



Career Center Committee Meeting

December 14, 2017

8:30 A.M. – 10:00A.M. CSB Boardroom

(Teleconference 321-394-0707)

Attendees:

Mike Menyhart (Chair), Shawn Beal, Dale Coxwell, Debra Greco, Nancy Heller, Danielle Jones, Amar Patel, Ron Taibl, Rose Thron

Agenda

Page No.

Call to Order

Mike Menyhart

Introductions

Public Comment

Presentation – Success Story

Marcia Markham

Soft Skills Grant

Tina Berger

Action Items

Approval of Committee Minutes for September 14, 2017

Mike Menyhart

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Discussion/Information Items

- | | | |
|--|---------------|---------|
| ▪ Committee Goal Status | Jana Bauer | 4 - 8 |
| ◦ Business Use of CSB Business Services | Erma Shaver | 9 - 10 |
| ◦ 2017-2018 NextGen Youth Program Plan | Jana Bauer | 11- 12 |
| ◦ Continuous Improvement Initiatives | Jana Bauer | 13 - 14 |
| ◦ PY17-18 Career Center Standards Results | Erma Shaver | 15 - 16 |
| ◦ First Quarter Contractor Performance PY17-18 | Erma Shaver | 17 - 19 |
| ◦ Working for Brevard and Economic & Community Impact Report | Don Lusk | 20 - 21 |
| ◦ Local Customer Satisfaction Survey – Jobseekers | Erma Shaver | 22 - 24 |
| ◦ CSB Strategic Outreach/Awareness Plan 2017-2018 | Denise Biondi | 25 - 28 |
| ◦ Attendance Roster | | 29 |

Adjourn

Mike Menyhart

Call 321-394-0658 for information

TTY: 711-321-394-0507

Upcoming Meetings

January 2018

25th Industry Workforce Committee-8:30am

29th Executive Committee-4pm

February 2018

13th Board of Directors Annual Retreat-8am-Rockledge Career Center

March 2018

8th Career Center Committee-8:30am

April 2018

26th Industry Workforce Committee-8:30am

30th Executive Committee-4pm

May 2018

15th Board of Directors-8am

June 2018

14th Career Center Committee-8:30am

CareerSource Brevard

Career Center Committee

September 14, 2017

Minutes

Members in Attendance:

Mike Menyhart (Chair), Shawn Beal (via teleconference), Nancy Heller, Danielle Jones, Amar Patel, Ron Taibl, Rose Thron

Members Absent:

William Chivers, Dale Coxwell and Debra Greco

Staff in Attendance:

Marci Murphy, Don Lusk, Judy Blanchard, Jana Bauer, Denise Biondi, Rick Lepre, Erma Shaver, John Berardi, Marina Stone

Guests in Attendance:

Caroline Joseph-Paul, Ramsey Olivarez and Helen Ortiz of CareerSource Brevard (CSB) Career Centers

Call to Order:

Mike Menyhart (Chair) called the meeting to order at 8:31am at CareerSource Brevard (CSB). Introductions were made.

Public Comment:

There was no public comment.

Presentations:

Stephanie Smith is a NextGen customer who came into our centers seeking career advising assistance. Through assessments and career researching with staff, Stephanie was able to obtain a work experience with Saalex Solutions as a data entry clerk. She has outperformed their expectations and has been promoted to a Proposal Coordinator under the CSB On-The-Job Training program. Staff also shared a presentation of the Summer Youth Programs that CSB coordinated with The City of Cocoa and The City of Palm Bay.

Ron Taibl joined the meeting.

Action Items:

Approval of Workforce Operations Committee Minutes of May 11, 2017

Motion to approve the Minutes from the May 11, 2017 meeting was made by Ron Taibl. Nancy Heller seconded the motion. The motion passed unanimously.

Discussion/Presentations/Information Items:

Committee Goal Status

Staff reviewed the matrix of the Career Center Committee including the Goal, Objectives, Strategies, Actions, Timeframes a Status of each strategy. Staff shared that WESH2 approached CSB to do a community story about the manufacturing industry in the Space Coast area. We are currently working with WESH2 and several educational partners to give the station plenty of information for the story, which should be aired by the end of 2017.

Bayside Manufacturing Academy

The Bayside Manufacturing Academy is entering its second year of course offerings. There were 80 students enrolled last program year. So far this year, there are 137 students enrolled. This program offers hands-on trade skills training labs in the machining center. The Academy is working with Junior Achievement to create an industry mentoring program for students.

NextGen Program Enrollment

Under WIOA, CSB's NextGen program is required to serve a maximum of 25% on In-School Youth and a minimum of 74% on Out-of-School Youth. The program is committed to serving a minimum of 350 young adults throughout Program Year PY 2017-2018. Data was shared from the PY 2016-2017 and the first month of PY 2017-2018.

Attracting Hidden Talent in a Low Unemployment Environment

Brevard County's unemployment rate is currently at 4.4% which causes a paradigm shift in the strategies used to recruit talent for open jobs. Partnerships and new processes which enable CSB to attract and utilize hidden talent that is vital to the success of Brevard employers was shared.

Website and Social Media Snapshot

An infographic was shared showing the website and social media traffic, businesses and career seekers served and statistics about both.

Regional Workforce Board Collaboration

Career Source Brevard (CSB), CareerSource Flagler/Volusia and CareerSource Central Florida have formed a strong partnership under the requirement of WIOA to address regional workforce issues. CareerSource Flagler/Volusia is utilizing a tool that geographically displays job data within Employ Florida. On a monthly basis, the communications teams from the tri-regional boards gather for strategic discussions.

End of Year Contractor Performance PY 16-17

The CSB/Dynamic Workforce Solutions (previous contractor) contract is cost reimbursement for direct program costs, however; profit is withheld from the Contractor until measurable performance outcomes are achieved. The Contractor succeeded in meeting or exceeding the performance criteria and was paid all withheld costs for PY 2016-2017. Data was shared.

