



Broward Workforce Development Board
Employer Services Committee
Wednesday, September 1, 2021
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID:	885 2600 5894
Zoom Password:	357595
Zoom Call in:	+1 646 876 9923

MEETING MINUTES

Due to Coronavirus, in the interest of keeping our board, staff, and public safe this meeting was held via a Zoom video conference.

THE COMMITTEE WAS REMINDED OF CONFLICT OF INTEREST PROVISIONS.

ATTENDANCE:

Employer Services Committee Members: Jim Ryan, Janet Wincko, Paul Farren, Kristen Cavallini-Soothill, and Denise Jordan

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

Guest: Chris Ruggere

APPROVAL OF MINUTES

Approval of the Minutes of the 7/6/21 meeting.

On a motion made by Paul Farren and seconded by Janet Wincko, the Employer Services Committee unanimously approved the minutes of the 7/6/21 meeting.

NEW BUSINESS

1. Opportunity Zone On the Training (OJT) Wage Reimbursement Waiver Request

CareerSource Broward sought approval to engage in a discussion with the Florida Department of Economic Opportunity to request a waiver from the United States Department of Labor. The waiver will increase our OJT wage reimbursement rate from 75% to 90% for 1) employers in an Opportunity Zone or distressed zip code and 2) for employers willing to hire and train participants that reside in these targeted areas.

Mr. Tony Ash explained the reimbursement waiver request, indicating that it will assist employers and job seekers in low-income communities by providing an added incentive to hire in these targeted areas. This is also in alignment with the boards' emphasis on assisting employers in establishing and reestablishing their workforce as the result of the pandemic.

On a motion made by Paul Farren and seconded by Denise Jordan, the Employer Services Committee unanimously approved CSBD to engage in a discussion with the Florida Department of Economic Opportunity to request a waiver from the United States Department of Labor to increase our OJT wage reimbursement rate from 75% to 90% for 1) employers in an Opportunity Zone or distressed zip code and 2) for employers willing to hire and train participants that reside in these targeted areas.

2. The Greater Fort Lauderdale Alliance Economic Sourcebook Ad

Considered approval to place an advertisement in the Greater Fort Lauderdale Alliance (GFLA) 2022 Economic Sourcebook to increase employer awareness of our business services. The cost of the ad is \$3,823. GFLA is a partner in the Sourcebook and will realize about \$380.00 from the ad. Because Board member, Bob Swindell, represents GFLA, which will realize a pecuniary benefit, State and WIOA conflict rules require that this item be approved, by a 2/3 vote of the Board after a quorum has been seated and a conflict has been declared.

Mr. Ryan inquired if we can track the leads we have received from the advertisement? Ms. Hylton responded that when employers contact us we generally inquire how they heard about us.

On a motion made by Paul Farren and seconded by Janet Wincko, the Employer Services Committee unanimously approved placing an advertisement in the Greater Fort Lauderdale Alliance Economic Sourcebook.

3. Employer Services Committee Strategic Planning Matrix for PY 21 – 22

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

Mr. Ash highlighted the various key objectives and updates to the matrix. He explained that in response to the hospitality industry's challenges with recruitment for open positions, CSBD convened a task force to address the issues facing the industry. This led to collaboration with the local and state industry associations on outreach to potential talent for the industry. CSBD also held several recruitment events onsite at employers' locations such as the Riverside Hotel, Margaritaville Hollywood Beach Resort, and the Doubletree Gallery One. The employers were very satisfied with the turnout and quality of candidates.

On a motion made by Paul Farren and seconded by Denise Jordan, the Employer Services Committee unanimously approved the updates to the Employer Services Committee Strategic Planning Matrix for PY 21 – 22.

REPORTS

1. Employer Services Updates on Various Initiatives

To further our role as conveners of workforce development services and to increase outreach and visibility to businesses within the targeted industries, CSBD has assigned staff to six (6) targeted industries. The selected industries are aligned with the emerging sectors identified by the Greater Fort Lauderdale Alliance and Broward County Government. The industries are Healthcare, Technology, Construction, Marine, Aviation/Aerospace, and Hospitality/Tourism industries. This is an update on CSBD's employer services initiatives and activities.

Mr. Ash stated that in the construction industry we are working with the local air conditioning association to expand registered apprenticeships in HVAC. We are assisting the association with coordinating a job fair for employers seeking to hire apprentices. CSBD will be a featured speaker at the event presenting on the benefits of our registered apprenticeship OJT program.

In the Marine Industry, we are working with the city of Dania beach to help them design a registered apprenticeship program for Marine Mechanics. Candidate recruitment will also be provided for this program.

In the Aviation industry, a job fair is currently being planned for a number of the concessioners at the airport that currently have several vacancies. We will be going in and helping those employers with their recruitment as the aviation industry rebounds.

Mr. Ryan suggested that CSBD make a connection with the Tech Hub to explore ideas for expanding technology jobs in Broward, including women and minorities. Mr. Ash indicated that CSBD is a member of Tech Hub and our technology intermediary attends their membership meetings and works closely with their Executive Director, Nikki Cabus.

Ms. Hylton added that CSBD is applying for the Get There Faster Grant which would be used for IT Rapid Credentialing including training for women and minorities and veterans.

2. cTORQ (Transferable Occupation Readiness Quotation) Assessment Software to Assist Job Seekers

CSBD utilizes software to assist job seekers with skills assessments in relation to the in-demand skills sought by employers. We use cTORQ at a cost of \$31,000 a year for these assessments and have an unlimited number of licenses. The tool helps identify careers that match their skill set. CSBD received quotes from two (2) other vendors. cTORQ was the least expensive and best met the needs of our customers. This is being reported in accordance with our board policy to report single purchases over \$10,000.

Chris Ruggere the CSBD Regional Workforce and Training & Development Manager demonstrated the functionality of the software. Mr. Ryan thanked Chris for an excellent presentation.

3. Qualtrics Survey Software

CSBD has purchased online survey software to obtain feedback from our job seeker customers, employers, partners, staff, and board members. Qualtrics costs \$15,000 a year. CSBD received four (4) quotes and this was the least expensive. This is being reported in accordance with our board policy to report single purchases over \$10,000.

4. Broward County Unemployment Information

The unemployment rate in Broward County was 5.1 percent in July 2021. This rate was 8.5 percentage points lower than the region's year ago rate (13.6). In July 2021, Broward County's unemployment rate was 0.6 percentage points lower than the national rate (5.7 percent). Out of a labor force of 1,058,552, there were 54,181 unemployed Broward County residents.

Tony Ash reviewed the unemployment information with the committee.

Mr. Ryan indicated that the unemployment numbers continue to decline even with Florida being an epicenter for the Delta variant. It will be interesting to see next month's report.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

Ms. Hylton informed the committee that today is Workforce Development Professionals Day and the month of September is celebrated as Workforce Development month where we recognize those professionals who are committed to workforce development.

Ms. Hylton informed the committee that she has been invited by Broward County Mayor Steven Geller to join the South Florida Regional Planning Council's Comprehensive Economic Development Strategy Committee. The purpose of the committee is to look forward to the next five years and identify the primary regional economic issues that should be addressed. Mr. Ryan responded that this is a very exciting opportunity and congratulated Ms. Hylton on being invited to participate.

ADJOURNMENT 1:07 p.m.

<p>THE NEXT ESC COMMITTEE MEETING WILL BE HELD ON DECEMBER 6, 2021.</p>
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