



Broward Workforce Development Board
Strategic Planning Policy Development Legislative
Advocacy Regionalism (SPPDLAR) Committee
Monday, February 1, 2021
1:00 p.m. - 2:30 p.m.
Zoom Meeting ID: 836 1164 6683
Zoom Password: 612901

MEETING MINUTES

Due to COVID-19 and 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:

SPPDLAR Committee Members: Steve Tinsley, Gary Arenson, Josie Bacallao, Michael Carn, Kristen Cavallini-Soothill, and Pam Sands.

Staff: Carol Hylton, Ron Moffett, Rochelle Daniels, Michael Bateman, and Elizabeth Messler were present.

Guests: Marti Coley of PinPoint Results, LLC; Darnelle Daverman, Charlene Talbot, Carlos Rodanes, and Ryan Swartz of New Horizons of South Florida.

Dr. Steve Tinsley, Chair, opened the meeting with self-introductions.

PRESENTATION

Marti Coley of PinPoint Results, LLC, represents the Florida Workforce Development Association (FWDA) on matters related to the Florida Legislature and the State. Ms. Coley provided an update on the upcoming State Legislative Session, especially as it concerns workforce development issues.

Marti Coley discussed the FWDA's legislative talking points and provided her insight. Marti stated that the legislature's number one priority is to pass a balanced budget, which is particularly challenging due to the effect of the pandemic. The Governor issued his budget recommendations last week and the FWDA is optimistic that the revenue collection will be more than anticipated. As the legislature works on making cuts, we need to advocate for what we don't want them to cut. Therefore, one of FWDA's top priorities is helping educate legislators on how local boards, like CSBD, utilize TANF funds and other sources of revenue to assist our clients find reemployment or get retraining. She has already met with the appropriation chairs in both chambers to stress why these funds are so important for the local boards, which will be more important than ever helping people find new jobs as a result of the pandemic. Having met with other local boards last week, the FWDA is in the process of changing its FWDA Talking Points versions. There have been legislative committee discussions about integrating education with workforce boards, despite having some federal limitations. However, she noted that there is already collaboration

among the colleges, local boards, technical schools and private businesses. Therefore, a top priority is to support a local design that allows local boards to be innovative and agile, to be able to respond quickly to the region's workforce needs. Marti noted that the Speaker has been inviting speakers from other states to a new Committee, Education and Employment, to discuss their strategies. Marti sees this as a positive that they want to meld education with employment and ensure that the local boards provide adequate workforce training availability, as they understand not everyone is going for a college degree. Marti noted that Item #4, to support legislation authorizing local boards in statute to complete Level 2 background screenings as required in the sub-agreement, will still be included. Florida DEO Director, Dane Eagle, has indicated that this will be in his agency agenda. The FWDA also supports SB 366 sponsored by Sen. Travis Hutson to expand apprenticeship programs. Marti noted that the bill does not yet have a House companion bill, which will be required in order to get passed. The FWDA will be primarily focused on 1) promoting local control and 2) making sure the legislature understands how important local boards are and what they do to serve their constituents.

Carol Hylton stated that when they met with the FWDA last week, they also discussed the need for various regions to put together its best practices. She noted that Florida is very unique geographically, which is why local control is so important since the needs of its regions are different. Carol stated that compiling our innovative ways for working with education and serving the public will be a good document to give to Marti, as well as to use locally when meeting with our elected officials. Carol noted that Marti could add something at the state level to share with them.

Pam Sands suggested that we collectively create a video message for the legislators about our commitment and ideas. Marti Coley thought this would be well received and could be distributed to our local delegation and House Rep. Chris Latvala, Chair of the Education & Employment Committee. Marti stated that the more we educate legislative members on what we do, the better. The legislators gained a better understanding of what the local boards do when we stepped up during the pandemic to help constituents who could not get through to DEO regarding filing for unemployment. Pam noted that CSBD came up with an infographic a few years ago for conversations with legislators that can be concise, but now to use something similar, but in video to do that. Gary Arenson stated that creating a video was a great idea and would offer a concise message. Marti added that a video also makes good use of the legislator's time. Dr. Tinsley stated we should emphasize how well already workforce and education is integrated.

