



Broward Workforce Development Board
Employer Services Committee
Monday, November 20, 2023
12:30 p.m. to 2:00 p.m.

Zoom Meeting ID: 834 8812 8544
Zoom Passcode: 996431
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.

This meeting was held in person and accessible via Zoom video conference using the link below:

<https://us02web.zoom.us/j/83488128544?pwd=bkozQTNJMmFaRW1HNIJScHNOU2Izd09>

ATTENDEES

Employer Services Committee Members: Heiko Dobrikow, Denise Jordan, Marie Suarez, Michael Goldstein, and Paul Farren, who chaired the meeting.

Staff: Carol Hylton, Ron Moffett, Tony Ash, Andrew Skobinsky, and Sonia Harriott.

Guest: Aaron Schmerbeck, Ph.D.

IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

APPROVAL OF MINUTES

Approval of the Minutes of the 9/11 meeting.

On a motion by Heiko Dobrikow and seconded by Michael Goldstein, the Employer Services Committee unanimously approved the minutes of the 9/11 meeting.

NEW BUSINESS

1. New Tiles to Be Added to Economic Dashboard

Considered the approval of adding three economic indicators to the CareerSource Broward (CSBD) dashboard 1) Hotel and Lodging 2) Cruise and 3) Business Confidence. The Dashboard currently showcases 19 "data titles" that tell the story of the tri-county area's labor market and

economic conditions. Adding this new information keeps the dashboard relevant and draws employers to our website, where economic information about Broward County and its neighbors can be found in one place.

CSBD's economist, Dr. Schmerbeck, provided an overview of the proposed three new indicators. He stated that for the first, Hotel and Lodging indicator, he would utilize industry tax and revenue data to provide a snapshot of the economic health of the tourism industry. Mr. Dobrikow stated that Visit Lauderdale has industry economic data on its website and recommended that Dr. Schmerbeck contact Tony Cordo of Visit Lauderdale to discuss their data and possibly use it for CSBD's dashboard.

Regarding the second, a Port economic indicator, Dr. Schmerbeck stated he has identified export/import data, as well as cruise passenger data, on Port Everglades' website that may be useful. He stated that the data on the website is provided annually and that he plans to contact Port Everglades to determine if they are able to provide it in more real time.

Dr. Schmerbeck indicated the data for the third new tile, the Business Confidence indicator, would be researched through surveys to the business community to gather feedback on the local economy. Dr. Schmerbeck added that he would leverage the methodologies used with surveys performed by the University of Florida and the University of Michigan. Ms. Hylton asked Dr. Schmerbeck how often the survey should be distributed. He stated quarterly or biannually.

Mr. Dobrikow congratulated CSBD for providing Broward County's economic and labor market information in one place, and in five years, he predicts that our dashboard will be the most robust source of data in one place.

On a motion by Denise Jordan and seconded by Michael Goldstein, the Employer Services Committee unanimously approved adding the three new tiles to the CSBD Economic Dashboard 1) Hotel and Lodging 2) Cruise and 3) Business Confidence.

2. Incumbent Worker Training (IWT) Contract with Locality Bank

Considered the approval of entry into an IWT contract with Locality Bank to provide sales training for up to fifty (50) employees. The employees will receive training in sales processes, prospecting, sales cycles, managing sales teams, and accountability. The contract will provide for up to \$120,000 for the cost of the training through June 2024. Pursuant to the Workforce Innovation and Opportunity Act requirements, Locality Bank will contribute 10% to the cost of the training by paying employee wages while they are in training. Because Board member Keith Costello is a partner in the Bank, this recommendation must be approved by a 2/3 vote of the Board members present at a meeting with an established quorum and by the State following board approval.

Ms. Hylton stated that Mr. Costello offered to include CSBD staff in the sales training and she thanked him for the offer. Mr. Farren replied that it was a great idea and also thanked Mr. Costello.

Mr. Dobrikow declared a conflict as he is a shareholder in Locality Bank and abstained from the discussion and vote.

