



# Career Center Committee Meeting

June 14, 2018

8:30 A.M. – 10:00A.M. CSB Boardroom

(Teleconference 321-394-0707)

## Attendees:

Mike Menyhart (Chair), Joe Angelastro, Stephanie Archer, Shawn Beal, Dale Coxwell, Nancy Heller, Laura Koursaris, Amar Patel/Robert Gramolini, Rose Thron, Jerry Visco

## Agenda

Page No.

### Call to Order

Mike Menyhart

### Introductions

### Public Comment

### Presentation – New Customer Experience Flow

Thomas LaFlore

### Action Items

Approval of Committee Minutes for March 8, 2018

Mike Menyhart

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Guidelines on Formula Funding Usage

Marci Murphy

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Action Brief - PY18-19 New Objective-Strategic Focus

Marci Murphy

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### Discussion/Information Items

- Committee Goal Status
  - ITA Vendor Evaluation
    - Jana Bauer 7 - 15
    - Erma Shaver 16 - 18
  - Effectiveness of Training/Career Services
    - Erma Shaver 19 – 20
  - Sector Strategy Updates
    - Jana Bauer 21 – 23
  - Soft Skills Program Overview
    - Jana Bauer 24
  - Continuous Improvement Initiatives
    - Jana Bauer 25 – 27
  - Rentention Toolkit
    - Jennifer Lasser
  - Third Quarter Contractor Performance PY17-18
    - Erma Shaver 28 – 30
  - Local Customer Satisfaction Survey – Jobseekers
    - Erma Shaver 31 – 33
  - Nursing Campaign Overview
    - Denise Biondi 34
  - Website and Social Media Analytics
    - Denise Biondi 35
  - Attendance Roster
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### Adjourn

Mike Menyhart

## *Upcoming Meetings*

### **July 2018**

26<sup>th</sup> Industry Workforce Committee-8:30am

### **August 2018**

6<sup>th</sup> Governance/Finance Committee-3:00pm

6<sup>th</sup> Executive Committee-4:00pm

16<sup>th</sup> Board of Directors-8:00am

### **September 2018**

13<sup>th</sup> Career Center Committee-8:30am

### **October 2018**

18<sup>th</sup> Industry Workforce Committee-8:30am

### **November 2018**

5<sup>th</sup> Governance/Finance Committee-3:00pm

5<sup>th</sup> Executive Committee-4:00pm

15<sup>th</sup> Board of Directors-8:00am

### **December 2018**

6<sup>th</sup> Career Center Committee-8:30am

### **January 2019**

17<sup>th</sup> Industry Workforce Committee-8:30am

### **February 2019**

4<sup>th</sup> Governance/Finance Committee-3:00pm

4<sup>th</sup> Executive Committee-4:00pm

14<sup>th</sup> Board of Directors-8:00am

### **March 2019**

14<sup>th</sup> Career Center Committee-8:30am

### **April 2019**

25<sup>th</sup> Industry Workforce Committee-8:30am

### **May 2019**

6<sup>th</sup> Governance/Finance Committee-3:00pm

6<sup>th</sup> Executive Committee-4:00pm

16<sup>th</sup> Board of Directors-8:00am

### **June 2019**

13<sup>th</sup> Career Center Committee-8:30am

# CareerSource Brevard

Career Center Committee

March 8, 2018

## Minutes

### **Members in Attendance:**

Mike Menyhart (via teleconference), Stephanie Archer, Shawn Beal (via teleconference), Nancy Heller (Acting Chair)

### **Members Absent:**

Frank Abbate, Dale Coxwell, Debra Greco, Amar Patel and Rose Thron

### **Staff in Attendance:**

Marci Murphy, Don Lusk, Jana Bauer, Denise Biondi, Jenn Lasser, Erma Shaver and Marina Stone

### **Guests in Attendance:**

Caroline Joseph-Paul and Stephanie Brown of CareerSource Brevard (CSB) Career Centers

### **Call to Order:**

Nancy Heller (Acting Chair) called the meeting to order at 8:30 am at CareerSource Brevard (CSB). Introductions were made.

### **Public Comment:**

Nancy Heller shared that these Career Center Committee meetings are incredibly beneficial and encourages everyone to attend.

### **Presentations:**

#### MAPS Program

Staff presented the new MAPS training that is utilized in the centers for WT, SNAP and NextGen customers. This is the new “work readiness/foundations training” designed by the contractor. The presentation highlighted an overview of the program, and dove deeper into what is offered all four days.

#### AARP Back to Work 50+ Grant Presentation

Staff presented on the AARP Back to Work 50+ program. This grant is in its fourth year and CSB is the grant recipient this year. The presentation walked the committee through the overall program initiative, the BTW50+ network and research piece, and the process flow for candidates.

### **Action Items:**

### Approval of Career Center Committee Minutes of December 14, 2017

Motion to approve the Minutes from the December 14, 2017 meeting was made by Mike Menyhart. Shawn Beal seconded the motion. The motion passed unanimously.

### **Discussion/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.

#### Aerospace Industries Association (AIA) Aerospace Workforce Summit

In April 2017 AIA made the decision to hold a Summit in Florida (first convening in the state) the following November. Career Source Brevard was asked to be a part of the Planning Committee. While early results indicate that addressing the time and cost for sponsoring Security Clearances and available funds for paid internships for university students are critical, these challenges and suggested action plans are being compiled and prioritized for review by the Planning Committee. CSB will have active participation at the Sub-Committee level for moving resolutions forward. We were also able to forge new relationships and rekindle old ones through the networking opportunities at the event.

#### Continuous Improvement Initiatives

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. Many initiatives have been/are being implemented such as virtual industry tours, career advising training, texting campaigns, Jobs321 Facebook page and a jobs map. .

#### Second Quarter Contractor Performance PY 17-18

The CSB/C2 GPS 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 the second quarter of PY17-18. Data was shared.

#### Working for Brevard Semiannual Report

An infographics was presented, entitled "Working for Brevard" which showed businesses served, services provided to businesses and measuring successes, along with the unemployment rate, on-the-job training, veterans served and recruiting events

### Local Customer Satisfaction Survey Results

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. During the second quarter, October 1, 2017 through December 30, 2017, 973 surveys were received. Year to Date 1,667 customers have completed surveys with an overall customer satisfaction rate of 92.9%.

### Website and Social Media Analytics

Ai infographic was shared about the CSB Website and the use of CSB's Social Media which shows website traffic along with website, Facebook and Twitter statistics.

### **Adjourn:**

There being no further discussion or business, Nancy Heller adjourned the meeting at 9:44am.

