



**Broward Workforce Development Board
Employer Services Committee**
Monday, January 13, 2025
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID: 813 7908 7223
Zoom Password: 292150
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: Michael Goldstein, Mark Schaunaman, Vanessa Roc-Cantave, and Paul Farren, who chaired the meeting.

STAFF: Carol Hylton, Tony Ash, Mark Klinecicz, and Sonia Harriott.

APPROVAL OF MINUTES

Approval of the Minutes of the 11/4 meeting.

Paul Farren introduced the item and asked if anyone had any questions 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 Michael Goldstein, the Employer Services Committee unanimously approved the minutes of the 11/4 meeting.

NEW BUSINESS

1. Accept City of Pompano Beach Career Pathways Funds

Considered the acceptance of \$199,948 from the City of Pompano Beach to fund work experience opportunities for up to 18 Pompano Beach residents. The funds will be used to address skill gaps in the city's workforce by providing targeted work-based training and career development opportunities in high-demand trades such as 1) electrical 2) welding 3) carpentry 4) HVAC and 5) plumbing. In addition to paid internships, participants will receive financial assistance to purchase attire, tools, and other materials related to the internship. CSBD outreach team will identify internship opportunities and will work with prime contractors to facilitate job placement after completion of the internship.

Mr. Farren introduced the item and asked Tony Ash to provide an explanation of the item. Mr. Ash explained that this collaboration with the City of Pompano Beach will provide skills training and employment to economically disadvantaged residents of the city. He added that each participant will be assigned a CSBD success coach and will be eligible to receive transportation assistance to get to work, work attire, and accessories such as tools needed to perform their duties.

On a motion by Mark Schaunaman and seconded by Paul Farren, the Employer Services Committee unanimously approved the acceptance of \$199,948 from the City of Pompano Beach to fund work experience opportunities for up to 18 residents of Pompano Beach.

2. 2nd Annual State of the Workforce Breakfast and Job Fair

CSBD, in partnership with the chambers of commerce in Fort Lauderdale, Hollywood, and Pompano Beach, is hosting the second annual State of the Workforce Breakfast and Job Fair on 1/29 at the Broward County Convention Center. CSBD is coordinating the job fair where over 150 employers will discover top-notch talent. We are partnering with Broward County Transit to provide complimentary transportation to job seekers from economically distressed zip codes. The Chambers are presenting the networking breakfast where attendees will learn about the latest workforce trends. Marketing to employers and job seekers for the event is executed through 1) targeted digital advertisements through geofencing 2) social media and 3) e-blasts. It is recommended that the Employer Services Committee provide input on additional ways to promote the event.

Mr. Farren introduced the item and invited Mr. Ash to provide further details to start the discussion.

Mr. Ash shared that currently, over 800 job seekers have pre-registered, and we have 150 employers signed up to participate, with more planning to join. He added that the Chambers are finalizing the planning for the networking breakfast. Carol Hylton added that our goal is to exceed the attendance numbers from last year's breakfast and job fair. To assist us, we are asking the committee for additional ideas for promoting the event so we can reach our goal.

Mr. Farren recommended continuing promotion on the various social media platforms. Michael Goldstein offered to share the flyer with employers in his network. Mark Schaunaman added that he would share the information with employers in the construction trades as well.

Vanessa Roc-Cantave asked if we could consider using interns to distribute the flyers in the community. Ms. Hylton expressed appreciation for the idea and responded that we employ a community outreach liaison who is tasked with engaging the community about our services and business outreach staff to engage employers to promote the event. Ms. Roc-Cantave stated she was not aware we had a community outreach staff person and that having that staff was a great way to spread the word.

On a motion by Paul Farren and seconded by Michael Goldstein, the Employer Services Committee unanimously approved the additional marketing for the event through ESC members sharing the information with their business networks.

3. 2025 Worlds of Work Youth Career Exploration Summit

CSBD, in partnership with the School Board of Broward County, will host the 2025 Worlds of Work (WOW) Youth Career Exploration Summit on 3/11, from 8:30 am to 12:30 pm at the Amerant Bank Arena. WOW is an immersive experiential learning event where youth in the 9th and 10th grades will learn about in-demand career pathways that align with their interests. New this year, we are adding 1) education 2) government and 3) professional services "worlds" that will include occupations in legal services, marketing and finance/banking. We are asking the committee to share the exhibitor and supporter opportunities with the business community and to suggest employers who can assist with showcasing the new worlds.

Mr. Farren introduced the item and asked Mark Klincewicz if he had anything to add. Mr. Klincewicz shared that outreach to employers to participate as exhibitors has begun. Mr. Goldstein expressed excitement about his company, LAN Infotech, participating and added that it is a great event for the youth.

Mr. Farren then asked if anyone on the committee had any employer leads that staff could reach out to, to see if they might be interested in participating as an exhibitor. Hearing none, Mr. Farren asked that the members share the exhibitor and supporter information with their networks.

On a motion by Paul Farren and seconded by Michael Goldstein, the Employer Services Committee unanimously approved sharing the information on exhibitor and supporter opportunities with their business contacts.

