



Broward Workforce Development Board
Executive Committee
Monday, October 14, 2024
12:00 Noon – 1:30 p.m.

Zoom Meeting ID: 858 1724 4545
Zoom Password: 510579
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: Zac Cassidy, Dr. Ben Chen, Frank Horkey, Dr. Lisa Knowles, Kevin Kornahrens, Dawn Liberta, Jim Ryan, Rick Shawbell, Marjorie Walters, and Heiko Dobrikow, who chaired the meeting.

STAFF: Carol Hylton, Ron Moffett, Mark Klinecicz, Rochelle Daniels, and Samantha Vazquez.

APPROVAL OF MINUTES

Approval of the Minutes of the 8/12 Executive Committee meeting.

On a motion made by Dr. Ben Chen and seconded by Frank Horkey, the Executive Committee unanimously approved the minutes of the meeting.

NEW BUSINESS

1. Compensation Study

Considered approval of the 2024 Compensation Study recommendations which propose 1) a 3% adjustment to the salary ranges and 2) an adjustment to the wages of twelve (12) CSBD and Integrative Staffing Group (ISG) staff whose salaries are either below the starting salary for the range or per the study needed to be aligned to reflect the current market for the positions, at a cost of \$25,059 and 3) creation of an annual retirement benefit for senior management who have worked for CSBD or our staffing company for at least 7 years. Currently, 9 senior management staff will qualify at a cost of \$28,000. Based on an analysis of actual expenditures through the first quarter of this year sufficient budget in both program and administrative categories is available to fund the Study recommendations at a total of \$53,059. Approved at the 10/9 Organizational Resources Committee meeting.

Heiko Dobrikow introduced the item and asked Kevin Kornahrens to present it, which he did.

Mr. Dobrikow added that during the discussion at the Organizational Resources Committee meeting on 10/9, the members requested that CSBD survey the other regions and private sector firms to identify other benefits, including non-monetary benefits being offered to the staff in addition to health and retirement. Staff will bring the information back to the Committee and Board.

On a motion made by Jim Ryan and seconded by Marjorie Walters, the Executive Committee unanimously approved the 2024 Compensation Study recommendations which propose 1) a 3% adjustment to the salary ranges 2) an adjustment to the wages of twelve (12) CSBD and Integrative Staffing Group (ISG) staff whose salaries are either below the starting salary for the range or per the study needed to be aligned to reflect the current market for the positions, at a cost of \$25,059 and 3) creation of an annual retirement benefit for senior management who have worked for CSBD or our staffing company for at least 7 years. Currently, 9 senior management staff will qualify at a cost of \$28,000.

2. Accept Summer Youth Employment Program (SYEP) Funds for 2025

Considered the acceptance of 1) \$4,277,213 from the Children's Services Council to serve 913 youth and 2) \$385,000 from Broward County to serve 83 youth for a total of 996 youth and \$4,662,213. Youth are ages 16-18 years old and economically disadvantaged. Broward County funds will be targeted for youth who have had contact with the Juvenile Justice system and/or reside in one of the six distressed zip codes. As the County is awarding CSBD funds they have no conflict of interest. The SYEP will provide each youth with three days of employability skills training and an eight-week meaningful summer work experience. The application portal for youth will go live on 12/2. Approved at the 9/23 Youth Committee meeting.

Heiko Dobrikow presented the item on behalf of Dawn Liberta. There was no further discussion.

On a motion made by Zac Cassidy and seconded by Dr. Lisa Knowles, the Executive Committee unanimously approved the acceptance of 1) \$4,277,213 from the Children's Services Council to serve 913 youth and 2) \$385,000 from Broward County to serve 83 youth for a total of 996 youth and \$4,662,213.

3. Accept Non-Custodial Parent Grant Funds

Considered the acceptance of \$785,000 from FloridaCommerce to serve 65 non-custodial parents who are unemployed or underemployed and have difficulty meeting child support obligations. The goal of the program is to provide job training and employment that leads to self-sufficiency. CSBD is renewing a Memorandum of Understanding with the Florida Department of Revenue to share contact information on parents who are in arrears with child support payments. Approved at the 10/1 One-Stop Services Committee meeting.

Heiko Dobrikow introduced the item and asked Rick Shawbell to present it, which he did. There was no further discussion.

On a motion made by Rick Shawbell and seconded by Zac Cassidy, the Executive Committee unanimously approved the acceptance of \$785,000 from FloridaCommerce to serve 65 non-custodial parents.

4. Accept Disaster Recovery Funds

Considered acceptance of \$500,000 in WIOA National Dislocated Worker Grant funds from FloridaCommerce. These funds provide temporary jobs to assist with humanitarian aid, and restoration activities to assist with disaster relief and can also be used to provide career services and training to eligible participants. The grant runs through 6/30/26.