On a motion by Paul Farren and seconded by Denise Jordan, the Employer Services Committee unanimously approved the Incumbent Worker Training (IWT) contract with Locality Bank.

3. WIOA Youth Work Experience Contract Approval for Locality Bank

Considered the approval of the Workforce Innovation and Opportunity Act Youth Work Experience (WEX) contract with Locality Bank for Program Year 23/24. WEX contracts are non-financial, as CSBD is the employer of record. Youth will be placed in clerical positions working with database management. Because Board member Keith Costello is a partner in the Bank, this recommendation must be approved by a 2/3 vote of the Board members present at a meeting with an established quorum.

Mr. Dobrikow declared a conflict as he is a shareholder in Locality Bank and abstained from the discussion and vote. There was no further discussion.

On a motion by Paul Farren and seconded by Marie Suarez, the Employer Services Committee unanimously approved the WIOA Youth Work Experience contract with Locality Bank.

4. Broward Health Work-Based Training

Considered the approval of work-based training assistance with Broward Health in the amount of up to \$250,000. Healthcare occupations are in high demand in Broward County. To assist individuals entering these occupations, Broward Health, a part of the Broward County public health system, will work with CSBD to provide Internships, On-the-Job Training (OJT), and Incumbent Worker Training (IWT). These training efforts will be supported by the Health Care Initiative discretionary funding and WIOA if needed. We anticipate obligating up to \$250,000 across these work-based options. Because Board member Shane Strum serves as the President/CEO of Broward Health, a 2/3 vote of the Board members present at a meeting with an established quorum is required. The internship contracts are non-financial in nature; however, the OJT and IWT contracts will be submitted to Florida Commerce for their approval as required under the state's contracting policy for related parties.

On a motion by Heiko Dobrikow and seconded by Denise Jordan, the Employer Services Committee unanimously approved obligating up to \$250,000 for work-based training assistance with Broward Health.

5. World Emblem Inc. Incumbent Worker Training Grant Application

Considered approval to award World Emblem Inc. an Incumbent Worker Training (IWT) grant in the amount of \$82,000 to train 12 employees to learn Lean Practitioner methodologies. Pursuant to the Workforce Innovation and Opportunity Act requirements, World Emblem Inc. will contribute 50% to the cost of the training by paying employee wages while they are in training. In accordance with governing boards' policy, IWT grant applications of \$50,000 or more and recommended by the rating committee go to the Employer Services and the Executive Committees for consideration, with a report to the BWDB/CSBD Council of Elected Officials at their next meeting.

Mr. Farren asked what type of training was involved with Lean Practitioner methodologies. Mr. Ash replied that the training is on reduction of waste and process improvement, based on the Lean Six Sigma curriculum. He added that World Emblem, Inc., is an embroidery company that is based in Broward County and has been in business for thirty years.

Mr. Ash stated the grant would support training in the employer's sales, marketing, and research/development divisions, and the occupations to be trained are on the Broward County

Targeted Occupations List. The wages that average \$49.00 an hour will have a positive impact on our WIOA performance.

On a motion by Heiko Dobrikow and seconded by Marie Suarez, the Employer Services Committee unanimously approved the World Emblem Inc. Incumbent Worker Training Grant application in the amount of \$82,000 to train 12 employees to learn Lean Practitioner methodologies.

6. Employer Services Committee Strategic Planning Matrix PY 23/24

Considered the approval of the updates to the Employer Services Committee Strategic Planning Matrix.

Mr. Ash reviewed the updates to the Strategic Planning Matrix and provided an overview of the progress made on the next steps and benchmarks. Mr. Ash explained that with matrix item 1.0, we have been successful in securing donated refreshments for participating employers.

Mr. Ash elaborated on Section 2.0 pertaining to regionalism, stating we are in the process of engaging CareerSource Palm Beach about holding a joint job fair for employers that have hiring needs in both counties.

Mr. Ash explained that we have not engaged CareerSource South Florida in Miami as they are currently going through realignment under the REACH Act, and the State is giving them a year regarding regional collaborations.

