



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

Zoom Meeting ID: 889 1842 4626
Zoom Password: 314757
Zoom Call-In: +1 646 876 9923

MEETING MINUTES

**CareerSource Broward Main Conference Room
2890 West Cypress Creek Road, Ft. Lauderdale, FL 33309**

The committee was reminded of the conflict-of-interest provisions.

ATTENDEES: Heiko Dobrikow, Michael Goldstein, Marie Suarez, Denise Jordan, and Paul Farren who chaired the meeting.

STAFF: Carol Hylton, Ron Moffett, Mark Klinecicz, Barbara Cevieux, Johnell Beckford and Sonia Harriott.

PRESENTATION

Healthcare Career Pathways Video

This video showcases the various opportunities available in the healthcare industry and highlights the Pharmacy and Radiological Technician due to their high demand and gaps in talent pipelines. Board member Shane Strum, CEO of Broward Health was instrumental in the production of the video. The committee viewed the video.

Collectively, the members expressed their approval of the video, the messages conveyed and its professional production. Ms. Hylton thanked the members and stated the video would be shared on social media and with the technical colleges and also distributed to our chamber and community partners.

APPROVAL OF MINUTES

Approval of the Minutes of the 8/5 meeting.

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

On a motion by Paul Farren and seconded by Heiko Dobrikow, the Employer Services Committee unanimously approved the minutes of the 8/5 meeting.

NEW BUSINESS

1. CSBD Letter to the Maritime Industry Leaders

Considered the approval of the CSBD letter to the Maritime Industry. During the Education and Industry Consortium meeting held on 9/16, guest speaker Bert Fowles, Vice President Marketing and Sales IGY Marinas and Chair of the US Superyacht Association suggested CSBD pen a letter acknowledging the important contributions of the Marine industry, including small businesses, to our local economy. The letter serves as an important reminder that we welcome the opportunity to serve the employers in this industry and encourages them to engage CSBD and Marine Industries Association of South Florida to access employment services to address skill gaps and improve the talent pipeline and training needed for career pathways in the industry.

Mr. Paul Farren introduced and reviewed the item. There was no further discussion.

On a motion by Paul Farren and seconded by Heiko Dobrikow, the Employer Services Committee unanimously approved the CSBD Letter to the Maritime Industry.

2. New Tile to Be Added to Economic Dashboard

Considered the approval of an additional economic indicator tile to the CSBD dashboard, Inflation Rate. The data presented for this tile tracks the annual inflation rate (change in general price levels) over the previous 12 months. The dashboard currently showcases 22 “data tiles” that tell the story of labor market and economic conditions in the tri-county area. Adding this new information keeps the dashboard relevant and draws employers and other stakeholders to our website where economic information about Broward County and its neighbors can be found in one place.

Mr. Farren introduced the item and asked Mark Klincewicz to show the dashboard with the new tile and the corresponding trend analysis, which he did for the committee.

On a motion by Heiko Dobrikow and seconded by Marie Suarez, the Employer Services Committee unanimously approved adding the Inflation Rate tile to the CSBD Economic Dashboard.

3. Updates to the Employer Services Committee Strategic Planning Matrix PY 24/25

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

Mr. Moffett reviewed the updates to the Strategic Planning Matrix and provided an overview of next steps and benchmarks highlighting the notable progress made toward achieving the objectives. Mr. Moffett stated that staff will continue to work on assigned items and that further updates on our progress will be provided at the next meeting.

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

4. **Accept Apprenticeship Navigator Funds**

Considered the approval to accept \$96,000 from the Florida Department of Commerce to fund outreach activities in our targeted industries to support the development and expansion of Registered Apprenticeship Programs (RAPs). With the funding, we will 1) identify career pathways 2) convene industry partners to promote the benefits of RAPs 3) continue to develop expertise among our industry intermediaries regarding the operation of apprenticeship programs and 4) engage community-based organizations and education providers to increase access to registered apprenticeship opportunities. The grant runs through June 30, 2025.

Mr. Paul Farren introduced and presented the item and asked if anyone had any questions. Hearing none, Mr. Farren asked for a motion to approve.

On a motion by Marie Suarez and seconded by Denise Jordan, the Employer Services Committee unanimously approved accepting \$96,000 from the Florida Department of Commerce to fund outreach activities in our targeted industries to support the development and expansion of Registered Apprenticeship Programs (RAPs).

REPORTS

1. **CSBD Value Proposition Calculators**

In response to Board Chair Heiko Dobrikow's recommendation, CSBD has created two calculators 1) On-the-Job Training and 2) Paid Internship/Work Experience. These web-based/mobile responsive tools enable employers to input information about their training or internship requirements and instantly receive an estimate of the value added to their bottom line by engaging CSBD in these services. Employers can adjust the input data to explore various scenarios and calculate different return on investment possibilities.

Mr. Paul Farren introduced the item and invited Mr. Klincewicz to elaborate on the CSBD Value Proposition Calculator.

