
MEETING MINUTES

Due to COVID-19 in the interest of keeping our committee members, staff, and public safe this meeting was held via Zoom.

THE COMMITTEE WAS REMINDED OF CONFLICT OF INTEREST PROVISIONS.

ATTENDANCE:

Employer Services Committee Members: Paul Farren, Francois Leconte, Janet Wincko and Kristen Cavallini-Soothill

Staff: Tony Ash, Mason Jackson, Carol Hylton, Joseph McCarthy, Jack Bennings, and Irma Valentin

Guests: Krista Wade, General Manager of New Horizon Computer Learning Centers. Ms. Wade attended to learn more about CareerSource Broward services.

APPROVAL OF MINUTES

Approval of the Minutes for the 6/1/2020 Meeting.

On a motion made by Kristen Cavallini-Soothill and seconded by Janet Wincko, the Employer Services Committee unanimously approved the minutes of the 6/1/2020 meeting.

NEW BUSINESS**1. PY 20/21 CareerSource Florida Network Cooperative Outreach Program**

CareerSource Florida (CSF) has announced the PY 20/21 CSF Network Cooperative Outreach Program, a communications outreach initiative designed to assist local workforce boards with advertising, outreach and messaging efforts. The goal of the program is to assist local workforce boards by offsetting communication costs associated with employer and job seeker outreach. There is \$48,854 available in which we recommend using towards 1) the development of up to

three videos showcasing a day in the life of an apprentice in CSBD-funded registered apprenticeship programs and 2) creation and execution of a digital and social media “Help Is Here” marketing campaign designed to inform employers and job seekers of the local services available to them during the pandemic.

Tony Ash stated that each year, CSBD implements targeted and strategic outreach to job seekers, employers, and community stakeholders through the press and digital, print, and social media, in an effort to increase awareness of CSBD services. To help offset some of the costs, we participate in the Co-op outreach program which we have done since 2015. This year CareerSource Florida awarded CSBD \$48,854 in the form of credits. We recommend using the credits to 1) develop a marketing campaign around three videos showcasing a day in the life of apprentices to promote earn while learn work-based training and 2) piggybacking on the state’s “Help is Here” campaign through the creation and execution of digital and social media.

On a motion made by Kristen Cavallini-Soothill and seconded by Janet Wincko, the Employer Services Committee unanimously approved the recommendation to use the PY 20/21 CareerSource Florida Network Cooperative Outreach Program credits to develop a marketing campaign to promote earn while learn work-based training.

2. Employer Services Committee Strategic Plan Matrix for 2020

Tony Ash went over the various updates to plan. He discussed new strategies we implemented such as having the CSBD intermediaries target large industry employers through social media.

Francois Leconte inquired about how we track our successes with small businesses. Tony responded that we track success by the number and type of services and case notes entered by staff into Employ Florida.

On a motion made by Janet Wincko and seconded by Kristen Cavallini-Soothill the Employer Services Committee unanimously approved the Updates Employer Services Committee Strategic Plan Matrix for 2020.

REPORTS

1. CareerSource Broward Response to Mass Layoffs in Hospitality

In July CareerSource Broward (CSBD) convened a workgroup to develop strategies for assisting hospitality workers laid off or furloughed due to the pandemic. This is an update on the strategies.

Tony informed the committee that beginning in July, CSBD held a series of Rapid Response workshops where we presented our services to workers lost their jobs due to the pandemic. We also arranged dedicated dates and times of the week in our career centers where these workers could receive one-on-one assistance from our staff.

Carol Hylton added that we also translated several flyers and workshops into Haitian Creole and Spanish to better serve customers who do not speak English.

Tony presented a demo of the web page we set up for hospitality workers, www.helpforhospitalityworkers.com. The page can be translated to Spanish or Haitian Creole if English is their second language. Also there is information about how to file a re-employment claim with the Department of Economic Opportunity.

2. Anticipated Mass Lay-offs in the Aviation Industry

Through the Worker Adjustment and Retraining Notification (WARN) Act, CSBD has recently received notification from the Florida Department of Economic Opportunity of the intent by local airline companies to layoff over 1,100 workers beginning 10/1. Our industry intermediary for aviation is scheduled to meet with the local aviation association on 8/27 to discuss the planned layoffs and what it means to the industry. We will bring a summary to the ESC meeting on 9/2. We anticipate convening a workgroup with the association and our partners in education and economic development to discuss strategies to assist the impacted workers, similar to the approach taken with the hospitality industry.

Tony introduced Joseph McCarthy, CSBD's new Business Services Manager for Marine and Aviation. Joseph reports that there is a lot of activity going on right now as a result of potential layoffs in the industry. He stated we will take the same approach as was done with the hospitality industry and bring resources to the impacted workers.

3. CareerSource Broward Covid-19 Communications and Marketing Outreach Events

Since the outbreak of the coronavirus (COVID-19) pandemic, CareerSource Broward (CSBD) has been extremely proactive at using various marketing and communication tactics to share relevant and important information with Broward County job seekers, employers, community partners, local municipalities and more. Some of the highlights include creating a dedicated web page for hospitality workers laid off or furloughed during the pandemic and advertising our Help Is Here message in Haitian American and Spanish communities. This is a summary of the integrated marketing efforts completed by CSBD's communications department through 8/24/2020.

Tony Ash reported that CSBD has a dedicated webpage that serves as a centralized location for COVID-19 related information to the public. CSBD has produced video messaging about our services and resources available to workers impacted by the pandemic. We have also run print ads in the Westside Gazette, Sun Sentinel, Legacy South Florida Magazine and Le Floridien promoting CSBD's services.

4. Outreach to Distressed Communities

CareerSource Broward continues to provide outreach to individuals in the distressed communities providing information on our services such as the WIOA scholarship, online employability workshops, and job placement assistance. Since January 2020, 25% of all customers we have helped place into employment are from one of the targeted communities and 19% of customers we've provided tuition assistance or a work-based training were from the targeted communities.

Tony reported that we hired a community outreach liaison, Yvonne Jesus, to build CSBD awareness in the six zip codes that have the highest unemployment and poverty rates in Broward County. Yvonne has done presentations in the targeted communities. As the infographic shows, about a quarter of the job placements we have had are for residents in these communities.

Carol stated that we are trying to use all avenues to reach people and inform them of any information they need such as the CARES ACT.

5. LinkedIn Workforce Reports August 2020

LinkedIn Workforce Reports are monthly reports on employment trends in the U.S. workforce. There are two reports: a national report that provides insights into hiring, skills gaps, and migration trends across the country and a local report that provides insights into employment trends for the Miami-Fort Lauderdale Metropolitan Statistical Area. According to the local report, the Miami-Fort Lauderdale area gained the most workers in the last 12 months from New York City; Wichita; and Miranda, Venezuela.

Tony Ash reported that these reports provide employment on a national and local level. The migration data shows that we have gained the most workers from New York, Kansas and Venezuela. Our area lost the most workers to Tampa, Orlando and West Palm Beach.

6. Broward County Unemployment Information

The Broward County unemployment rate was 13.1 percent in July 2020, 9.8 percentage points higher than the region's year-ago rate (3.3 percent). The July 2020 rate was 1.6 percentage points higher than the state rate of 11.5 percent and 2.6 percentage points higher than the national rate (10.5 percent). The labor force was 1,016,525, down 30,174 (-2.9) over the year. There were 133,366 unemployed Broward residents.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

None

ADJOURNMENT: 1:45 P.M.

THE NEXT ESC MEETING IS SCHEDULED FOR MONDAY, DECEMBER 7, 2020 at 12:30 P.M.