Local Customer Satisfaction Survey Results

The customer Satisfaction Survey used in our career centers has been used for years by career seekers. During the fourth quarter, April 1, 2017 through June 30, 2017, 850 surveys and 453 comments were received. The majority, 90.8% were either very satisfied or satisfied with staff. Of 15 services provided, the 5 highest rated were resume development, job search assistance, employment workshops, skills assessments and skills and interest.

Marci shared an infographic showing how much money CSB has infused into wages of Brevard County residents in PY16-17.

Adjourn:

There being no further discussion or business, Mike Menyhart adjourned the meeting at 9:36 am.

Respectfully submitted,

Reviewed by,

{signature on file} 10/03/17
Marina Stone Date

{signature on file} 10/03/17
Mike Menyhart, Chair Date

Career Center Committee

GOAL: Create a Career Center Model that is one of the top choices for career seekers and businesses in Brevard by offering quality workforce products and services.

Objective: Offer the highest quality of services to Career Seekers to enable them to become the talent that the businesses need.

Strategies	Actions	Timeframes	Status
Increase the skills needed in the labor force to meet the demands of local and regional businesses.	Measure & analyze the effectiveness of the training programs offered to career seekers through CSB.	June 2018	No updates.
	Develop a process that effectively crosswalks real-time Industry data from CSB's sectors and Business Liaisons to staffing specialists & Recruiters to be utilized by career seekers.	December 2017 / Ongoing	<p>The Industry Relations team shares real-time Industry data with staffing specialists through the following initiatives;</p> <ul style="list-style-type: none"> • BL's report to all three centers weekly staff meetings to gain insight on what's going on in the staffing specialist world and provide updates on any business services items affecting the centers. • Monthly LMI data is provided to staff in print form. • BL's and LVER's provide quarterly presentations to career center staff in their respective subject matter area. The sector strategy team provides an annual update. Quarterly presentations are occurring in December. • BL's assist with the Virtual Career Shadowing. • BL's will host through February an onsite industry showcase at the center with an industry panel, training providers and CSB to help with career exploration and industry exposure. • Industry Relations is working with CSF Chief Economist to produce LMI and supply/demand information for sector industries that is valuable for making pipeline training decisions. One has already been produced one for manufacturing and the plan is to do the other sectors going forward. <p><i>See Business Use of CSB Services Brief.</i></p>
	Form partnerships to help identify the training needs of local businesses	Ongoing	<i>See Soft Skills Grant Brief.</i>

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Improve the lives of Brevard County's Youth & Young Adult population by offering services & programs that benefit this population & prepare them for the workforce.	Work with Brevard Public School's to facilitate the addition and robust usage of Vocational and CAPE Academies.	Ongoing	<p>The CAPE Planning Committee met on 9/26 and discussed:</p> <ul style="list-style-type: none"> Two certifications submitted to CSFlorida (Microsoft Technology Associate Introduction to Block-Based Languages Cert and Certified Solidworks Professional Certification). BPS will no longer host Florida Ready to Work program. New 911 dispatcher program at Astronaut HS. An ambulance has been donated. Work is being done to enhance the construction programs. BPS is developing a district advisory board to develop the curriculum. Students will be OSHA trained and will receive exposure to plumbing, electrical, drywall, framing and roofing.
	Effectively run the NextGen young adult program and supply youth with innovative services to help them enter the workforce.	Ongoing	<p>From Aug-October, 53 new participants were enrolled into NextGen (52 OSY, 11SY). Total enrollees to date: 181 (52% of goal).</p> <p><i>See 2017-2018 NextGen Youth Plan Information Brief.</i></p>
	Work with Cities and organizations in Brevard County to offer work readiness training and/or a Summer Jobs program.	Ongoing	<p>Staff met with the City of Palm Bay in October to discuss and solidify 2018 program dates for Juniors to Jobs.</p> <p>The City of Cocoa has committed to a third-year of Cocoa Works, however the program budget has been reduced by approximately 50%. No further dates or planning have occurred.</p>
Work to identify and find hidden talent in a low unemployment environment.		Ongoing	<i>See Continuous Improvement Initiatives Brief.</i>
Work with other Workforce Boards and Organizations to find innovative processes/ collaborations around Career		Ongoing	In September 2017, Marci traveled with the executive directors of CareerSource Central Florida and CareerSource Flagler/Volusia to Washington DC. The ED's visited Senator Marco Rubio's office and discussed the importance of workforce development to the Central

Career Center Committee

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Seekers that can be shared.			Florida area. Brevard and Central Florida's Economic and Community Impact Reports were given to Senator Rubio's staff.
Ensure that measureable continuous improvement is being utilized throughout the CareerSource Brevard organization.	Sustain Customer focused, high performing services to the general public.	December 2017	<i>See Continuous Improvement Initiatives Brief.</i>
Objective: Offer the highest quality of services to Businesses to meet their workforce needs.			
Strategies	Actions	Timeframes	Status
Track & improve Business engagement Activities		Ongoing	Hiring Events (Aug - Oct): 89 Recruiting Events, 1,183 jobseekers in attendance. - Oct 12 – EDC/CSB Manufacturing Job Fair – 8 employers, 31 jobseekers Business Learning Events: - 0 events hosted this quarter - Upcoming sessions include Retention Workshop for Employers (Feb 2018) and Diversability in the Workplace (April 2018) Business/Talent Pipeline Development and Engagement: - Aug 28 – America's Promise Grant Kickoff meeting - Sept 27 – MASC-AIM Annual Manufacturing Awards and Manufacturing Month Kickoff - Oct 5 – Healthcare Consortium Meeting Virtual Industry Tours and Chat Support
Work with other Workforce Boards and Organizations to find innovative processes/ collaborations around Business Services.		Ongoing	<u>Career Mapping</u> A collaboration meeting was scheduled but cancelled due to Hurricane Irma. The next meeting will occur after the first of the new year. <u>Communication Collaboration</u> <ul style="list-style-type: none"> Currently discussing a regional awareness campaign to share Central Florida's Talent Supply Study. (may include an event to launch the study results) Developed CSB's economic Impact report using graphical elements from CSCF's report.

