



Broward Workforce Development Board
Strategic Planning Committee
Tuesday, October 5, 2021
12:30 p.m. – 1:30 p.m.

Zoom Meeting ID 814 4552 2162
Zoom Password: 568285
Zoom Call in: 1 646 876 9923

MEETING MINUTES

ATTENDANCE:

Committee attendees: Dr. Ben Chen, Frank Horkey, Gary Arenson, Heiko Dobrikow, Francois Leconte, Cynthia Gaber, Dr. Lisa Knowles, and Michael Carn

Committee absences: Mayor Frank Ortis, Josie Bacallao, Kristen Cavallini-Soothill, and Pam Sands

Staff attendees: Carol Hylton, Ronald Moffett, Rochelle Daniels, Michael Bateman, Melanie Magill, and Elizabeth Messler

APPROVAL OF MINUTES

Approval of the minutes of the 2/1/21 meeting.

On a motion made by Gary Arenson and seconded by Frank Horkey, the Strategic Planning Committee unanimously approved the minutes of the 2/1/21 Strategic Planning, Policy Development, Legislative Advocacy & Regionalism Committee meeting.

NEW BUSINESS

1. 2022 BWDB Legislative Agenda.

CSBD aligns its workforce legislative agenda with that of the Florida Workforce Development Association (FWDA). This year, the FWDA is not recommending adopting an agenda and instead FWDA members are encouraged to make concerted efforts to become better known to their legislative delegations. This is something that we have always done. We have a number of ideas for better educating our delegation. Considered approval of 1) additional legislative strategies to educate and apprise the County's Legislative and Intergovernmental Offices and 2) coordination with our CSBD Council member lobbyists to assist in providing input to the implementation of HB 1507.

Carol Hylton noted that FWDA lobbyist, Marti Coley, did not recommend that we adopt a formal legislative agenda this year due to so much that is still in the process of rulemaking with the passing of HB 1507. Instead, Ms. Coley encouraged CSBD to meet with legislative delegation members, so they get to know who we are and the good work we do.

Ms. Hylton announced we want to invite our legislators to tour our one-stop centers and provide them with data to inform them of how we are assisting their constituents with employment. For those unable to visit us, we plan to cross-reference Board members with legislative delegation members, see if any new relationships have been added, and then partner to go visit the legislators. We will bring our new CSBD newsletter that provides a quick way to know us through employer, job seeker, and community partner perspectives, along with links to videos, testimonials, and recruitment events. We also want to provide a presentation to the Broward League of Cities and invite a representative from the Governor's Office to our Board Planning Session.

Ms. Hylton noted some concerns with the implementation of HB 1507 surrounding its "no wrong door" strategy, which may allow community partners to enroll an individual into WIOA training. Our concern is that while an individual may be eligible, they may not be suitable for the training and possess the qualifications to be successful.

Ms. Hylton noted another concern is the letter grades for workforce regions. A couple of years ago, CSBD chose not to be part of a CareerSource Florida performance initiative because it did not align with our federal performance measures. Since it has not yet been decided how they will implement the letter grades, we want to emphasize that they align with our federal performance measures since these affect our funding. Ms. Hylton stated that we want to approach Broward County's Legislative and Intergovernmental Offices to talk to them about our concerns.

Gary Arenson inquired whether there is any coordination with the other workforce regions to voice these concerns as a group regarding the implementation of HB 1507. Ms. Hylton stated yes.

Frank Horkey inquired whether the Board would still have a legislative agenda. Ms. Hylton stated that since we usually adopt FWDA's legislative agenda and they are not doing one, we plan to focus, as the FWDA recommended, on building relationships with the legislative delegation.

Dr. Ben Chen inquired whether the state will be forming a committee to come up with letter grades. If so, Dr. Chen hopes that they will ask for local opinion and/or ask local regional directors to be part of the committee. Ms. Hylton noted that in recent months, the State has given information to the regions and asked for our feedback.

Regarding a "no wrong door" policy strategy listed on page 10, Heiko Dobrikow questioned the meaning of "sufficient funds" to out-station staff to assess WIOA requirements. Ms. Hylton explained this referred to the salary expense for out-stationing any employees.

Mr. Arenson inquired about the Sadowski Act. Ms. Hylton stated that not all our partners have completed their legislative agenda items. Therefore, we can schedule a meeting

once we review our community partners legislative agendas if there are workforce issues we need to support.

