



Industry Workforce Committee Meeting

October 10, 2024 - 9:00 am – 10:30 am

[Click here to join the meeting](#) Or call in (audio only) [+1 561-486-1414,684358196#](#)

Attendees:

Mike Menyhart (Chair), Elizabeth Albert, Manny De La Vega, John Guthrie, Art Hoelke, Jeffrey Jurinak, Renee Kirkland, Amy Locklear, Frank Margiotta, Trudy McCarthy, Jason Parker, Ken Phelps, Travis Proctor, Eva Rey, Cordelle Rolle, Rachel Rutledge, Ian Shinnick, Jordan White, Monique Williams

Agenda

Page No.

Call to Order

Mike Menyhart

Roll Call

Marina Stone

Introductions

All

Public Comment

Action Items

Approval of Industry Workforce Committee Minutes for April 9, 2024

Mike Menyhart

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Presentations

Review of Goals & Objectives

Thomas LaFlore

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Business Services: Key Industries and Services

Thomas LaFlore

6 - 12

Discussion/Information Items

Meet the Team

Business Services

13 - 17

- Aerospace & Aviation
- Business & Professional/Information Technology
- Construction/Hospitality
- Healthcare
- Manufacturing
- Training Support

Regional Programs

- Apprenticeships
- FAWA
- Rapid Response

Melissa Byers

18 - 19

Stephanie Robinson

20 - 22

Kimberly Weatherby

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Upcoming Events

Thomas LaFlore

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Communications Overview

Denise Biondi

25 - 27

Executive Director's Report

Marci Murphy

Adjourn

Mike Menyhart

Pursuant to the provisions of the Americans with Disabilities Act, any person requiring special accommodations to participate in this meeting is asked to advise CareerSource Brevard at least 48 hours prior to the meeting by contacting Holly Paschal at (321) 394-0507. Persons who are hearing or speech impaired can contact Holly Paschal through the Florida Relay Service by dialing 7-1-1

Upcoming Meetings

October 2024

10th Industry Workforce Committee-9:00am
24th Career Center Committee-9:00am

November 2024

4th Finance Committee-3:00pm
4th Executive Committee-4:00pm
12^h Board of Directors Retreat-8:30am
21st Tri-County Consortium-2:00pm

December 2024

No meetings

January 2025

No meetings

February 2025

10th Industry Workforce Committee-9:00am
24th Career Center Committee-9:00am

March 2025

3rd Finance Committee-3:00pm
3rd Executive Committee-4:00pm
13th Board of Directors-9:00am
20th Tri-County Consortium-2:00pm

April 2025

No meetings

May 2025

6th Industry Workforce Committee-9:00am
20th Career Center Committee-9:00am

June 2024

2nd Finance Committee-3:00pm
2nd Executive Committee-4:00pm
12th Board of Directors-9:00am
26th Tri-County Consortium-2:00pm

February 10, 2024

9:00am – 10:30am (Volusia)

May 6, 2024

9:00am – 10:30am (Brevard)

CareerSource Brevard

Industry Workforce Committee

April 9, 2024

Minutes

The meeting was held in person and virtually via Microsoft Teams.

Members in Attendance: Kristin Bakke, Mike Menyhart (Chair), Art Hoelke, Jeff Jurinak, Traci Klinkbeil, Frank Margiotta, Trudy McCarthy, Nancy Peltonen D. Travis Proctor, Cordell Rolle and Rachel Rutledge

Members Absent: Rohit Ghosh

Staff in Attendance: Marci Murphy, Amberstar Bush, Thomas LaFlore, Denise Biondi, Melissa Byers, Michelle Jones, Mary Keen, Deserine Morgan, Lori Robinson, Stephanie Robinson, Marina Stone, James Watson Kimberly Weatherby and Jeff Witt

C2 Staff in Attendance: Chakib Chehadi, Caroline Joseph-Paul, Julie Berrio, John Bonsignore, Ahmanee Collins-Bandoo, Linda Hadley, Melissa Janssen, Bob Knippel, Sally Patterson. Kory Sillerud and Kristine Wolff from the Career Center

Guests in Attendance:

None

Call to Order:

Mike Menyhart (Chair) called the meeting to order at 8:32am and roll call was taken.

