



Industry Workforce Committee Meeting

April 26, 2018

8:30 A.M. – CSB Boardroom

(Teleconference 321-394-0707)

Attendees:

Susan Glasgow (Chair), Kristin Bakke, Daryl Bishop, Colleen Browne, Elizabeth Huy, Jennifer Kenny, Traci Klinkbeil, Linda Miedema, D. Travis Proctor, Terry Schrumph, Julie Song

Agenda

Page No.

Call to Order

Susan Glasgow

Introductions

Public Comment

Action Items

Approval of Industry Workforce Committee Minutes for January 25, 2018

Susan Glasgow

1-3

Discussion/Presentations/Information Items

Goal: Identify Current and Future Workforce Needs of the Business Community and Create Solutions to Meet Their Needs

Judy Blanchard

•Objective 1: Implement Sector Strategies in Key Industry Sectors

- Outcomes in the Manufacturing Sector Presentation
- Outcomes in the HealthCare Sector
 - March 7th Healthcare Consortium Presentation
- Outcomes in the IT Sector
 - February 1st IT Consortium Kick-Off Presentation

Tina Berger
Megan Cochran

Gary Sulski

4-7

•Objective: 2 Support Additional Key Industries Through Sector Work

- Outcomes in the Aerospace/Aviation Sector
- Outcomes in Other Sectors
 - Engineering Talent & Healthcare Talent Attraction and Recruitment Campaign and Website Landing Page
 - Soft Skills Training Grant Discussion – See Brief
 - EFSC Industry Advisory Councils
 - Pre-Apprenticeship Partnership with Brevard Adult Education – See Brief
 - Statewide Sector Strategy & Apprenticeship Activities

Judy Blanchard

Denise Biondi

Foy Staley
Judy Blanchard
Tina Berger

8-11

•Objective 3: Develop and Implement Overall Initiatives in Sector Strategies

12-16

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|--|----------------|
| ○ Create More Visible, Accurate and Timely Reporting of Data | Judy Blanchard |
| ○ Present Yearly Key Industries – See Brief | Don Lusk |
| ○ Educate/Recruit Critical Partners for Sector Strategies | Judy Blanchard |
| ○ Conduct Outreach to Business Associations on Sector Strategies | Denise Biondi |

Attendance Roster

Adjourn

Susan Glasgow

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

5th Governance/Finance Committee-3pm

5th Executive Committee-4pm

20th 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 Governance/Finance Committee-3pm

30th Executive Committee-4pm

May 2018

15th Board of Directors-8am

June 2018

14th Career Center Committee-8:30am

CareerSource Brevard
Industry Workforce Committee
January 25, 2018

Minutes

Members in Attendance:

Susan Glasgow (Chair), Elizabeth Huy, Traci Klinkbeil (via teleconference), Linda Miedema (via teleconference), D. Travis Proctor (via teleconference), Julie Song (via teleconference)

Members Absent:

Kristin Bakke, Daryl Bishop, Desmond Blackburn, Colleen Browne, Jennifer Kenny, Terry Schrumph, Kevin Smith

Staff in Attendance:

Judy Blanchard, Don Lusk, Tina Berger, Denise Biondi, Megan Cochran, Jenn Lasser, Stephanie Mosedale, James Hamilton, Gary Sulski and Marina Stone

Guests in Attendance:

Caroline Joseph-Paul and Pat Mele CareerSource Brevard (CSB) Career Centers

Call to Order:

Susan Glasgow (Chair) called the meeting to order at 8:32am at CareerSource Brevard (CSB). Introductions were made.

Public Comment:

There was no public comment.

Action Items:

Approval of Workforce Operations Committee Minutes of October 19, 2017

Motion to approve the Minutes from the October 19, 2017 meeting was made by Elizabeth Huy. Julie Song seconded the motion. The motion passed unanimously.

Discussion/Presentations/Information Items:

Manufacturing Month Activities

Our manufacturing sector strategy grant (AIM) recently received an additional \$50,000 to provide training in the manufacturing industry which was unspent from other regions in Florida. CSB recently hosted another CPT Training program. During October's Manufacturing month, CSB hosted a virtual tour of some local manufacturing companies, high school students attended TechXpo, and several manufacturing company representatives were sent to high schools to speak about the manufacturing industry.