Respectfully submitted,

Reviewed by,

{Signature On File}      03/14/18  
Marina Stone                      Date

{Signature on File}      03/14/18  
Nancy Heller, Acting Chair      Date

## Action Brief

### Guidelines on Formula Funding Usage

#### Background

The training and supportive services funds guidance is reviewed every year with the purpose of ensuring that CareerSource Brevard is focusing on programs that are the most effective for businesses and the job seekers. This review considers the unemployment rate, other economic factors and funding availability for the program year. For the Program year 2017-2018 guidelines were set as follows:

- 70% Employer Based Training (i.e. OJTs, Work Experience, Employed Worker, Upgrade OJTs)
- 30% Individual Training Accounts (ITA's)

This guideline focuses on the type of training or training mix offered and this mix has been in effect since PY 2014-15. For the current year, our projected year end expenditure will likely be 50 % each for Work-based Training and Individual Training Accounts. The actual expenditure depends on a variety of factors and depends on business needs, the needs & barriers of job seeking customers and our LWDB performance goals. For PY 2018-19 we are proposing 50% for each of the two categories.

Due to continued low unemployment, many people are working but might be in a job where all their skills are not fully utilized or income is not sufficient compared to previous employment. These people are the underemployed (Defined in Figure 1). As a result of the current economy and CSB's focus on finding hidden talent for our businesses, attention should be placed on these customers. Prior to 2014-15, the guideline centered on the job seeker customer mix which was segmented into categories for unemployed, underemployed and employed workers. Staff would like to focus on customer mix again due to the factors explained above.

As such, the 2018-19 recommendation provides for guidelines which support the *Training Mix* and the *Job Seeker Customer Mix*.

#### Recommendation

Staff recommends the following for the *Training Mix* PY 2018-19:

- 50% Work-based Training (i.e. OJTs, Work Experience, Employed Worker, Upgrade OJTs)
- 50% Individual Training Accounts (ITA's)

#### **Employ Florida Definition of Under-Employed:**

- Those employed less than full-time who are seeking full-time employment.
- Individuals who are employed in a position that is inadequate with respect to their skills & training.
- Individuals who are employed who meet the definition of a low-income individual in WIOA Sec. 3(36) AND
- Who are employed but whose current job's earnings are not sufficient compared to previous job earnings from their previous employment per state and/ or local policy.

Staff also recommends the following for the *Job Seeker Customer Mix* for 2018-19:

- 70% on unemployed workers
- 20% on the underemployed
- 10 % on employed worker training

**Action**

Review and approve the guidance on training funds investment mix to be utilized in obligating and expending training funds for PY 2018-2019.

## *Action Brief*

### **PY18-19 New Objective/Strategic Focus**

#### **Background**

With Brevard's unemployment rate hovering around 3.4%, finding workforce talent needed for businesses across every industry is becoming more difficult. CSB is continuing to focus on this challenge and committee strategies, actions and the President's goals will center around this in the following year. CSB has already put into place processes and initiatives that are helping to address the workforce shortage. In addition, an overarching theme will be added..."**Finding Hidden Talent and bringing more people into the Career Centers and into the Employ Florida Database, where businesses can find the talent they need.**"

A company-wide brainstorming exercise was completed and many outstanding strategies were discovered. The list was reviewed and prioritized by the Senior Management Team. The next step involved reviewing the ideas and grouping them into strategies and actions for Committee review, input and status.

#### **Recommendation**

Staff has suggested to add the following to the Career Center Committee goal matrix.

<b>Career Center Committee</b>			
<b>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.</b>			
<b>New Objective: Finding Hidden Talent for Brevard's Businesses in a competitive employer job market.</b>			
<b>Strategies</b>	<b>Actions</b>	<b>Timeframes</b>	<b>Status</b>
Develop processes and strategies to outreach to the community to bring in more job seekers.			
Create/Host events/workshops/classes that attract job seekers to our Career Centers.			
Find ways to make our Career Center more customer friendly and inviting.			
Create a Task Force to develop plans to increase our footprint with the following Special Populations: Latino Ex-Offenders Mature Workers Under Employed Recovering Substance Abuse			

#### **Action**

Review and approve, or modify, the recommendation to add the new Objective and Strategies surrounding finding Hidden Talent to the Goal Matrix.



## Career Center Committee

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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	<i>See Attached Briefs ITA Vendor Evaluation and Effectiveness of Training.</i>
	Demonstrate examples of effectively cross walking real-time Industry data from CSB's sectors and Business Liaisons to staffing specialists & Recruiters to be utilized by career seekers.	Ongoing	<p><b><u>Industry Advisory Councils</u></b>  CSB is in its 5<sup>th</sup> year of facilitating 5 industry advisory councils for EFSC. To date, we have received over \$166k and facilitated 65 meetings. This affords CSB's Business Services team the opportunity to hear from our industry partners their workforce challenges as it relates to education and training and review curriculum for appropriate competencies. We have developed, disseminated and compiled the results of a workforce skills needs survey for the IT, Healthcare, Manufacturing, and Logistics/Transportation/Maritime industry which was provided to EFSC to help them better understand current and future needs of the required workforce – driving curriculum revisions and additions. For the last quarter, the following occurred;</p> <ul style="list-style-type: none"> <li>Logistics/Transportation/Maritime – tour of Port Canaveral was facilitated.</li> <li>Manufacturing – Tour of Bayside High School Manufacturing Academy was facilitated.</li> <li>Business Administration – hosted a business learning event to familiarize local businesses with EFSC student internships and co-op opportunities across all EFSC programs. Plans for a second event this year is currently underway.</li> </ul> <p><b><u>Business Services Quarterly Presentations</u></b></p> <ul style="list-style-type: none"> <li>Staff hosted a rotational at all three centers on May 1, 2, 3 for the Healthcare industry to assist CSB staff on understanding the industry to guide better referrals</li> </ul>

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			<p>and more robust conversations on career opportunities.</p> <p><u>Career Exploration</u></p> <ul style="list-style-type: none"> <li>• Virtual Career Exploration event was held for Manufacturing on April 25<sup>th</sup> with two manufacturers. Upcoming events include: May 23<sup>rd</sup> (Logistics) and June 27<sup>th</sup> (Customer Service).</li> <li>• On-site Career Exploration Events are scheduled for June for IT and Manufacturing and will be an in person event with employers, training providers and CSB staff to provide opportunities for staff and jobseekers to see in-person and hear direct from employers info about the industry, necessary schooling, career ladders and resources available for training within the industry.</li> </ul> <p><i>See Sector Strategy Updates Brief.</i></p>
	Form partnerships to help identify the training needs of local businesses	Ongoing	<p><i>See Soft Skills Program Overview Brief.</i></p>
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 next CAPE meeting will occur in September 2018.</p> <p>CSB and the BPS CTE departments have worked closely to recruit students for the AIM manufacturing internships. The CTE director and teachers hand-selected students to be invited to apply. A total of 14 students went through the work readiness training and will interview the week of June 11 for 12 different positions available.</p> <p>CSB and the CTE department hosted a first annual job fair on May 24. Over 30 businesses and more than 50 students attended the event. Two students were offered positions so far, with one being on-site at the event. The planning committee is already discussing how to improve the event for next year.</p>

