



Industry Workforce Committee Meeting

August 3, 2017

8:30 A.M. – CSB Boardroom

(Teleconference 321-394-0707)

Attendees:

Susan Glasgow (Chair), Kristin Bakke, Daryl Bishop, Desmond Blackburn, Colleen Browne, Jennifer Has Hagen, Jennifer Kenny, Traci Klinkbeil, Linda Miedema, D. Travis Proctor, Terry Schrumph, Kevin Smith, Julie Song

Agenda

Page No.

Call to Order

Susan Glasgow

Introductions

Public Comment

Action Items

Approval of Business Workforce Committee Minutes for April 6, 2017

Susan Glasgow

1 – 2

Discussion/Presentations/Information Items

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

3

○ Outcomes in the IT Sector (Presentation)

Judy Blanchard

4 - 6

○ Outcomes in the HealthCare Sector (Presentation)

Megan Cochran

7 – 14

○ Outcomes in the Manufacturing Sector (Presentation)

Tina Berger

15 - 18

•Objective: 2 Support Additional Key Industries Through Sector Work

19

○ Outcomes in the Aerospace/Aviation Sector (Presentation)

Judy Blanchard

20 – 23

○ Outcomes in Other Sectors

▪ Engineering Talent Attraction and Recruitment Campaign and Website Landing Page

Denise Biondi

24 – 26

▪ EFSC Industry Advisory Councils

Judy Blanchard

27 - 28

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

29 – 31

○ Create More Visible, Accurate and Timely Reporting of Data

▪ Data Portal Brief

Judy Blanchard

32 - 34

○ Educate/Recruit Critical Partners for Sector Strategies

○ Conduct Outreach to Business Associations on Sector Strategies

Industry Relations PY 16-17 Performance Infographic

Judy Blanchard

35

Adjourn

Susan Glasgow

Call 321-394-0658 for information

TTY: 711-321-394-0507

Upcoming Meetings

July 2017

31st Executive Committee-4pm

August 2017

3rd Industry Workforce Committee-8:30am

22nd Board of Directors-8am

September 2017

14th Career Center Committee-8:30am

October 2017

19th Industry Workforce Committee-8:30am

30th Executive Committee-4pm

November 2017

14th Board of Directors-8am

December 2017

14th Career Center Committee-8:30am

CareerSource Brevard
Business Workforce Committee Meeting
April 6, 2017

Minutes

Members in Attendance: Susan Glasgow (Chair), Daryl Bishop, Colleen Browne (via teleconference), Terry Compton (via teleconference), Jennifer Kenny and Travis Proctor

Members Absent: None

Staff in Attendance: Denise Biondi, Marci Murphy, Jennifer Lasser, Richard Lepre, Don Lusk, Stephanie Mosedale, and Lyn Sevin

Guests in Attendance: Caroline Joseph-Paul of CareerSource Brevard (CSB) Career Center.

Call to Order:

Susan Glasgow, called the meeting to order at 8:30am. Introductions were made. There was no public comment.

Presentation:

Marci Murphy, shared a presentation about CSB's Advertising Strategy for the Engineer Recruitment Program.

Action Items:

Approval of Business Workforce Committee Minutes of January 12, 2017

A motion to approve the minutes of the January 12, 2017 Business Workforce Committee Meeting was made by Daryl Bishop and seconded by Travis Proctor. Motion passed unanimously.

Selection of Key Industries 2017-2018

Staff presented CSB's periodic review of Key Industries (sometimes referred to as Key Industry Clusters) and explained how Labor Market Information is obtained from various sources. The selection of Key Industries allows CSB to deploy limited resources and social capital in a manner to optimize prospects for success. There was brief discussion on the manufacturing and health care sector strategies. Motion was made by Travis Proctor to approve the staff recommendation for Key Industries for PY 2017-2018 as presented for inclusion in the consent agenda of the next Board of Directors meeting. Daryl Bishop seconded the motion. Motion passed unanimously.

Discussion/Information Items:

Goal 2 Strategy Updates

Staff reviewed the strategies and measures for Goal 2, "Strengthen key business clusters by working with them to identify and solve workforce issues they face".