Nursing Career Pathway Training Grant

Staff shared an overview of the recently awarded Nursing Career Pathways Training Grant. This is an 18 month, \$356K grant to train Certified Nursing Assistants and Licensed Practical Nurses to increase the talent pool of these occupations in critical need of filling vacancies.

IT Workforce Needs Survey Presentation

Staff shared a presentation on the Information Technology (IT) industry locally, emerging industries and how IT encompasses all industries.

IT Industry Virtual Tour Presentation

A PowerPoint presentation of the aggregate results of the recently facilitated IT Industry Workforce Needs Survey was shared. These results were used to formulate the agenda for further discussion at the IT Sector Consortium Kick-off scheduled for February 1st, supporting the America's Promise Grant efforts. A clip of the recent IT Industry Virtual Tour was also shown, which is an opportunity for jobseekers to virtually tour businesses, chat with employers and learn about employment opportunities within the industry.

Aerospace Association (A1A) Workforce Summit

Aerospace Industries Association (A1A) Aerospace Workforce Summit was held in November to discuss the important education and workforce development challenges faced by the state and region and to collectively develop action plans that generate momentum and overall improvements that will ultimately produce a sufficient hiring pool to meet expected future industry workforce demands.

Engineering Talent Attraction and Recruitment Campaign and Website Landing Page

Results were shared on the Engineering Talent Attraction and Recruitment Campaign along with the associated website landing page. CSB received additional state outreach dollars again this year to launch Phase 2 beginning in February which consists of additional employers and linking their talent attraction videos.

Soft Skills Training Initiative Update

Status on the progress of implementing the recently awarded Soft Skills Training Pilot Grant was provided. A Program Manager has been hired and working diligently on the project. Employers were selected to participate on the Evaluation Panel to select one of three national training vendors. A finalist will be chosen in early February and enrolling Career Seekers for training will begin by month's end.

EFSC Industry Advisory Council

An update was provided on the facilitation of the EFSC Advisory Council meetings.

Statewide Sector Strategy and Apprenticeship

CareerSource Brevard and CareerSource Florida split funding for a staff position this program year to promote regional and statewide Sector Strategy initiatives, apprenticeship opportunities and provide technical assistance to Local Workforce Boards who are interested in implementing sector strategy and/or apprenticeship initiatives. Activity outcomes and technical assistance updates were provided.

WESH 2 News Segment Outcome and Presentation

A WESH2 Special entitled 'Space Coast Comeback' was aired as an hour long segment which featuring Brevard as a model community on economic redevelopment and specifically the work CSB is doing around the success of the AIM manufacturing grant.

Industry Relations PY 17-18 Semi Annual Performance Infographic

An infographic was shared showing July 1, 2017 through December 31, 2017 outcomes and successes for the Industry Relations Department.

Adjourn:

There being no further discussion or business, Susan Glasgow adjourned the meeting at 9:43am.

Respectfully submitted,

Reviewed by,

{signature on file} 02/15/18
Marina Stone Date

{signature on file} 02/15/18
Susan Glasgow, Chair Date

Industry Workforce Committee

Goal: Identify current and future workforce needs of the business community and create solutions to meet their needs.

Objective 1: Implement Sector Strategies in Key Industry Sectors

Strategies	Actions	Timeframes	Status
Effective implementation and outcomes in the Manufacturing Sector	Marketing campaign around the value of the trades industry so that more career seekers will consider this as a viable career pathway	Ongoing	Outcomes in the Manufacturing Sector Presentation <ul style="list-style-type: none"> Summer Manufacturing Intern program - finalizing contracts. Hydronit, MC Assembly, MTC Engineering, Knights, Harris, Anuva, and Paragon Plastics -11 sponsored interns this year (\$23,000). Reconnected with Pastor's Alliance – to recruit for Mfg training-Soldering class and CNC. They have referred 17 interested candidates for eligibility. Planning to do an Apprenticeship Career Orientation at Bayside HS this spring to introduce HS to these earn and learn career pathways.
	Develop and implement a plan to sustain the Manufacturing Sector Strategy	Ongoing	<ul style="list-style-type: none"> Convening EFSC Mfg. Industry Advisory Council Working with Stephen Taylor, EFSC, and Executive Director of Workforce Programs on EFSC graduation recruiting campaign for manufacturing students. Co-hosting initiatives into MASC meetings; Soft Skills, Apprenticeship, Internships, CPT scholarships for sustainability of our programs.
Effective implementation and outcomes in the Healthcare Sector	Develop and implement a plan to sustain the Healthcare Sector Strategy	Ongoing	March 7th Brevard Healthcare Workforce Consortium Meeting Presentation <p>The next Consortium meeting is scheduled for August, 2018.</p> <p>Committee Meetings Scheduled:</p> <ul style="list-style-type: none"> Soft Skills: 4/25/18 Education/Training/Technology: 4/17/18 Staffing: 4/20/18 <p>SMART Goals were established for Quarters 6 – 8 (October 1, 2017 – June 30, 2018) as follows: A 5% aggregate increase in enrollment in Consortium Partner CNA/Patient Care Assistant Programs (must be CSB Approved Vendor Programs to be counted), Practical Nursing Programs, Dental Assisting Program, Respiratory</p>

