



ANNUAL REPORT

**2013**  
—  
**2014**

JULY 1, 2013 - JUNE 30, 2014



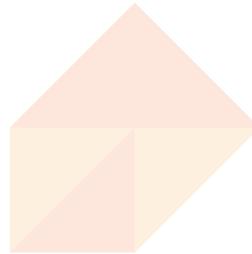
*A Workforce  
In Motion*





## Our Vision

A highly competitive workforce for Brevard County.



## Our Mission

Facilitate and be the catalyst for workforce development services that are responsive to the employment needs of Brevard County.



# Collaborate. Innovate. Lead.



**Mike Menyhart**  
Chair, CareerSource Brevard

**T**his was a year for statewide workforce changes ... and challenges!

CareerSource Brevard (CSB) was prepared and embraced each one, delivering outstanding results and being recognized by state workforce leaders and industry peers, for its collaborative, innovative and resourceful approach to change.

Topping the list were two initiatives from CareerSource Florida, the state's workforce board: meet the state's performance goal for increased business engagement and support the state's rebranding of the 24 workforce boards. The numbers within this report reflect innovative efforts used to far exceed the business engagement goal.

And as you have seen, CSB launched the new CareerSource Brevard name, logo and unifying message.

Additionally, in this report, you'll get an update on the Aerospace Workforce Transition program, and understand why the Department of

Labor extended the Aerospace National Emergency Grant deadline. You'll see the innovative ways CareerSource Brevard continues to support Brevard's Veterans and Military families and you'll learn about our programs designed to engage young adults. For the community, we've highlighted the business learning events and jobseeker workshops that provide opportunities for lifelong learning. Finally, we'll share updates on CSB's efforts to support Brevard's aspiring and established entrepreneurs.

CareerSource Brevard continues to build on its strong reputation earned from years of delivering services to support the workforce needs of businesses and job seekers. A reputation made possible by the support of the community it serves.

**Mike Menyhart**  
Chair, CareerSource Brevard



# STATE REBRANDING

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RECRUIT,  
HIRE,  
TRAIN  
AND KEEP  
THE BEST  
BRIGHTEST  
EMPLOYEES



CareerSource Florida Network | Click to play. Video will open in new window.

WE HELP  
EMPLOYERS



Results from a business and job seeker survey conducted by the state, drove the creation of a new statewide brand identity for the workforce system. The new brand was positioned to raise awareness of the employment and training services and resources available.

The CSB leadership team, staff, community partners, customers and supporters of workforce shared the news of the **state's unified brand and new CSB name**. The tools and tactics used to support the effort were guided by CSB's **strategic multimedia JumpStart Outreach Campaign**.



This combination helped launch a swift and smooth re-brand effort free of possible misperceptions among businesses and job seekers. It was business as usual – providing services and programs to the community and throughout the three resource-rich career centers and CSB website.

The Jumpstart Outreach Campaign not only supported the states re-branding goal and increased employer engagement goal, but it continued to improve the overall awareness of training, career support, and innovative programs offered to all job seekers. This resulted in **more people getting jobs**.



Rebranded job seeker  
and business brochures



CareerSource  
BREVARD

[careersourcebrevard.com](http://careersourcebrevard.com)



**Same Purpose, New Name** | Click to play. Video will open in new window.



**A**s CSB introduced the brand, complete with new name and logo, the business services team shared the benefits of the change, assuring employers **we're still business-driven and talent-focused.**

Additionally, CSB business liaisons, specifically trained to support key industries, embarked on a state initiated performance goal: **To increase the number of businesses engaged with CSB and to double the number of businesses using services.** That goal was exceeded.