Mr. Horkey asked for a clarification on the motion, that we do not yet have a legislative agenda, only an outline of one. At the next committee meeting, Ms. Hylton stated that we will expand on this and bring employment related community partner legislative items with a recommendation for the committee to support or monitor.

Mr. Horkey moved to amend the motion with “the outline of the legislative agenda to be drafted.”

On a motion made by Heiko Dobrikow and seconded by Gary Arenson, the Strategic Planning Committee unanimously approved the outline of the legislative agenda to be drafted and to pursue the 1) additional legislative strategies to educate and apprise the County’s Legislative and Intergovernmental Offices and 2) coordinate with our CSBD Council member lobbyists to assist in providing input to the implementation of HB 1507.

2. Request for Quotes for an Economist

Considered approval to release a Request for Quotes (RFQ) for up to \$25,000 of formula funds for an economist to provide us with a study, which will augment the economic data we get from the State. The information gained will 1) assist us in better localizing our labor market information to guide our resource investment recommendations for our Four-Year Plan 2) help us assess economic conditions in our workforce area 3) assess our workforce capabilities as this is a fundamental driver of local economic development and will help us work with our education partners in identifying areas for training for emerging jobs, thereby expanding the supply of prepared workers 4) answer board member questions, such as occupations seeing the most worker attrition and 5) provide us with information specific to our area, which we often need when we pursue discretionary grants.

Ms. Hylton stated that we are seeking more grants and have started preparing for our Four-Year Plan and both require additional localized labor market information. CSBD would like an economist to do a study on Broward County as this will help impact what we do going forward.

Mr. Horkey asked for clarification on “formula funding.” Ms. Hylton clarified that formula funds are program funds, rather than general or administrative funds.

Dr. Chen inquired about the origin of the cost of \$25,000 for the economist. Rochelle Daniels stated that upon researching this item, she estimates the cost at \$25,000, since there is also some State information available. Rochelle stated that we would reach out to a list of economists we used in the past and also the university system.

Michael Carn suggested reaching out to the economic development agency on our board to see what types of data they gather. Ms. Daniels indicated she will talk to Bob Swindell to see what economic development data The Greater Ft. Lauderdale Alliance can provide.

Mr. Leconte suggested changing the wording that we specifically want an economist, to an economic study, so as not to exclude other entities.

Mr. Horkey moved to amend the motion by replacing “economist” with “economic study of our local region’s workforce issues.”

On a motion made by Frank Horkey and seconded by Francois Leconte, the Strategic Planning Committee unanimously approved releasing a Request for Quotes (RFQ) for up to \$25,000 of formula funds for an economic study of our local region’s workforce issues, which will augment the economic data we get from the State.

3. Input on the Board 2022 Planning Session

Considered approval of the thought questions for the 2022 Board Planning Session and 2) the development of additional questions. This information will help us prepare for next year’s planning session so we can 1) discuss workforce issues affecting our community 2) review the goals and objectives of the preceding year and 3) make planning recommendations for the upcoming year, including for our state required Four-Year Strategic Plan.

Ms. Hylton noted the next Board Planning Session will be held in April 2022. She discussed the thought questions as possible topics. Ms. Hylton asked for suggestions on other topics.

Mr. Horkey commented that there are two studies coming up, a management study and now an economic study, and it would be good to have them completed before the planning session so they can be included. Frank requested that the RFQs set appropriate time frames. Ms. Daniels stated that the management study would more likely go to the Organizational Resources Committee (ORG) and then to the Executive Committee and Board. Ms. Hylton affirmed that the results of the management study would be better addressed by the ORG Committee.

Mr. Horkey inquired whether the proposers for conducting the economic study would be an item coming back to the Committee. Ms. Hylton noted that for this RFQ, if the rating committee makes a recommendation for funding, we will move forward with negotiating the contract. Ms. Daniels noted that this is in Ms. Hylton’s purview as President/CEO.

Mr. Dobrikow suggested a thought question on developing strategies to attract new talent to Broward, particularly in light of the challenges of a 10-year labor shortage.

On a motion made by Gary Arenson and seconded by Francois Leconte, the Strategic Planning Committee unanimously approved the thought questions for the 2022 Board Planning Session.