			<p>Care Therapist Program and Surgical Technician Program by June 30, 2018.</p> <p>Efforts made by CSB to achieve goals:</p> <ul style="list-style-type: none"> • Outreach dollars were received through the Nursing Career Pathways training grant award. Initial outreach materials for CareerSource Brevard were developed to promote services available for individuals pursuing healthcare careers. A business card was developed for businesses to give to unqualified candidates so they can be referred to CareerSource Brevard for possible training scholarship assistance. • CareerSource Brevard hosted a Healthcare Career Exploration Workshop at the Titusville Career Center on April 4th, where we are targeting the occupations of CNA and LPN to locate candidates to fill training classes. • METCA- ECC held another CNA and LPN training candidate recruitment fair on 1/17/18. To date, 50 prospective LPN candidates and 35 prospective CNA candidates, have been referred to CareerSource Brevard for scholarship assistance as part of an enrollment funnel. Candidates are being vetted for program eligibility. • The Consortium Education, Training and Technology Committee planned the Brevard Public Schools (BPS) Curriculum Contacts meeting that was held on February 8, 2018. This meeting was attended by BPS Assistant Principals and curriculum staff. The theme was a "Day's Journey in Healthcare" and the purpose was to bring healthcare career information back to the class room. This event was hosted by Health First and supported by CareerSource Brevard, Hibiscus Court Assisted Living, Eastern Florida State College, Keiser University and University of Central Florida. <p>CareerSource Brevard and METCA-ECC met with Eastern Florida State College on February 23, 2018 to discuss the Nursing Career Pathways Training grant and recruitment of students for their Patient Care Assistant Program and Licensed Practical Nursing Program.</p>
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			<ul style="list-style-type: none"> • EFSC informed about employer based training options to train CNAs to LPNs. • EFSC would be able to add PCA and LPN classes if we can recruit a minimum of 8 students. • We learned about FASFA and EFSC foundation resources should grant funding become depleted. • EFSC will now have representation on the Brevard Healthcare Workforce Consortium Education, Training and Technology Committee. • Eastern Florida State College will participate in student recruitment efforts facilitated by METCA-ECC and CareerSource Brevard.
Effective implementation and outcomes in the IT Sector	Develop and implement a plan to sustain the IT Sector Strategy	Ongoing	<p>February 1 IT Consortium Kick Off Presentation</p> <ul style="list-style-type: none"> • Scheduled follow-up APG Sector gathering with educational and industry partners for 4/24. • Published Information Technology Gap Study and shared with 80 attendees from the Feb 1 consortium. • Met with CSB Sector Strategists to review IT Sector Strategic Plan, solicit ideas and best practices, review agenda and goals for the next APG gathering. • 4/4 Presented to the Economic Development Council of the Space Coast at the Board of Directors meeting. Developed partnerships and APG commitments. Solicited for IT Advisory Council membership. • Attended area technology organizations to present the APG i.e. Space Coast Tech Council, Big Data Florida Space Coast. • Preparing 5/1 meeting with CareerSource Central Florida along with planning a joint consortium, Power Point and training, using our successful marketing / training material. John Berardi, CSB Business Liaison, to meet counterpart and new APG coordinator. • Implemented new DOL Download procedure for tracking APG participants. Did a complete audit of participants posted in Employ Florida.