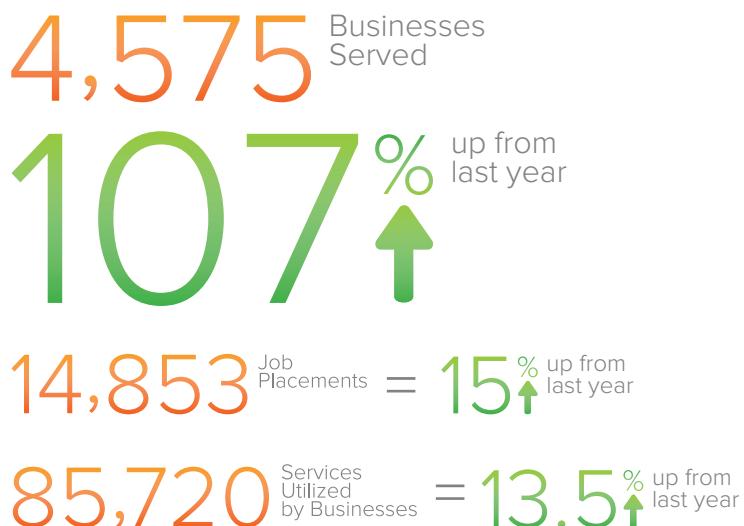
The CSB team collaborates with education, employment and economic development partners to support the emerging and transitional workforce. These partnerships fill skills demands and help local companies prepare, plan and grow their businesses.



Ad campaign Brevard Business News

**ONE HIRE or 100.**

We **KNOW** Talent.



**"**CareerSource Brevard has enabled Kegman Inc. to find talented individuals who we may not have otherwise discovered. Their On-The-Job Training program is easy to use, and it helps us find and train new employees. By aiding us in developing a training plan and offsetting training costs, CSB eases a common burden that small businesses frequently encounter."

- Susie Glasgow,  
President/CEO, Kegman Inc. and CSB Board Member

**NATIONAL EMERGENCY GRANT • PROGRAM ENDS JUNE 14, 2014**

**jump start** **OJT For Business**

These are some of the businesses that recently utilized the National Emergency Grant On-The-Job Training Program to support hiring transitioning aerospace workers:

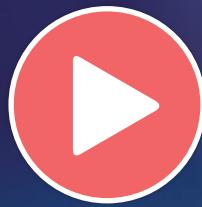
- Craig Technologies
- Avatar Technology
- AAR Airlift
- Symetrics Industries
- Total Home Contractors
- Brevard Health Alliance
- City of Melbourne

**That's just ...**

**OJT Features:**

- On-The-Job Training reimburses 50% of initial wages for up to 6 months!
- Simple one-page application

Can YOUR BUSINESS take advantage of this valuable opportunity? You still have time to act.



**Metro Center Outlook: Preparing for the Job Market** | Click to play. Video will open in new window.



**D**uring the program year, the **Aerospace Workforce Transition** (AWT) Program continued to assist job seeking customers through the Aerospace National Emergency Grant (NEG) program. **763 customers became employed**, more than 210 received scholarships for training/support services, and 230 new customers joined the program to jumpstart their careers.

Over the past program year, CSB was able to serve 1,544 customers. **The Department of Labor validated the excellent AWT program** and the services offered by approving one last extension to provide program services through December 31, 2014.



Last fall, through a grant from Boeing targeting Aerospace workers, CSB was able to provide **"Your Job Search – The Supercharged Edition"** as part of the 5 STEPS to Rapid Employment program. The popular, intensive and interactive program was designed to arm participants with essential job search skills and physical and emotional wellness tools to wage a successful employment campaign. Fifty-five individuals participated in this unique program with 40 gaining employment.

# 51,314

Total Services Provided by Staff to Aerospace Workers

# 11,919

Visits by Aerospace Customers to All CSB Locations

# 8,030

Visits by Aerospace Customers to Workshops

Ad Campaign Florida Today



**Operation Work Hero** | Click to play. Video will open in new window.



**C**areerSource Brevard works hard for its veterans. In the last program year, the team provided more than 18,500 personalized and specialized services to Brevard County military veterans with nearly **1,200 beginning new careers**. The entire CareerSource Brevard team receives specialized training to ensure veterans receive priority assistance for every service offered at each of our three career centers.