4. The CEDS SWOT – Workforce Development Perspective

CSBD has been included in the South Florida Regional Planning Council's (SFRPC) Comprehensive Economic Development Strategy (CEDS) Development Group. They have forwarded their Strengths, Weaknesses, Opportunities, and Threats (SWOT) survey to us for input. We have considered the SWOT from the perspective of workforce development and are seeking the Strategic Planning Committee's input before submitting the survey to the SFRPC

Ms. Hylton stated that we have received the CEDS SWOT survey asking for our input for their 2022-2027 update. The goal of our committee is to identify the primary regional economic development issues over the next five years and how to address them. Ms. Hylton asked for additional input from the committee before it is submitted to the larger group.

Mr. Dobrikow commented that another weakness is attracting the international labor force, which is out of the hands of CSBD and may require partnerships.

Mr. Arenson noted that the unemployment rate is derived from survey information. Ms. Hylton stated that Ms. Daniels mentioned earlier how the State unemployment data is very general and that is why the economic study will help us. Mr. Arenson recommended correlating this information as a possible weakness for the labor shortage. Mr. Dobrikow noted that he already spoke to Ms. Hylton about not knowing what the real labor deficit is. Heiko believes the answer would be the number of jobs by industry that would be open in Broward, if all those employable returned to work.

Dr. Chen commented that our youth services should be added as a strength, including the out-of-school youth and Summer Youth Employment Program (SYEP), which makes CSBD very unique. Dr. Chen added that we should also monitor the hotel occupancy rate and TSA airport check-in numbers. Mr. Dobrikow noted that this information is already available on Visit Lauderdale's website.

Mr. Horkey commented that he thinks section #3-b on page 29, "growing small business and entrepreneurship," is important. Mr. Horkey questioned the difference in classification between a weakness and an opportunity. Michael Bateman clarified that opportunities and threats are usually outside of our control and could affect us, whereas strengths and weaknesses are likely to be more within our control. Mr. Horkey suggested moving transportation to a threat. Mr. Dobrikow asked that affordable workforce housing be added as a threat.

Mr. Horkey moved to amend the motion by adding the suggested edits discussed.

On a motion made by Frank Horkey and seconded by Francois Leconte, the Strategic Planning Committee unanimously approved amending our CEDS-SWOT Survey responses as follows: 1) add as a Weakness, the difficulty of attracting the international labor force 2) add as a Strength, our youth services, including out-of-school youth and SYEP 3) move transportation to a Threat 4) add as a Threat, affordable workforce housing and 5) add to Section 5, the metrics for the hotel occupancy rate and TSA airport check-in numbers.

REPORTS

1. Board Strategic Planning Committee Matrix

Strategic Planning Committee matrix, which reflects the committee's objectives and tasks by CSBD for 2022.

Mr. Bateman discussed the 2022 matrix, which reflects the committee objectives that include developing a legislative agenda and supporting material and collateral to help the committee and Board members have productive conversations with the Broward County Delegation and the county's legislative and intergovernmental offices. Mr. Bateman noted a new item, 2.0 that CSBD should be included in The Prosperity Partnership strategic planning process, as part of what was Broward County's 6-Pillars initiative. Mr. Dobrikow thanked the committee for adding the Prosperity Partnership.

On a motion made by Frank Horkey and seconded by Gary Arenson, the Strategic Planning Committee unanimously approved to move the Board Strategic Planning Committee Matrix out of Reports to Action, in order to amend the document as follows: add 1) the plan for an economic study as an additional objective or strategy and show that it was added later in the year as a result of the Board Planning Session and 2) the plan to invite the Legislature's minority leader to the Board Planning Session.

2. Broward County Unemployment Information – August 2021

The unemployment rate in Broward County was 4.9 percent in August 2021. The rate was 4.6 percentage points lower than the region's rate a year ago of 9.5 percent. In August 2021, Broward County's unemployment rate was .1 percent lower than the state rate (5.0 percent) and .4 percent lower than the national rate (5.3 percent). Out of a labor force of 1,054,310, there were 46,437 unemployed Broward County residents.

Ms. Hylton noted that the Hospitality industry had gained the most jobs in August.

MATTERS FROM THE STRATEGIC PLANNING COMMITTEE

None

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

Ms. Hylton stated that she will write a letter to the Administration to amplify the labor shortage we are experiencing now. Mr. Horkey also suggested asking them to address immigration at a national level to help workforce development.

Mr. Horkey inquired about the next committee meeting date. Ms. Hylton noted that we are trying to obtain our community partners' legislative agendas first and will set a short meeting for mid-November.

ADJOURNMENT 1:51 p.m.

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