			<ul style="list-style-type: none"> • Developing Sector Strategy Power Point for upcoming Workforce Professional Development Summit in Orlando • Presented CTE presentation of APG for Brevard School Districts CTE department chairs. • Participated in CSB PASSPORT TO WORK - YOUNG ADULT CAREER FAIR at the Melbourne Mall. • Connecting One on One with APG partners to develop a custom plan to meet the initial promises they conveyed for hires and apprenticeships. • Participated in several DOL's H1B Webinars, America's Promise Information Technology & Healthcare Industry chats on Sustaining Employer Partnerships.

Industry Workforce Committee

Goal: Identify current and future workforce needs of the business community and create solutions to meet their needs.

Objective 2: Support Additional Key Industries through Sector Work

Strategies	Actions	Timeframes	Status
Effective implementation and outcomes in the Aerospace and Aviation Sector		Ongoing	<ul style="list-style-type: none"> Attended Aerospace Industries Association (AIA) Next Steps Meeting on February 22nd, hosted by Thales in Orlando. AIA reconvened the Planning Sub-Committee to review Summit outcomes, assign follow-up action items and begin preliminary planning ideas for the follow-on Summit tentatively slated for Fall 2018. Active participation in the Space Coast Aerospace Apprenticeship Consortium – lead by Kamm Consulting – focused on developing registered apprenticeships centered around Aerospace, Aviation and Aircraft Technologies; Mechatronics & Robotics and Precision Machining to support New Age Space activities. CSB sent our STEM Recruiter John Perkins to the Florida High Tech Corridor Talent Forum to meet with representatives of local, regional and state colleges on behalf of our Aerospace and Aviation companies to begin building relationships to supply the Aerospace and Aviation talent pipeline to CareerSource Brevard and Brevard County. As a sponsor of the event, we were able to scholarship attendance for two local businesses – Mainstreaming Engineering and RUAG. On March 28th, Embraer was a guest speaker at the CSB AARP 50+ program to educate potential jobseekers on company culture, interview & resume best practices. Currently recruiting for Aerospace & Aviation firms countywide for upcoming CareerSource Brevard Job Fair on May 9th which historically has had several hundred of high skill candidates in attendance.
Effective implementation and outcomes in other Sectors	PY 17-18 Engineering Talent Recruitment Campaign	Ongoing	<ul style="list-style-type: none"> CSB recruiter team continue to build relations with 2017 engineer campaign respondents. Since last report, companies such as: Millennium, Avidyne and ASRC, have hired younger engineers (four total), and most recently, working with a mid-50's Mechanical Engineer from New Jersey inquiring about relocating to Brevard and

			<p>connecting to opportunities. A large number of inexperienced and non-US citizens responded to the 2017 campaign.</p> <ul style="list-style-type: none"> • Campaign designs and production are complete for the 2018 engineer recruitment campaign and paid social media ads are currently running. This Phase 2 strongly targets seasoned engineers and those with DOD clearance. Additionally, this phase links the websites of even more Brevard employers. Too early to report analytical outcomes.
	PY17-18 Healthcare Talent Recruitment Campaign	Ongoing	<ul style="list-style-type: none"> • Campaign design is nearly complete with paid social media ads starting the end of April. Talent is being targeted in the Northeast and messaging includes, among other benefits, the ease of relocating for jobs in Healthcare because a spouse can get a great job in engineering, IT and other industries on the Space Coast. Top local health institutions have their websites linked to this campaign.
	Soft Skills Training Initiative Grant Amount Received: \$268,000 includes Program Administrator	Ongoing	Soft Skills Training Grant Updates – See Discussion Brief
	EFSC Advisory Councils	Ongoing	<p>Fifth year of a continuing contract. Received \$166,400 total to date. CSB has facilitated 63 industry council meetings to date. Council members will rotate hosting meetings so EFSC can see first-hand skills and workforce in motion. Council members are being called upon to host CSB's new virtual industry exploration workshops for jobseekers.</p>
	Regional Apprenticeship Activities	Ongoing	<ul style="list-style-type: none"> • Pre-Apprenticeship Partnership with Brevard Adult Education – See Brief • Member of the FL RA Advisory Council developing RA Training Tool Kit for all 24 local region's Business Services teams.