Public Comment:

Nancy Peltonen expressed that Stephanie Robinson has been outstanding in assisting individuals with employment opportunities and networking connections.

Presentation:

A presentation on Business Services at Work in Brevard was shared. Information presented included meeting the needs of Brevard's businesses including recruiting events, job postings and job fairs, training program overview, work-based training opportunities, online learning for employees of businesses labor market information, grant opportunities and survey results of the services provided to businesses. A listing of services that CSB provides was also shared; discussion ensued. Two areas of employers looking for training were in Blueprint Reading and QuickBooks. Staff will connect with the committee members who requested this information.

Action Items:

Approval of Industry Workforce Operations Committee Minutes of January 16, 2024

Motion to approve the Minutes from the January 16, 2024, meeting was made by Travis Proctor. Kristin Bakke seconded the motion. The motion passed unanimously.

President's Update

Marci Murphy shared an update on the consolidation efforts and fiscal agent status. Unemployment rates were shared from February 2024 and the US was at 3.9%, Florida was at 3.1% and Brevard was at 3.3%. Based on the first ever Florida Manufacturing Report, Florida's manufacturing GDP has grown from \$43.5 billion in 2014 to \$73 billion in 2022, a 67.8% growth rate over 9 years. Marci also stated that in February the Palm Bay-Melbourne-Titusville MSA had the second highest annual job growth compared to all the metro areas in the state in the Manufacturing (+1,400 jobs) industry. Take aways from Lightcast, a leading labor market analysis organization are the great resignation is running in reverse; normal doesn't feel normal and small companies and service industries are driving growth.

Discussion/Information Items:

Committee Goal Status

Staff reviewed the matrix of the Industry Workforce Committee including the Goals, Objectives, Strategies, Actions, Timeframes and Status of each strategy. Brief presentations about the Aviation/Aerospace and Construction Sectors along with the Rapid Response Coordinator updates were shared by members of the Business Services Team.

Business Services Quarterly Review Presentation

A presentation was shared that highlighted CSB Recruiting Events, Job Fairs, Workshops, Presentation and Panels and Business Learning Events along with a Fact Sheet for July 1, 2023, through March 31, 2024.

Multimedia Outreach Presentation

The Outreach Department shared a matrix of social media, direct email marketing and paid advertising and other activities from January 2024 through March 2024.

Adjourn:

There being no further discussion or business, Mike Menyhart adjourned the meeting at 10:04am.

Respectfully submitted,

Reviewed by,

{signature on file} 04/20/24
Marina Stone Date

{signature on file} 04/20/24
Mike Menyhart, Chair Date



Industry Workforce Committee Goals & Objectives

Sector Strategies

Goal: Identify current and future workforce needs of the business community and create solutions to meet their needs.	
Objective 1: Implement and Sustain Sector Strategies in Key Industry Sectors	
Strategy	Actions
Effective implementation and outcomes in Key Industry Sectors	<ul style="list-style-type: none"> Industry Driven Career Pathways for Jobseekers, Staff and Stakeholders Gathering and Disseminating Industry Workforce Needs and Opportunities

Industry Support

Goal: Identify current and future workforce needs of the business community and create solutions to meet their needs.	
Objective 2: Support Additional Key Industries through Sector Work	
Strategy	Actions
Support Other Strategies Through Key Sectors	Industry Driven Career Pathways for Jobseekers, Staff and Stakeholders Gathering and Disseminating Industry Workforce Needs and Opportunities



Educate

Goal: Identify current and future workforce needs of the business community and create solutions to meet their needs.	
Objective 3: Educate the business community on the value of our services and the value of the region's talent to meet their business needs	
Strategy	Actions
Educate and Recruit Critical Partners for Sector Strategy Initiatives	Educate the Brevard Flagler Volusia Community on CSBFV Services and Sector/Industry Initiatives







Business Services



Our Services

Free Job Listings

Rapid Response

Local Job Fairs

Tax Credits and Employment
Incentive Information (WOTC)

Recruiting Events

Labor Market Information
& Analysis

Applicant pre-screening

Training Dollars for Businesses
(based on availability)

Business Learning Events



We're here to serve our local business and connect employers to resources that will save them time and money.