Career Center Committee

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			<ul style="list-style-type: none"> • Shared best practices re: hurricane relief efforts targeting career seekers and employers. • Presented to Florida's workforce boards strategies and tactics to identify and attract "hidden talent". • Engaged communications colleagues across Florida's workforce boards to support talent recruitment efforts for Embraer and other CSB's employer customers. <p><u>Business Services</u></p> <ul style="list-style-type: none"> • Business Services Managers of CSCFL, CSFV and CSB meet bi-monthly. Meetings have occurred in July, September and upcoming in December. • Participate in weekly calls for the hi-tech corridor group including all 3 regions. • Meeting has occurred with all 3 regions to learn about a new LMI data tool that shows graduation rates in various schools along with cross-walked industry and occupation.
Help Businesses Train and Retain their workforce.	Create a comprehensive, high-quality "Employee Retention" package to offer to businesses.	June 2018	No updates.
Objective: Create a data centered environment to measure the success of CareerSource Brevard's services.			
Strategies	Actions	Timeframes	Status
Create a method to display CSB's Federal, State and Career Center Contract measures in a simplistic, easy to understand snap shot.	Create and present at committee meeting	March 2018	<i>See Career Center Standards Results and First Quarter Contractor Performance Results 17-18 Briefs.</i>
	Analyze the measures	March 2018	No updates.
	Actions to increase performance	March 2018	No updates.

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Objective: Offer the highest quality of services to Career Seekers to enable them to become the talent that the businesses need.

Create a method to measure CSB's value to the Brevard Community as a source that is used by career seekers and businesses.	Create and measure	March 2018	<i>See Working for Brevard and Economic and Community Impact Reports.</i>
Measure the Customer Satisfaction of both Career Seekers and Employers.		Ongoing	<i>See Local Customer Satisfaction Survey - Jobseekers Brief.</i>
Objective: Develop & implement Marketing & Outreach to businesses and career seekers so that they are aware and utilize CSB's services.			
Strategies	Actions	Timeframes	Status
Develop a comprehensive portrait of CSB's business services that includes relevant analytics and data.	Engage outreach plan that raises awareness of CSB's business services including: Talent Attraction, Recruitment and Retention Services.	December 2017	<i>See Outreach Plan Brief and Presentation.</i>
Develop a comprehensive portrait of CSB's career services that includes relevant analytics and data.	Engage outreach plan that raises awareness of/drives talent to CSB's career seeker services. Actions target both hidden talent (i.e. ex-offenders, vets, mature workers, persons with disabilities, etc.) and Key Sector-required talent.	December 2017	<i>See Outreach Plan Brief and Presentation.</i>
	New and improved website.	Ongoing	On 11/28, CSB learned that the WESH 2 Chronicle: Space Coast Comeback, will air on Dec 13th at 8pm and includes interviews with Marci Murphy, Frank DiBello and Lynda Weatherman. The show will be available online. WESH 2 became interested in doing this Chronicle after discovering our website, specifically our pages on "Trending in Brevard".



December 14, 2017

Information Brief

Business Use of CareerSource Brevard (CSB) Business Services

Background

The CSB Strategic Plan contains the following goal regarding business use of services.

Goal 1	GOAL: Create a Career Center Model that is one of the top choices for career seekers and businesses in Brevard by offering quality workforce products and services
Strategy 2	Objective: Offer the highest quality of services to Businesses to meet their workforce needs.
Measure 1	Track & Improve Business Engagement Activities
Activity	The Board will review data for overall business use of the CSB business services.

Staff will bring this data for review on an annual basis to be used as a piece of the total analysis about the business use of CareerSource Brevard. Ultimately the desire is to be cognizant of the usage trends of business services. The data contained in the attached tables shows the number of unique businesses who received a service and also the number of services those businesses used.

Count of All Services Received

This chart measures and tracks the number of CSB services that a business uses. The services are broken into job orders and all other services. All other services can include reduction in force services, salary information, labor market information, employed worker training, On-The-Job Training, job fairs, interview space resources and applicant pre-screening, etc. A business can use these services as much as needed and each use counts as a unit of service. The table also presents the data by industry areas that correspond to the “communities” that CSB uses as a part of the Business to Jobs (B2J) model. The 2016-17 Program Year results are as follows:

PY 16-17 ALL SERVICES RECEIVED				
<u>Industry</u>	<u>Job Orders</u>	<u>All Other Services</u>	<u>Total</u>	<u>% Change from PY 15-16</u>
Total All Industries	8,995	46,985	55,980	-24.28%
Construction	2,099	13,737	15,836	-18.83%
Health Care	2,250	8,759	11,009	-29.25%
General	4,642	24,455	29,095	-25.09%

Aerospace	858	2,603	3,451	+12.99%
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The number of services being provided to current business (total all industries) customers decreased by 24% under the previous year. Within the individual communities which comprise the B2J model, Construction, Health Care, General and Aerospace saw changes of -18.8%, -29.3%, -25.1% and +13%, respectively.

Count of Employers That Received a Service

This chart measures the number of individual business or employers that CSB serves. This shows the number of employers who placed job orders and received other services from CSB.

PY 16-17 EMPLOYERS THAT RECEIVED A SERVICE				
<u>Industry</u>	<u>Job Orders</u>	<u>All Other Ser vices</u>	<u>Total</u>	<u>% Change from PY 15-16</u>
Total All Industries	1,403	2,083	3,486	-0.99%
Construction	384	580	964	-2.53%
Health Care	253	514	767	-1.79%
General	673	979	1,652	+0.48%
Aerospace	58	92	150	-10.19%

For PY 2016-17, there was a 1% decrease in the number businesses served across all industries. Within the individual communities which comprise the B2J model, Construction, Health Care, General and Aerospace saw changes consisting of -2.5%, 1.8%, +0.5% and -10.2% respectively.

Analysis

The data presented in this brief is captured through our Employ Florida (EF) state database and only addresses part of the analysis. CSB's focus and business model for addressing employer's needs has taken a slight shift to sector strategy work, consortium meetings and subcommittee work, partner meetings, apprenticeship meetings, etc. These aren't being captured in EF because there are no codes. CSB has forced some of the activities into the workshop code and have asked CareerSource Florida to add Support Service codes but there has been no movement on this yet.