Discussion Brief

Soft Skills Grant

Background

CSB received a grant from CareerSource Florida to operate a one-year soft skills training pilot program focused on competency-based and credentialed training to increase overall customer satisfaction, produce better hiring results and an increase in employee retention rates. This pilot will build credibility in our Sector Strategy initiatives by listening to the voice and concerns of industry and providing solutions to the talent changes. CSB has committed to placing 500 career seekers through the training.

- Win Soft Skills chosen as the best program by SHRM Evaluation panel
- Offering both Online on-demand and Blended Learning Model- 4 day Boot camp at Palm Bay & Rockledge Career Centers, (Titusville pending)
- Career seekers will take a proctored assessment to earn credential
- Board and Center Staff to take Soft Skills training as professional development requirement
- Enrollment of career seekers for online program began March 19th
- Essential Skills Workshops began April 2nd; offered every week at alternating Centers
- Brevard Business News front page story featured in the April 16th edition
- Assessment tool is in the process of being created with WIN for program validation- due date April 20th
- Outreach Action Plan meeting was held on April 4th

Discussion

- Any ideas on the best way to make employers aware of the Soft Skills Program and certification when interviewing or posting jobs?
- What does this credential mean to your organization?
- Can you help identify organizations that would be interested in learning about the program to help increase awareness of the pilot?

Information Brief

Pre-Apprenticeship Partnership with Brevard Adult Education

Background

CareerSource Brevard, in partnership with Brevard Adult Education plans to create a Registered Pre-Apprenticeship program that would provide foundational skills for all trade occupations that have existing Registered Apprenticeship programs. We have applied for a one year grant from CareerSource Florida for \$100,000 to offset the initial program costs, curriculum development and assist with teacher associated costs.

Program

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.

The following lists each of the partners for this grant and the Pre-Apprenticeship program:

- CareerSource Brevard, Grantee
- Brevard Public Schools/Brevard Adult Ed, Training Vendor
- Space Coast Machinist Apprenticeship Program, Inc. (SCMAP), RA Sponsor
- Brevard Air Conditioning Contractors Association (BACCA), RA Sponsor
- ABO Apprenticeship (Coastal Mechanical), RA Sponsor
- Machine Training Solutions (MTS), RA Sponsor

All of the partners have agreed to bring their respective experience in producing knowledgeable and productive apprentices to the building trades and construction industry. The pre-apprenticeship program will help develop more qualified applicants for our local RA programs and will help filter RA applicants. A pre-apprenticeship program will give students an opportunity to explore all of our local RA programs and complete the foundational skills required by each program sponsor. There is a growing demand and shortage for skilled workers in Brevard and throughout the country.

Goals and Outcomes

- Establish a sustainable program that will increase retention rates for RA programs and provide a recruiting path into these critical occupations
- Enter 28 students in the program in the first year.

Industry Workforce Committee

Goal: Identify current and future workforce needs of the business community and create solutions to meet their needs.

Objective 3: Develop and Implement Overall Initiatives in Sector Strategies

Strategies	Actions	Timeframes	Status
Create more visible, accurate and timely data	Create a data portal that is viewable by different stakeholder groups	2019	<p>Data Portal: Using Data for Consensus-Based Decision Making to Identify Target Industries Update:</p> <ul style="list-style-type: none"> • Future Planning Meeting with relevant stakeholders/partners to discuss each organizations reporting capacities and determine types of data relevant to workforce and economic development planning. • Feasibility Study • Report structure and access • Develop a “data dictionary” with our partners that will detail and explain the desired reporting for all partner’s needs.
	Present Yearly Key Industries	April 2018	<ul style="list-style-type: none"> • See Key Industries Brief
Educate and recruit critical partners for Sector Strategies	Educate Board Members	January 2017 – June 2018	Potential new Board Member, Joe Mayer, from Lockheed Martin Space Operations will bring input and insight to the Aerospace/Aviation Sector Initiatives
	Education of Top Players in Organizations in Brevard County	July 2017 – June 2018	<ul style="list-style-type: none"> • CSB will host a Workforce Workshop for all County, State & Federal Elected Officials and their aides on May 2nd. Outcomes will be presented at the next meeting. • CSB President Marci Murphy, along with Space Florida and the EDC of the Space Coast, participated in a panel presentation at the 45th Space Congress held at the Port Radisson on March 1st to over 400 participants, outlining regional efforts to support critical talent attraction and development activities. • Sector Initiatives were presented at the first IT Consortium Meeting on Feb. 1st
	Conduct outreach to key partners on sector strategies		<p>Outreach yielded:</p> <ul style="list-style-type: none"> • CSB President Marci Murphy was highlighted in the March edition of the Space Coast Business magazine; Women in Business Edition. Marci spoke about CSB as a sector strategist and convener to provide workforce solutions.