4. Local Employer Awareness and Satisfaction Survey

Every two years, CSBD conducts a survey of employers to measure awareness and customer satisfaction of our services. This year's survey is designed to capture the voice of the customer to collect data on workforce challenges businesses are facing and how they are preparing for emerging workforce impacts. Responses to the survey will be used for continuous improvement initiatives such as developing value-added workshop content and to establish a list of guest speakers for our Workforce Wednesday seminars. It is recommended that the Employer Services Committee review, provide input, and approve the questions for the employer awareness and satisfaction survey.

Mr. Farren introduced the item and invited Mr. Tony Ash to provide an overview of this year's survey instrument.

Mr. Ash stated that the Local Employer Awareness and Satisfaction Survey is a great way to obtain employers' input on any workforce challenges that businesses may be facing. New this year, we are asking questions about recruitment and retention during the Silver Tsunami and the great unretirement. He added that feedback would be sought on collaboration with neighboring workforce boards on initiatives like joint job fairs.

Mr. Farren stated that the survey questions are very comprehensive. Mr. Goldstein added that it is a great survey.

On a motion by Paul Farren and seconded by Mark Schaunaman, the Employer Services Committee unanimously approved the local Employer Awareness and Satisfaction Survey.

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

Considered the approval of the updates to the Strategic Planning Matrix.

Mr. Farren introduced the item and invited Mr. Ash to review the progress staff has made toward completing the objectives. Mr. Ash reviewed the matrix and drew specific attention to the various benchmarks and deliverables that had been achieved.

Mr. Farren thanked Mr. Ash for the thorough overview and opened the floor to the members to see if they had any questions.

Mr. Goldstein stated that he attended a recent presentation where FAU's Small Business Development Center (SBDC) had positive things to say about its collaboration with CSBD. He congratulated staff.

Mr. Farren commended staff on the progress outlined in the Matrix. Ms. Roc-Cantave also congratulated staff on the work in the Matrix.

On a motion by Paul Farren and seconded by Mark Schaunaman, the Employer Services Committee unanimously approved the updates to the Employer Services Committee Strategic Planning Matrix for PY 24/25.

REPORTS

1. **Marketing & Communications Strategic Plan PY 24/25 Mid-Year Progress Report**

CSBD has achieved significant progress on our Marketing & Communications Strategic Plan for PY 24/25, focusing on four key priorities 1) enhancing media relations 2) executing targeted marketing campaigns 3) increasing social media engagement and 4) strengthening partnerships with key stakeholders. Signature events such as the Paychecks for Patriots Job Fair, the Summer Youth Employment Program, and the upcoming State of the Workforce Job Fair have effectively increased public awareness, strengthened community engagement, and highlighted CSBD's critical role in connecting employers with job seekers further solidifying our presence and impact in Broward County.

Mr. Farren reviewed the item and asked Mr. Klincewicz if he would summarize the report. Mr. Klincewicz highlighted the progress and achievements in areas such as our increased local and national media engagement, successful marketing campaigns, and the growth in our social media platforms.

2. **Report on Aviation Industry Employer Forum**

CareerSource Broward held an aviation employer forum on 11/7. The forum was attended by twenty-three (23) individuals, in person and virtually, representing employers, education, the Education and Industry Consortium, and workforce development. The objectives of the forum were to discuss 1) best practices, skill gaps, talent shortages, and training needs and 2) identify actionable strategies to address the skill gaps. Some of the strategies that were developed include a) hosting an aviation industry-related job fair b) placing youth in summer internships and c) industry employers posting vacancies in Employ Florida. CSBD has already begun work on engaging industry employers about participating in SYEP as worksites, posting job orders in Employ Florida, and planning for a job fair in May. A report on the success of the strategies implemented will be presented at the next forum planned for November.

Mr. Farren reviewed the item. Mr. Ash thanked Ms. Roc-Cantave for attending the forum.

3. **Unemployment Release**

The unemployment rate in Broward County was 3.4 percent in November 2024. This rate was 0.4 percentage points higher than the region's year-ago rate. In November 2024, Broward County's unemployment rate was 0.2 percentage point lower than the state rate of 3.6 percent. Out of a

labor force of 1,082,214, down 11,492 (-1.1 percent) over the year, there were 36,977 unemployed Broward County residents. The dashboard is a value-added resource allowing businesses the ability to make data-informed decisions.

Mr. Farren reviewed the report. There was no further discussion.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR: None.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE: None.

MATTERS FROM THE FLOOR: None.

MATTERS FROM THE PRESIDENT/CEO

Ms. Hylton shared that the Summer Youth Employment Program portal is open and that the program begins on 6/9. So far, over 2,100 youth have applied.

Ms. Hylton stated that the manufacturing career pathways video is in the final production stage and will be released soon. She added that the videos for the healthcare and marine industries were completed and distributed throughout the county, including to community, education and chamber partners, and industry associations.

Ms. Hylton informed the committee that CSBD's Apprenticeship Navigator came on board recently and will work to expand Registered Apprenticeships (RA) and RA OJTs in the targeted industries. She added that we would coordinate an introductory meeting with Mr. Schaunaman to discuss how CSBD can assist with apprenticeship programs in his industry. Mr. Schaunaman said that was a great idea.

ADJOURNMENT

1:25 p.m.

THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS MARCH 10, 2025
