



**Broward Workforce Development Board
One-Stop Services Committee**
Tuesday, January 28, 2025
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID: 730 243 5583
Zoom Password: 223498
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: Marjorie Walters, Felipe Pinzon, Tara Williams, Sheri Brown Grosvenor, and Rick Shawbell, who chaired the meeting.

STAFF: Carol Hylton, Kimberly Bryant, Mark Klinecicz, Rochelle Daniels, Ron Moffett, Kaminnie Kangal, and LaTanya Brown.

APPROVAL OF MINUTES

Approval of the Minutes of the 11/5 One-Stop Services Committee meeting.

On a motion made by Felipe Pinzon and seconded by Tara Williams, the One-Stop Services Committee unanimously approved the minutes of the 11/5 meeting.

NEW BUSINESS

1. Transfer of WIOA Dislocated Worker Funds to WIOA Adult Funds

Considered the transfer of up to \$1,500,000 from the Workforce Innovation and Opportunity Act (WIOA) Dislocated Worker funding stream to the WIOA Adult funding stream. WIOA allows local boards 100% transferability between the two funding streams. We monitor the demand for services and the expenditure rate of the funding streams and we request transfer authority as needed. We are seeing more adult-eligible customers than dislocated workers. Therefore, this transfer is shifting funds to where they are needed to serve the maximum number of customers. These funds will be used to provide adult customers with employment services that include 1) occupational skills training 2) work experience 3) Incumbent Worker Training and 4) On-the-Job Training.

Rick Shawbell asked Kimberly Bryant to present the item. Ms. Bryant explained that due to the relatively low unemployment we are seeing more demand from WIOA Adult-eligible job seekers for occupational training. This transfer will put the funds where we can serve the maximum number of customers. There was no further discussion.

On a motion made by Rick Shawbell and seconded by Felipe Pinzon, the One-Stop Services Committee unanimously approved the transfer of up to \$1,500,000 from the WIOA Dislocated Worker funding stream to the WIOA Adult funding stream.

2. Program Year 24/25 Revised Budget

Considered approval of the revised annual budget from the preliminary budget presented in June. The budget was adjusted based upon the final grant awards received by CareerSource Broward (CSBD). The CSBD formula grants for Program Year (PY) 24/25 total \$15,952,373 a decrease of \$175,246 or 1% less than the planning numbers presented in June as we received slightly less formula funds than anticipated. Dedicated grants total \$12,885,002, an increase of \$1,525,634. Our total available budget is \$28,837,375 (\$15,952,373 + \$12,885,002) for PY 24/25.

Rick Shawbell introduced the item. Mr. Moffett provided an overview of the comparison of the preliminary budget to the actual amounts received and the differences by category.

Carol Hylton added that she asked the State for additional Welfare Transition funding for the Summer Youth Employment Program (SYEP) and they have indicated we will receive \$200,000; which will be added to the budget when we receive the funds.

Tara Williams asked how a Dislocated Worker is defined.

Kimberly Bryant explained the Dislocated Worker program is designed to assist unemployed jobseekers get back to work as quickly as possible whereas WIOA Adult funds give priority to recipients of public assistance.

On a motion made by Rick Shawbell and seconded by Marjorie Walters, the One-Stop Services Committee unanimously approved the revised budget for PY 24/25.

3. Industry Information Session for Job Seekers

Considered providing additional input on ways to promote industry-specific sessions for job seekers. CSBD is planning to host a series of industry information sessions at the one-stop centers, offering valuable insights for job seekers. Employers and training providers will share their expertise, provide guidance, and answer questions to help job seekers successfully enter or advance in these fields. The sessions are scheduled as follows 1) Central One-Stop – IT 2) North One-Stop – Hospitality 3) South One-Stop – Healthcare. Job seekers will also have the opportunity to apply for open positions with the employers.

Rick Shawbell introduced the item. Ms. Bryant provided an overview of the sessions and how CSBD will be promoting the sessions on social media, flyers and email blasts.

Carol Hylton added that these sessions are designed to provide industry-specific information and include our successful boutique-style community job fairs, which provide immediate access to employers with open positions.