			<ul style="list-style-type: none"> • In Feb/March, the next “waves” of classes for the AARP, Women 50+ program were promoted via email blasts and social media postings. • In March, Jana Bauer, Program Manager for AARP, Women 50+, was featured in the Brevard Business News highlighting how the program is preparing jobseekers that are 50+ to reenter the workforce - matching industry sector needs with their skills and abilities. • Also in March, Soft Skills Project Manager, Foy Staley, was interviewed for a cover story in the Brevard Business News providing an overview of the Soft Skills Training initiative to support multiple sector needs. • Ongoing content updates to the “Trending In Brevard” section of the CSB website include current events and news stories relating to: Healthcare, MFG, IT and Aerospace sectors. • Ongoing: social media support for all Sector Strategies • Brevard’s I.T. Workforce Consortium kickoff event hold on February 1st was a huge success and was shared via email blasts and social media to all employers, media and partner audiences

Action Brief

Selection of Key Industries - Program Year (PY) 2018 – 2019

Background





CareerSource Brevard (CSB) periodically reviews Key Industries by researching and analyzing Labor Market Information (LMI) provided by various sources. The Industry Workforce Committee (IWC) is provided this information in order to garner a business perspective on the Key Industry selection and to make recommendations to the CSB Board of Directors regarding any adjustments. The selection of Key Industries allows for CSB to deploy limited resources and social capital in a manner to optimize prospects for success. Most of the identified industries represent those which offer the best promise for overall economic growth by attracting and retaining high skill, high wage and value-added jobs. Key industries can also represent those that require our focus due to major workforce issues sector strategies, career pathways and other job-driven, industry focused initiatives. A quick look at the workforce situation in Brevard will set the stage for reviewing Key Industry information.

Brevard County's jobless rate decreased to 3.7 % from 4.9% comparing December of 2017 to December of 2016. Brevard's unemployment rate was equal to the state rate of 3.7%. Out of a labor force of 263,184 there were 9,674 unemployed residents in the region.

Another important trend which has developed over the last year has been the increased Labor Force Participation Rate (LFPR). LFPR is the estimate of the share of the population actively engaged in the labor market. Based on the December 2017, State of Florida DEO LMI Data Release, Brevard has saw an increase of an additional 55 persons who have begun looking for a job compared to the same time in the previous year. This continues a 3 year trend in increased labor force which has grown by approximately 12,000. This increase to the labor force can be attributed to an improving economy which leads to less persons being discouraged over the prospects of finding a job. Other factors can include improvements in health, reduction of personal barriers, changes in family responsibilities, decision to not continue with schooling and deferral of retirement

Discussion

The following tables contain the history and trends of employment growth by industry from 2014 through 2018 and the selected Key Industries over this time period. The following trends are noted:

	Industry Trend Summary
	Construction, Manufacturing
	Trade, Transportation, & Utilities, Government, Education & Health Services, Information, Financial Activities, Leisure & Hospitality
	Professional & Business Services, Other Services

Employment by Industry											
Not Seasonally Adjusted / Over-the-Year Percent Change											
Industry		2014		2015		2016		2017		2018	
		Florida%	Brevard%	Florida %	Brevard%	Florida %	Brevard %	Florida %	Brevard %	Florida %	Brevard %
Construction	↑	8.3	10.5	1.5	3.0	6.8	-3.0	5.2	2.7	9.0	13.3
Manufacturing	↑	1.4	1.0	1.3	-1.0	2.8	2.0	2.7	2.8	4.4	3.9
Trade, Transportation & Utilities	→	3.9	3.1	2.8	-0.3	2.4	3.3	2.1	2.9	1.7	1.3
Information	→	3.9	0.0	1.11	0.0	-1.4	-10.5	-0.3	10.0	2.0	4.3
Financial Activities	→	2.5	2.6	2.5	0.0	2.5	1.3	3.8	4.2	2.4	2.6
Professional & Business Svcs	↓	3.5	-2.0	4.3	0.0	4.3	3.0	3.2	-1.7	4.3	-2.9
Education & Health Svcs	→	1.5	1.8	2.4	2.1	3.8	5.3	4.1	2.6	1.5	-0.6
Leisure & Hospitality	→	2.4	-0.9	3.9	4.0	3.9	3.3	4.4	3.4	1.0	-1.9
Other Services*	↓	1.6	2.5	3.5	8.0	3.3	3.7	2.5	2.5	4.1	2.3
Government	→	-0.2	0.7	0.4	0.7	-0.5	-1.7	1.1	0.0	1.0	0.0