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	Effectively run the NextGen young adult program and supply youth with innovative services to help them enter the workforce.	Ongoing	<p>From Feb 12 to May 14, 61 new participants were enrolled into NextGen (57 OSY, 4 ISY). Total participants to date: 305 (87% of goal).</p> <p>CSB has also implemented a new summer internship program, "Summer Earn and Learn," targeting high-school students countywide who are currently receiving free or reduced lunch. Students will be placed into a one-week work readiness training followed by an eight-week paid internship. This program is being made possible by CSB's TANF funding.</p>
	Work with Cities and organizations in Brevard County to offer work readiness training and/or a Summer Jobs program.	Ongoing	<p><u><b>Juniors to Jobs</b></u> The 5<sup>th</sup> year of this program was kicked off on Monday, June 4, with 18 students this year. Students will work through July 20.</p> <p><u><b>Cocoa Works</b></u> The 3<sup>rd</sup> year of this program was kicked off on Tuesday, May 29, with 14 students this year. Students will work through July 20. NextGen is sponsoring 3 students.</p>
Work to identify and find hidden talent in a low unemployment environment.		Ongoing	<i>See PY 18-19 New Objective/Strategic Focus Action Brief.</i>
Work with other Workforce Boards and Organizations to find innovative processes/ collaborations around Career Seekers that can be shared.		Ongoing	<p><u><b>Hurricane Maria</b></u> Under a WIOA National Dislocated Workers (NDW) Grant, CSB is in the planning stages of providing assistance services for evacuees from Puerto Rico and the Virgin Islands. Staff is working with a contractor, selected by CareerSource Central Florida (CSCF), to provide workshops that will focus on acculturation including community orientation and workplace readiness for individuals displaced and finding their way in Brevard County. The intent is to assist this hidden talent population in navigating their way to sustained employment.</p> <p><u><b>ESOL Courses</b></u> Under the WIOA NDW grant for Hurricane Maria, CSB is working with</p>

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Brevard Adult Education to provide ESOL classes in CSB Centers in Palm Bay and Titusville. These classes are slated to begin over the summer and CSB is working to market the classes to the parents of children enrolled in the Brevard County School System this year, from Puerto Rico, due to Hurricane Maria. At the same time, CSB team is exploring, with the new Walmart Distribution Center and Brevard Adult Education, an opportunity to provide ESOL training at the new Walmart location as they are reporting to have hired a substantial number of Puerto Rican evacuees.

### Walmart Partnership

CSB Business Services team assisted with connecting Walmart Distribution Center (Corporate) staff with CSCFL and CS Flagler/Volusia staff to plan a regional job fair to recruit talent from east Orange County and South Volusia areas. Walmart HR is interested in recruiting from the Hispanic population.

### Brevard Achievement Center (BAC) in Titusville

Effective, June 1, CSB entered into an MOU with Brevard Achievement Center, allowing BAC to have physical presence in the Titusville Career Center. In turn, BAC will:

- Assist and ensure that eligible BAC career seekers are registered in Employ Florida (EF).
- Coordinate with CSB to provide access to services and programs to ensure the needs of career seekers with disabilities are met.
- Assist with placement of career seekers with disabilities into appropriate jobs, work-based training and other employment activities.
- Share worksite agreements with CSBCC staff for possible work experience and OJT opportunities.

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			<ul style="list-style-type: none"> <li>• Provide applicable credentialing, screening and test results that will be jointly shared between CSB and BAC.</li> <li>• Assistance in training CSB staff on best practices for maximizing services for career seekers with disabilities.</li> <li>• Assist business service programs such as recruiting events and job fairs as requested by CSB Industry Relations staff.</li> </ul>
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>
<b>Objective:</b> Offer the highest quality of services to Businesses to meet their workforce needs.			
Strategies	Actions	Timeframes	Status
Track & improve Business engagement Activities		Ongoing	<p><b>Hiring Events (Feb – May 15): 60 Recruiting Events, 1,383 jobseekers in attendance.</b></p> <ul style="list-style-type: none"> <li>- April 4<sup>th</sup> – EDC/CSB CPT Job Fair</li> <li>- May 9<sup>th</sup> – CSB Job Fair –639 Job Seekers &amp; 64 Business</li> </ul> <p><b>Upcoming Job Fairs</b></p> <ul style="list-style-type: none"> <li>- Brevard Public Schools CTE Job Fair – May 24<sup>th</sup> – 31 businesses – over 50 students, 2 were offered jobs on the spot. CSB plans to replicate this event in the future.</li> <li>- Construction Job Fair June 12<sup>th</sup></li> </ul> <p><b>Learning Events:</b></p> <ul style="list-style-type: none"> <li>- 0 events hosted this quarter</li> </ul> <p><b>Business/Talent Pipeline Development and Engagement</b></p> <ul style="list-style-type: none"> <li>- Aug 28 – Healthcare Consortium Meeting</li> </ul> <p><b>Virtual Industry Tours and Chat Support</b></p> <ul style="list-style-type: none"> <li>- June – Customer Service</li> <li>- July – Entrepreneurship</li> <li>- August – Healthcare</li> </ul>

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Work with other Workforce Boards and Organizations to find innovative processes/ collaborations around Business Services.		Ongoing	<p><b><u>Career Mapping</u></b> A combination of tools are available and currently being used to target customers for special grants like the Americas Promise Grant, Hurricane Grants, and Sector Strategy Initiatives. These tools assist staff in identifying skills shortages/overages and assist in the matching of job seekers to jobs The tools are:</p> <ul style="list-style-type: none"> <li>• Locally developed Talent Mapping Database that shows all active job seekers by talent pool based on their job of interest, education and experience. It also includes other demographic data (gender, vet status, age) as well as employment status at the time of registration.</li> <li>• Reporting Tools, Power BI - Business Intelligence Reporting solution and SQL Server Reporting Solution that are being used to mine available job orders</li> </ul> <p><b><u>Communication Collaboration</u></b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Ongoing leveraging of State outreach and branding campaign assets and ongoing communications with state and WIB outreach personnel to share best practices and assets for talent attraction and media relations.</li> </ul> <p><b><u>Business Services</u></b></p> <ul style="list-style-type: none"> <li>• CSB is supporting the Lennar Homes statewide construction job fair efforts during the week of June 11-15 by hosting a construction job fair on June 12 in Rockledge. CareerSource Florida has partnered with Lennar Homes and several other workforce regions to host job fair events that week to increase awareness and fill current open positions for construction-related</li> </ul>
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			<p>trades. CSB is working with Hispanic and Puerto Rican Chambers of Commerce and searching for additional resources to find hidden talent pools that may not have been previously used in the past.</p> <ul style="list-style-type: none"> <li>Business Services Managers of CSCFL, CSFV and CSB will meet in June, August and October. Topics include focusing on sector strategies and companies with a regional reach.</li> </ul>
Help Businesses Train and Retain their workforce.	Create a comprehensive, high-quality "Employee Retention" package to offer to businesses.	June 2018	<i>Retention Toolkit Presentation</i>
<b>Objective: Create a data centered environment to measure the success of CareerSource Brevard's services.</b>			
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, analyze and present at committee meeting	Ongoing	<i>See Third Quarter Contractor Performance Results 17-18 Brief.</i>
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	September 2018	Working for Brevard Semiannual Report and Economic and Community Impact Annual Report will be presented in September.
Measure the Customer Satisfaction of both Career Seekers and Employers.		Ongoing	<i>See Local Customer Satisfaction Survey - Jobseekers Brief.</i>
<b>Objective: Develop &amp; implement Marketing &amp; Outreach to businesses and career seekers so that they are aware and utilize CSB's services.</b>			
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.	Ongoing	<p><b>Media Relations</b></p> <ul style="list-style-type: none"> <li>Messaging this quarter included; AARP BTW50+ and Soft Skills programs, weekly hot jobs and the success of the nearly 700-person job fair.</li> </ul>



