing processes. We also meet quarterly with the Education and Industry Consortium to discuss industry gaps and develop strategies to address them. He added that the education community is developing micro-credentials and expanding stackable credentials to meet the needs of local industries.

Mr. Ash also highlighted that the EO is directing the Departments of Labor, Commerce, and Education, respectively, to identify opportunities to invest in the upskilling of incumbent workers to meet the evolving skill demands of their industries, including the use of AI in the workplace. He stated that CSBD is already doing this through the AI IWT Grant we were recently awarded.

Mr. Goldstein asked if the EO was making more funding available. Mr. Moffett responded that we are unaware if funding would be attached to the guidance expressed in the EO.

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Denise Jordan stated that she has heard from employers that the process of creating and getting a registered apprenticeship program approved is cumbersome. Mr. Goldstein agreed and added that his experience as a business owner attempting to register for a program was overwhelming. Ron Moffett explained that one of the responsibilities of the Apprenticeship Navigator is to work with employers and associations to facilitate the development of apprenticeships, as he agreed with Mr. Goldstein that the process can be a lot to take on, especially for small businesses.

The committee unanimously expressed that the work of our Apprenticeship Navigator activity, the employer forums we host, and the AI grant have put CSBD ahead of the curve.

**On a motion by Paul Farren and seconded by Michael Goldstein, the Employer Services Committee unanimously approved 1) staff continuing the work we are currently doing in these areas and 2) revisiting this item once more guidance is received from the USDOL.**

### **3. Veterans Employment**

The Florida Veterans Employment Act provides businesses with a one-time \$5,000 corporate tax credit for each Veteran they hire and an additional \$5,000 for hiring veterans with service-connected disabilities. Employers may also receive national recognition through the HIRE Vets Medallion Program for their commitment to veteran hiring and retention. CSBD's Local Veterans Employment Representatives actively promote these incentives and assist employers with connecting to veteran talent. We are asking the committee for input on strategies to engage employers further.

Mr. Leconte introduced the item.

Mr. Ash highlighted that Veteran's tax credits are available to employers and the methods CSBD uses to promote these benefits, such as our job fairs, recruitment events and presentations to employer groups.

Mr. Leconte stated that his broadcasting company is developing a segment for Veterans and invited CSBD to participate and provide information once it is launched. Mr. Ash thanked Mr. Leconte for his offer and to let us know once the segment is ready to launch.

Mr. Farren commented that the HIRE Vets Medallion program and the tax credits were good programs and encouraged staff to continue sharing the information. Mr. Moffett stated that we would seek testimonials from medallion employers and share this information on our social media platforms to encourage more employers to earn the medallion.

Marie Suarez suggested that we continue to leverage work-based training with Veterans and employers, emphasizing the discipline, leadership and soft skills that Veterans possess.

Mr. Moffett added that our e-learning software, Metrix, can assist job seekers with skill development. Mr. Goldstein stated he would be interested in seeing what training is available in Metrix, if possible. Mr. Ash replied that the Metrix includes courses across several industries.

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**On a motion by Paul Farren, and seconded by Marie Suarez, the Employer Services committee unanimously approved securing testimonials from employers benefitting from the tax credits and HIRE Vets Medallion Program.**

## **REPORTS**

### **1. Artificial Intelligence Incumbent Worker Training Grant**

In March, CSBD was awarded \$300,000 from FloridaCommerce to assist eligible incumbent workers whose jobs are at risk due to automation and AI advancements with upskilling and reskilling to retain employment. We are marketing the training program to employers through social media, targeted eblasts, and with our Chamber and industry association partners. We currently have over \$179,000 in training grants in the pipeline, and additional interested employers are preparing applications.

Mr. Leconte introduced the item.

Mr. Ash indicated that the employer outreach for the AI Incumbent Worker Training grant is going well. Mr. Leconte inquired if there were plans to extend the grant deadline period. Mr. Ash stated that we were not informed that the grant would be extended at this time.