# 6,184

Veterans served

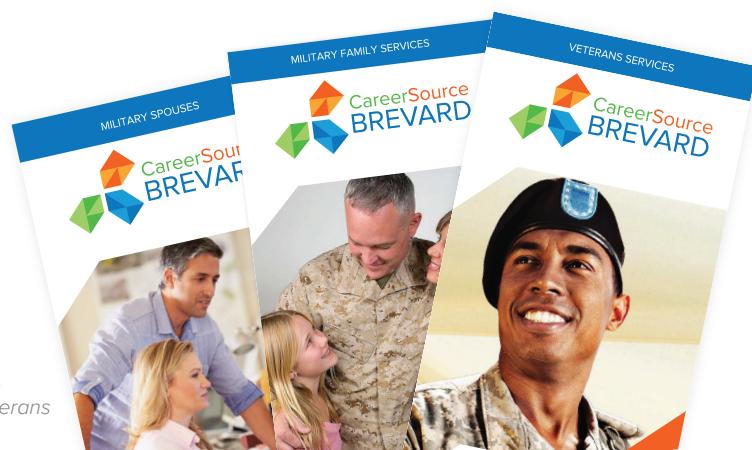


Military Spouses, Military Family Services, and Veterans Services brochures



One of the new and innovative ways we serve our vets is through Crowdfunding: the practice of funding a project by raising small amounts of money from a large number of people.

**Operation Work Hero was CSB's first Crowdfunding event** to raise money for veterans in need of transportation, licensing, laptops, and business clothes – items necessary to complete their training and get a job. The on-line event ran for two months and, with the support of staff and friends, reached its goal of \$8,000.





# YOUNG ADULT PROGRAMS

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**Juniors to Jobs** | Click to play. Video will open in new window.



is designed to serve young adults ages 16-21. This past year, it focused on preparing Brevard's next generation of workforce for the job market. Program participants were able to identify their interests and skills while learning about a variety of career paths and what it takes to get and keep a job.

In partnership with the City of Palm Bay, the **Juniors to Jobs** Program focused on providing incoming senior students in Palm Bay's high schools with work readiness, career exploration and skills training along with a meaningful 5-week paid internship.

- 22 Received Training/Internships
- 6 Extended Internships
- 2 Hired for Summer
- 3 Hired Full or Part-Time
- 1 Continued Volunteering



# 370

# 96%

Young Adults Participated in the NextGen Program

Completed NextGen With a Job, New Skills or Having Returned to School or Advanced Training

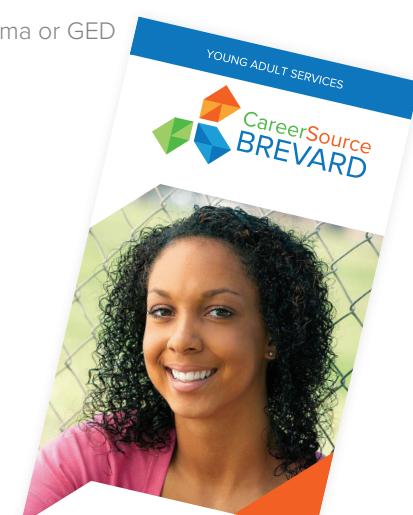
17 Received Paid Work Experiences

11 Completed On-the-Job Trainings

36 Received Scholarships for School

129 Increased Their Reading, Math or Language Levels

15 Earned a High School Diploma or GED



Young Adult Services Brochure



**State of Employment - Brevard County** | Click to play. Video will open in new window.



Our Community Resources Program is driven by a commitment to excellence. CSB responds to changing market dynamics and strives to improve performance to anticipate and address the talent needs of employers and the employment and skills needs of job seekers and workers. CSB partners with business leaders and experts who volunteer their time sharing knowledge and expertise. Additionally, partnerships with public institutions such as the **University of Central Florida, Florida Tech, and the University of Florida**, provide educational resources to ensure that Brevard's workforce is able to secure information needed to help launch their careers.