Additionally with the focus at the State level changing in 2014 from quantity to quality, CSB has followed that philosophy and believes a satisfied customer is the best advertisement for the services we provide.

Discussion Brief

2017 - 2018 NextGen Youth Program Plan

Background

For 2017-2018, NextGen continues to focus on serving older youth and young adults to participate in work-based training and obtain employment. The program had 116 cases carried over from the previous year, leaving the enrollment goal of at least 234 new customers, for a total of 350 customers served during the year. Enrollment is broken down by center, with Titusville being responsible for 47 new customers, and Rockledge and Palm Bay both striving for 94 new customers each. The ideal candidate is out of school, between 18-24 years old and looking for work. However, we reserve the right to serve in-school participants as a small percentage of our overall funding (20%).

Recruiting Strategies

Staffing specialists share in the responsibility of recruiting for the program. Recruitment is a multi-pronged approach including;

- Attending job fairs and community events
- Talking to job seekers inside the career centers
- Responding to web inquiries
- Co-enrolling participants in other programs who will benefit from Youth services.
- Participation in community organizations and consortium meetings
- On-site outreach, including at Adult Education sites.
- Utilizing social media as a form of outreach, news and case management

The program will include the following:

- Attending a scheduled information session, complete paperwork and TABE pre-test
- Attend and complete a pre-employment skills workshop
- Interview with a work-based training specialist for placement in work experience and continue to work with staffing specialist toward placement in unsubsidized employment.
- For those interested in training, additional assessments will be completed to determine suitability for training.
- All participants will be assessed and will complete the program with a work experience, job shadow, training, or internship.

Pre-Employment Skills Workshop (Career MAPS)

NextGen will use the Career MAPS Workshops and Employment Program curriculum for their pre-employment training. Career MAPS was designed to provide participants with a focused professional development opportunity on a variety of career planning, self-evaluation, job seeking, and soft skills topics to provide the job seeker with the tools they need to enter or re-enter the job market.

Support services will be offered including; transportation assistance (gas cards or bus passes), child care assistance, uniforms, or other support services necessary to participate in WIOA services.

CSB will be hosting a first annual job fair in summer of 2018 in partnership with Brevard Public Schools Career and Tech Education (CTE) for graduating students out of the CTE programs. The goal is to engage fresh-out-of-school young adults that want employment.

Discussion

- Are there any committee members that would be interested in, or can identify, sites for work experiences and/or job shadowing opportunities for the NextGen clients?
- Any ideas from the committee about connections to agencies or organizations that serve this age group that NextGen staff can participate in?
- Do any of the committee members have any best practices they would like to share surrounding utilizing social media as a tool of communication to reach 18-24 year olds?
- We have a staff member visiting the Harry T. Moore center in Titusville one day a week to have presence. Are there any other places within the community that the committee believes would be good places for us to have a presence?

Information Brief

Continuous Improvement Initiatives

Background

In July 2017, CSB officially switched to a new one-stop career operator contractor, C2 Global Professional Services. During transition, C2 worked with CSB Board to identify various areas for improvement. In particular, C2's strengths in technology helped to identify core initiatives that would help the organization attract hidden talent and increase awareness within the community. Several of these initiatives have become part of the President's goals for PY 17-18.

Virtual Industry Tours

This initiative is a six month pilot in partnership with C2's Texas contracts, Workforce Solutions. The series includes Industry Chats and Virtual Tours to provide employers an opportunity to engage youth and adult job seekers. Employers connect to classrooms in up to 35 career centers throughout Texas and Florida throughout a video-conferencing platform. During the sessions, youth and adult job seekers will be able to: learn about careers and career pathways from a wide variety of industries, speak to professionals about their jobs and careers, engage in live Q&A sessions, and take a live virtual tour. Each session is moderated by a facilitator and is one-hour long, allowing two to three employers to present. Sessions that have occurred so far include (Numbers include all sites for Texas & Florida);

- 9/6/17 – Manufacturing Session – 32 sites logged on, 85 participants total.
- 10/11/17 – IT Session featuring Artemis – 43 sites logged on, 220 participants total.
- 11/8/17 – Healthcare Session featuring PSA Healthcare – 31 locations logged on, 175 participants total.
- Upcoming sessions include:
 - Wednesday, December 6 @ 10 AM (Aerospace)
 - Wednesday, January 10 @ 10 AM (Business, Accounting, and Finance)
 - Wednesday, February 7 @ 10 AM (Construction and Transportation)

Career Advising Training

C2 is currently evaluating three methods of career advising training - CALE, California Workforce Association TadGrants and The Graduate Network (TGN). All of these tools are best practice models for career advising, focusing on how to engage customers, mutual goal setting, fundamentals of advising, etc. C2 has tested CALE and TadGrants in various

locations and is looking to test The Graduate Network in Brevard. A conference call was held in Nov 2017 with TGN as a preliminary planning session. C2 is currently identifying who to bring onboard and into a further planning session. The training is expected to be launched first quarter of 2018.

Texting Campaign

Operated by CSB recruiters, CSB now has the capability to mass text to jobseekers through a tool called Trumpia. Trumpia is a platform that allows messages to be programmed to those who have opted in. Subscribers receive messages about upcoming job fairs, recruiting events, virtual industry tours and other news occurring in the centers. Trumpia is being promoted currently through committee meetings, social media, and in-center flyers.

Launched on 8/1/17, Goal: 1,000 subscribers by May 2018

Jobs321 Facebook Page

Operated by the CSB Recruiters, this Facebook page highlights up to 10 new job postings per day in the Brevard County area. Jobs are also displayed on a Google Map for easier view and searches. All jobs are linked back to the Employ Florida (EF) posting. The tool is being promoted through CSB's board page and a new partnership with local Facebook page "Jobs Network"(JN). Recruiters are utilizing the JN page to market CSB's Hot Jobs list to over 30,000 local jobseekers.