Heiko Dobrikow introduced the item and asked Carol Hylton to present it, which she did. Ms. Hylton emphasized that the funds are a result of the flooding that occurred in Broward at the beginning of the summer and can be used to provide career services and training to eligible participants.

On a motion made by Jim Ryan and seconded by Zac Cassidy, the Executive Committee unanimously approved the acceptance of \$500,000 in WIOA National Dislocated Worker Grant funds from FloridaCommerce.

5. CareerSource Broward (CSBD) WIOA Local Plan for Program Years 2025 – 2028

Considered approval of CSBD's 2025 – 2028 4 Year Strategic Plan as required under the Workforce Innovation and Opportunity Act (WIOA). Every 4 years local boards together with their chief local elected officials are required to submit a local Strategic Plan that describes how they will deploy workforce services and invest resources in their local areas. The Plan is required to be aligned with the State's Plan and must be available for a 30-day comment period. We advertised the opportunity for public review and comment in two local newspapers and on our website. Comments received will be brought to the Board. We also held a publicly noticed meeting on 9/27 to allow community input. Approved at the 10/1 One-Stop Services Committee meeting.

Heiko Dobrikow introduced the item and asked Rick Shawbell to present it, which he did.

Ron Moffett added that the plan serves as CSBD's roadmap for the next four years. He explained that it is a living document, and can be changed throughout the year. Additionally, he stated that a regional plan will be added and brought back for review sometime this winter.

On a motion made by Rick Shawbell and seconded by Dr. Lisa Knowles, the Executive Committee unanimously approved CSBD's WIOA Local Plan for Program Years 2025 – 2028.

REPORTS

1. CSBD Value Proposition Calculator

In response to a Board 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.

Heiko Dobrikow introduced the item and asked Mark Klincewicz to present it, which he did. Mr. Klincewicz stated that during the board planning session, the board had requested that CSBD move to more of a value proposition approach to explain our services. Mr. Klincewicz demonstrated the calculator and also emphasized the user-friendly and mobile-compatible interface for the tool.

Mr. Dobrikow shared his recent experience using the calculator with a new general manager at his hotel. He noted that the tool made it easy to communicate the value of CSBD's services, particularly for number-driven individuals. He highlighted how the calculator effectively

demonstrated the financial impact of services like on-the-job training and internships, making the interaction engaging and beneficial for employers.

2. CSBD Chatbot

CSBD has implemented a Chatbot to make our website more user-friendly. The Chatbot “Sam” is a form of artificial intelligence designed to simulate conversation with people using Natural Language Processing. The Chatbot helps visitors navigate our website to find the information they are looking for. The Chatbot is live and is being “trained” with comprehensive information to answer inquiries effectively.

Heiko Dobrikow introduced the item and asked Mark Klincewicz to present it. Mr. Klincewicz provided an overview of the Chatbot and a live demonstration. Mr. Klincewicz emphasized that Sam is part of an ongoing learning process. By reviewing the backend data, the team can determine the questions being asked and update the Chatbot’s responses if needed.

Heiko Dobrikow encouraged the Committee to use the Chatbot and ask it questions to improve its database of answers, build the Chatbot’s information library, and improve its functionality.

3. CSBD Letter to Maritime Leaders

At the 9/16 Education and Industry Consortium meeting, guest speaker Bert Fowles, VP of Marketing and Sales of IGY Marinas and Chair of the US Superyacht Association, suggested CSBD pen a letter acknowledging the important contributions of the Marine industry to our local economy. We sent a draft of the letter to Board member Lori Wheeler who provided input. The letter is an important reminder that we welcome the opportunity to serve the employers in this industry and encourages them to engage CSBD and the Marine Industries Association of South Florida to access employment services to 1) address skill gaps and 2) improve the talent pipeline and training needed for career pathways. Approved at the 9/30 Employer Services Committee meeting.

Heiko Dobrikow presented the item and encouraged the members to read the letter.

4. Paychecks for Patriots Hiring Event

CSBD will host its annual Paychecks for Patriots Veterans Hiring Fair on 11/14 at the Tamarac Community Center, which the city is providing free of charge under the guidance of Mayor Michelle Gomez. The first hour of the event will be reserved for veterans and their family members. The event is being marketed to job seekers and employees through social media, radio advertisements, distribution of flyers to community partners, advertising in the career centers, and word of mouth.

Heiko Dobrikow introduced the item and asked Carol Hylton to present it. She stated that local officials, including the delegation and county commissioners, have been invited. Digital flyers for employers and job seekers are available for sharing, and outreach is underway to maximize participation.

