



**Broward Workforce Development Board
Employer Services Committee**

**Monday, October 03, 2022
12:30 p.m. – 2:00 p.m.**

**Zoom Meeting ID: 859 1434 3167
Zoom Password: 792344
Zoom Dial by Phone: +1 646 876 9923**

MEETING MINUTES

CareerSource Broward Boardroom, 2890 W. Cypress Creek Road, Ft. Lauderdale, FL 33309

Due to Coronavirus, in the interest of keeping our board, staff, and public safe, this meeting is also being held via a Zoom video conference using the link below.

<https://us02web.zoom.us/j/85914343167?pwd=NXVMN0ZINnRnTmhXLzgrMWS1ZFgrdz09>

THE COMMITTEE WAS REMINDED OF CONFLICT-OF-INTEREST PROVISIONS.

ATTENDANCE:

Employer Services Committee Members: Lori Wheeler, Paul Farren, Denise Jordan, Keith Costello, and Jim Ryan, who chaired the meeting.

Staff: Carol Hylton, Ron Moffett, Tony Ash, and Natalie Oscar

APPROVAL OF MINUTES

Approval of the Minutes of the 6/6 Employer Services Committee Meeting.

On a motion by Paul Farren and seconded by Denise Jordan, the Employer Services Committee unanimously approved the minutes of the 6/6 meeting.

NEW BUSINESS

1. Registered Apprenticeship On-the-Job Training (OJT) Contract with Advanced Roofing

Considered the approval of entry into an upgrade OJT training contract with Advanced Roofing to train up to ten (10) employees participating in their registered apprenticeship program. The contract will provide up to a 75% reimbursement for wages paid to the apprentices while in training totaling up to \$150,000. Because Board member, Kevin Kornahrens, is employed by Advanced Roofing, 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 governing boards' approval.

On a motion by Paul Farren and seconded by Keith Costello, the Employer Services Committee unanimously approved the Registered Apprenticeship On-the-Job Training (OJT) Contract with Advanced Roofing.

2. Employer Services Committee Strategic Planning Matrix PY 22/23

On 6/23, the Board approved recommendations from the planning session for the upcoming year. Staff distributed the recommendations among Board committees. The goals and objectives are tracked by each Committee in the form of a strategic planning matrix. The proposed PY 22/23 matrix is presented for your review. Considered designating a workgroup and Chair to develop strategies to achieve the goals.

Tony Ash stated that objectives are identified for the current program year during the Board planning session. The objectives are reviewed and disbursed to the various committees to determine the next steps, benchmarks, and due dates.

Mr. Ash stated that the Board, through the objectives, recommended that Employer Services Committee continue to focus on building awareness of CSBD services to employers. The committee is also asked to consider solutions we can offer to assist with the labor shortages.

Paul Farren suggested that, as in the past, staff should flesh out the next steps, benchmarks, and due dates instead of forming a subcommittee to do this.

On a motion by Paul Farren and seconded by Denise Jordan, the Employer Services Committee unanimously approved 1) the Employer Services Committee Strategic Planning Matrix PY 22/23 and 2) to task CSBD staff to develop strategies to achieve the goals.

3. Accept Apprenticeship Navigator Funds

Considered accepting \$62,500 from the Florida Department of Economic Opportunity to fund outreach activities in our targeted industries to develop and expand Registered Apprenticeship (RA) programs. With the funding, we will 1) identify career pathways, 2) convene industry partners to promote RA programs, 3) continue to develop expertise among our industry intermediaries regarding the operation of apprenticeship programs, and 4) engage community-based organizations to increase access to registered apprenticeship opportunities.

Mr. Ash indicated that this grant would assist CSBD in continuing the momentum built from the recent CSBD Apprenticeship Summit. This funding will assist in outreach efforts to educate employers about the benefits of using registered apprenticeship programs to develop their workforce.

On a motion by Keith Costello and seconded by Lori Wheeler, the Employer Services Committee unanimously approved the acceptance of the Apprenticeship Navigator Funds.