Launched on 8/1/17, Goal: 1,000 fans by May 2018

Jobs Map

C2 has developed a "jobs map," which is a geographical, interactive way to display available jobs in Employ Florida. The map is refreshed every Monday and displays jobs by industry. The map has a designated location on the CSB website and is being promoted through a texting campaign, and being highlighted on both CSB's and Jobs321 social pages. Phase two of this project will be overlaying the Space Coast Area Transit fixed route public transportation route so users can view what jobs have accessibility. The tool is viewed as a utility, showcasing the jobs available in EF in a new geographical way. Information about the job is provided on the map, and directs users to EF for further details and/or to apply.

Launched on 8/1/17, Goal: 10,000 views by May 2018

Information Brief

PY 17-18 Career Center Standards Review

Background

The Career Center Standards is a review instrument adopted by the Board to review our One-stop operator for compliance and is a piece of their performance payout in their contract. The new Workforce Innovation and Opportunity Act (WIOA) has incorporated criteria that requires changes to the Career Center Standards in order to make the region eligible for infrastructure funding. Specifically, criteria was established by the State and the Local Region that address effectiveness, physical and programmatic accessibility, and continuous improvement of one-stop centers. Those changes were incorporated into the tool used for the current review

Discussion

Overall Rating – PY 17-18 Rating is 100%. Each Career Center was rated in five (5) key quality indicator areas:

- **Poster & Signage** verifies that all Federal and State required posters are properly displayed.
- **Job Seeker Services** verifies that available services, tools and other resources are properly identified and readily available to job seeker.
- **General Services** verifies that options are available for customers (job seeker and employer) to receive the full range of services identified by regulation.
- **Employer Services** verifies that employers receive personalized access to available services such as recruitment, referral, candidate screening, follow-up, etc.
- **General Staff & Operations** verifies that staff has the tools necessary to perform their assigned duties, including training, regular communication and a positive operational environment that encourages team work. This includes verification that proper logos are used in all internal/external communications.

The contractor continues to demonstrate commitment to provide all-inclusive, consistent services across all centers. This is evident in the perfect review at all three centers for the second consecutive year. Staff appeared professional and attentive to customer needs.

Contractor should continue to monitor the quality and dates on all flyers and ensure appropriate signage to help guide customers through the centers.

The contract requires an overall rating of 90% or higher to qualify for a performance payment. Since the contractor has attained a rating of 100% overall performance, they are eligible to receive the payout amount based on this measure, staff recommends such performance payment.

Results Summary Current and Historical

PY 2017-18

	Overall	Palm Bay	Rockledge	Titusville
Total Rating	100.0%	100.0%	100.0%	100.0%
	Overall	Palm Bay	Rockledge	Titusville
Posters & Signage	100.0%	100.0%	100.0%	100.0%
Job Seeker Services	100.0%	100.0%	100.0%	100.0%
General Services	100.0%	100.0%	100.0%	100.0%
Employer Services	100.0%	100.0%	100.0%	100.0%
General Staff & Operations	100.0%	100.0%	100.0%	100.0%

PY 2016-17

	Overall	Palm Bay	Rockledge	Titusville
Total Rating	100.0%	100.0%	100.0%	100.0%
	Overall	Palm Bay	Rockledge	Titusville
Posters & Signage	100.0%	100.0%	100.0%	100.0%
Job Seeker Services	100.0%	100.0%	100.0%	100.0%
General Services	100.0%	100.0%	100.0%	100.0%
Employer Services	100.0%	100.0%	100.0%	100.0%
General Staff & Operations	100.0%	100.0%	100.0%	100.0%

PY 2015-16

	Overall	Palm Bay	Rockledge	Titusville
Total Rating	99.6%	99.3%	100.0%	99.6%
	Overall	Palm Bay	Rockledge	Titusville
Posters & Signage	100.0%	100.0%	100.0%	100.0%
Job Seeker Services	100.0%	100.0%	100.0%	100.0%
General Services	100.0%	100.0%	100.0%	100.0%
Employer Services	100.0%	94.4%	100.0%	100.0%
General Staff & Operations	98.7%	100.0%	100.0%	98.1%

PY 2014-15

	Overall	Palm Bay	Rockledge	Titusville
Total Rating	99.5%	98.8%	100.0%	99.6%
	Overall	Palm Bay	Rockledge	Titusville
Posters & Signage	100.0%	100.0%	100.0%	100.0%
Job Seeker Services	99.3%	98.0%	100.0%	100.0%
General Services	99.3%	100.0%	100.0%	98.0%
Employer Services	100.0%	100.0%	100.0%	100.0%
General Staff & Operations	98.7%	96.0%	100.0%	100.0%

PY 2013-14

	Overall	Palm Bay	Rockledge	Titusville
Total Rating	99.7%	99.3%	100%	99.7%
	Overall	Palm Bay	Rockledge	Titusville
Posters & Signage	100%	100%	100%	100%
Job Seeker Services	98.8%	97.5%	100%	98.8%
General Services	100%	100%	100%	100%
Employer Services	100%	100%	100%	100%
General Staff & Operations	100%	100%	100%	100%



December 14, 2017

Information Brief

First Quarter Contractor Performance PY 2017-2018

Background

The CSB Workforce Operations contract is cost reimbursement for direct program costs, however, profit is withheld from the Contractor until measurable performance outcomes are achieved. Payments of withheld costs are available to the Contractor to earn on a quarterly basis.

Payment of withheld profit uses a performance measurement model based on the following elements:

A) Meeting or exceeding 5 out of 9 measures as shown in the contract.

- ❖ Measures 1 through 7 - Rank at 13 or less on specific measures from the Monthly Management Report
- ❖ Measure 8 – Meet or exceed the minimum percentages set on 5 out of 8 Performance Standards established in the contract.
- ❖ Measure 9 - Obtain an overall system score of 90% or higher on the Career Center Standards

B) Meet or exceed the accelerated percentages set on 5 out of the 8 Performance Measures established in the contract.

C) Meeting or exceeding a minimum score of 75 on a Board performance evaluation related to programmatic monitoring results.

PY 2017-18 Performance Results

The Contractor succeeded in meeting or exceeding the performance criteria and was paid all withheld costs.