Rochelle Daniels pointed out important topics when talking to legislators. First, we need to watch the appropriations. While our Workforce Innovation Opportunity Act (WIOA) dollars are formula driven, the welfare dollars under the Welfare Transition Program (WTP) are allocated each year by the legislature. The state gets the same amount of money each year in welfare reform; however, they have a lot of flexibility with those dollars. As the pandemic recedes, we expect to see a big influx of welfare recipients. There is concern that if funding is decreased, we are not going to be able to serve those customers. Secondly, whenever we put funds into training, such as in apprenticeship or Individual Training Accounts (ITAs), anything other than work-based training, the bulk of the money goes to the community and public colleges and technical schools. Legislators may not understand this, for example, when comparing the cost of a community college to a private school. Rochelle believes people tend to make budget-wise decisions and that we still want to afford customer choice, for the individual to choose an environment suitable to how they learn. Rochelle stated that it is important to distinguish the local board as a convener, catalyst, and facilitator that brings all the workforce actors in the community together; as opposed to the educational institution, whose job it is to hone and create educational programs for the times and that meet the needs of employers. Local boards do not create education; the educational system creates education and the local boards send the customers to the courses that are in demand.

Local boards do not need to integrate with education because we are already working very well with our public education system.

Carol Hylton added that before the pandemic, CSBD had 345 welfare cases and that now as of January, we have 900 cases. While these cases are currently in a waiver status, once that is lifted, we will need additional funds to serve these customers. WTP expenditures currently look low only because of the waiver status.

Steve Tinsley supported Pam Sands' idea regarding creating a video for the legislators and he offered his assistance. He noted that he had worked with CSBD staff on preparing some video and messaging content for general consumption before the pandemic. Steve suggested looking at incorporating some of the pieces Pam Sands mentioned, along with underscoring what Rochelle Daniels emphasized. Carol Hylton supported creating a video, noting that last year's CSBD Milestone Report was also a video.

Michael Carn supported Pam Sands' idea about a video. He asked Marti Coley whether DEO has been leaning heavily on the workforce boards over the past year because of a few bad players, and whether this is driving the consideration for integration. Marti believes that the missteps of a few of the regional boards, as well as the Speaker's focus on workforce needs following the pandemic, are factors. She noted that DEO's new leadership has evidenced a greater willingness to treat the workforce boards as a partner and part of the solution. Marti has mentioned to their new leadership that DEO needs to respond more timely to the local boards when they have questions, as well as to be timelier with the return and accuracy of their audits. Marti also stressed the importance of educating the legislature that DEO handles unemployment, not the local boards. Michael Carn suggested that Marti review the video messaging CSBD creates, to which she agreed.

Carol Hylton noted that Marti Coley will also present at the next BWDB meeting. She noted that Marti is working on a third revision of the FWDA Legislative Talking Points, so the document will change as it is presented to the various BWDB committees. Carol noted that the legislative session dates have been provided with this agenda, as well as a legislative contact tracker, to identify those BWDB members who have personal relationships with elected officials. Michael Bateman stated that in the past, we have asked BWDB members to identify those legislators they would be willing to contact and we would reflect this activity on the contact tracker. Carol asked the SPPDLAR committee members to advise which legislators they plan to contact and provide them the video that will be created.

APPROVAL OF MINUTES

Approval of the Minutes of the 11/19/19 SPPDLAR Committee meeting.

On a motion by Gary Arenson and seconded by Kristen Cavallini-Soothill, the SPPDLAR Committee unanimously approved the minutes of the 11/11/19 SPPDLAR Committee Meeting.

NEW BUSINESS

1. 2021 Draft BWDB Legislative Agenda

Consideration to approve 1) the draft 2021 BWDB Legislative Agenda and 2) identify Committee members who can reach out to our local delegation to present our agenda. To better focus our

efforts, we have limited the items to those associated with local workforce-related issues identified by the Florida Workforce Development Association (FWDA).