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			<p><b>Social Media and E-Outreach</b></p> <ul style="list-style-type: none"> <li>• Messaging this quarter highlighted the IT and Healthcare sector program events.</li> </ul> <p><b>Website</b></p> <ul style="list-style-type: none"> <li>• New updates this quarter included writing new SEO-rich program content, improving cross linkages, adding pages for expanded services such as: Partner placement services, Soft Skills and Healthcare sector program work all have added web content.</li> </ul> <p><b>Business to Business Paid Ad Campaigns</b></p> <ul style="list-style-type: none"> <li>• BBN promoted CSB's new Soft Skills program, AARP's Back to work 50+ program, and general business services offerings.</li> </ul> <p><b>Marketing Materials</b></p> <ul style="list-style-type: none"> <li>• Created outreach tools (pocket cards, etc) staff can use to further the good work of CSB's manufacturing sector strategy once grant deliverables are served.</li> <li>• Re-printing more service rack cards for staff to share with employers.</li> </ul>
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.	Ongoing	<p><b>Sector Strategy Campaigns (state-funded)</b></p> <ul style="list-style-type: none"> <li>• Goal is to build a database of talent employers need now or in the near future. Lead to customized landing page on CSB's website.</li> </ul> <p><b>Engineering</b></p> <ul style="list-style-type: none"> <li>• Paid ads run from March – June</li> <li>• 6 talents engaged with CSB and are working with recruiters.</li> </ul> <p><b>Healthcare</b></p> <ul style="list-style-type: none"> <li>• Paid ads run from May – June</li> <li>• 1 talent engaged with CSB and are working with recruiters.</li> </ul> <p><b>Soft Skills</b></p> <ul style="list-style-type: none"> <li>• Launched and building a multimedia campaign to raise awareness and use of Soft Skills training services.</li> </ul> <p><b>Social Media and Direct Mail</b></p> <ul style="list-style-type: none"> <li>• Launched non-paid advertising promoting services, events, job</li> </ul>



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			fairs, Hot Jobs, virtual career seminars, JOBS321 Facebook page and JOBS321 text platform.
	New and improved website.	Ongoing	<i>See attached website and social media analytics sheet.</i>



June 14, 2018

## **Discussion Brief**

### **ITA Annual Vendor Evaluation**

#### **Background**

This is the annual vendor performance report for committee review. This brief is meant to help determine the success of training providers and to determine which courses are no longer in demand. It must be noted that this performance report is ONLY for CareerSource Brevard (CSB) funded students.

The information is taken from Employ Florida (EF) and shows information for Program Year (PY) 2016-17. The following key areas are shown for each program:

- Percent of customers exited who obtained employment.
- Percent of customers exited who obtained employment in a training related field.

When analyzing the data for corrective actions, staff focuses on the percentages for those areas. If any of the percentages is less than 60%, a closer look is taken to ensure the percentage represents a statistically valid number. We then look for extenuating circumstances, such as customers being recalled to previous employers or discontinuing training to take a job to meet immediate financial needs. If there are still concerns with the performance, corrective action is discussed.

The PY2016-17 report found the wage at placement to range from \$8.25 to \$20.00 per hour. The bottom rate was higher than the previous year's rate of \$8.00 per hour. The upper rate was lower than the previous year rate of \$29.00 per hour.

Included is Attachment A which shows the amounts paid to each provider along with the percentage of those exiting the program(s) who became employed, the percentage of those employed who obtained jobs in areas related to the training they received, and the average hourly wage at placement. If no dollars are listed it means that we have not expended funds during this program year, however the performance data does apply because of the timing of completing the training.

This year we have two vendors who fell below the 60%; however, there were only two participants enrolled with each vendor which does not constitute a statistically valid analysis. Based on staff review the following is provided:

- **Keiser University** – There were two customers enrolled, one is still active and the other completed Occupational Therapy Training and then went to work in construction as a plasterer and stucco mason.
- **Roadmaster Driving School** – There were two customers enrolled at this provider. One entered a training related placement. The other completed training but went to work as an account manager with a roofing contractor.

### **Discussion**

At this time, staff's recommendation is to not issue any corrective actions to training vendors. Staff is open to any questions or feedback from Career Center Committee members.

## Attachment A

ITA Vendor Evaluation PY 2016-17 Formula Funding					
Provider Name	Total Amount Paid	Successfully Completed	Placed in Employment	Placed in Training Related Employment	Average Hourly Placement Wage
Harris Casel Institute	\$102,005	85.0%	100%	85.0%	\$14.46
Eastern Florida State College	\$140,338	76.7%	100%	65.4%	\$12.77
Keiser University*	\$7,535	100%	100%	0%	\$20.00
MedTech	\$15,762	100%	100%	75%	\$15.13
New Horizons Computer Learning Centers of Orlando	\$55,149	100%	100%	88.9%	\$17.66
Roadmaster Drivers School of Orlando, Inc.*	\$20,000	100%	100%	50%	\$11.88
Truck Driver Institute of Florida*	\$19,250	100%	100%	100%	\$11.88

\* 1-2 Participants Enrolled



June 14, 2018

## Information Brief

### Effectiveness of Training/Career Services

#### Background

**Strategy:** *Increase the skills needed in the labor force to meet the demands of local and regional businesses.*

In support of this strategy CareerSource Brevard staff are continuing to track and analyze the performance of career services compared to training services and to evaluate the effectiveness of the trainings offered as well as the performance of training vendors and the programs they offer.

