



**Broward Workforce Development Board  
Employer Services Committee**  
Monday, November 4, 2024  
12:30 p.m. – 2:00 p.m.

**Zoom Meeting ID:** 821 3530 9837  
**Zoom Password:** 520465  
**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:** Heiko Dobrikow, Michael Goldstein, Mark Schaunaman, Paul Farren, Denise Jordan, Marie Suarez, and Francois Leconte, who chaired the meeting.

**STAFF:** Carol Hylton, Ron Moffett, Mark Klinecicz, Tony Ash, Douglas Saenz, Maurice Gardner, and Sonia Harriott.

### **PRESENTATIONS**

#### **Lightcast Labor Market Software**

Douglas Saenz, Business Services Manager, demonstrated the Lightcast software, which provides staff with comprehensive labor market data, skill demand insights, and employment projections.

#### **Career Ladder Identifier and Financial Forecaster (CLIFF) Tool**

Maurice Gardner, Senior Manager of Career Center Services, provided a demonstration of the CLIFF tool, a career mapping tool developed through a partnership between CareerSource Florida and the Federal Reserve Bank of Atlanta. CLIFF helps individuals make decisions and customize their career journeys as they progress toward economic mobility and prosperity.

Michael Goldstein stated that both Lightcast and CLIFF are excellent tools that he did not know existed and commended staff on utilizing them to assist employers and job seekers.

### **APPROVAL OF MINUTES**

Approval of the Minutes of the 9/30 meeting.

Francois Leconte introduced the item and asked if anyone had any questions or changes. Hearing no further discussion, Mr. Leconte asked for a motion to approve.

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**On a motion by Paul Farren and seconded by Michael Goldstein, the Employer Services Committee unanimously approved the minutes of the 9/30 meeting.**

## **NEW BUSINESS**

### **1. International Medical Industries Incumbent Worker Training Grant Application**

Considered approval to award International Medical Industries an Incumbent Worker Training (IWT) grant in the amount of \$130,604, which is 50% of the total training costs, for 31 employees to earn certifications in Process Validations, Scientific Molding, Normality Testing, and Six Sigma Green belt. Pursuant to the Workforce Innovation and Opportunity Act requirements, CSBD will contribute 50% toward the total cost of the 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. Leconte introduced the item and asked Tony Ash if he had anything to add. Mr. Ash explained that IMI is an advanced pharmaceutical device manufacturer based in Pompano Beach and that employees will earn an average of over \$30/hour upon completing the training.

**On a motion by Paul Farren and seconded by Denise Jordan, the Employer Services Committee unanimously approved awarding International Medical Industries an Incumbent Worker Training (IWT) grant for \$130,604 to train 31 employees to earn job-related certifications.**

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

Considered the approval of the updates to the Strategic Planning Matrix.

Mr. Leconte introduced the item and invited Mr. Ash to provide an update. Mr. Ash reviewed the many areas where progress was made in accomplishing the objectives.

Mr. Leconte offered to feature CSBD's debut podcast when it is ready on his television station. Ms. Hylton thanked him and added that we are looking forward to premiering it, adding that it was filmed using an iPhone in-house at CSBD. Mr. Goldstein noted that utilizing the iOS 18 system would streamline the editing process.

Mr. Leconte inquired about how the QR code works on the testimonial page on the CSBD website. Mr. Ash explained that marketing flyers for our employer services will include a QR code linked to the testimonial page, where employers can see what their peers are saying about utilizing CSBD.

**On a motion by Paul Farren and seconded by Mark Schaunaman, the Employer Services Committee unanimously approved the updates to the Employer Services Committee Strategic Planning Matrix for PY 24/25.**

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### **3. Employer Services Committee Meeting Schedule**

Considered approval of the 2025 Employer Services Committee meeting schedule. Six meetings are scheduled for the upcoming year. Meetings are in person. On occasion, if necessary, a committee member can attend via Zoom.

Mr. Leconte reviewed the item. There was no further discussion.