Veteran Services Local Veterans' Employment Representative (LVER) Team



- Advocate on behalf of veterans
- Provide information on Office of Federal Contract Compliance Programs
- Work Opportunity Tax Credit Info
- Connect employers to local job seeking veterans in database
- Arrange/conduct veteran specific Job Fairs
- Work closely with Disabled Veteran Outreach Program (DVOP) staff to help get disabled veterans working



Mission Support

- **Build and maintain relationships with local employers**
- Subject matter expert on all CSBFV's employer programs
- Connect businesses to resources within CSBFV and the community.
- Sit on Boards & Committees in Brevard, Flagler, & Volusia Counties (SHRM, TAP, EDCs, Chambers, etc.)
- Facilitate and draft contracts with training program dollars
- Host & promote Business learning events
- Social Media Posting
- Present to the Business community on Workforce Topics
- Job Orders & Placements
- Employer & Industry Showcases
- Sector Strategies/Consortiums
- Engage New & Re-Engage Previously Served Businesses



Key Industries in Brevard Flagler Volusia

Aerospace/Aviation
Business, Professional, IT
Construction
Healthcare
Hospitality
Manufacturing



Training Programs Overview



On The Job Training (OJT)

- Employer wants to train a new hire
- Reimbursement of 50% of wages (tiers/capped)
- \$15.00 + per hour (except Youth/WT/Sec Strategy)
- Key industry or Demand Occupation (RTOL)
- Must be a full time/permanent position (not temp)
- Business creates training plan for jobseeker
- Candidate & business must meet eligibility requirements of funding stream selected
- Process takes 2 weeks once candidate is selected.
- CANNOT HIRE/START UNTIL APPROVED



Incumbent Worker Training

- Employer identifies a current staff member(s) missing a skill or requirement
- Retention or promotion is catalyst for training
- Has planned classroom/online training established
- Employees must meet WIOA or grant eligibility requirements
- Business must meet specified requirements or have retention justification.
- CSBFV reimburses for 50% of training costs
- Process could take 7-10 business days



Work Experience (WE)

- Candidate driven
- Available for youth and special programs
- Used to provide experience to jobseekers learning new field
- CSBFV pays 100% of eligible candidates' wages
- Use of Staffing Agency to facilitate
- "Try before you buy"
- Progress monitored by Job Developer
- Eligibility and suitability



Sector Strategies

What are Sector Strategies?

- Regional partnerships of employers, educators, workforce developers and other stakeholders that address the skills needs of critical industries in a region.
- They are focused on one critical industry
- Led by a strategic partner who coordinates dialogue and action (LWDB)
- Goal - customized solutions to the workforce needs of employers in the industry.
- They are a proven mechanism for meeting the needs of workers for good jobs and the needs of employers for skilled worker



Current Sector Strategies

Industry Sectors:

- Manufacturing (supporting entity)
- Healthcare
- Aerospace/Aviation
- Information Technology
- Construction
- Education & Industry

Team Effort of Workforce Includes:

- Business Liaisons & LVERs
- Sector Strategists
- Local Employers
- Government
- Universities/Colleges
- Training Providers
- School Board, EDO's and local community



Questions?





Meet the Team Board Staff

Business Liaison Supervisors



Lori Robinson



James Alvarado

Aerospace/Aviation Business Liaison FAWA Project Coordinator



Stephanie Robinson



Business, Professional, I.T. Business Liaison



Deserine McArthur



Construction/Hospitality Business Liaison Apprenticeship Navigator



Melissa Byers



Healthcare Business Liaisons



Mana Shahsavari



Mary Keen



Manufacturing Business Liaison



Dawn Palovich



Rapid Response Coordinator



Kimberly Weatherby



Training Operations Assistant



Michelle Jones





Registered Apprenticeship Programs: The Apprenticeship Navigator Role

Melissa Byers- Apprenticeship Navigator/Business Liaison



Registered Apprenticeship Works Across All Industries (TOP):



Healthcare



Manufacturing



Construction



Hospitality &
Transportation



Trade & Logistics



Information
Technology



Energy

Apprenticeship Navigator Role

Promote Registered Apprenticeship – Effective development workforce strategy

Key point of contact for CSBFV for existing, and new programs

Foster existing and new partnerships to develop extensive network of stakeholders