Elements of Contractor Performance Earnings PY 17-18

Element A				
Objective/Criteria	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Meet 5 out of 9 measures below				
Welfare Transition Entered Employment Rate (Rank between 1-13 on State Quarterly MMR)	No – Ranked 22			
Welfare Transition Federal All Family Participation Rate (Rank between 1-13 on State Quarterly MMR)	No – Ranked 21			
WIA Adult Employed Worker Outcome Rate (Rank between 1-13 on State Quarterly MMR)	Yes – Ranked 6			
WIA Adult & Dislocated Worker Entered Employment Rate (Rank between 1-13 on State Quarterly MMR)	Yes – Ranked 1			
Wagner-Peyser entered Employment Rate (Rank between 1-13 on State Quarterly MMR)	Yes – Ranked 6			
Short Term Veterans Entered Employment Rate (Rank between 1-13 on State Quarterly MMR)	Yes – Ranked 3			
Wagner-Peyser Percent of Job Openings Filled (Rank between 1-13 on State Quarterly MMR)	Yes – Ranked 9			
Met the minimum percentages set on 5 out of 8 Performance Standards established in Attachment F.	Yes – Met Minimum on 7 or 8*			
Obtained an overall system score of 90% or higher on the Career Center Standards	Yes – 100%			
Element B				
Met the accelerated percentages set on 5 out of the 8 Performance Measures established in Attachment F	Yes – Met Accelerated on 5 of 8			

Element C	
Met a minimum score of 75 or higher on the CSB performance evaluation related to the annual state programmatic monitoring results	Available at the end of the year

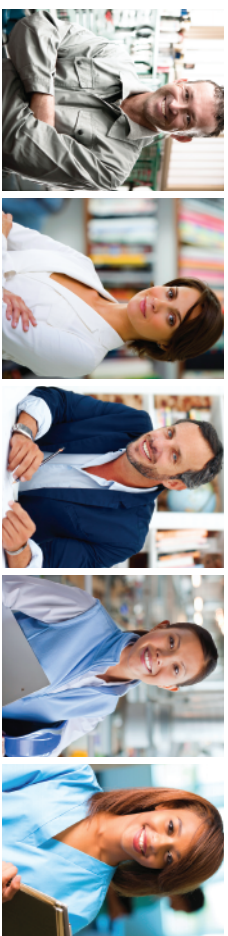
The one measure not met was a new measure for increasing the number of customers being served by the Career Centers. The goal was to reach 6,514 customers and there were actually 6,288 reached. Contributing factors include Hurricane Irma and upgrades to EFM that have caused several problems with registering customers in the system.

MEASURING SUCCESS



808

BUSINESSES SERVED



2,803

PEOPLE PLACED IN JOBS



UNEMPLOYMENT RATE

4.3%

UNEMPLOYMENT RATE IN
BREVARD AS OF 10/3/2017



ON-THE-JOB TRAINING

35 OJTs CREATED FOR 16 BREVARD BUSINESSES

20 of 29

WITH
\$200,069.75
IN OUT CONTRACTS WRITTEN

VETERANS SERVED

1,955 VETS

Received

13,208

Personalized
Services



289

VETERANS EMPLOYED

RECRUITING EVENTS/ JOB FAIRS

74

Attended by

1,319

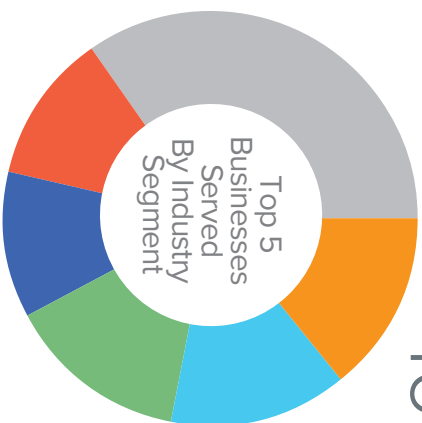
JOB
SEEKERS



27

UNIQUE
EMPLOYERS

WORKING FOR BREVARD



- Health Care
- Construction
- Manufacturing
- Administrative
- Professional Services
- Other

\$8.62M = \$317M

Invested in employment and training services

Infusion of Wages in Brevard County

In PY 2016-2017, CareerSource Brevard's Workforce System Provided:



1,829

Brevard
businesses served



34,112

Brevard residents provided
with employment services



11,077

Brevard residents
placed in jobs

\$36.80

Earnings Per
Dollar Spent

Business Services

We are focused on the present and the future needs of Brevard County and the people who live and work here.



Providing businesses
the right candidates



Recruitment services
to meet all levels of
the businesses need



Employee training
solutions that keep
businesses prosperous



Complimentary
human resource
outsourced support

Career Services

We use a sector strategy approach to talent development. We help our workforce in gaining the skills necessary to advance their careers or re-enter the workforce quickly.



Provide in person
access to
local businesses



Training resources
to support
in-demand industries



Targeted résumé and
interview preparation



Effective online
career search support

1.321.504.7600 | careersourcebrevard.com

Information Brief

Local Customer Satisfaction Survey Results – Job Seekers

Background

The Customer Satisfaction Survey instrument in use in our career centers appears on computer stations and on the Workforce Specialist Services and Transition Specialist Services computers. Signage, pop-up reminders and staff engagement have been used to encourage participation. As of July 1, 2017, the Customer Satisfaction Survey transitioned to the new contractor. The format and questions were revised slightly to provide better feedback based on contractor services and customer flow.

Results

During the first quarter July 1, 2017 through September 30, 2017, 694 customer completed surveys. Actual comments were provided by some customers but are not shared in this brief due to the volume of comments received; they are reviewed by the Contractor to support continuous improvement efforts and shared with Board staff via the monthly contractor report.

Which Services Brought You to CareerSource Brevard Today?