For section 2.0, he explained that CSBD is on track to hold our first annual State of the Workforce Breakfast in partnership with the Broward County Council of Chambers.

Mr. Dobrikow thanked the participating Chambers for the collaboration, including Marie Suarez and the Greater Hollywood Chamber of Commerce and Denise Jordan and the Greater Fort Lauderdale Chamber of Commerce. He added that this is a great opportunity for the Council of Chambers to create a signature event for the county, partnering with CSBD to provide content. He indicated that Adrienne Johnston, president/CEO of CareerSource Florida, will be one of the keynote speakers, and we are planning to have another speaker on the subject of artificial intelligence in the workplace.

Mr. Dobrikow congratulated Mr. Ash on the presentation this month to the Fort Lauderdale Rotary Club. The feedback from the Rotarians in attendance was very positive.

On a motion by Denise Jordan and seconded by Heiko Dobrikow, the Employer Services Committee unanimously approved the updates to the Employer Services Committee Strategic Planning Matrix.

7. Employer Services Committee Meeting Schedule

Considered approval of the 2024 Employer Services Committee meeting schedule. We have scheduled six meetings for the upcoming year. Meetings are in person. On occasion, if necessary, a committee member can attend via Zoom.

On a motion by Heiko Dobrikow and seconded by Paul Farren, the Employer Services Committee unanimously approved the Employer Services Committee Meeting Schedule for 2024.

REPORTS

1. Hospitality Career Fair

To support employers in the hospitality industry as they prepare for peak season, which started in the Fall and runs through Spring, CSBD hosted a Hospitality Job Fair at the Urban League. Fourteen hospitality companies, including Riverside Hotel, Pelican Grand Resort, Holiday Inn Express Ft. Lauderdale Cruise Airport, and Margaritaville Resort, with job openings from entry-level to management. Board Chair Heiko Dobrikow and Carol Hylton, President/CEO, welcomed the employers and about 200 job seekers. Employers at the event shared that they were pleased with the number, quality, and skill of applicants.

Mr. Ash thanked Mr. Dobrikow and Ms. Hylton for providing welcoming remarks to the employers at the career fair.

A video of the event was shared with the committee. Mr. Dobrikow commended the team on a well-executed event and recommended that the video be shown at the State of the Workforce Breakfast in January.

2. Non-Custodial Parent (NCP) Program Employer Outreach

The program is designed to assist non-custodial parents who are under or unemployed and have difficulty meeting child support obligations to receive occupational and work-based training that will remove barriers to employment so they may obtain a higher-paying job. Through our intermediaries, employers in our targeted industries were sent informational materials on how CSBD can help defray the cost of occupational and work-based training for their employees who are non-custodial parents. Information was shared with various Chambers of Commerce to send out to their network of employers and community partners. A multi-faceted marketing campaign will begin in December.

Ms. Hylton stated that we have \$900,000 for this program and that we have started a marketing and outreach campaign to employers to make them aware that we can assist them with investing in skills upgrade training for their employees who are non-custodial parents. She added that staff met with the Broward County Sheriff's Office about a collaboration to provide training to returning citizens. Ms. Hylton asked the committee to share the flyer link with their employer network. Mr. Dobrikow asked if the information would be provided on social media. Ms. Hylton replied yes, as well as through eblast and targeted geofenced digital ads. She added that the flyer will be translated into Spanish and Haitian Creole and will be distributed in those communities.

Mr. Dobrikow asked if the faith-based community would be included in the outreach campaign. Ms. Hylton replied yes, and that we have a database of places of worship that staff is currently engaging.

3. CSBD's 2023 Paychecks for Patriots Veterans Hiring Fair

CSBD held our 11th annual Paychecks for Patriots Veterans Job Fair on 11/8, with over 500 job seekers and more than 100 employers in attendance. It was a great event with employers recruiting, such as Broward Health, Advanced Roofing, Broward County Government, Memorial Healthcare, Seminole Hard Rock, Broward County Public Schools, Coca-Cola, Miami Heat, various law enforcement agencies like Fort Lauderdale Police, Broward Sheriff's Office, and Pembroke Pines Police, and many more. Feedback from employers and job seekers was very positive, and a highlight video is in production.