Mr. Shawbell thought that the design of bringing employers and our training partners together was great. Mr. Shawbell stated he thought the efforts to advertise these sessions were broad-based and asked if the members had any additional suggestions for marketing these events. Hearing none:

On a motion made by Rick Shawbell and seconded by Sheri Brown Grosvenor, the One-Stop Services Committee unanimously approved the marketing and promotion of these sessions as outlined by staff.

4. Updates to the One-Stop Services Committee Strategic Planning Matrix

Considered approval of the updates to the Strategic Planning Matrix.

Rick Shawbell introduced the item. Ms. Bryant provided an overview of the progress made toward achieving the benchmarks and deliverables.

In reference to Objective 2.3, Sheri Brown Grosvenor inquired if CSBD has considered offering Artificial Intelligence (AI) training to employers who are interested in upskilling their employees so that they can improve their skills.

Kimberly Bryant responded that CSBD has Incumbent Worker Training program for employers that can be used to upskill their current staff in AI.

Sheri Brown Grosvenor asked if we have any data on how AI has impacted workforce development.

Ron Moffett added that we are at the forefront of the space where AI meets workforce development. As an example, our keynote speaker at last year's State of the Workforce breakfast was an AI expert who informed the employers who attended how AI can enrich their company's customer experience. AI is affecting entry-level jobs, but it is also creating jobs such as drone pilots. We are making sure that we hear from employers to better understand how their companies are utilizing AI and how it affects talent pipelines.

Carol Hylton agreed, stating that as we work with employers on AI, we must ensure that our job seekers, including youth, are aware of the potential shifts that are occurring due to AI so that they can make informed decisions when selecting a career path. Ms. Hylton also indicated that we plan to bring the issue of how AI will impact the workforce to our industry forums, which include employers and education partners.

Rick Shawbell stated that there has been much progress in meeting the matrix's objectives, and he appreciates staff efforts. Additionally, he asked if there is a need for a construction apprenticeship representative to be added to the Education and Industry Consortium; he is willing to assist with that.

Carol Hylton stated that we could add an apprenticeship representative if he has a recommendation to let us know.

On a motion made by Rick Shawbell and seconded by Felipe Pinzon, the One-Stop Services Committee unanimously approved the updates to the Planning Matrix for PY 24/25.

REPORTS

1. 2nd Annual State of the Workforce Breakfast and Job Fair

On 1/29, CSBD, in partnership with the chambers of commerce in Fort Lauderdale, Hollywood, and Pompano Beach, will host the 2nd annual State of the Workforce at the Broward County Convention Center. CSBD is coordinating the job fair where over 200 employers will discover top-notch talent. To date, over 2,200 jobseekers have pre-registered for the event. We are partnering with 1) Visit Lauderdale for free parking and 2) Broward County Transit (BCT) to

provide complimentary transportation to job seekers from economically distressed zip codes. Additionally, BCT is promoting the event with a social media influencer, distributing a press release to their media contacts, and displaying the event on monitors located on buses and terminals. 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 has been executed through 1) targeted digital advertisements through geofencing 2) social media and 3) e-blasts.

Rick Shawbell introduced the item.

Sheri Brown Grosvenor asked if we get a report from employers on how many people were hired due to the job fairs? Ron Moffett responded that this is something we also try to do; but, it's not always timely due to the various interview processes that oftentimes include background screening. However, at the end of the year, we do receive data from the State that shows how many customers have earnings during the quarter, and we expect to see an uptick due to the job fair.

Carol Hylton added that, based on the State's grading system for the workforce Board, we are at a letter grade of "A" which reflects performance data that includes the employment rate of our job seekers.

2. City of Pompano Beach Career Pathways Program

CSBD has been awarded \$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's business outreach team will identify internship opportunities and will work with prime contractors to facilitate job placement after completion of the internship. Approved at the 1/13, Employer Services Committee.

Rick Shawbell introduced the item. Ms. Bryant stated that this is an example of our ability to obtain grants through our partnerships with municipalities. There was no further discussion.