**On a motion by Denise Jordan and seconded by Paul Farren, the Employer Services Committee unanimously approved the 2025 Employer Services Committee meeting schedule.**

### **4. New Tiles to Be Added to the Economic Dashboard**

Considered the approval of adding four new tiles to the CSBD Economic and Workforce Dashboard 1) Innovation & Economic Development 2) Infrastructure & Growth Leadership 3) Business Climate & Competitiveness and 4) Quality of Life. The Florida Scorecard, developed by the Florida Chamber Foundation, provides the data presented for each of these tiles. Adding this new information keeps the dashboard relevant and draws employers and other stakeholders to our website, where economic information about Broward County can be found in one place.

Mr. Leconte introduced the item and Mark Klincewicz showed the new tiles and explained that each tile has a direct hyperlink to the referenced information on the Florida Scorecard. Data for the Florida Scorecard is maintained by the Florida Chamber Foundation.

**On a motion by Marie Suarez and seconded by Paul Farren, the Employer Services Committee unanimously approved adding four new tiles to the CSBD Economic and Workforce Dashboard: 1) Innovation & Economic Development, 2) Infrastructure & Growth Leadership, 3) Business Climate & Competitiveness, and 4) Quality of Life.**

## **REPORTS**

### **1. Partnership with Broward County Office of Economic and Small Business Development**

CareerSource Broward and the Broward County Office of Economic and Small Business Development are expanding our collaboration to engage new and existing employers in the county with our services. This initiative aligns with our Strategic Marketing and Communications Plan to leverage partnerships to expand our exposure to the business community.

Mr. Leconte reviewed the item. There was no further discussion.

### **2. Paychecks for Patriots Hiring Event**

Paychecks for Patriots Veterans Hiring Fair will be on 11/14 at the Tamarac Community Center. The first hour of the event will be reserved for veterans and family members of veterans. The School Board will also be transporting students who are nearing graduation from the Technical Colleges. The event is being marketed to job seekers and employers through social media, geofencing, radio advertisements, distribution of flyers to community partners, advertising in the career centers, and word of mouth. To date, nearly 650 job seekers and over 150 employers have registered to attend.

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Mr. Leconte reviewed the item and inquired if Mr. Ash had anything to add. Mr. Ash stated that the event is receiving tremendous interest, and employers and job seekers are still registering. He expressed confidence that it would be a successful event. He indicated that we are expecting CareerSource Florida President Adrienne Johnston to attend.

Heiko Dobrikow stated that our goal for job seeker attendance should be 1,000+ in order to provide a good ratio of attendees to employers and jobs. Ms. Hylton noted that we are expecting more than 1,000 based on the number of job seekers who have already pre-registered.

### **3. Summer Youth Employment Program Employer Engagement**

The committee members were asked to share the Employer Flyer with their business connections. 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. The program offers employers an incredible opportunity to empower the next generation by shaping our youth for future careers today!

Mr. Leconte invited Mr. Ash to provide an update. Mr. Ash stated that the employer portal is open for the Summer Youth Employment Program and added that the student portal would open in early December.

### **4. Update on the Manufacturing Industry Career Pathways Video**

The Manufacturing Industry Career Pathway Video will be the third of a four-part series of industry-specific informational videos spotlighting in-demand careers in targeted industries. The video will highlight careers such as Welding Fabricators, Injection Molding Technicians, Quality Assurance Inspectors, and Production Floor Workers. The video will expand awareness of career pathways for in-demand occupations. Education and Industry Consortium Chair Matt Rocco and the South Florida Manufacturing Association participated in the production of the video.

Mr. Leconte asked Mr. Ash if he had anything he wanted to add. Mr. Ash explained that this is the third video of a four-part series highlighting in-demand industries and careers in Broward County. He mentioned that the video is currently in the editing stages and will be available in the coming month.

### **5. Aviation Industry Employer Forum**

This month, CSBD will hold an engaging employer forum with the Aviation Industry on 11/7. This event will unite business innovators and education partners to tackle workforce development challenges head-on and brainstorm strategic solutions through impactful discussions and actionable insights. A summary report will be provided at the next committee meeting.