**Information Sessions** continue to provide job seekers with information on a variety of topics: Buying and Selling on EBay, Creating a Professional Profile on LinkedIn and more. These well-attended courses are offered each week.

New this past year, were monthly educational opportunities for businesses. **Business Learning Events** included topics on employment law, staff wellness and team productivity with more on the way.

**2,335**

Total Attendance  
for Community  
Resources  
Sessions

**181**

Community-Based  
Learning Sessions

# SUPPORTING ENTREPRENEURS

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BIZLAUNCH

CareerSource Brevard

Discussions

Promotions

Jobs

Members

Search



bizLAUNCH



BizLaunch

**BizLaunch Group on LinkedIn** | Click to become a member. Join the conversation!

## BizLaunch

Members of this weekly networking, support and skill-building group celebrated the program's 3rd anniversary. BizLaunch, with its real world access to subject matter experts and opportunities to hone new business development ideas and plans, continues to gain popularity among entrepreneurs.

**172** Businesses Launched by BizLaunch Participants

**181** Networking and Skill-building Classes

**3,975** Total Attendance for BizLaunch Sessions

## Consultant Consortium

This new 8-week program was designed to provide talented professionals with the skills needed to **transition their expertise into a full-scale consulting practice**. Through qualified professionals, attendees crafted their value proposition, marketing message and client agreement and pitched their presentation to entrepreneurs and practicing consultants.

## Women's Business Center

A new program partnership between **Florida Tech's Woman's Business Center (WBC)** and CareerSource Brevard was launched at the end of the program year. The Spanish version of the WBC's **Dream Builder program** providing aspiring entrepreneurs with information needed to start a business was made possible by CSB's Spanish speaking career professionals who beta tested the program. Look for expansion on this and other WBC programs as CSB and WBC develop their partnership in the coming year.

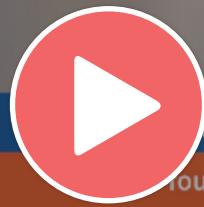


Entrepreneurship



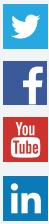
Women's Business Center





**ANGELA PATE**  
Founder, Startup Quest®

**Startup Quest Promotional Video** | Click to play. Video will open in new window.



## Startup Quest

Funded by the U.S. Department of Labor Workforce Innovation grant, Startup Quest is an innovative training program for aspiring entrepreneurs. Program participants received 8 weeks of specialized curriculum along with being placed into teams and matched with a team mentor to create a commercialization plan for existing technology IP (intellectual property) out of Universities and NASA labs.

**108** Graduates (33 Veterans)

**41** Employed

**25** Self-employed

**1** Technology Commercialized

## Energy Launch

Made possible by a grant from the Economic Development Administration, USDOL Employment and Training Administration, and the Small Business Administration, Energy Launch teamed unemployed participants with tech-savvy mentors to receive 8 weeks of entrepreneurial training that included methods for **developing a small, clean energy business using NASA technology**. Energy Launch was a cooperative effort involving CSB, Economic Development of Florida's Space Coast, NASA, and the Women's Business Center at Florida Tech.