Educate the community on Registered Apprenticeship Programs- Events, speaking engagements

Promote WIOA Services in conjunction with Registered Apprenticeship Programs

Utilize key resources to ensure sustainability of programs –Industry, Occupation, and Region

Business engagement meetings to connect employers existing opportunities

Closely work with our Local Apprenticeship Training Representative (ATR) –Anne Everly

Train other FL State Navigators (1 of 4) and National Webinars to transfer knowledge



Effective Collaboration & Funding



Public Schools K-12 & Colleges



Community Partners



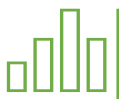
Intermediaries



FLDOE- ATR



Employers



EDC



Associations



Veteran (special funding/credits), Skillbridge- Military Transitional (on hold)



Pathways to Career Opportunities Grant



Tax Credits- * depending upon qualifications





The Florida Atlantic Workforce Alliance

Stephanie Robinson

Project Coordinator



The FAWA Grant

- In 2019 Governor DeSantis set a goal to make Florida the best state in the nation for workforce education by 2030.
- Nearly \$30 million was dedicated to support workforce development in the Space and Treasure Coast region as part of a multi-agency initiative to support competitive industries in the area. (colleges, apprenticeship and pre-apprenticeship programs, etc.)
- \$9.0 million dedicated to WIOA to create the Florida Atlantic Workforce Alliance, a collaborative effort between workforce boards, educational institutions and school systems and aerospace, aviation, cybersecurity and manufacturing employers from Flagler to Martin counties. (CareerSource Brevard, CareerSource Flagler Volusia, CareerSource Research Coast)

Objective: Fortify the talent pipeline Aerospace/Aviation, Advanced Manufacturing, IT/Cyber Security

- Customized/Accelerated Training
- Industry Councils
- FAWA Consortium
- Awareness Events
- Industry Website

FAWA Industry Councils

- 3 Industry Councils
 - Aerospace/Aviation
 - IT/Cybersecurity
 - Advanced Manufacturing
- 60+ Employers and Community Partners
- Chaired by members of industry or economic development
- 6 council meetings throughout the grant (every other month) to discuss sector strategies
- 3 Consortiums throughout the grant
- (Semi) Final FAWA Industry Council Consortium Took Place 9.24.24 at Canaveral Port Authority
- Final deliverable: FAWA industry website
 - A career exploration resource for all audiences
 - Businesses
 - Jobseekers
 - K-12 Students and Parents
 - Post Secondary
 - Educators



FAWA Training Funds

Created accelerated training programs. Increased ITAs by 100%

FAWA Industry PY to date

Traditional ITA: 28

Customized ITA: 27

Eastern Florida State College

Soldering Bootcamp cohorts (2)

Welding Essentials Class (1)

Planned EFSC Bootcamps

CAD

Composites

Shiloh Aviation Maintenance Academy

Riveting Bootcamp cohort 1

Looking to expand- Welding, Composites

Northrop Grumman Code Craft Works

2 Cohorts completed

Extended contract to include 2 more

cohorts

Placement Rates:

Northrop Grumman: 92+% career placement success

Soldering Cohort 1: about 80% career placement success

Other Cohorts: TBD



Other Mentions

- Frequently recognized throughout the community for creating an effective space ecosystem
- Planning to Roll out Talent Pipeline Management for Aerospace with Cocoa Beach Chamber of Commerce Space Council
- Introduced Northrop Grumman to local training providers to collaborate on curriculum based on projected manufacturing expansion in Melbourne (EFSC, DSC, STREAM Academy, Space TEC, Shiloh Aviation Academy)
- Aerospace/Aviation Job Fair: Held Wednesday, August 14. 378 Job Seekers from all over the state. ASRC was interested in 10+. 4 OJTs from them. Received Aerospace/Aviation Workforce and Career Exploration Day proclamation from The Mayor of Cape Canaveral.
- Working with Codecraft Works on a skills gap training solution
- Sponsoring, participating in, and hosting community events
- Upcoming STEAM and STEM events planned
 - STEAM EXPO: Career Exploration and Job Fair
 - STEM EXPO: Education and Community Resource Fair



Rapid Response Overview

Florida Commerce provides funding for Rapid Response to all 21 regions of CareerSource Florida and each region hires a Rapid Response Coordinator.

