



**Broward Workforce Development Board
Employer Services Committee**
Monday, January 23, 2023 – 12:30 p.m. to 2:00 p.m.
Zoom Meeting ID: 884 0261 4461
Zoom Passcode: 839156
Zoom Call in: 1-646-876-9923

MEETING MINUTES

CareerSource Broward Boardroom, 2890 W. Cypress Creek Road, Ft. Lauderdale, FL 33309

This meeting was held in person. Due to COVID-19, in the interest of keeping our committee members, staff, and the public safe, this meeting was also accessible via a Zoom video conference using the link below.

<https://us02web.zoom.us/j/88402614461?pwd=bEVRek5BNHB3RHB4Nm1QM2RVNW9wdz09>

THE COMMITTEE WAS REMINDED OF CONFLICT-OF-INTEREST PROVISIONS.

ATTENDANCE

Employer Services Committee Members: Heiko Dobrikow, Keith Costello, Sandy-Michael McDonald, Paul Farren, Denise Jordan, Marie Suarez, and Francois Leconte, who chaired the meeting.

Staff: Ron Moffett, Mark Klinecicz, Tony Ash, and Moya Brathwaite.

APPROVAL OF MINUTES

Approval of the Minutes of the 10/3 Employer Services Committee meeting.

On a motion by Paul Farren and seconded by Keith Costello, the Employer Services Committee unanimously approved the minutes of the 10/3 meeting.

NEW BUSINESS

1. Selection of Marketing and Outreach Firms

Considered approving up to \$250,000 to be divided between 1) Goodman Public Relations up to \$200,000 and 2) Moore Communications Group up to \$50,000 as recommended by the Review Committee which met on 1/9. The Review Committee was comprised of members of the Board and the Director of Communications and Community Engagement for the Children's Services Council of Broward County. The firms will design social media and digital outreach campaigns directing job seekers and employers to CSBD for service. Each contract will be through the end of the program year and, under the current procurement, renewable for two (2) additional one-year periods.

On a motion by Paul Farren and seconded by Keith Costello, the Employer Services Committee unanimously approved up to \$250,000 to be divided between 1) Goodman Public Relations in the amount of up to \$200,000 and 2) Moore Communications Group for up to \$50,000 for outreach and recruiting services

2. Tropic Ocean Airways Incumbent Worker Training Grant Application

Considered the approval to award 1) Tropic Ocean Airways (TOA), a seaplane charter and scheduled service airline, an Incumbent Worker Training (IWT) grant in the amount of \$53,147 to train 82 employees to earn job-related certifications and 2) obligate funds from next program year's allocation for that portion of the training which will occur after 6/30. Pursuant to the Workforce Innovation and Opportunity Act requirements, TOA will contribute 25% to the cost of the training by paying employee wages while they are in training. In accordance with governing boards' policy, IWT grant applications of \$50,000 or more and recommended by the rating committee go to the Employer Services and the Executive Committees for consideration, with a report to the BWDB/CSBD Council of Elected Officials at their next meeting.

Tony Ash stated that TOA's IWT application is for training its workforce in high-skill, high-wage positions such as commercial pilots, aircraft mechanics, operations management, and accounting. The grant will positively impact WIOA performance, with the average wage of employees to be trained at \$30/hr.

On a motion by Keith Costello and seconded by Marie Suarez, the Employer Services Committee unanimously approved 1) Tropic Ocean Airways' Incumbent Worker Training grant for \$53,147 to train 82 employees and 2) the obligation of funds for the portion of the training that will occur after 6/30/23.

3. Employer Services Committee Strategic Planning Matrix PY 22/23

Considered approving the updates to the Employer Services Committee Strategic Planning Matrix.

Mr. Ash reviewed the matrix with the committee. He highlighted and discussed the progress made on the various objectives. With respect to item 2.1, Mr. Ash stated that Doug Saenz is the new Financial Services Intermediary, as we have added Financial Services to the CSBD-targeted industry list. Mr. Ash informed the committee that Workforce Wednesdays, a bi-weekly employer informational session held in the central career center, was launched in December. Employers are invited to attend to learn how CSBD can assist with funding their work-based training needs. Mr. Costello requested registration information, and Mr. Ash responded that he would send it to him.