In Program Year 2016-17, CareerSource Brevard provided Workforce Innovation and Opportunity Act (WIOA) funded training services to 337 customers at an average cost per placement of \$7,051 for WIOA enrolled customers. The following is a snapshot of the results of training to placement and is all inclusive of Individual Training Accounts (ITA's) and other training mechanisms (i.e. OJT's, EWT's, AWE's).

WIOA Adult and Dislocated Worker Formula Funds					
	Total Served	Completers	Total Placed	% of Completers Placed	Cost per Placement
Career Services	1,125	742	393	52.96%	\$3,887
Training Services	337	163	152	93.3%	\$7,051
Total	1,462	905	545	60.2%	\$4,769

WIOA customers who receive training continue to yield a higher placement rate than those receiving only career services. Career services include assessments, Employ Florida Marketplace (EFM) registration assistance, orientation, resume assistance, referral to workshops, etc.

Training Services are analyzed based on multiple modalities of training, i.e.: Individual Training Agreements (ITA's, On-the-Job Training (OJT's), Employed Worker Training (EWT) & Adult Work Experience (AWE). EWT and AWE currently make up a significantly smaller segment of the training services and are not included in this analysis. This focus will be on the two larger mechanisms; ITA's and OJT's.

WIOA Adult and Dislocated Worker Formula Funds					
	Total Served	Completers	Total Placed	% of Completers Placed	Cost per Placement
Training Services	337	163	152	93.3%	\$7,051
ITA's	116	63	63	100%	\$6,226
OJT	170	94	87	92.6%	\$6,267
Other*	51	6	2	33.3%	N/A

\*Other includes Employed Worker Training, Customized Training, and Adult Work Experience.

Both OJT's and ITA's contribute to high success rates and similar costs per customer placed.

	Placements	6 Month Follow-up	12 Month Follow-up
	All	Percent Still Employed	Percent Still Employed
ITA's	63	68.2%	73.1%
OJT's	87	93.7%	88.4%

Another factor for effectiveness of training is to consider retention in employment. Completed follow-ups were reviewed for both ITA's and OJT's. Staff looked to see if the customer was still employed at the time of the 6 month and 12 month follow-ups with no consideration of whether they were still with the same employer or not.

OJT's out performed ITA's by 25.5% when looking at those customers still employed at 6 months. That margin narrowed to 15.3% when looking at those customers still employed at 12 months.

## **CONCLUSION:**

In this and all previous reviews, training services when compared to career services alone yield a higher job seeker placement rate. This is most likely because of the more intensive interaction with staff and individualized services provided in a training environment.

Looking at the training services it is clear that some customers benefit more from ITA type training while others have fewer barriers and can move successfully through OJT training. The similar results for each program appear to indicate that career center staff are matching customers to the type of training that best suits the customer needs.

Higher retention rates for OJT training mechanisms indicate that this type of training results in longer term employment. It's hard to say whether that is a result of the mode of training or the fact that the training itself is really geared toward the employer needs while ITA's are geared more toward a specific skill set. Either way OJT still yields a higher retention rate for our job seeker customers.

Staff will continue to track and analyze the data and provide results for committee review.

## **Information Brief**

### **Sector Strategy Updates**

#### **Background**

CareerSource Brevard currently employs three full-time sector strategy program managers to focus on Healthcare, IT, and Manufacturing industries, along with a part time staff for the Aerospace/Aviation industry. Much of the responsibility of the sector strategists is to convene workforce, education and industry to form partnerships to help identify the training needs of local businesses. Skills gaps and talent pipeline issues are also addressed. The sector strategy methods are ways that CSB can cross walk real-time data from Industry to CSB's frontline staff and business liaisons.

#### **Healthcare**

- Brevard Healthcare Workforce Consortium (March 7) – Supported by Business Liaisons, Staffing Specialists and our Recruiter. This event was especially impactful to our Business Liaison who engaged with several businesses during the event resulting in business support activities. The Staffing Specialists and Recruiter got to hear first-hand committee reports and business needs discussed at the meeting.
- Career Exploration Workshop (April 14) – To support recruiting efforts for the Nursing Career Pathways training grant, targeting training for Certified Nursing Assistant/Patient Care Assistant and Licensed Practical Nurse. The event was facilitated by our Business Liaison and supported by healthcare employers, educational partners, and CareerSource Brevard Staffing Specialists. Fourteen career seekers attended and seven have engaged for career training assistance.
- Practical Nursing Program Orientation (May 15) –In support of the Nursing Career Pathways Training grant, Eastern Florida State College held this event. This was attended by our grant-funded Staffing Specialist, Business Liaison, Macedonia Education Technology & Career Academy and LPN training candidates (to keep them positively focused). The orientation consisted of application processes, testing information, financial aid information, Practical Nursing program information and a tour of the facility. We believe this is a best practice and may hold future orientations for a LPN training candidate recruitment strategy.
- Health First Medical Assistants Training - A Health First initiative in partnership with Eastern Florida State College. Health First is working with CareerSource

Brevard to help recruit candidate enrollments. CSB is promoting this initiative throughout the career centers, with our partners and at the May 9<sup>th</sup> job fair.

## **IT**

For the past quarter, the following tasks have been accomplished for the America's Promise Grant initiative;

- EDC Board of Directors Presentation – The IT Program Manager spoke to approximately 100 key professionals about the IT sector and the ability to fund IT certification training to boost the workforce and attract talent to the area. This resulted in request by the EDC for us to provide them a brief on the “State of the IT Industry” in Brevard. The EDC was to use this for a “corporate relocation inquiry” they received from a railroad support company wanting to move to Brevard.
- Consortium Meetings – The kickoff event on February 1<sup>st</sup> resulted in discovering over 200 concerns related to IT workforce challenges. Our April follow-up event brought together approximately 40 partners from government, industry and education to discuss these challenges and prioritize them into the creation of two ongoing committees related to either Training/Education or Staffing.
- IT Gap Study - published this quarter, covering elements of occupation growth, future wages, an evolving tech labor market, workforce challenges, etc.
- Attended the youth job fair recently and identified several people that are now in the participant training process for APG.