### **2. Worlds of Work (WOW) Youth Career Exploration Event**

CSBD, in partnership with the School Board of Broward County, hosted the 2<sup>nd</sup> Annual WOW Youth Career Exploration event on 3/11 at the Amerant Bank Arena for 9th and 10th-grade students who were able to experience a broad spectrum of career pathways through hands-on and virtual reality immersive exhibits. The exhibits were provided by our education and employer community and included interactive FBI crime scene activities, culinary activities, airplane simulators, 3D digital models and designs, respiratory mannequins, patient simulators, robots, web development, cyber security projects, drones, a 100+ ft. construction crane, a fire engine, an ambulance, and various police vehicles. Feedback from students and exhibitors has been very positive.

Mr. Leconte introduced the item.

Mr. Klineciewicz highlighted that this year's event was successfully held last month with over 1,000 youth in attendance and over 75 exhibits. We added three additional industries this year 1) Professional Services 2) Education and 3) Government.

A video presentation highlighting the event was shown. The committee expressed appreciation for its success and impact.

### **3. Learn Work Win Healthcare Industry Event**

On 4/16, CSBD hosted the second of three Learn Work Win career events at the South One-Stop Center. This event spotlighted two healthcare industry experts from Memorial Healthcare who presented the career paths in the industry. The event was attended by over 60 job seekers, and a mini job fair was held. Success Coaches discuss training through our ITA scholarships.

Mr. Leconte reviewed the item.

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#### **4. Upcoming Employer Industry Forums**

These events provide a valuable opportunity to convene the business community, education partners, and economic development stakeholders to address workforce challenges in Broward County's targeted industries collaboratively. Forums are planned for the 1) marine, 2) healthcare, 3) manufacturing, 4) construction, 5) hospitality, and 6) aviation sectors, with each session focused on sharing insights, identifying talent needs, and strengthening industry-aligned solutions, including addressing the impacts of artificial intelligence on the workforce. Committee members are encouraged to promote the forums within their networks. Each forum will be marketed through social media, targeted email campaigns, and partnerships with the Chambers of Commerce and industry associations to ensure robust business participation. Registration information will be shared with the members as we get closer to each event.

Mr. Leconte introduced the item. Mr. Ash provided an overview of the scheduled forums. He thanked Ms. Jordan and Ms. Suarez for collaborating in hosting forums with their respective Chambers of Commerce. Ms. Suarez remarked that the discussions held during the forums are essential and provide substantial value to the business community.

#### **5. Report on Technology Industry Employer Forum**

CSBD, in collaboration with the Greater Hollywood Chamber of Commerce, held a Technology Industry Employer Forum on 3/19. The forum's objectives were to 1) discuss best practices, skill gaps, talent shortages, and training needs, and 2) identify actionable strategies to improve the local technology talent pipeline. Employers identified critical skill gaps in AI, cybersecurity, and cloud computing and a need for stronger soft skills. To address these gaps, some of the strategies discussed in the forum we are working to implement are 1) develop AI-focused training, 2) explore employer-led technology boot camps, and 3) expand mentorship through paid internships.

Mr. Leconte reviewed the item and thanked the Greater Hollywood Chamber of Commerce for hosting the forum.

#### **6. Apprenticeship Fair in May**

CSBD is hosting an Apprenticeship Fair on 5/15 at the South One-Stop Center to connect job seekers with hands-on career opportunities in high-demand fields like construction, manufacturing, and more. Our Apprenticeship Navigator will be on-site to help employers and job seekers understand how accessible and impactful registered apprenticeship programs can be. The event is being promoted through targeted email campaigns, social media outreach, and community partner networks to ensure strong attendance and engagement.

Mr. Leconte reviewed the item and invited Mr. Tony Ash to provide an update. Mr. Ash added that over 80 job seekers have pre-registered.

#### **7. CSBD Awarded the Laurie Moran Partnership Award**

We are proud to announce that last month, CSBD was honored with the prestigious Laurie Moran Partnership Award at The Forum 2025, the National Association of Workforce Boards' annual conference attended by workforce boards from across the country.