3. CSBD Hosts Leadership Fort Lauderdale Class

On 1/14, CSBD hosted the Greater Fort Lauderdale Chamber of Commerce's Leadership Fort Lauderdale class. The group, included management-level professionals from diverse organizations such as the City of Fort Lauderdale, Holy Cross Health, Memorial Healthcare, Current Capital Reality, and PNC Financial. This session provided an opportunity for these influential leaders to learn about CSBD's mission, resources, and impact on the community, fostering valuable discussions about workforce development and local initiatives. We have employers that are interested in becoming a worksite to host youth in the SYEP.

Rick Shawbell introduced the item and asked Kimberly Bryant to present it, which she did. Carol Hylton stated that because CSBD was a Leadership Fort Lauderdale stop, representatives from the employers listed have inquired about our programs and possible partnerships and we are following up on these leads.

4. Co-Parenting Resource & Employment Fair

On 12/11, CSBD hosted the first-ever Co-Parenting Resource and Employment Fair, aimed at supporting the Non-Custodial Parent (NCP) population. During the event, attendees were interviewed by employers for paid internship opportunities. The Department of Revenue's Child Support Team was also on hand to answer questions. Additionally, participants who had lost their driver's license due to non-payment of child support were provided with information on how CSBD can help reinstate their license through the NCP program. More than sixty individuals attended, and we are currently following up with each one to assess their eligibility.

Rick Shawbell introduced the item and asked Kimberly Bryant to present it, which she did.

Rick Shawbell indicated his support for this program, expressed his happiness with this initiative, and looked forward to the participants' successes.

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

CareerSource Broward (CSBD) has achieved significant progress in its 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 Career Fair, the Summer Youth Employment Program, and the upcoming State of the Workforce Job Fair have effectively increased awareness and highlighted CSBD's critical role in connecting employers with job seekers. Additionally, career center tours coordinated for elected officials, community leaders, and partners have provided direct insights into the value of CSBD's services and showcased impactful success stories, further solidifying its presence and impact within the community.

Rick Shawbell introduced the item and asked Mark Klinecicz to present it. Mr. Klinecicz reviewed the report with the committee, highlighting several of the marketing campaigns and their successes.

Rick Shawbell stated the report shows CSBD does a great job of ensuring the community is aware of our services.

6. Monthly Performance Report

The performance for December was provided. The data reflects that within the Big 6 Regions, CSBD is in a two-way tie for 1st in WIOA Entered Employment Rate (EER), and 2nd in Wagner Peyser EER and Veterans EER. The state has not released the December data for the Welfare Transition Program.

Rick Shawbell introduced the item and asked Kimberly Bryant to present it. Ms. Bryant reviewed the report and the strategies being employed to improve performance.

7. Broward County Unemployment and Economic Dashboard

The unemployment rate in Broward County was 2.9 percent in December 2024. This rate was 0.1 percentage points higher than the region's year-ago rate. In December 2024, Broward County's unemployment rate was 0.2 percentage points lower than the State's rate. Out of a labor force of 1,085,153, down 7,650 (-0.7 percent) over the year, there were 31,278 unemployed

Broward County residents. CSBDs Economic and Workforce Dashboard allows website visitors to review the current and historical economic and workforce status of Broward County. The dashboard is a value-added resource allowing businesses and those looking to move to Broward the ability to make data-informed decisions.

Rick Shawbell introduced the item and asked Mark Klincewicz to present the unemployment data and review notable updates reflected by the dashboard. There was no further discussion.

MATTERS FROM THE ONE-STOP SERVICES COMMITTEE CHAIR

None.

MATTERS FROM THE ONE-STOP SERVICES COMMITTEE

None.

MATTERS FROM THE FLOOR

None.

MATTERS FROM THE PRESIDENT/CEO

Carol Hylton stated she is excited about tomorrow's State of the Workforce Event. In March, we have the Worlds of Work (WOW) career exploration event, and Mark Klincewicz is working diligently on that. We have added 3 additional worlds, so there will be a total of 12 worlds at the event this year. She is hoping that at tomorrow's SOW event, we will get more employers for the WOW Event to help make it even more successful.

Rick Shawbell added that he is also thrilled about WOW. He is working with a contractor to begin enhancing the youth's experience at his table, and he can't wait for them to experience it.

ADJOURNMENT – 01:30 p.m.

THE NEXT ONE-STOP SERVICES COMMITTEE MEETING IS ON MARCH 25, 2025.