## **Manufacturing**

For the past quarter, the following tasks have been accomplished for the Advancing in Manufacturing initiative;

- AIM Internship program - 13 sponsorship contracts including; Hydronit, MC Assembly, MTC Engineering, Knights, Harris, DRB Packaging, Roswell Global, ZCD, and Paragon Plastics (\$25,000).
- Working with regional Registered Apprenticeships to do an Apprenticeship Career Orientation at Bayside HS this spring to introduce HS to these earn and learn career pathways.
- New J-STD Soldering Course – Evening course being hosted by EFSC, with currently 10 students registered. CSB is sponsoring 7 of the students. CSB also worked with EDC/MASC to provide scholarship to 3 CPT grads for this class to earn another stackable credential.
- Convened EFSC Mfg. Industry Advisory Council March 14 to focus on placing graduates and students in internships. Co-hosting initiatives into MASC meetings; Soft Skills, Apprenticeship, Internships, CPT scholarships for sustainability of our programs.
- Pre-Apprenticeship Partnership with Brevard Adult Education - CareerSource Brevard, in partnership with Brevard Adult Education is creating a Registered Pre-



Apprenticeship program that would provide foundational skills for all trade occupations that have existing Registered Apprenticeship programs in Brevard. CSB applied for but was not awarded a one year grant from CareerSource Florida for \$100,000 to offset the initial program costs, curriculum development and assist with teacher associated costs, this effort will continue regardless. CareerSource Brevard and Brevard Adult Education in coordination with existing Registered Apprenticeship (RA) programs in Brevard have been working together over the last 6 months in order to facilitate dialog, minimize working in silos and to maximize collaboration. This effort is leading to the creation of a *Building Trades/Construction/Manufacturing* Pre-Apprenticeship program to meet the needs of multiple RA programs. The curriculum that will include a Certified Production Technician certification and other foundational skills that the RA partners have provided as core skills to include 10th grade Math competency of soft skills, safety, blueprint reading etc.

#### **Aviation/Aerospace**

#### **For the past quarter, the following task has been accomplished for the Aviation/Aerospace Industry:**

- Industry Relations staff is currently working with CareerSource Florida for preliminary review and analysis of the feasibility to replicate a very successful California aerospace pre-apprenticeship program, Aero-Flex, an innovative employer-designed Workforce Development Pipeline Program. Concept presentations have been presented to Northrop Grumman and Lockheed with variable results. Next steps include review of required funding, training partner support and industry commitment.



June 14, 2018

## **Information Brief**

### **Soft Skills Program Overview**

#### **Background**

Employers have identified a large and growing “soft skills” gap that is negatively impacting both job placement and retention rates. CSB recognizes that soft skills are critical to success in the workplace and supports employers in ensuring their workers have the skills to flourish in the workplace. As a result, CSB solicited a grant from CareerSource Florida in the amount of \$267,968 to develop and operate a pilot program to build on our Sector Strategy initiatives by listening to the voice and concerns of industry. Phase One has been implemented and will offer 500 participants basic soft skills training through a national partner that is practical, self-paced, credentialed and credible to employers and monitor hiring and retention patterns for positive results. The grant will operate through October 31, 2018.

#### **Program Overview**

CareerSource Brevard (CSB) has listened to industry leaders, human resource professionals, and business managers alike and proactively found a solution to this challenge. South Brevard Society of Human Resource Management and Space Coast Human Resource Association assisted CSB in the selection process by participating on a panel of HR professionals who provided their valuable recommendations. Based on feedback and several other factors, CSB implemented a national soft skills pilot program, in partnership with Win Essential Soft Skills, an eLearning program that includes mastery assessment and certification. Along with the digital platform, the eligible career seeker has the opportunity to participate in the blended interactive workshops to meet their training needs. Upon completing the Win Soft Skills Series, which consists of four modules, relating to professionalism, communication, teamwork and critical thinking, career seekers earn a credentialed certificate by taking a proctored test that measures learning gains. In addition, all Board and Center Staff will take this Soft Skills training as a professional development requirement.

## *Information Brief*

### **Continuous Improvement Initiatives**

#### **Background**

In July 2017, CareerSource Brevard (CSB), brought on a new one-stop career operator contractor - C2 Global Professional Services (C2). During transition, C2 worked with CSB Board Staff 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. The following is provided as an update on those initiatives:

#### **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 through 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.
- 12/6/17 – Aerospace Session featuring *Airbus* from Texas – 30 locations logged on, 200 participants
- 01/24/18 – Finance Session featuring *Primerica* – 27 sites logged on, 240 participants total.
- 02/07/18- Construction and Transportation Session featuring *Rush Construction* – 37 sites logged on, 290 participants total.
- **4/25/18 – Manufacturing and Distribution Session featuring Mouser Electronics (Ft. Worth) and Toyota Manufacturing (San Antonio) – 28 sites logged on, 250 participants total.**

**Due to the success of the pilot program, the virtual tours have been extended for an additional six months. The planned schedule is below:**

- 5/23/18 – Logistics
- 6/27 – Customer Service
- 7/25 – Entrepreneurship
- 8/22 – Healthcare
- 9/26 – Information Technology
- 10/24 – Financial Services

### **Career Advising Training**

C2 is evaluated 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.

**Training was hosted during 3/26-3/30 by C2 and TAD Grants. Staff were trained in two cohorts putting them through two-day Career Advising Trainings. C2's McAllen and Austin staff were present to interact with the group. Staff were surveyed and C2 is looking to host this training annually. Quarterly webinars will also be rolling out as a follow up series.**

### **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*

*As of June 1, there are 323 subscribers.*

### **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*

*As of June 1, there are 753 fans.*

### **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*

*As of June 1, there have been 20,655 views.*



June 14, 2018

## **Information Brief**

### **Third 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 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
Meet 5 out of 9 measures below				
Welfare Transition Entered Employment Rate (Rank between 1-13 on State Quarterly MMR)	No – Ranked 22	No – Ranked 20	No – Ranked 18	
Welfare Transition Federal All Family Participation Rate (Rank between 1-13 on State Quarterly MMR)	No – Ranked 21	No – Ranked 20	No – Ranked 20	
WIA Adult Employed Worker Outcome Rate (Rank between 1-13 on State Quarterly MMR)	Yes – Ranked 6	Yes – Ranked 1	Yes – Ranked 6	
WIA Adult & Dislocated Worker Entered Employment Rate (Rank between 1-13 on State Quarterly MMR)	Yes – Ranked 1	Yes – Ranked 1	Yes – Ranked 1	
Wagner-Peyser entered Employment Rate (Rank between 1-13 on State Quarterly MMR)	Yes – Ranked 6	Yes – Ranked 4	Yes – Ranked 9	
Short Term Veterans Entered Employment Rate (Rank between 1-13 on State Quarterly MMR)	Yes – Ranked 3	Yes – Ranked 3	Yes – Ranked 11	
Wagner-Peyser Percent of Job Openings Filled (Rank between 1-13 on State Quarterly MMR)	Yes – Ranked 9	Yes – Ranked 4	Yes – Ranked 11	
Met the minimum percentages set on 5 out of 8 Performance Standards established in Attachment F.	Yes – Met Minimum on 7 of 8	Yes – Met Minimum on 7 of 8	Yes – Met Minimum on 7 of 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	<b>Yes – Met Accelerated on 5 of 8</b>	<b>Yes – Met Accelerated on 6 of 8</b>	<b>Yes – Met Accelerated on 6 of 8</b>	
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 3<sup>rd</sup> Quarter goal was to reach 19,938 customers and there were actually 18,850 reached. Contributing factors include Hurricane Irma, upgrades to EFM that have caused several problems with registering customers in the system, and low unemployment rates.