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This national award recognizes outstanding collaboration, and CSBD was selected for our strategic partnerships with the Greater Fort Lauderdale Chamber of Commerce and the Greater Hollywood Chamber of Commerce.

Executive Vice President of Operations Mark Klincewicz accepted the award on behalf of President/CEO Carol Hylton. This recognition underscores the power of partnership in advancing workforce development and economic prosperity. Photos from the award ceremony are linked in our social media post below.

Mr. Leconte reviewed the item. Mr. Klincewicz thanked Ms. Suarez and Ms. Jordan for their valued partnerships. The committee congratulated the CSBD team on receiving the Laurie Moran Partnership Award.

#### **8. Tobacco Free Florida**

CSBD supports the state's efforts to reduce tobacco use among Floridians by promoting Tobacco Free Florida (TFF), a statewide program aimed at reducing tobacco use through education, prevention, and cessation support to our employers and job seekers. We created informational materials with a QR code and provided it to employers to share with their employees for a referral to TFF for assistance. We also share information on social media and collaborate with the Chambers, industry associations, and community partners to inform the business community. We have referred nearly 150 individuals to TFF for assistance.

Mr. Leconte reviewed the item. Mr. Ash asked the committee to share the flyer with their business networks.

#### **9. 2025 Paychecks For Patriots Job Fair**

CSBD staff recently met with City of Tamarac officials, including Mayor Michelle Gomez, to debrief last year's record-breaking event and explore opportunities for continued partnership. The city expressed strong support for this year's job fair and offered to assist with 1) securing additional parking near the event venue and providing a shuttle service 2) providing a security firm to support crowd flow and safety and 3) reserving the nearby library as added space for employers. These enhancements will help ensure a smooth, safe, and successful experience for both employers and job seekers.

Mr. Leconte reviewed the item. Ms. Suarez commended staff working with the city to enhance this year's event.

#### **10. Employer Services Infograph April 2024 – March 2025**

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 65 recruitment events and job fairs during the period covered by the infograph. Also, through the outreach team, CSBD assisted Broward employers with more than \$4.7 million in work-based training investments, including OJT grants, paid internships, and incumbent worker training.

Mr. Leconte reviewed the item.

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## **11. Congratulations to Lori Wheeler**

We are proud to share BWDB and ESC member Lori Wheeler, Vice President of the Marine Industries Association of South Florida, recently graduated from Leadership Florida's Cornerstone Class 42.

Mr. Leconte reviewed the item and, on behalf of the committee, congratulated Ms. Wheeler.

## **12. Broward County Unemployment and Economic Dashboard**

The unemployment rate in Broward County was 3.3 percent in March 2025. This rate was 0.4 percentage points higher than the region's year-ago rate. In March 2025, Broward County's unemployment rate was 0.2 percent less than the State's rate. Out of a labor force of 1,086,217, up 3,739 (+0.3 percent) over the year, there were 35,362 unemployed Broward County residents. The dashboard is a value-added resource, allowing businesses the ability to make data-informed decisions.

Mr. Leconte introduced the item and asked Mr. Klinecicz to present the unemployment data and review notable updates reflected by the dashboard, which he did.

## **MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR**

Mr. Leconte commended the staff for organizing an excellent board planning session. He noted that the fireside chat featuring Mark Wilson and Henry Mack was very insightful.

## **MATTERS FROM THE EMPLOYER SERVICES COMMITTEE**

Mr. Goldstein expressed his satisfaction with the attention CareerSource Broward is dedicating to the issue of artificial intelligence and its impact on the workforce. He referenced a recent statement by Microsoft's CEO, noting that 30% of all Microsoft code is now generated by AI to show its importance.

## **MATTERS FROM THE FLOOR**

None

## **MATTERS FROM THE PRESIDENT/CEO**

Mr. Moffett stated that May is designated as a month of recognition for the Military, Nurses, and Small Businesses, respectively.

## **ADJOURNMENT**

1:36 P.M.

<b>THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS AUGUST 4, 2025</b>
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