Measure 1B: Regional Targeted Occupations List for 2017-2018

CSB is required to produce and publish the Regional Targeted Occupations List (TOL) on an annual basis. Occupations that were considered in the process and those that were added were shared. There was brief discussion on the TOL.

Measure 3A: Grow the Resources of the Board

A matrix was shared showing current and proposed grant opportunities outlining the status of each grant. This included unrestricted revenue projects and partnerships that CSB is pursuing to help grow the resources of the Board. There was discussion on the sector strategy programs.

State Employer Training Grants: FloridaFlex Funding

Updates presented included Incumbent Worker Training and Quick Response Training (QRT). It was noted that there are no new companies funded for QRT this quarter.

Adjourn:

There being no further business, Susan Glasgow adjourned the meeting at 9:20 am.

Respectfully submitted,

Reviewed by,

(signature on file)
Lyn Sevin

4/20/17
Date

(signature on file)
Susan Glasgow, Chair

4/20/17
Date

Industry Workforce Committee

Objective 1: Implement Sector Strategies in Key Industry Sectors

Strategies	Actions	Timeframes	Status
Effective implementation and outcomes in the IT Sector	Develop and implement a plan to sustain the IT Sector Strategy	<u>Ongoing</u>	IT Sector Presentation
Effective implementation and outcomes in the Healthcare Sector	Effective implementation and outcomes in the Healthcare Sector	<u>Ongoing</u>	Healthcare Sector Presentation
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	<u>Ongoing</u>	Manufacturing Sector Presentation
	Develop and implement a plan to sustain the Manufacturing Sector Strategy	<u>Ongoing</u>	Manufacturing Sector Presentation




*America's Promise Grant
Overview and IT Sector
Initiative*

Sector Strategy Approach

- America's Promise Grant (APG) IT focused
- Led by CSB who coordinates dialogue and action between businesses and educators, resulting in customized solutions to the workforce needs of regional businesses
- Ultimate goal immediate placement now and future sustained *pipeline* of candidates for employers




America's Promise Grant - IT

- Awarded \$2.38 million for four-year US DOL grant -
 - Only RWB in State of Florida
- Grant timeline – January 2017 through December 2020
- Goal 400 participants served over lifetime of APG program
 - 200 Brevard County & 200 Central Florida
 - Includes training methods of OJT, IWT and ITA
- Sector Strategy Approach to be facilitated by a Sector Program Manager with support of Business Services team




The need for APG?

- Florida is currently the 10th-ranking state in H-1 B use, with demand for H-1B workers heavily concentrated in computer occupations
- This project targets high-growth jobs aligned with the Information Technology (IT) and IT related industry sector, ranging from entry-level occupations to high-level management positions
- A focus on training participants under-represented in the IT industry including supplementing the cost of training for IT skills and certifications and will assist in filling the pipeline with a hidden talent source



APG – Sector Strategy Collaboration

- **Employers & Education**
 - Employers: What do they need to fill current and future projected positions?
 - Collaborate with Employers and Education providers to determine the current/future trainings and certification opportunities.
 - Is what we're training in now meeting employer needs if not, how do we fix this
 - Accelerate the certifications training time to provide faster access to the talent pipeline



APG Performance Jan 1- June 30

- Project announcement press release
- Developed and executed Sub-recipient Agreement with CareerSource Central Florida
- Completed our the first APG kick off meeting with CSCF & CSB
- Initial Outreach to Industry & Stakeholders for consortium participation



APG Metrics PY 17-18:

- Strategic plan; roles and responsibilities document for CSB staff
- Convene initial IT Consortium between employers and educators – targeting September (date TBD)
- APG rollout to Businesses and Jobseekers
 - Participant outreach, recruitment, and enrollment
- Conduct quarterly Sector Strategy partnership meetings to gather feedback, assess progress and identify opportunities for improvement



Questions?