Mr. Costello asked if the Labor Market Dashboard was a separate page on the CSBD website. Mr. Ash responded that it is a separate page and provided the URL address.

Mr. Ash thanked committee members Sandy-Michael McDonald, Denise Jordan, Jim Ryan, Keith Costello, and Marie Suarez for invitations to present CSBD services to various business groups. The speaking engagements allowed CSBD to increase its visibility within the business community. As a result of the presentations, we have been in contact with employers about recruitment and training services. We look forward to additional speaking opportunities in the future.

Marie Suarez recommended contacting the Broward Council of Chambers to inform them of CSBD services.

On a motion by Denise Jordan and seconded by Marie Suarez, the Employer Services Committee unanimously approved the updates to the Employer Services Committee Strategic Planning Matrix.

4. Employer Services Committee Meeting Schedule

Considered approving the Employer Services Committee calendar of meeting dates for 2023. Each year, the committee approves a calendar so the members can set aside the time necessary to attend and participate in the committee meetings.

On a motion by Paul Farren and seconded by Keith Costello, the Employer Services Committee unanimously approved the 2023 meeting calendar.

REPORTS

1. CareerSource Broward's (CSBD) Healthcare Industry Employer Forum

CSBD held an employer virtual forum on 12/2 focused on the healthcare industry. During the forum, issues discussed included the identification of the industry's skill gaps and the current labor market conditions. The forum was attended by nineteen (19) individuals, in-person and virtually, representing employers, education, and workforce development. Based on the information shared at the forum, we developed strategies and action steps to assist employers in the industry.

Mr. Ash stated attendees included Broward Health, Memorial Hospital, and Representatives from physicians' offices. One recommendation was that CSBD continues developing industry partnerships to help employers train staff who lack soft skills. Mr. Ash indicated staff plans to recommend to the governing boards that several healthcare occupations be added to our local area's Targeted Occupations List so that WIOA Adult and Dislocated Worker participants can be referred to the corresponding occupational training courses.

2. Broward County Unemployment Information

The unemployment rate in Broward County was 2.2 percent in December 2022. This rate was 0.9 percentage points lower than the region's rate a year ago, which was at 3.1 percent. In December 2022, Broward County's unemployment rate was equal to the state rate of 2.2 percent. Out of a labor force of 1,066,747, there were 23,192 unemployed Broward County residents.

Ron Moffett reviewed the report with the committee and highlighted that our area grew faster in IT, construction, hospitality, and professional and business services relative to the state and other metro areas. The report accentuates the diversity of industry growth within our metro area.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR

None.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

Ms. Suarez announced that Tony Ash will be joining the Hollywood Chamber of Commerce Board of Directors. Tony expressed his appreciation.

MATTERS FROM THE FLOOR

None.

MATTERS FROM THE PRESIDENT/CEO

Ron Moffett stated that Ernst and Young, the firm hired by CareerSource Florida to review local boards' realignment, continues to hold listening sessions. Mayors Levy and Trantalis have participated in the most recent sessions. Ernst and Young's report is scheduled to be presented at CareerSource Florida's February Board Meeting. Mr. Moffett announced that the BWDB Planning Session is scheduled for April 27, 2023. He also informed the committee that the Governor appointed a new DEO Acting Secretary, Meredith Ivey.

Heiko Dobrikow thanked committee members for serving. Mr. Dobrikow stated CSBD has a tremendous array of services that can assist employers with their employment needs. He encouraged the committee members to help spread the message to employers that CSBD has training funds available to help develop their workforce. Mr. Dobrikow added that CSBD will continue to engage employers in the distressed zip codes of 33023, 33069, 33311, 33313, 33319, and 33309.

ADJOURNMENT

1:17 P.M.

THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS SCHEDULED FOR APRIL 4, 2023
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