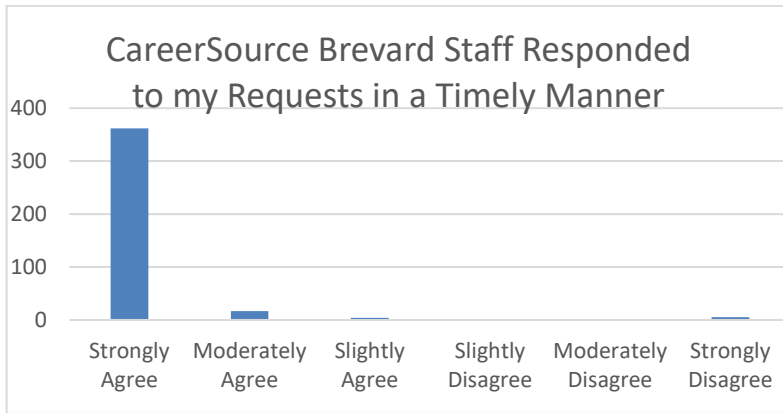


Of the 694 customers completing surveys, the largest group were those that came for Job Search (166).

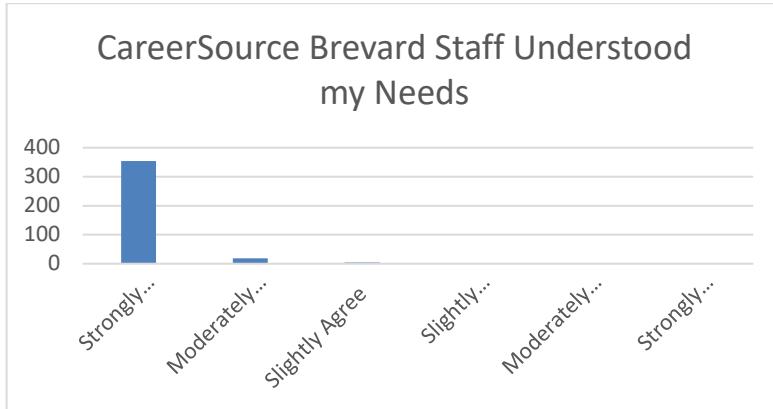
94.1% believed that CSB Staff made them feel welcome in the center.

CareerSource Brevard Staff Made Me Feel Welcome

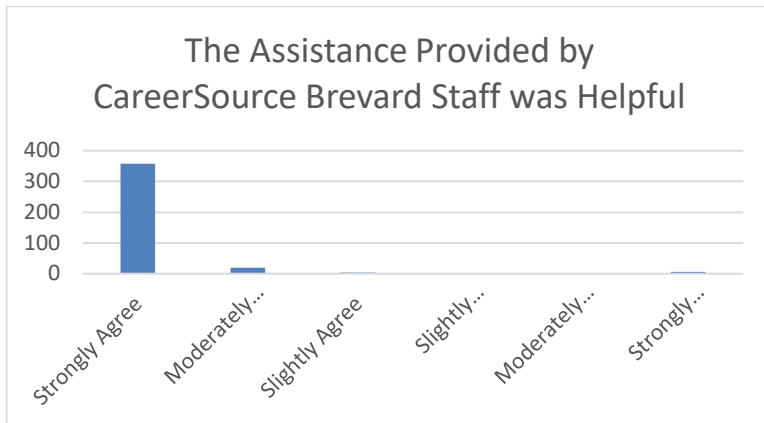




93% felt staff responded to their needs in a timely manner.



92% felt staff understood their needs.



93% strongly agreed that staff was helpful.



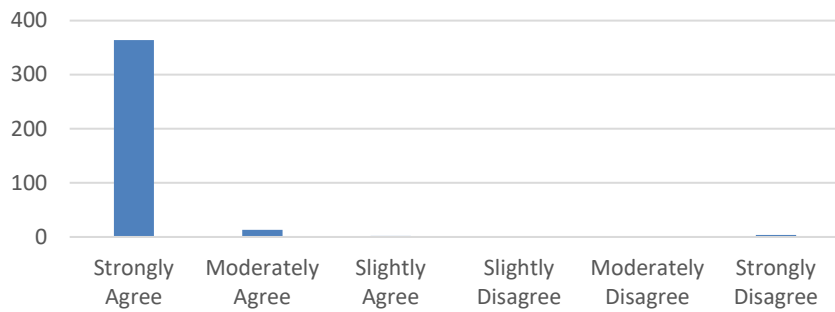
93% felt staff the information they needed to assist them in their job search.

I Would Return to CareerSource Brevard if I Needed Additional Services



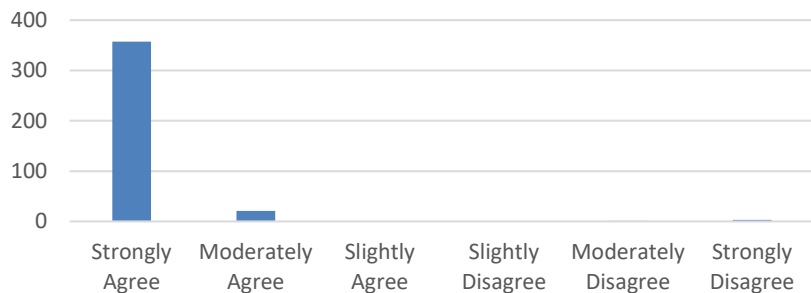
96% said they would return to CareerSource Brevard if they needed additional services.

I Would Recommend CareerSource Brevard to Others



95% would recommend CareerSource Brevard to others.

My Overall Experience with CareerSource Brevard has been Satisfactory



93% strongly agreed that they were satisfied with their overall experience at CareerSource Brevard.



December 14, 2017

Information Brief

CareerSource Brevard Strategic Outreach/Awareness Plan 2017 – 2018

Background

One objective of the Career Center Committee (CCC) includes the development and implementation of an annual outreach and awareness plan to attract and engage businesses and career seekers with CareerSource Brevard's (CSB) programs and services. The following brief outlines the objectives and tactics aligned to support and drive CSB's goals and mandates.

Key Objectives

- Promote and reinforce CSB's brand promise to facilitate and be the catalyst for workforce development services that are responsive to the employment needs of Brevard.
- Address workforce challenges as identified by Brevard's key industries: Manufacturing, Healthcare, Information Technology, Aviation and Aerospace.
- Increase career seeker awareness, perception and engagement with CSB's career center services.
- Increase business awareness, perception and engagement with CSB's workforce services.