Carol Hylton explained veterans will have exclusive access during the first hour of the job fair. We also plan to enhance the event, including adding a QR code that allows job seekers to research information about the employers. We also plan to offer free haircuts to attendees. The

event will showcase CSBD's training and scholarship programs, with schools present to provide students with additional information.

5. 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 event on 1/29/25 at the Broward County Convention Center (BCCC). The event includes a networking breakfast where attendees will learn about the latest workforce trends and a Job Fair hosted by CSBD. 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 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.

Heiko Dobrikow introduced the item and asked Ron Moffett to present it, which he did. Mr. Moffett noted that a draft of the flyer has been provided to the Chambers for their feedback. He mentioned that preparations are underway, with internal meetings and a project plan in place. He also confirmed that the leadership team, including the chambers and the port, has been actively meeting.

Mr. Dobrikow encouraged the Committee to earmark some budget for the event, highlighting the success of last year's sponsorships. He mentioned that several members participated in sponsorship packages, purchased tables for the job fair, and attended the breakfast. He emphasized the goal of increasing attendance to 500 this year, up from 322 attendees the previous year. He also encouraged the Committee to share the event flyer to promote participation.

Jim Ryan added that the flyer should also be shared electronically and posted on social media to maximize outreach.

Carol Hylton confirmed that these efforts are already underway. She mentioned that the flyer has been shared with the chambers and that CSBD is using geofencing, as it proved effective last year. The initial focus is on employers, but marketing will shift to job seekers as we get closer to the fair, with efforts to encourage pre-registration for the event.

6. Chamber Contract Renewals

CSBD has renewed its contracts with the 1) Greater Hollywood Chamber of Commerce for \$55,000 and 2) Greater Fort Lauderdale Chamber of Commerce for \$65,000 which serve as business intermediaries and promotes our work-based training services to their members. The chamber staff have been trained 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 the governing boards' policy, we report single-item purchases of \$10,000 or more.

Heiko Dobrikow introduced the item and asked Carol Hylton to present it. Ms. Hylton explained that these contracts allow the chambers to serve as an extension of CSBD and promote our business services to employers. She reiterated that the contracts are in place through 9/2025.

Mr. Dobrikow commented on the positive feedback he has received regarding the chambers' support for CSBD.

7. Eligible Training Provider (ETP) Performance

CSBD conducted its semi-annual analysis of ETP performance and found that all training programs are in compliance with the Board-mandated 70% training-related placement rate.

Heiko Dobrikow introduced the item and asked Ron Moffett to present it. Mr. Moffett explained that contractually, to remain on our list, Eligible Training Providers and their courses must achieve and maintain a 70% training-related placement rate for the WIOA customers who complete training.

8. U.S. Small Business Association

CSBD held 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. The purpose was to discuss partnering to support small businesses during times of disaster. SBA agreed to 1) have exhibits at CSBD job fairs 2) conduct Zoom presentations to employers at future Workforce Wednesday events and 3) provide materials to CSBD regarding disaster loans, resiliency resources and other relevant information which we added to our website on a landing page for employers.

Heiko Dobrikow introduced the item and asked Carol Hylton to present it. Ms. Hylton stated that Ed Fears and members of his team flew in from Atlanta to tour our career centers. During the tour, we had a productive discussion on collaboration efforts to support businesses during disasters. Ms. Hylton highlighted the value of partnering with SBA, allowing employers to complete loan applications at our centers during emergencies. She also discussed efforts to expand the employer resources available on the CSBD website, making it a comprehensive support platform for employers.

Heiko Dobrikow thanked Ms. Hylton for leading this important initiative and expressed optimism about seeing representatives from the SBA participate in the State of the Workforce Breakfast and Job Fair.

9. WIOA Youth Provider Performance for Program Year (PY) 23/24

For program year (PY) 23/24 that ended on 6/30, CSBD, funded four (4) Out-of-School (OSY) and two (2) In-School Youth (ISY) programs. During their time enrolled in the programs the youth received case management, career pathway planning, occupational skills training and job readiness preparation. This Youth Performance Report provides the Youth Committee with provider performance as required under their agreements and in accordance with the Workforce Innovation and Opportunity Act (WIOA). Overall, the providers were successful during the year.

Heiko Dobrikow introduced the item and asked Rochelle Daniels to present it. Rochelle Daniels explained that CSBD checks youth provider performance throughout the year and presents a final report after the program year ends. She noted that all providers met their requirements for youth exits and placements.

Heiko Dobrikow commended the providers for their strong performance, remarking that CSBD consistently strives for excellence and often achieves it.

10. New Tile Added to Economic Dashboard

CSBD added an additional economic indicator tile to the dashboard, Inflation Rate. The data presented for this tile tracks the annual inflation rate (change in general price levels) over the previous 12 months. 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.