June 14, 2018

## Information Brief

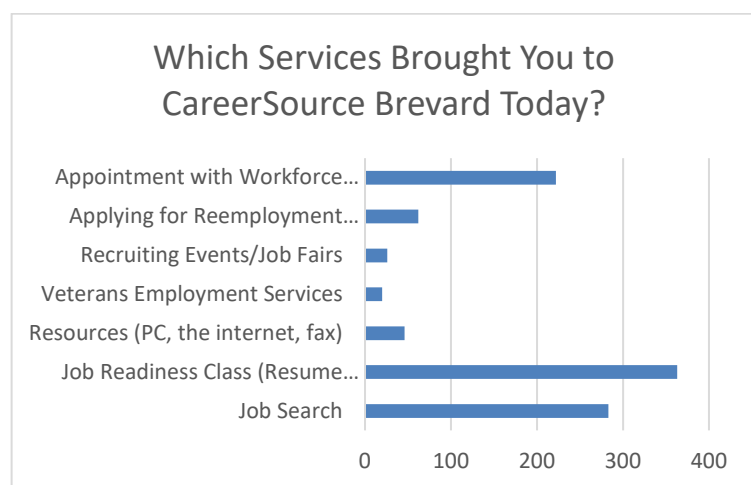
### **Local Customer Satisfaction Survey Results – Job Seekers**

#### 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

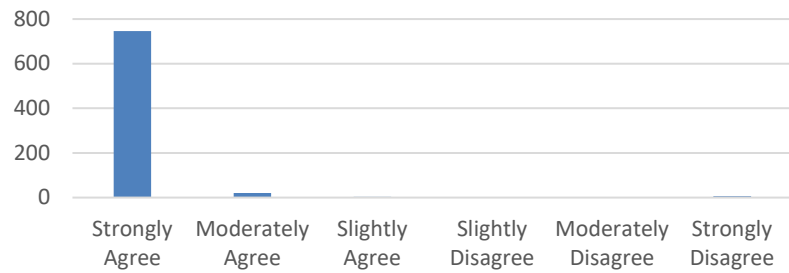
During the third quarter January 1, 2018 through March 31, 2018, 793 customers completed surveys. Actual comments were provided by some customers but are not shared in this brief due to the volume of comments received; they are reviewed by the Contractor to support continuous improvement efforts and shared with Board staff via the monthly contractor report. Year to Date 2,460 customers have completed surveys with an overall customer satisfaction rate of 94.0%.



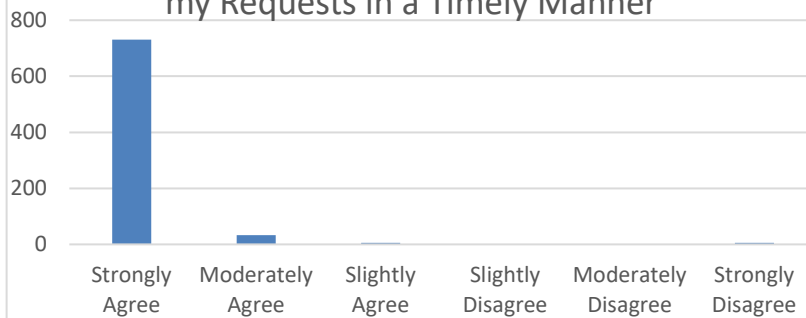
Of the 793 customers completing surveys, the largest group were those that came for Job Search Readiness Class (363).

96% believed that CSB Staff made them feel welcome in the center.

### CareerStaff Brevard Made Me Feel Welcome



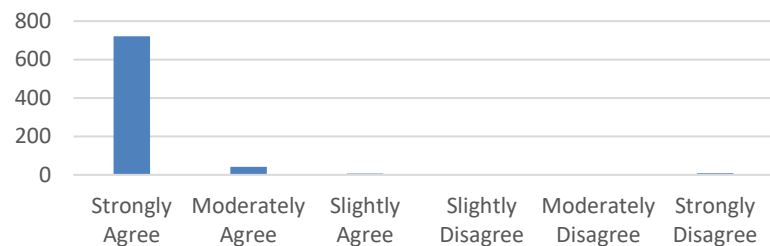
### CareerSource Brevard Staff Responded to my Requests in a Timely Manner



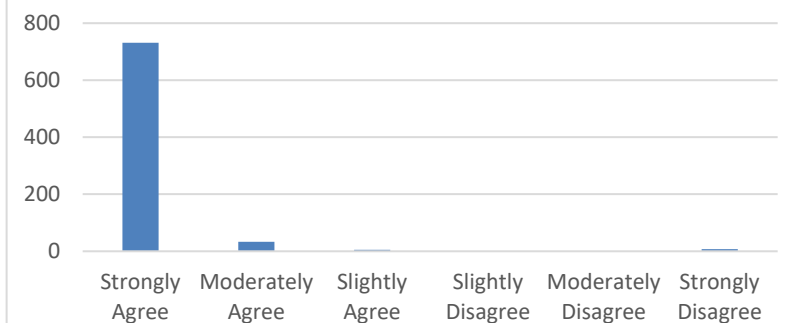
94% felt staff responded to their needs in a timely manner.

93% felt staff understood their needs.

### CareerSource Brevard Staff Understood my Needs

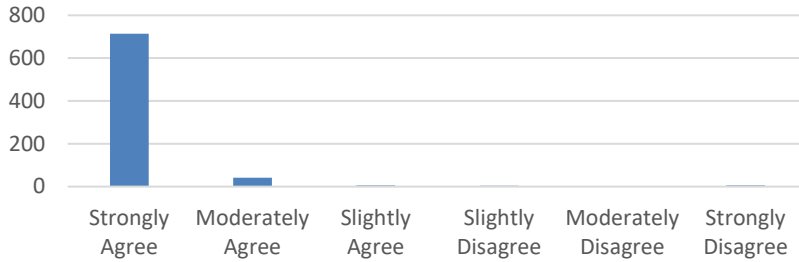


### The Assistance Provided by CareerSource Brevard Staff was Helpful



94% strongly agreed that staff was helpful.

### CareerSource Brevard Staff Provided me the Information I Needed for Job Search



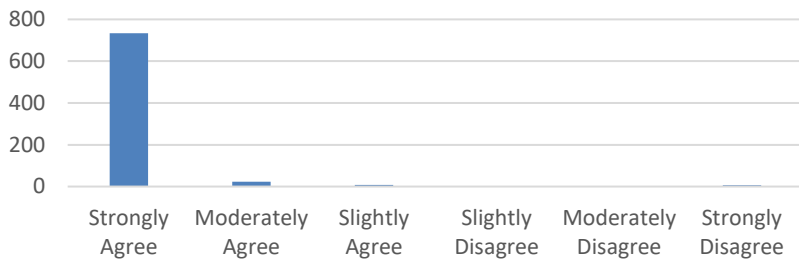
92% felt staff gave them the information they needed to assist them in their job search.