The Rapid Response Program assists businesses that are beginning to struggle by developing strategies to help the company get back on track financially to avoid laying off staff.

The Rapid Response Coordinator brings services to the affected job seekers at the company worksite

- Reemployment Assistance Benefits
- Recruitment / Job Fairs
- Career Counseling & Job Search Assistance
- Resume preparation Assistance
- Interviewing Skill Workshops
- Information about education & Training Opportunities

Going directly to the worksite follows the principles of Rapid Response

- Timelines
- Convenience: On-site group services
- Employer customer choice
- Consistent and accurate information
- Seamless service delivery



Rapid Response Success

Outreach where businesses convene to educate companies & partners on the Rapid Response Program and promote CSBFV

- Chamber of Commerce Meetings
- Small Business Administration
- Economic Development

Use reports and technology to find struggling companies

- Dun & Bradstreet - Econovue to review health and credit of companies
- Burning Glass Labor Market Reports

Contact businesses on the Econovue Report to establish relationships to help the company with strategies to overcome difficulties.

Key Layoff Aversion Strategies

- Skills upgrade training for staff
- Retraining employees to adapt to technologies
- Training for managers and supervisor to assume new responsibilities

Solutions when companies expect to stay open

- Short time compensation
- Temporary furloughs



Recruiting Events, Job Fairs & Workshops

Business and Job Seeker Services

Region 27 North

Upcoming events:

- Oct 15th – Hilton Daytona Beach Hiring Event
- Oct 22nd – Super Tuesday Virtual Job Fair
- Oct 24th – Volusia Business Resource - Workshop
- Oct 29th – Volusia County Schools Workforce Expo & Job Fair
- Oct 29th – You Thrive Florida Hiring Event
- Nov 7th – Paychecks For Patriots Job Fair



Recruiting Events, Job Fairs & Workshops

Business and Job Seeker Services

Region 27 South

Upcoming events:

- Oct 16th – Titusville Veteran Job Fair
- Oct 16th – Manufacturing Job Fair
- Oct 17th – CommHIT24
- Oct 17th – Coca-Cola Beverages R.E.
- Oct 22nd – Super Tuesday Virtual Job Fair
- Oct 23rd – BTW50+ Job Fair
- Nov 7th – Dwyer Scholars R.E.
- Nov 14th – P4P Veteran Job Fair
- Nov 20th – Health First R.E.
- Nov 21st – Construction Consortium



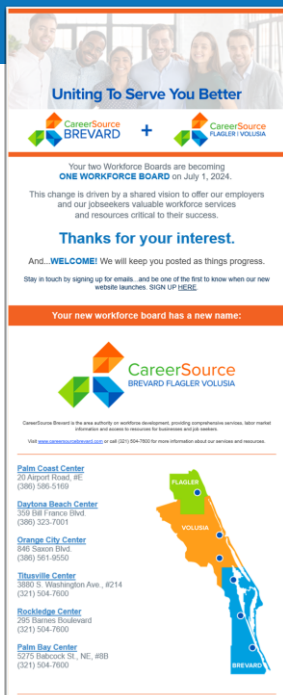
CareerSource Brevard Flagler Volusia (CSBFV) Communications Department



Overview of Communications Strategy

Strategic Outreach & Awareness

- Promote CSBFV's products and services to potential customers and stakeholders using digital and traditional communications tactics and programs that align with the company's goals.
- Support interdepartmental initiatives with integrated communication campaigns and counsel.
- Administer targeted campaigns for industry sector initiatives and grant-funded programs that require unique communication tactics and programs.
- Elevate brand recognition and trust as the area's workforce authority through messaging, executive team leadership positioning and speaking engagements, conference participation, and website development.



Uniting To Serve You Better

CareerSource BREVARD + CareerSource FLAGLER VOLUSIA

Your two Workforce Boards are becoming **ONE WORKFORCE BOARD** on July 1, 2024.

This change is driven by a shared vision to offer our employers and our jobseekers valuable workforce services and resources critical to their success.

Thanks for your interest.