**39** Program Participants

**15** Employed

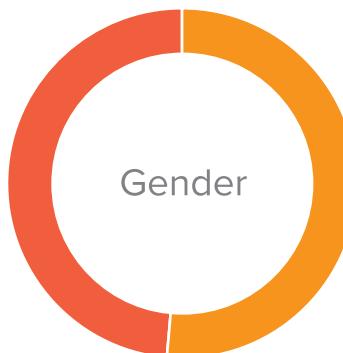
**13** Self-employed



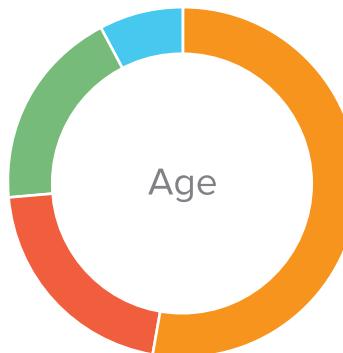


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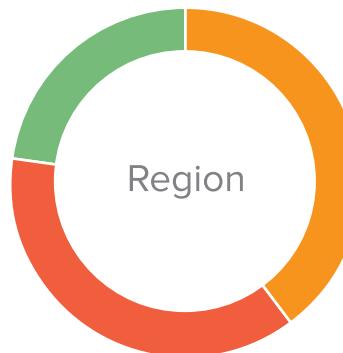
# JOB SEEKER SNAPSHOT