Mr. Leconte reviewed the item. There was no further discussion.

### **6. Marine Industry Initiative**

On 9/16, Bert Fowles, Vice President of Marketing for Island Global Yachting and Chairman of the United States Superyacht Association, presented to the Education & Industry Consortium

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about the state of the marine industry. Mr. Fowles outlined the skill demands and workforce trends in the private maritime industry, emphasizing the need for guides or "journeys" that illustrate career advancement pathways within the field. CSBD is collaborating with Mr. Fowles to create "customer journeys" one-pagers, which are road maps that job seekers can follow to advance their careers in the marine industry. The one-pagers will showcase work-based learning programs such as OJT, paid internships, and registered apprenticeships.

Mr. Leconte reviewed the item and invited Mr. Ash to provide an update. Mr. Ash said that CSBD's Marine Industry Intermediary is working with Mr. Fowles to create customer journeys. We are providing information on processes related to our work-based training grants.

## **7. State of the Workforce Breakfast and Job Fair**

CSBD will host its State of the Workforce job fair on 1/29/25 at the Broward County Convention Center (BCCC). The BCCC is providing the venue free of charge and parking for attendees, including job seekers, is being provided courtesy of Visit Lauderdale. CSBD is partnering with Broward County Transit to provide complimentary transportation to job seekers from economically distressed zip codes. The School Board will also provide transportation for students who are nearing graduation from the Technical Colleges. Marketing to employers and job seekers for the event will be executed through 1) targeted digital advertisements through geofencing 2) social media and 3) e-blasts.

Mr. Leconte introduced the item.

Marie Suarez indicated that the Chambers of Commerce are planning the business breakfast component of the event and that a keynote speaker is being researched. Denise Jordan added that the BCCC, due to its size, is an ideal location for the event.

Mr. Dobrikow inquired about the number of employers we are targeting for the job fair. Mr. Ash stated the target is 150 employers. Mr. Dobrikow stated that the job fair registration/check-in could be conducted in the foyer area outside the ballroom instead of inside, creating space for more employers in the ballroom. Ms. Hylton agreed, adding that some employers also request more space for their displays. Ms. Hylton added that our IT Department will streamline the registration process through the use of tablets and QR codes.

Mr. Ash stated that we explored holding the business breakfast and job fair on separate levels of BCCC. However, representatives from BCCC indicated that the space would be smaller, which could not accommodate the job fair and would be more space-constrained for the business breakfast.

## **8. CSBD Hosts Broward County Public Schools**

CSBD will host a meeting with 50 Career Champions at our South Career Center on Wednesday, 11/6. The Champions help students prepare for life after high school. We will showcase the marine and healthcare videos to gain more exposure to these industries. A tour of the center will follow the meeting as it is important that they see first-hand the job seeker services CSBD offers to students and their parents. The idea for this collaboration stemmed from our recent Education and Industry Consortium meeting.

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Mr. Leconte introduced and reviewed the item and invited Ms. Hylton to comment.

Ms. Hylton explained that this will be a great opportunity for us to present our services to the Champions and highlight the industry videos we produced in the healthcare and marine industries.

### **9. Unemployment Release**

The unemployment rate in Broward County was 3.4 percent in September 2024. This rate was 0.3 percentage points higher than the region's year-ago rate. In September 2024, Broward County's unemployment rate was equal to the state rate. Out of a labor force of 1,097,440, up 685 (+0.1 percent) over the year, there were 36,834 unemployed Broward County residents. CSBD's Economic and Workforce Dashboard allows website visitors to review the current and historical economic and workforce status of Broward County. The dashboard is a value-added resource, allowing businesses the ability to make data-informed decisions.

Mr. Leconte reviewed the item. There was no further discussion.

### **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 invited the Committee to visit the Paychecks For Patriots Job Fair, where we will have a videographer on hand to capture testimonials. Ms. Hylton also indicated that the Director of Broward County Transit would be touring the South Career Center to learn how we assist job seekers and employers.

### **ADJOURNMENT**

1:43 p.m.

<b>THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS JANUARY 13, 2025</b>
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