Mr. Ash thanked Mr. Dobrikow and BWDB members Zac Cassidy and Rick Shawbell for attending the event. He added that several elected officials or their representatives visited the event, including Broward County Commissioners Steve Geller and Michael Udine and a representative from U.S. Senator Marco Rubio's office, and all expressed how impressed they were by the organization, scope, and size of the job fair. Mr. Dobrikow commended the event's project coordinator, Deborah Nunez, and staff for an outstanding job in making P4P enormously successful.

The committee viewed a slideshow video from the event as the video is not yet final.

4. Summer Youth Employment Program Employer Engagement

CSBD's Summer Youth Employment Program (SYEP) has been successful in placing youth between the ages of 16 to 18 in summer employment with private employers, not-for-profit organizations, and municipalities. For summer 2024, we plan to serve more than 1,000 youth and have opened the employer portal to expand our work sites. We have shared the employer flyer with various Chambers of Commerce to forward to their members. We are asking the committee members to share the Employer Flyer with their business community.

Ms. Hylton stated that the employer portal is open and asked the committee to share the employer flyer with their network. She added that the Children's Services Council is again awarding CSBD an additional \$1.4 million, similar to last year because we did so well in developing work sites for the youth. Mr. Dobrikow recommended that the link for employers to register be made more prominent on the CSBD website. Ms. Hylton indicated that we would make that adjustment.

Mr. Farren asked about the start date and duration of the program. Mr. Dobrikow replied the program starts at the end of June and lasts eight weeks.

5. National Apprenticeship Week Proclamation

On 11/14, CSBD and BWDB member Lori Wheeler of the Marine Industries Association of South Florida (MIASF) were recognized by the Broward County Board of County Commissioners during the proclamation ceremony recognizing 11/13 – 11/19 as National Apprenticeship Week. CSBD places a strong emphasis on the importance of cultivating registered apprenticeship programs as a cornerstone of professional development. MIASF created the Yacht Service Technician Registered Apprenticeship Program, the first of its kind in the State and which CSBD supports with OJT funding.

Mr. Moffett stated that registered apprenticeship is an option in our toolkit to help employers train their workforce and develop their pipeline. He expressed appreciation to the Board of County Commissioners for CSBD's recognition.

6. Employer Marketing Campaign

As recommended by the committee, an employer-focused marketing campaign to 1) expand awareness of our work-based training programs and 2) increase the number of employers that register in Employ Florida will begin in December. Paid advertisements on LinkedIn, print and digital advertising, and ads in various Chamber events' programs are planned including a 12-month weekly ad on WLRN public radio during morning drive-time hours.

Mr. Skobinsky provided an overview of the marketing campaign, including targeted digital ads to employers using geofencing.

7. Broward County Economic Dashboard

CSBD created a dashboard allowing website visitors to review the current and historical economic and workforce status of Broward County. The dashboard is a value-added resource allowing businesses and those looking to move to Broward the ability to make data-informed decisions.

Heiko commented that the labor deficit is shrinking and moving in the right direction.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR

None

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

Ms. Hylton informed the committee that the World of Work Youth Summit is scheduled for March 2024. We are pending final confirmation on the date from the venue, Amerant Arena. The event will be an experiential, interactive event for approximately 800 9th and 10th graders. There will be hands-on career exploration opportunities among 10 top industries for the youth to experience at the event.

Ms. Hylton stated the outreach contracts with the Chambers are in the final stages of development and will start next month.

Ms. Hylton shared that she and other CSBD staff recently participated in a Thanksgiving Meal distribution in the Washington Park community, where we served several hundred people. We were joined by CSBD Council of Elected Officials Vice-Chair and City of Hollywood Mayor Josh Levy, Eugen Bold, aide to Broward Commissioner Tim Ryan, and State Representative Marie Woodson at the community service event.

ADJOURNMENT 1:51 p.m.

THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS TBD
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