51.6% Female  
48.4% Male



53% 30-54  
20.7% 55+  
18.7% 22-29  
7.6% <22



25,499 Central Brevard  
24,083 South Brevard  
14,501 North Brevard

6,474

JOB OPENINGS  
POSTED

97.8%

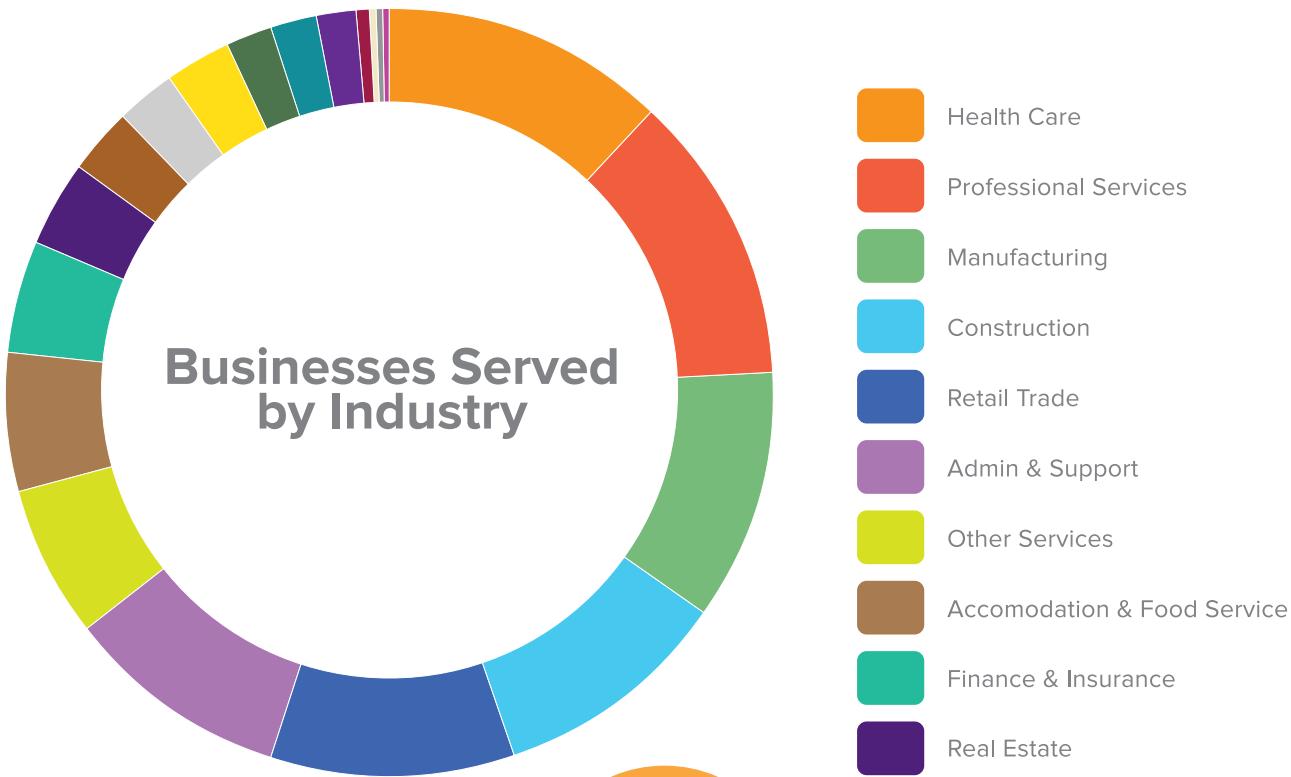
ADULT CUSTOMER  
PLACEMENT RATE

\$14.09

AVERAGE WAGE FOR  
PLACED ADULT CUSTOMER

14,853

CUSTOMERS  
PLACED IN JOBS  
15% Increase in Reported  
Employment Over  
Previous Year



Emerging Industries:  
**Maritime, Aviation**

- Health Care
- Professional Services
- Manufacturing
- Construction
- Retail Trade
- Admin & Support
- Other Services
- Accommodation & Food Service
- Finance & Insurance
- Real Estate
- Information
- Wholesale Trade
- Transportation / Warehousing
- Educational Services
- Public Administration
- Arts & Entertainment
- Utilities
- Agriculture
- Not Classified
- Management

**4,575**

TOTAL BUSINESSES  
SERVED

107% Increase in Total  
Businesses Served  
Over Previous Year



# STATEMENT OF FINANCIAL POSITION

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## PROGRAM YEAR 2013-2014

### Assets

#### Current Assets

Cash	\$1,040,676
Certificates of deposit	\$69,700
Grants receivable	\$650,801
Prepaid expenses and other assets	\$157,752
Total current assets	<b>\$1,918,929</b>

#### Property and Equipment

Property and equipment, net	\$739,490
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### **TOTAL ASSETS**

**\$2,658,419**

### Liabilities and Net Assets

#### Current Liabilities

Accounts payable	\$1,238,585
Due to related parties	\$1,550
Refundable advances	\$389,550
Accrued wages and benefits	\$131,015
Accrued compensated absences	\$97,456
Total current liabilities	<b>\$1,858,156</b>

#### Net Assets

Unrestricted net assets	\$800,263
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### **TOTAL LIABILITIES & NET ASSETS**

**\$2,658,419**

# STATEMENT OF ACTIVITIES

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## PROGRAM YEAR 2013-2014

### Revenues

Grant revenue	\$11,678,772
Contract revenue	\$597,736
Charges for services	\$34,220
Miscellaneous	\$26,136

**TOTAL REVENUES** **\$12,336,864**

### Expenses

Program services	\$11,462,924
Management and general	\$998,702

**TOTAL EXPENSES** **\$12,461,626**

**CHANGE IN NET ASSETS** **\$(124,762)**

### Unrestricted Net Assets

Beginning	\$925,025
Ending	\$800,263



## CAREER CENTERS

**TITUSVILLE:**  
3880 S. Washington Ave., Ste. 214

**ROCKLEDGE:**  
295 Barnes Blvd.

**PALM BAY:**  
Country Club Plaza  
5275 Babcock St. NE, Ste. 8B

Hours of Operation  
**MONDAY–THURSDAY**  
9am–6:30pm  
**CLOSED FRIDAYS**

[careersourcebrevard.com](http://careersourcebrevard.com)

CALL (321) 504-7600

An EQUAL OPPORTUNITY employer/program.  
Auxiliary aids and services are available upon request to  
individuals with disabilities. All voice telephone numbers  
on this document may be reached by persons using  
TTY/TDD equipment via the Florida Relay Service at 711.

**For daily Hot Jobs and other updates:**

- [facebook.com/careersourcebrevard](https://facebook.com/careersourcebrevard)
- [twitter.com/csbrevard](https://twitter.com/csbrevard)
- [youtube.com/careersourcebrevard](https://youtube.com/careersourcebrevard)
- [linkedin.com/company/careersourcebrevard](https://linkedin.com/company/careersourcebrevard)