And... **WELCOME!** We will keep you posted as things progress.

Stay in touch by signing up for emails... and be one of the first to know when our new website launches. [SIGN UP HERE](#)

Your new workforce board has a new name:

CareerSource
BREVARD FLAGLER VOLUSIA

CareerSource Brevard is the area authority on workforce development, providing comprehensive services, labor market information and training to improve the workforce and our leaders.

Visit www.careersourcegov.com or call (321) 504-7800 for more information about our services and resources.

Palm Coast Center
20 Airport Blvd., NE
(386) 500-5100


Daytona Beach Center
350 Hill Terrace Blvd.
(386) 323-7001

Orange City Center
840 Seaton Blvd.
(407) 851-6050

Titusville Center
3800 S. Washington Ave., #214
(321) 504-7800

Rockledge Center
225 Bayview Boulevard
(321) 504-7800

Palm Bay Center
3275 Babcock Rd., NE, #100
(321) 504-7800



Target Audiences and Messaging

Our Two Workforce Boards Became ONE WORKFORCE BOARD ON JULY 1, 2024.

Driven by a shared vision to offer more employers and jobseekers the workforce services and resources critical to their success, your new workforce board with six career center locations, is building a better future for businesses, individuals and partners through a continued commitment to excellence, efficiency and community growth.

NEW NAME:

FAQS

- Why is the merger happening?
- Does the merger change existing workforce services?
- What changes will Executive Leadership make?
- Who will now lead the merged entity?

RESOURCES

- Florida Workforce System Transformation Plan Overview
- State and Regional Office
- READY Act and SRSMS Chapter
- Letter from Governor DeSantis
- Executive Order 18A-010

TO ACCESS CURRENT INFORMATION, CONTACTS AND LOCATIONS NEAR YOU:

Brevard: careercentralbrevard.com
 Flagler and Volusia: careercentralfl.com

Form fields: First Name, Last Name, Email, Zip, SUBMIT

Primary Audiences

- Employers
- Job Seekers
- Community Partners

Tailored Messaging

- Specific strategies for each audience including:
 - Board Members
 - Staff
 - Legislators
 - Community and Industry Partners
 - Media



Channels, Metrics, and Impact

The collage shows various communication channels:

- A Facebook post from CareerSource Brevard Flagler Volusia.
- A LinkedIn post from CareerSource Brevard Flagler Volusia.
- A website screenshot with the headline "VISIT OUR SIX CAREER CENTERS" and a map of the region.
- A website screenshot with the headline "We're here to offer a wider scope of employment services and training programs, and boost collaboration among economic, education, business, and government agencies."
- A website screenshot with the headline "Uniting To Serve You Better!" and "BUSINESS SURVIVAL TOOLS FOR CAREER SEEKERS".
- A website screenshot for a "Surface Mount Technician" course.

Communication Channels

- Engage social media, email marketing, media and community partner relations, print and broadcast media, video, text messaging, website strategies, networking, event participation and more to reach customers most effectively.

Success Metrics

- Identify key performance indicators (KPIs) to measure the effectiveness of outreach efforts.
- Evaluate KPIs to maximize our message and media strategies for the greatest possible impact.



Opportunities and Collaboration



Business Driven. **Talent Focused.**

Discover the expanded region's six career centers.

Participate in business learning events, talent attraction, and retention opportunities.

Representing a diverse and exciting region, the professional workforce development team of **CareerSource Brevard Flagler Volusia** strives to provide high-value workforce services, resources, information, education, training and timely opportunities to more employers and more jobseekers.

This July 1 transformation into a larger, unified region opened the door to greater collaboration and innovation. Alongside education and training, economic development and community development partners region-wide, we are striving to support and facilitate robust regional workforce development and help our communities thrive.



SCAN ME



CareerSource
BREVARD FLAGLER VOLUSIA
careersourcebfv.com

Building Partnerships | Forging Pathways For You

Emerging Opportunities

- Identify best communications practices
- Develop shared messaging to amplify our brand
- Combine strategy implementation
- Share successes and best practices
- Gather feedback and share outcomes
- Evaluate and adapt strategies to ensure effectiveness

Collaboration Efforts

- Partnerships with other departments and stakeholders



Any Questions?

Thank you.