Mr. Klincewicz stated the initiative was to develop a value proposition calculator using our work-based training services to show the dollar amount that could be added by to an employer's bottom line. He explained that after developing the calculators we created a separate landing page on our website for easy navigation and access to the tool. Mr. Klincewicz then went to our web page and demonstrated the On-the-Job Training and Internship/Work Experience Value Proposition calculators.

Ms. Jordan commented that it is an excellent financial tool that people will use and commended the team for a great job.

Mr. Dobrikow agreed and suggested staff explore the feasibility of creating a job fair value proposition calculator to show employers how much can be saved and returned to their bottom line by participating in our job fairs.

Ms. Hylton thanked Ms. Jordan and Mr. Dobrikow for their input and suggestions.

2. Chamber Contract Renewals

Last Fall, following a request for proposals to identify business associations to market and promote CSBD employer services to their members, CSBD entered into contracts with 1) the Greater Fort Lauderdale Chamber for up to up to \$65,000 and 2) the Greater Hollywood Chamber of Commerce for up to \$55,000 for the period ending 9/30. However, as the contracts began after the start of the fiscal year they were pro-rated last year. The contracts have been renewed for this year at the full amounts. The chambers serve as intermediaries and the CSBD Business Services team trained Chamber staff to develop commitments for work-based training in OJTs, internships, and incumbent worker training contracts. CSBD has been pleased with the services provided. The contracts will be through 9/30/25. In accordance with governing boards' policy, we report single item purchases in excess of \$10,000.

Mr. Dobrikow inquired from Marie Suarez and Denise Jordan about how these agreements have been working for them and whether or not they were adding value to their respective chambers.

In response, Marie Suarez expressed that she was pleased with the partnership and that it had definitely added value to the Greater Hollywood Chamber of Commerce and its members. She cited an example of how the Chamber itself used the services to find talent.

Denise Jordan's feedback was that she also was pleased and commented that it had presented an added value for the Greater Fort Lauderdale Chamber of Commerce and its members.

Mr. Dobrikow thanked them for their feedback and expressed his appreciation for the fantastic promotion of CSBD he has seen in their newsletters.

3. CSBD Convening the US Small Business Association and Local Economic Development

CSBD convened a meeting with Edward Fears, Director of the U.S. Small Business Administration's (SBA) Office of Disaster Recovery & Resiliency Field Operations Center, and Mark Ihenacho, SBA Public Affairs Manager, to discuss opportunities for collaboration out of the Atlanta office. Also in attendance were local Economic Development Representatives. The purpose was to develop strategic partnerships to support small businesses during times of disaster. During the meeting SBA agreed to 1) have an exhibit at our signature job fairs 2) conduct zoom presentations to employers at future Workforce Wednesday events and 3) provide materials to CSBD to post for employers on our website regarding business disaster loans, resiliency resources and other relevant information.

Mr. Paul Farren introduced the item and asked Ms. Hylton to elaborate on this initiative. Ms. Hylton stated that the idea was for CSBD to develop a stronger relationship between US SBA and local economic development. As convenors, we wanted to connect their services with our small businesses here in Broward County. Ms. Hylton indicated that she invited them to tour our center to showcase our facilities and equipment that we could make available to them to support small businesses during times of disaster.

4. CSBD Podcast Update

During the 2024 Board Planning Session, an action item was identified to explore creating podcasts for employer and job seeker audiences featuring guest presentations to include 1) board

members 2) stakeholders 3) youth 4) community partners and others based on their topical knowledge. CSBD has since researched and acquired the necessary equipment to produce the podcasts in-house. A proof of concept is scheduled in early October, with the first official podcast expected to be recorded later in the month. We are developing a schedule outlining podcast topics, speakers, and recording dates.

Mr. Klincewicz expressed gratitude to Mr. Francois Leconte and Mr. Michael Goldstein for providing guidance on the equipment needed to produce the podcasts. He indicated that after demonstrating a proof of the concept, a schedule will be developed based on the topics the committee discussed at the last meeting. He added that the podcast will be done regularly to expand our footprint for both employers and job seekers.

Ms. Hylton shared that she had checked with our sister regions and discovered that they only do audio podcasts. She also mentioned that she shared the idea with Mayor Levy, and he emphasized the importance of video content, stating that it helps identify the people being interviewed and creates a more personal connection.

5. Neighborhood Job Fair at North

CSBD hosted a Neighborhood Job Fair on 8/28 at our North One Stop Career Center, bringing together local businesses offering a wide array of opportunities, with over 260 job seekers. The job fair had a variety of employers, such as Coca-Cola, Seminole Casino Coconut Creek, Broward Health, and the Cities of Coral Springs and Pompano Beach, offering positions from Code Enforcement Officers to Medical Assistants. We will continue to follow up with attendees to assess the number of hires. As it turns out, Fox News was doing a story at the North office raising awareness on retirees returning back to the workforce the day before. When they found out that we were doing a job fair the next day, we welcomed the additional publicity to utilize the action of the event to help structure their story. The video was aired on various Fox outlets across the country including nationally on Fox News and Fox Business.

The video was shared with the committee.