REPORTS

1. CareerSource Broward Highlights PY 21/22

CSBD continues to positively impact the lives of thousands of Broward residents and businesses through our workforce services. Highlights from the program year that just ended in June include 1) assisting nearly 2,000 job seekers in finding a new or better job, 2) educating over 7,700 individuals through our workshops on topics such as money management and resume development, and 3) assisting over 2,850 Broward businesses to save money, energy, and time with no-cost recruitment and training services.

Mr. Ash stated that the Highlights document is used when engaging with stakeholders, executive officials, and chambers. For instance, Carol Hylton recently completed a trip to Washington, DC, where she shared the document with members of our Legislative Delegation.

Mr. Costello indicated that this is a great document and wants to know if it's okay to post such information on LinkedIn and Social Media platforms. Mr. Ash stated yes.

Ms. Hylton reiterated that it is important that we continue to build awareness in the employer community about our solutions that can assist them financially. Mr. Costello recommended that staff engage the co-working space he utilizes, General Provision, to make a presentation to the employers that also use the space. Mr. Ash stated that staff is also pursuing a presentation to the Entrepreneurs Organization.

Mr. Costello said he is amazed at the work staff has been doing since becoming a member of the Broward Workforce Development Board.

Ms. Wheeler asked for a one-pager that could be made available in the Marine Industries Association of South Florida boardroom, where different business groups meet. Ms. Hylton stated that the one-pager would be provided.

2. CareerSource Broward's Economic and Labor Market Analysis

Pursuant to the Board's direction, CSBD commissioned an economic and labor market analysis. We used the information from the study to add programs to the ITA list in emerging industries, thereby expanding the supply of prepared workers. CSBD issued a press release about the study's release, and CSBD's president/CEO was interviewed by the Sun Sentinel. To assist local businesses and policymakers in understanding and shaping Broward's future, we are in the process of adding a user-friendly data dashboard that will give visitors to our website a way to drill further down on the data to view trends and extrapolate meaningful information on areas such as labor deficits and commuting patterns.

Ms. Hylton stated that the study has been very beneficial in identifying emerging occupations in Broward County. Based on data in the study, CSBD added over twenty new programs from targeted industries to our ITA list.

Mr. Farren indicated that we might lose workers in Broward County due to the demand for workers on the west coast of Florida to assist with the damages caused by Hurricane Ian. Ms. Hylton indicated that might happen temporarily in construction as they rebuild. She indicated staff is checking in with the state regularly to determine how the workforce boards in that part of the state are faring and if assistance is needed.

3. CareerSource Broward's 2022 Paychecks for Patriots Veterans Hiring Fair

CSBD will host its annual Paychecks for Patriots Veterans Hiring Fair on 11/10 at The City of Plantation's Central Park. The first two hours of the event will be reserved for veterans and family members of veterans. The event will be marketed to job seekers and employers through social media, radio advertisements, distribution of flyers to community partners, advertising in the career centers, and word-of-mouth.

Mr. Ash indicated that this is our signature event which we host every year in November. Currently, there are over 40 employers confirmed, and many more are expected. This year the event will be held in a very spacious site with lots of parking space. We will be marketing the event to job seekers through various means.

Ms. Wheeler asked whether CSBD engages Mission United. Mr. Ash indicated that Mission United is a partner in the event and is assisting with the cost of the refreshments for the employers.

4. Update on Marketing Initiatives for PY 22/23

CSBD executes intentional marketing strategies to increase awareness of our valuable services to employers and job seekers. We deliver our messaging strategically through established media channels, print marketing, social media, and community speaking engagements. These strategies have increased our brand awareness throughout the region while ultimately achieving the organization's vision and mission and improving performance. Through our efforts, we are expanding our influence as conveners by holding forums and roundtables and mobilizing our partners and stakeholders to address opportunities and challenges in the workforce. As a result of the marketing efforts from July to date, CSBD has received over 560 leads from job seekers and youth seeking services such as job search assistance and training scholarships. Staff is following up on the incoming leads as they are received.

Mr. Ash indicated that we are using various marketing initiatives such as traditional media outlets, social media platforms, and media interviews conducted with Ms. Hylton. CSBD also deploys email marketing and utilizes influencers on radio stations such as DJs who perform live reads about our services. Our elected officials and community partners are resharing our social media. Our chamber partners have worked very well with us, and we have utilized them to spread information on our behalf through their eblasts and newsletters. We have started advertising on bus benches located in the distressed communities with the six zip codes; those ads are also placed inside the buses with routes in and around the six zip codes.