Carol Hylton discussed the draft 2021 BWDB Legislative Agenda items which include supporting: maintaining our SNAP and TANF funding; apprenticeship expansion, such as by having pre-apprenticeships covered by state workers' compensation and to allow Bright Futures Scholarships to fund apprenticeships and career and technical education; and full use of the Sadowski Act funding. Carol noted that community partner legislative agendas have been provided separately to allow us to focus on our core issues.

Gary Arenson agreed that the Sadowski Act should be included on our legislative agenda. He also inquired about Level 2 background checks. Carol Hylton explained that this is a nationwide fingerprinting process with very strict guidelines. Our Summer Youth Employment Program (SYEP) allows us to perform Level 2 background checks on the SYEP monitors; however, not all regions have a program like ours that enable them to perform these. While the master agreement that CSBD signed requires us to do Level 2 background checks on certain staff, we are not recognized as the entity to be able to perform these for such staff.

Rochelle Daniels stated that our main concerns are for level or increased funding and that the governance structure remains the same. Gary Arenson asked Rochelle what changes she would recommend for the BWDB Legislative Agenda. Rochelle recommended keeping Item #1 the same and adding an item about the governance structure as Item #2. These are our top priorities. Gary suggested that the revised changes be reviewed with Marti Coley. Carol Hylton agreed that this is a good idea and that she will check with Marti before the changes go to the Board.

Josie Bacallao recommended distinguishing which of our legislative items we are going to lead on, support, or monitor, as well as to limit them to only a few items. Josie stated that they have also been asking legislators not to tie SNAP and TANF benefits to work requirements. Carol Hylton noted that we asked the state if they could be more liberal in this regard. Josie stated that she also spoke with Sweetwater Commissioner, David Borrero, who is very interested in expanding apprenticeship programs. She told Commissioner Borrero that she would notify him of any related legislation. Josie asked Carol to send her any recommended language.

On a motion by Pam Sands and seconded by Josie Bacallao, the SPPDLAR Committee unanimously approved the 2021 Draft BWDB Agenda subject to the recommended prioritization changes of Rochelle Daniels and Josie Bacallao.

2. 2021 Community Partner Legislative Agendas

To fulfill our role as conveners, we selected the workforce development related items from our community partners' legislative agendas. The Committee is invited to recommend additional items for incorporation into our BWDB Legislative Agenda.

Carol Hylton discussed the excerpts for community partner legislative agendas on pages 34-37. These include only those items involving workforce and economic development. Carol asked the committee to review and advise if they wanted any of these items added to our legislative agenda. Steve Tinsley affirmed the county's position to support apprenticeship and workforce funding, which is already on our legislative agenda.

Josie Bacallao noted that there has been a decrease in individuals entering 4-year degree programs, as people opt for shorter programs. Josie noted that certificate programs are a good option in the current environment. Carol Hylton stated that there are some related items for that matter under Broward County Public Schools and Florida Public Technical College. Rochelle Daniels emphasized that while we support these other agendas, we should stay focused on our workforce agenda. Michael Carn agreed with Rochelle's suggestion not to include these community partner legislative agendas with our agenda. Steve Tinsley agreed that we need to focus on our lead items.

Carol Hylton noted that the SPPDLAR Committee leads, Michael Bateman and Elizabeth Messler, monitor the status of legislation. Michael noted that a bill tracker is maintained on workforce development legislation. Michael Carn inquired about the outcome of our support of these other agendas. Carol Hylton emphasized that we would want to reduce our legislative items to only a few important bullets, such as on a palm card as used in the past, or an elevator speech. She stated that the committee can decide if it only wants to monitor the community partner legislative items we support. Steve Tinsley felt that it is still important for the BWDB to reaffirm our partnerships and make a statement about those agendas we support. Pam Sands added that this is our stakeholder influencing strategy, where we can say we support these issues, however, here is what we are actually focusing on. It was decided to have only a few items that are leading priorities for the Board, and then distinguish which items from the partner legislative agendas that we support and what ones we will monitor.