* The Other Services (except Public Administration) sector comprises establishments engaged in providing services not specifically provided for elsewhere in the classification system. Establishments in this sector are primarily engaged in activities, such as equipment and machinery repairing, promoting or administering religious activities, grant making, advocacy, and providing dry-cleaning and laundry services, personal care services, death care services, pet care services, photofinishing services, temporary parking services, and dating services.

Selected Key Industries for Brevard	2014	2015 & 2016	2017 & 2018
	<ul style="list-style-type: none"> ① Aviation, Aerospace & Emerging Technology ② Manufacturing, Logistics & Construction ③ Health Care, Professional & Business Services ④ Leisure & Hospitality 	<ul style="list-style-type: none"> ① Aviation & Information Technology ② Manufacturing Logistics, Transportation Distribution, Maritime & Construction ③ Health Care, Professional & Business Services ④ Leisure & Hospitality 	<p>See Last Page for Info.</p> 

The analysis includes a review of economic development priorities as required by DEO. This guidance requires alignment with the Florida Targeted and Infrastructure industries as well as other local economic development priorities. We have included the priorities of Enterprise Florida as well as local priorities from Space Florida and the Economic Development Commission of Florida's Space Coast. Our analysis indicates that our key priorities are aligned with 85% of the state and local priorities.

Recommendation

Staff recommends the following Key Industries.

High Skill High Wage		
Key Industry	Formal Sector Strategy	Rationale
Manufacturing Aviation & Aerospace		<ul style="list-style-type: none"> Aviation is a growing industry in Brevard. Convening of the AIM Sector Strategy Increased opportunities in Aerospace Local concern and statewide focus on advanced manufacturing
Information Technology		<ul style="list-style-type: none"> Ongoing needs of the STEM industries. Local concerns over availability of information technology workers. Focus of the IT Sector Strategy Centerpiece of the USDOL America's Promise Grant
Health Care		<ul style="list-style-type: none"> Demand area for occupational training by CSB customers and Business Customers. Development of the Health Sector Strategy Long-range prediction models showing future needs

Projected Growth	
Key Industry	
Logistics, Transportation Distribution	<ul style="list-style-type: none"> Reflects positive trend in Trade, Transportation & Utilities industries. Port Canaveral development of container and shipping industry and expanded cruise service. Maritime activity continues to develop
Construction	<ul style="list-style-type: none"> Expectation that construction activities will continue to increase.
Leisure & Hospitality	<ul style="list-style-type: none"> Long term growth predicted through 2020. Identification of career ladders & wage projection within the industry. Tourism is a significant industry in Brevard County and based on local and State data, will continue to be a major jobs creation source.

Action

Review and approve staff recommendation of the Key Industries for PY 2018-2019 for inclusion on the consent agenda of the next Board of Directors meeting.

INDUSTRY WORKFORCE COMMITTEE (IWC)

ATTENDANCE RECORD

PY 2017-2018	AUG	OCT	JAN	APR
Bakke, Kristin	A	P	A	
Bishop, Daryl	P	P	A	
Blackburn, Desmond	A	A	A	
Browne, Colleen	P	P	A	
Glasgow, Susie	P	P	P	
Huy, Elizabeth	P	P	P	
Kenny, Jennifer	P	P	A	
Klinkbeil, Traci	P	P	P	
Miedema, Linda	P	P	P	
Proctor, D. Travis	P	A	P	
Schrump, Terry	P	A	A	
Smith, Kevin	A	A	N/A	
Song, Julie	P	P	P	