



**Broward Workforce Development Board
Strategic Planning Committee**
Wednesday, May 8, 2024
12:30 p.m. – 2:00 p.m.

Zoom Meeting ID: 815 7114 3661
Zoom Password: 678883
Zoom Call-In: +1 646 876 9923

MEETING MINUTES

**CareerSource Broward Main Conference Room
2890 West Cypress Creek Road, Ft. Lauderdale, FL 33309**

The Committee was reminded of the conflict-of-interest provisions.

ATTENDEES: Dr. Ben Chen, Shane Strum, and Sandy-Michael McDonald who chaired the meeting.

STAFF: Carol Hylton, Ron Moffett, Rochelle Daniels, Michael Bateman, Marques Alexander and Samantha Vazquez.

APPROVAL OF MINUTES

Approval of the Minutes of the 10/23/23 Strategic Planning Committee Meeting.

On a motion by Dr. Ben Chen and seconded by Shane Strum, the Strategic Planning Committee unanimously approved the minutes of the 10/23/23 Committee meeting.

NEW BUSINESS

1. Workforce Innovation and Opportunity Act (WIOA) Reauthorization

Considered approval of 1) CSBD Council Chair Mayor Levy signing the United States Conference of Mayors (USCM) letter to the U.S. Senate addressing issues of concern in HR6655, A Stronger Workforce for America Act (ASWA), which passed the House on 4/10 and 2) share the concerns with our Washington delegation. If approved by the Senate, the Bill amends the WIOA of 2014.

Sandy McDonald introduced the item and asked Rochelle Daniels to present it. Rochelle Daniels reminded the committee that she is our representative on the USCM Workforce Development Council and Chair of its Policy and Advocacy Committee. She emphasized that the USCM's letter, which is being distributed nationally across all local workforce development boards, specifically targets three major issues 1) the requirement that 50% of WIOA Title I Adult and Dislocated Worker funds be spent on training, which is very narrowly defined in the bill 2) an increase in the state set aside from 15% to 25% so states can create a critical industry skills fund to incentivize innovation and 3) the ability for Governors to re-designate local area boundaries four (4) years after passage.

Dr. Ben Chen asked what percentage of our expenditures is currently spent on training. Carol Hylton confirmed that it is typically up to 50%. She explained that the current definition of training allows workforce boards to include support services such as books and

uniforms needed for school and staff salaries when working with customers in training. This broader definition of the costs that can count toward the requirement, so it is easier to reach the 50% threshold.

The proposed narrow definition, on the other hand, would exclude support service and staff payroll costs and restrict our ability to adapt to changing economic conditions. Carol indicated that it would be more difficult to reach the 50% threshold.

In regard to the second issue, of increasing in the state set aside from 15% to 25%, Rochelle Daniels underscored that local levels are already underfunded so redirecting funds to the state level would reduce funding for customers who rely on these local services.

Lastly, Rochelle Daniels indicated that re-designating local area boundaries every four (4) years would throw the system into chaos, a common outcome whenever the governance structure is subject to frequent change.

Dr. Ben Chen asked if there are other entities aligned with us to assist with advocating our position. Rochelle Daniels stated yes, the National Association of Workforce Boards and the National Association of Counties.

Sandy McDonald stated that CSBD's position on these items is in alignment with points made during his organization's own recent Strategic Planning Committee meeting.

On a motion by Dr. Ben Chen and seconded by Shane Strum, the Strategic Planning Committee unanimously approved of 1) CSBD Council Chair Mayor Levy signing the USCM letter to the U.S. Senate addressing issues of concern in HR 6655, ASWA, and 2) to share the concerns with our Washington delegation.

REPORTS

1. **Broward County Unemployment and CSBD Economic Dashboard**

The unemployment rate in Broward County was 3.2 percent in March 2024. This rate was 0.6 percentage points higher than the region's year-ago rate. In March 2024, Broward County's unemployment rate was 0.1 percent less than the State's rate. Out of a labor force of 1,097,797, up 20,499 (+1.9 percent) over the year, there were 35,320 unemployed Broward County residents. CSBD also created a dashboard for visitors to review the current and historical economic status of Broward County. A new tile was recently added, which provides a year-over-year comparison of tax and revenue data to identify trends in the hotel and lodging industry.

Sandy McDonald introduced the item and asked Carol Hylton to present it. Carol Hylton reviewed the unemployment information and in reference to the CSBD dashboard explained 1) that there is a new tile "business confidence" currently in development and 2) that we have changed the layout of the tiles to make the display more user friendly. She emphasized her use of the dashboard as a value-added communication tool during meetings with elected officials.

Shane Strum and Sandy McDonald lauded the dashboard and the information it provides.

Carol Hylton thanked Mr. Strum and Mr. McDonald and encouraged all the members to offer suggestions for the dashboard's continued development and improvement.

MATTERS FROM THE STRATEGIC PLANNING COMMITTEE CHAIR

Sandy McDonald thanked CSBD staff for the excellent work they do in keeping the committee and board informed and in ensuring the members have the information needed for effective decision-making

Lastly, Sandy McDonald expressed gratitude for CSBD's partnership at the Broward & Beyond Business Conference last Friday, 5/3. He stated that over 900 small businesses had the opportunity to learn about the services offered by CSBD.

MATTERS FROM THE STRATEGIC PLANNING COMMITTEE

None.

MATTERS FROM THE FLOOR

None.

MATTERS FROM THE PRESIDENT/CEO

Carol Hylton stated that the planning session report is being finalized and will be presented at the Executive Committee meeting on 5/13. She elaborated on some outcomes, including plans for podcasts to enhance outreach and collaboration with various groups such as the Rotary Club, Toastmasters, and smaller chambers.

Ms. Hylton informed the members that we will be bringing a recommendation to the Executive Committee to accept an additional \$100,000 in Welfare Transition Program funds for the SYEP. These extra state funds will be allocated to support the influx of youth seeking employment.

Lastly, Ms. Hylton announced that she will be speaking at the 2024 Florida Prosperity and Economic Opportunity Summit alongside with CareerSource Florida President Adrienne Johnston on Thursday, 5/23. She will discuss collaborative efforts with Hope Florida, our youth programs, and the healthcare initiative.

ADJOURNMENT – 1:07 p.m.

<p>THE NEXT MEETING IS TO BE DETERMINED.</p>