Mr. Ryan thanked the employer services team for doing a great job of expanding CSBD's footprint on social media, including LinkedIn.

5. Summer Youth Employment Program Update

This year, staff developed over 30 new employer host sites. The new sites included a dental office, an eye institute, an art camp, a public relations firm, and a social services business. The youth held various marketing, graphic design, customer service, and clerical positions. CSBD served about 700 youth over the summer, and we have already received many heartwarming testimonials from employers. The Children's Services Council of Broward County (CSC) also conducted an administrative and fiscal review. We were commended for having no findings.

Mr. Ash informed the committee that we are preparing for the 2023 Summer Youth Employment Program (SYEP), and outreach to employers about participating as host sites is ongoing. We are working with the City of Lauderhill and Vice Mayor Melissa Dunn to offer employment worksites for Lauderhill youth with STEM employers in the city.

The committee viewed the SYEP testimonial video which showcased youth and employers speaking on the benefits of the program. After the video, Ms. Hylton stated that the SYEP begins with three days of employability skills and workplace safety training. Feedback from youth the previous year is that they wanted to receive additional financial literacy training. Ms. Hylton thanked Mr. Costello for providing the additional financial literacy training to the youth. She indicated that staff would work with Mr. Costello to explore financial literacy training in our career centers and with our year-round youth providers.

6. Broward County Unemployment Information

The unemployment rate in Broward County was 2.8 percent in August 2022. This rate was 2.0 percentage points lower than the region's rate a year ago, which was at 4.8 percent. In August 2022, Broward County's unemployment rate was 1.0 percentage points lower than the national rate of 3.8 percent. Out of a labor force of 1,077,924, there were 30,396 unemployed Broward County residents.

Mr. Ash reviewed the Broward County and Florida Unemployment Information.

Mr. Ryan stated it would be interesting to see how the next few months impact the labor market in Broward County due to Hurricane Ian.

Ms. Hylton added that there had been 2,500 new jobs added in the construction industry, and the CSBD Economic and Labor Market Analysis indicated that we expect a recession. The labor market tiles we are creating on the CSBD website will assist us with monitoring various economic data and indicators.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE:

Ms. Wheeler congratulated the CSBD team on getting the word out about registered apprenticeships and said we are moving in the right direction. She asked the team to keep up the great work.

Ms. Hylton indicated that the CareerSource Florida representative attending the CSBD Apprenticeship Summit said the summit was a first of its kind in the state and commended staff on holding an excellent event for the employer community.

MATTERS FROM THE FLOOR:

None

MATTERS FROM THE PRESIDENT/CEO:

Ms. Hylton informed the committee that Heiko Dobrikow, a BWDB member, recommended we attend the Fort Lauderdale Chamber of Commerce's Washington Legislative Summit. Attending with Carol were BWDB members Francois Leconte and Zac Cassidy. During the summit, Carol, Zac, and Francois learned more about the different issues affecting Broward County and got an excellent opportunity to network with employer members of the chamber that were also in attendance.

Ernst and Young (EY) is the consultant hired by the state to look at the realignment of the workforce boards. They will be meeting with stakeholders throughout the state of Florida. A roundtable for BWDB members and EY is scheduled for 10/10 at 3:30 pm. Interested BWDB members should email Carol and copy Amy.

Ms. Hylton stated CSBD is working with Broward College and the Broward School Board Career and Technical Colleges to create internship programs for students approaching graduation. This will help students enter the workforce before graduation and make an impression on the employer, leading to full-time employment after graduation.

We offered our assistance to the workforce boards on the west coast of Florida impacted by the hurricane. For now, the mobile units from CareerSource South Florida and DEO will be mobilized to assist them. The state and affected workforce boards know we are here and ready to help if needed. We are on a call with them every other day.

ADJOURNMENT 1:20 pm.

THE NEXT ESC MEETING WILL BE IN JANUARY 2023 ON A DATE TO BE DETERMINED
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