Tactics:

The following are key tactics-to-date that support the objectives of the Outreach/Awareness Plan.

Tactics	Details/Status
Educate local and regional media to facilitate press coverage and promote feature stories.	<ul style="list-style-type: none">• Tactical media relations efforts are ongoing.• Gathering of CSB leadership and program manager's news, properly packaged, has resulted in consistent coverage of CSB sector strategy work, and other new releases and announcements.• Prepare for cover stories in BBN around sector strategy work.• Publish CSB Annual Report and share with businesses, community partners, LEOs and media• Facilitated invitation to CSB President to join Orlando Business Journals Doing Business in Brevard event panel in August.• Coordinated Channel 2 News coverage for December airing, covering CSB's role in Brevard's economic recovery post shuttle retirement.
Develop a "comprehensive portrait" of CSB's business and career seeker services	<ul style="list-style-type: none">• Facilitate ongoing multimedia outreach plans that target CSB's audience segments.• Manufacturing month provided the opportunity to promote CSB's manufacturing sector strategy efforts.• Hurricane preparation and recovery efforts provided the opportunity to showcase CSB's responsiveness to the community and the services it made and continues to make available.• Run a B to B ad campaign in BBN to promote services to business.
Build partnerships with key stakeholders and support their role in addressing Brevard's workforce challenges.	<ul style="list-style-type: none">• Facilitate ongoing multimedia outreach efforts that identify and engage CSB stakeholders that have the ability to help address Brevard's workforce challenges. (Identify training gaps, provide outlets for possible job opportunities, create valuable career transition paths and help attract, recruit and retain a skilled workforce.)• Create infographic sheets showcasing program successes and economic impact.• Create and share talk points to communicate CSB's value, programs and services.
Collaborate with regional workforce boards and organizations to find innovative outreach processes and opportunities.	<ul style="list-style-type: none">• Partner with CSCF and CSFV to promote the new Regional Talent Supply Study that will guide regional business development and talent recruitment strategies.• Utilize CSF brand assets to ensure cohesive voice/brand image and to save time and money.• Provide partner support, and have CSB recruiter attend the Florida High Tech Corridor's "Corridor Talent Forum" in March to meet career counselors from more than 50 colleges and universities.

Provide talent attraction and recruitment support.	<ul style="list-style-type: none"> • Use multi-media outreach support to ensure Manufacturing and Healthcare's Employers and Industry partners are engaging in the program's efforts. • Using CSF outreach credit dollars, launch two multimedia recruitment campaigns: Healthcare positions and Engineering talent. Begins in January. • Facilitate ongoing multimedia outreach targeting CSB's audience segments in collaboration with Brevard's tourism, business, education and economic development organizations.
<p>Use multimedia tools to engage career seekers and increase registrations in EF.</p> <p>Special emphasis on reaching Brevard's "hidden talent pool" (which include career seekers with barriers to employment and key sector-required talent.)</p>	<ul style="list-style-type: none"> • Continue daily Hot Jobs promotions and social media strategies. • Use outreach to support the CSB contractor's career seekers engagement tools: JOBS321 Facebook page, JOBS321 text platform and Virtual tours service. • Continue use of direct email marketing to career seekers to promote engagement with CSB services. • Use social media to inform and to encourage shares. • Promote jobseeker success stories and encourage shares. • On-going updates to the CSB website to facilitate easy to use career seeker services and promote virtual engagement.

The complete CSB Strategic Outreach/Awareness Plan is available upon request. Throughout the year, these objectives and tactics will be reported to this Committee.

WEBSITE AND SOCIAL MEDIA SNAPSHOT

811

Businesses SERVED

Multi-media outreach support continues to help engage Brevard's businesses and career seekers alike. With Brevard's Unemployment Rate at 3.6%, overall user traffic is expected to decline.

17,387

Career Seekers SERVED



4,295

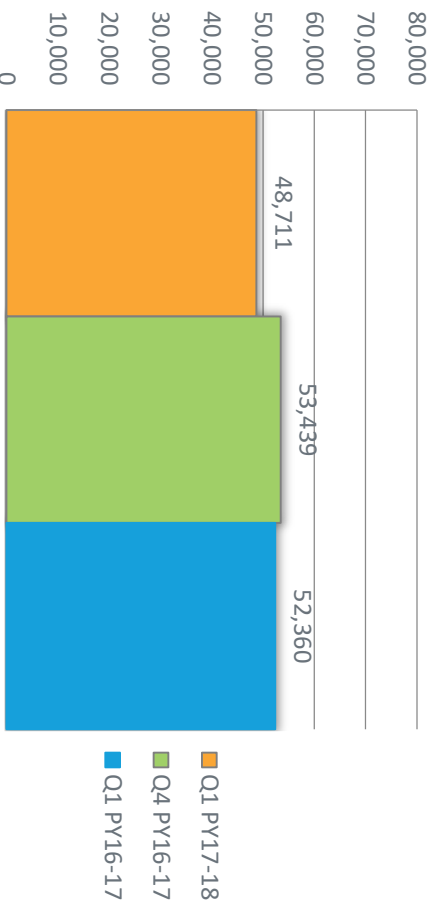
Facebook Likes
+ 1.61%



2,377

Twitter Followers
+ 2.10%

Website Traffic



DYK?

25,360 Users on CSB website

122,147 Pageviews

3:46 Avg. Session Duration

2.51 Pages / Session

Hot Jobs downloaded 3,719 times

Top Referral Sites:

- Brevardfl.org
- Edline.net (Brevard County Schools)
- Facebook.com
- Employflorida.com

CAREER CENTER COMMITTEE (CCC)

ATTENDANCE RECORD

PY 2017-2018	SEPT	DEC	MAR	JUNE
Beal, Shawn	P			
Chivers, William	A	past 12/17		
Coxwell, Dale	A			
Greco, Debra	A			
Heller, Nancy	P			
Menyhart, Mike	P			
Patel, Amar	P			
Taibl, Ron	P			
Thron, Rose	P			