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

### I Would Return to CareerSource Brevard if I Needed Additional Services



### I Would Recommend CareerSource Brevard to Others



95% would recommend CareerSource Brevard to others.

95% strongly agreed that they were satisfied with their overall experience at CareerSource Brevard.

### My Overall Experience with CareerSource Brevard has been Satisfactory



# Healthcare Talent Attraction/Recruitment

Secure a **healthcare** career on  
Florida's Space Coast.  
You take care of people. Let Brevard County take care of you.

EMAIL ADDRESS GET STARTED

## 6 REASONS YOU AND YOUR FAMILY WILL LOVE LIVING, WORKING AND PLAYING ON FLORIDA'S SPACE COAST:

**Luxury Living that  
Doesn't Break the Bank**

There's no denying that owning a 275+ luxury home in Florida's Space Coast is a dream. But did you know that you can keep more of your hard earned money

**First-Class Education**

From preschool to university, education is a top priority for many families. In Brevard County, you'll find a wide variety of top-rated public schools, as well as some award-winning private educational opportunities.

**Year-Round Sunshine**

Get your family's winter vacation all year long. Brevard County's year-round sunshine and warm weather make it the perfect place to live. So when you're ready to get your family to sunny

**Safe Communities**

Safe communities are a top priority for many families. In Brevard County, you'll find a wide variety of top-rated public schools, as well as some award-winning private educational opportunities.

**Your Spouse's Career**

Spouse's career is a top priority for many families. In Brevard County, you'll find a wide variety of top-rated public schools, as well as some award-winning private educational opportunities.

**You'll Never Be Bored**

From the beach to the mountains, Brevard County has something for everyone. So when you're ready to get your family to sunny

## SOME OF OUR TOP EMPLOYERS



## TESTIMONIALS

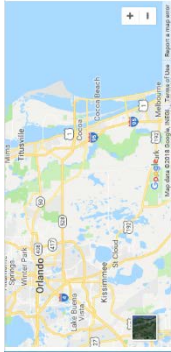


"The assistance that I gradually received from CareerSource Brevard has allowed me to pursue my dream of becoming a registered nurse, while simultaneously allowing me to have plenty of time to spend with my daughter while I completed my education. Now I am successful, independent, and thriving in my career, with plenty of time to spend enjoying the beautiful Florida weather!"

Devon Fennell

## TOP JOB OPPORTUNITIES

- Nursing Instructor
- Healthcare IT
- Licensed Practical Nurse
- Registered Nurse
- Medical Assistant
- Nursing Assistant



## ADDITIONAL CAREER ASSISTANCE

We can also help your spouse or family members secure a job in their industry with **family job search assistance**. With custom job searches, interview prep and training opportunities we can help make your move to Brevard County a smooth one.

**LIVE, WORK AND PLAY IN BREVARD COUNTY**

**CareerSource Brevard Benefits:** family job search assistance, networking opportunities, resume development, interview preparation, career trainings, job referrals, and more



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CareerSource Brevard is an equal opportunity employer. All services are available upon request to individuals with disabilities.

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**Congratulations**  
on taking your first step towards a  
career in Brevard County!

We're so happy you're ready to learn more about a healthcare career in Brevard County. We want to make your potential transition to Florida's Space Coast as smooth as possible, as well as answer any questions you may have. In the meantime, we'd love to share with you why we love **working and living** in Brevard County –

- Luxury living that doesn't break the bank! The cost of living is 3.8% lower than the national average.
- First-class education with a wide variety of top-rated public schools and to enjoy acclaimed institutions.
- Year-round sunshine with 72 miles of beaches for you and your family.
- Public safety is important. The overall total crime risk is below the national average.
- You'll never be bored with unique shopping experiences, an art district, lively nightlife and delicious dining.

Are you ready to learn even more about how CareerSource Brevard can help you with your healthcare career?

Give us a call at (321) 504-7600

Email Us

Check out a video from one of the employees in our area!

Watch the Video

Sincerely,  
CareerSource Brevard

CareerSource Brevard  
207 Sunset Boulevard  
Rockledge, FL 32955

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207 Sunset Boulevard  
Rockledge, FL 32955

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Rockledge, FL 32955

Sincerely,  
CareerSource Brevard

Give us a call at (321) 504-7600

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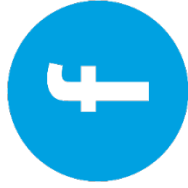
# 920

Businesses SERVED

# 12,942

Career Seekers SERVED

Multi-media outreach support continues to help engage Brevard's businesses and career seekers alike. With Brevard's Unemployment Rate at 3.8%, overall user traffic is expected to continue to show a decline.



## 4,389

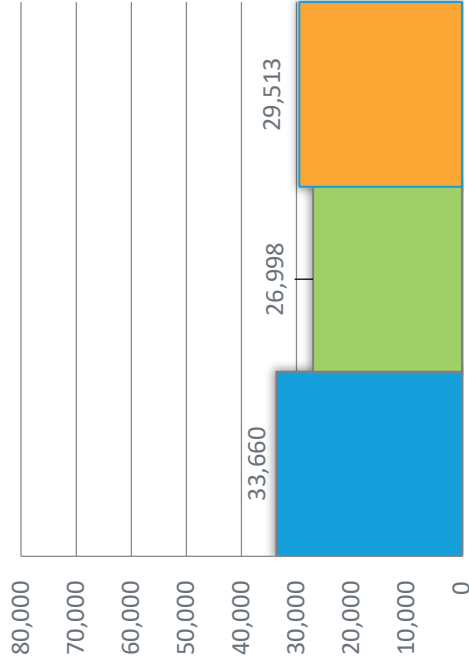
Facebook Likes  
+ 1.34%



## 2,451

Twitter Followers  
+ 1.57%

## Website Traffic



## Website Stats

29,513 Users on CSB website

122,173 Pageviews

3:24 Avg. Session Duration

2.32 Pages / Session

Hot Jobs downloaded 3,513 times

Top Referral Sites:

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





## Career Center Committee

June 14, 2018

COMMITTEE MEMBER			PHONE	EXT	RSVP			
					<u>YES</u>	<u>NO</u>	<u>MAYBE</u>	<u>COMMENT</u>
1	Angelastro, Joe		504-0000					
2	Archer, Stephanie		633-1000	395				
3	Beal, Shawn		459-1400					
4	Coxwell, Dale		632-8228					
5	Heller, Nancy		956-1444					
6	Koursaris, Laura		690-3280					
7	Menyhart, Mike		403-0935 C					
8	Patel, Amar/Robert Gramolini		632-8610					
9	Thron, Rose		952-7220 X301					
10	Visco, Jerry		633-2034					

Total

0 0 0