On a motion by Gary Arenson and seconded by Kristen Cavallini-Soothill, the SPPDLAR Committee unanimously approved to lead with our workforce issues, support our community partner issues, and monitor related issues.

3. Board Member Template Letter to Broward Delegation and Congressional Representatives

Consideration to approve a letter from the BWDB to our Congressional Representatives, asking that they support a role for the local workforce delivery system in infrastructure and climate control initiatives. The local workforce system has been instrumental in bringing together job seekers and employers quickly and seamlessly through the American Job Center system and can be catalysts for matching these projects with workers, especially those hardest hit by the pandemic.

Rochelle Daniels stated that U.S. Senator, Patty Murray, the mother of the Workforce Innovation and Opportunity Act, is again in charge of the U.S. Senate Health, Education, Labor, and Pensions (HELP) Committee. The HELP Committee is working on adding \$15 billion to WIOA. Whether this will actually happen is uncertain, since it would still need to go through an appropriations process. Nonetheless, there seems to be a lot of support from the House and Senate to increase funding for WIOA. There has also been talk about infrastructure and climate control jobs, which will require training. Workforce boards would like to be at the table on those discussions. Therefore, Rochelle has prepared a template letter for legislators to ensure that regional boards are not left out of the conversation. Gary Arenson asked who should get the letter. Rochelle suggested that the letter be sent to the HELP Committee members and our Washington delegation, so that all the congressionals are aware of what we support.

On a motion by Josie Bacallao and seconded by Gary Arenson, the SPPDLAR Committee unanimously approved the Letter to Broward Delegation and Congressional Representatives.

4. BWDB SPPDLAR Committee Matrix

SPPDLAR strategic planning matrix, which reflects the committee's objectives and tasks by CSBD for 2021.

Carol Hylton discussed the SPPDLAR Strategic Planning Matrix and how it maps out what we need to do over the next months. Josie Bacallao suggested changing the due dates to April 30th. Gary Arenson noted that some items are ongoing. Josie also suggested adding a start date for tasks.

On a motion by Gary Arenson and seconded by Josie Bacallao, the SPPDLAR Committee unanimously approved the BWDB SPPDLAR Committee Matrix to include the necessary modifications of adding start dates for matrix items and noting end dates no later than April 30th or as ongoing, as appropriate.

REPORTS

1. Broward County Unemployment Information – December 2020

The unemployment rate in Broward County was 6.6 percent in December 2020. The rate was 4.0 percentage points higher than the region's rate a year ago of 2.6 percent. In December 2020, Broward County's unemployment rate was .5 percent higher than the state rate (6.1 percent) and .1 percent lower than the national rate (6.7 percent). Out of a labor force of 1,007,605, there were 66,482 unemployed Broward County residents.

Carol Hylton stated that our region's unemployment rate for December went down to 6.6%, while the state rate was 6.1%. We are seeing a growth in financial activities in the Fort Lauderdale/Pompano Beach area. Hospitality and leisure is still struggling. Carol stated that CSBD is working with several hotels that will open soon. BWDB member, Heiko Dobrikow, has asked for our intermediary to join a group to foster this collaboration. Carol believes that the most important thing is getting the vaccine out to the public. She noted that CSBD held job fairs with the casino and a job fair last week with TESLA on solar. Carol has also been working hand and hand with Steve Tinsley's department at the county level to promote new businesses coming to Broward County. Steve added that there are still many employers, both new and old, that are unaware of the resources available to them. One of their largest projects is the expansion of the Broward County Convention Center which will offer great employment. They connected the primary contractor on that project with CSBD and plan to continue connecting both large and small projects directly with CSBD for their hiring needs.

MATTERS FROM THE AUDIT COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

Carol Hylton thanked the committee members for their time and participation.

ADJOURNMENT - 2:25 p.m.

The NEXT SPPDLAR COMMITTEE MEETING IS TO BE DETERMINED.
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