6. Report on Hospitality Industry Employer Forum

CSBD in partnership with the Greater Hollywood Chamber of Commerce held an employer forum on 9/18 focused on the hospitality industry. The forum was attended by forty-six (46) individuals, in person and virtually, representing employers, education, and workforce development. The objectives of the forum were to 1) discuss best practices, skill gaps, talent shortages, and training needs and 2) identify actionable strategies to address the skill gaps and improve the talent pipeline and training needed for the career pathways in the industry. The strategies identified include posting open positions in Employ Florida so CSBD staff can recruit, assess, and refer candidates who match the employer's requirements.

Mr. Moffett advised that during the event, Mr. Bold from Commissioner Tim Ryan's office presented CSBD with a Proclamation signifying September 2024 as Workforce Development Month in recognition of the impact the professionals at CSBD have on job seekers and employers in Broward County. On behalf of Carol Hylton and the CSBD team, Mr. Moffett proudly accepted the Proclamation.

7. 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 one of our boutique signature “neighborhood” Job Fairs at our Central One Stop Career Center on 9/19. Hospitality companies with job openings from entry-level to management including 1) Riverside Hotel 2) Fort Lauderdale Marriott Harbor Beach 3) Economos Properties 4) Hilton Fort Lauderdale Beach Resort and 5) Water Taxi were on-hand and interacted with over 150 job seekers. Employers at the event shared that they were pleased with the number, quality, and skill of applicants. Several on-the-spot offers of employment were made, and we are following up with the employers and the job seekers to obtain employment information and offer additional services.

Mr. Paul Farren reviewed the item and expressed his appreciation to the team for developing and coordinating job fairs such as this one.

8. Update on Rotary Club Outreach

At the recommendation of the Employer Services Committee, CareerSource Broward (CSBD) is contacting the local Rotary Clubs to present employer services to their members. Staff identified eleven (11) Rotary Clubs in the county. To date, we have presented to five (5) Rotary Clubs and two (2) more are scheduled. The presentations were all well received and staff is following up with the employers who want to learn more about our services. We also leveraged our presentations at the meetings by sharing photos on social media.

Mr. Farren introduced the item and asked if anyone had anything to add. There was no further discussion.

9. CSBD’s 2024 Paychecks for Patriots Veterans Career Fair

CSBD will host its annual Paychecks for Patriots Veterans Hiring Fair on 11/14 at The City of Tamarac’s Community Center. The first hour 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, distribution of flyers to community partners, advertising in the career centers, and word-of-mouth.

Mr. Paul Farren introduced the item and asked if anyone had any questions. Mr. Klinecivic commented that Ms. Hylton was instrumental in collaborating with Mayor Michelle Gomez, to secure a much larger space to host the event this year. He explained that for this year’s P4P, we can utilize the entire City of Tamarac community center.

10. State of the Workforce Breakfast and Job Fair

CSBD, in partnership with the chambers of commerce of Fort Lauderdale, Hollywood, and Pompano Beach and the Port Everglades Association, is participating in the State of the Workforce Breakfast and hosting the Job Fair on 1/29/25 at the Broward County Convention Center. The event will feature a 1) networking breakfast where attendees will learn about the latest workforce trends and 2) a job fair. CSBD is also partnering with Broward County Transit to provide complimentary transportation to job seekers from economically distressed zip codes. 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. Farren went over the item and indicated he was looking forward to the event.

11. Unemployment Release/Economic Dashboard

The unemployment rate in Broward County was 3.5 percent in August 2024. This rate was 0.2 percentage points higher than the region's year-ago rate. In August 2024, Broward County's unemployment rate was 0.2 percentage point lower than the state rate of 3.7 percent. Out of a labor force of 1,096,725, up 3,902 (+0.4 percent) over the year, there were 38,391 unemployed Broward County residents. CSBD also 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 the ability to make data-informed decisions. A new title "Inflation Rate" has been added.

Mr. Farren introduced the item and asked Mr. Klincewicz to display the Economic Dashboard which he did. Mr. Klincewicz highlighted the Labor Supply and Demand and the FLL Arrivals tiles. Ms. Hylton pointed out that the data provided by the airport was lagging a bit and asked for the committee's thoughts on how we should state that on the tile, as the data is not available to update the tile. Mr. Farren suggested a disclaimer stating, "the information regarding arrivals was based on the most current data available". Ms. Hylton agreed to have the language added.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR

None

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None

MATTERS FROM THE FLOOR

Mr. Dobrikow illustrated a useful link for identifying data such as company size and zip codes of companies within a particular industry by visiting the Florida Department of Business & Professional Regulation Public Records Center. He encouraged the committee to review it.

MATTERS FROM THE PRESIDENT/CEO

Ms. Hylton thanked Barbara Cevieux and Johnell Beckford for their contributions in producing the successful Marine and Healthcare videos.

ADJOURNMENT

1:57 P.M.

THE NEXT EMPLOYER SERVICES COMMITTEE MEETING WILL BE HELD ON NOVEMBER 4, 2024
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