Heiko Dobrikow introduced the item and asked Mark Klincewicz to present it. Mr. Klincewicz noted that, as approved at the recent Employer Services Committee meeting, a new economic indicator tile tracking the inflation rate has been added to the dashboard. He explained that the data for the tile is provided by the Bureau of Labor Statistics through the Consumer Price Index for all urban consumers.

Heiko Dobrikow commented on the tool's usefulness, especially during budget season. He referenced the August 2023 inflation rate, which was 3.7% nationally, and explained how this data was critical when justifying budget increases to business owners unfamiliar with South Florida's higher inflation rates.

Carol Hylton added that the Employer Services Committee also recommended including unemployment data as a dashboard tile. This new tile, titled "Latest Unemployment Data at a Glance," has been added to the Dashboard for easy access by customers and stakeholders.

MATTERS FROM THE EXECUTIVE COMMITTEE CHAIR

Heiko Dobrikow shared that he annually submits an open records request to the Department of Business and Professional Regulation (DBPR) for a list of employers in the area. He encouraged the staff to consider doing the same, as it is particularly helpful for tracking businesses.

MATTERS FROM THE EXECUTIVE COMMITTEE

Frank Horkey congratulated Carol Hylton on her recent appointment to the National Association of Workforce Boards (NAWB) board, noting it as a significant achievement. The Committee applauded her accomplishment.

Jim Ryan asked Ms. Hylton to elaborate on her new role with NAWB and how it would benefit CSBD beyond the details in the press release.

Carol Hylton explained that the National Association of Workforce Boards (NAWB) represents around 660 boards across the country, with the board itself consisting of approximately 26 to 28 Board members. The board's purpose is to guide the association in addressing workforce-related challenges, staying ahead of emerging trends, and educating local and state officials on workforce issues. Ms. Hylton mentioned that NAWB is aiming to move beyond just an annual meeting and instead provide local directors with toolkits, resources, and opportunities to address and highlight policy issues.

Heiko Dobrikow suggested that Ms. Hylton help steer an innovation lab within NAWB, that brings together best practices from high-performing workforce development boards to improve workforce efforts nationally.

Dr. Lisa Knowles added that as a long-time participant at NAWB and member of the executive committee, she recalls previous years when CSBD's accomplishments weren't widely recognized, despite the organization doing excellent work. She reflected on how, under Ms. Hylton's leadership, CSBD has gained much more visibility. With Ms. Hylton's appointment to the NAWB board, this is an opportunity to further share CSBD's successes on a national platform. Dr. Knowles emphasized that this feels like a natural progression, enabling Ms. Hylton to both share and gain insights from other boards. She expressed excitement and pride in Ms. Hylton's exemplary leadership, noting that this role marks an important step in CSBD's growth.

Mr. Dobrikow noted that with NAWB undergoing leadership changes, experienced leaders like Ms. Hylton are crucial in providing guidance to ensure the organization moves in the right direction.

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

Carol Hylton shared that during the upcoming Board meeting, CSBD will be showing its new healthcare career pathway video. Ms. Hylton noted that Broward Health and Memorial collaborated on the video, and she has invited key contributors to also attend the Board meeting.

Ms. Hylton added that on 10/29, she will attend an Alliance event alongside Tara Williams, a board member, and others to discuss how CSBD is helping clients navigate the benefits CLIFF. This tool visually demonstrates how changes in income affect benefits and enables clients to understand the trade-offs as they move forward in their careers.

Ms. Hylton also announced that on 11/6, CSBD will be hosting about 50 career champions from the School Board at the south office. The group will view both the marine and healthcare videos, hold and receive a tour.

Ms. Hylton mentioned that Sheri Grosvenor, Vice President of Community Impact at the Community Foundation of Broward, has joined the One-Stop Committee.

Ms. Hylton summarized CSBD's participation at the Workforce Professional Development Summit in Orlando. Dr. Lisa Knowles attended the event, and we hosted a panel consisting of herself, Barbara Cevieux, and Marie Suarez of the Greater Hollywood Chamber of Commerce. The panel, moderated by Mark Klinecicz, highlighted CSBD's collaboration with local chambers of commerce, and was well received.

Lastly, Ms. Hylton shared that on 9/6, CSBD held its annual All Staff Training Day, which began with a welcome from Board Chair Heiko Dobrikow. The day featured motivational testimonials from guest speakers who emphasized the critical impact of CSBD's staff on the community. Throughout the day, staff members were celebrated for their achievements, culminating in the presentation of the Workforce Professionals of the Year award. Ms. Hylton noted that a video reel will be presented at the next board meeting to highlight the day's events.

ADJOURNMENT – 1:01 p.m.

THE NEXT EXECUTIVE COMMITTEE MEETING WILL BE HELD ON DECEMBER 2, 2024.