Judy Blanchard, VP Industry Relations
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 321-394-0567





Healthcare Sector Strategy Update August 2017

Partnership Created to Support the Healthcare Sector Strategy

- A full time CareerSource Brevard Program Manager is privately grant funded to manage all healthcare industry workforce sector strategy activities.
- In-house training dollars are made available to support healthcare sector training initiatives.



Brevard Healthcare Workforce Consortium Vision

Brevard County produces skilled,
available talent to meet the current and
future needs of local healthcare industry
organizations.



First Year

- Creation, recruitment and development of the Brevard Healthcare Sector Consortium membership
 - Contacted organizations from healthcare industry, education providers, municipalities and stakeholders through various means
 - Designed and implemented an electronic event awareness campaign for the Inaugural Brevard Healthcare Workforce Consortium Kick-off event and second meeting



First Year

- Healthcare Industry employer survey
 - Everyone had a need for nursing talent (shortage of talent)
 - o CNAs
 - o LPNs
 - o RNs (primarily experienced RNs and specialty nurses)
 - o Nurse Educators
 - Soft Skills were a universal concern
 - Better understanding of local educational capacity in healthcare training programs was needed



First Year

- Consortium meetings
 - Inaugural Brevard Healthcare Workforce Consortium was held on December 14, 2016
 - The Second Brevard Healthcare Workforce Consortium Meeting was held on April 25th, 2017



First Year

- Aggregate and share all data from Employer and Educational Institution Surveys
- Development of Consortium Committees and Committee Work



Committee Development

- 3 Committees actively moving forward
 - Staffing
 - Education, Training and Technology
 - Soft Skills
- 2 Committees dissolved – transferred issues and initiatives to other committees
 - Regulations
 - Community Resources/Funding Sources for Services and Training



Staffing Committee Issues Being Addressed

- Recruitment and retention of Homemaker Companions, Home Health Aides, Certified Nursing Assistants and Practical Nurses
- Recruitment and retention of experienced Registered Nurses
- Recruitment and retention of new-to practice Registered Nurses



Staffing Committee Initiatives

- Branding campaigns
- More exposure to healthcare career fields
- Upskilling existing workers
- Strategies to extend careers



Education, Training & Technology Issues Being Addressed

- Current Brevard pipeline of CNAs, LPNs and RNs does not produce enough talent to fill local employer needs
- Retention of healthcare-oriented students in Brevard County
- Attraction of Nursing Faculty to fill vacancies
- Alignment of classroom technology with technology required in varying environments



Education, Training and Technology Committee Initiatives

- 360 Degree survey for clinicals
- Educational enrollment vs. capacity survey and review
- Mentoring of new employees
- Career mapping web-based tool
- Increasing local clinical capacity
- Increase awareness of nurse faculty vacancies



Soft Skills Issue Being Addressed

Increase interpersonal
skills/work readiness skills in
the current and future
workforce



Soft Skills Committee Initiatives

- Development of a Tool Box that employers can access
 - Assessments
 - Pre-hire workshops
 - After hire supports
- Listing soft skills as leading indicators of success
- Increased exposure to healthcare work environment



Goals for Sustainment July – September 2017

- Surveys (distributed and results aggregated)
 - 7/5/17 sent out the Healthcare Vacancy Baseline and Benchmarks Survey and the Behavioral-Based Expectations survey
 - 8/15/17 will send out the Healthcare Industry Exploration Opportunity survey
- Career Exploration Event (CSB) scheduled 7/25/17



Goals for Sustainment
July – September 2017

- Development and implementation of a media campaign to highlight healthcare occupations
- Win Soft Skills training software through employflorida.com (CSB) – develop resource and explore workshop development and implementation with new CSB contractor
- Win Soft Skills CSB staff guide developed



Goals for Sustainment
July – September 2017

- Brevard Public Schools– healthcare industry partner to host meeting with curriculum staff – planning for February Meeting
- Third Consortium meeting scheduled for October 5, 2017
- Continued outreach to healthcare industry for new Consortium participation
- Aggregate survey data



Goals for Sustainment
July – September 2017

- Educational Capacity vs. Enrollments 1% increase in programs for Eastern Florida State College, Harris-Casel Institute and Keiser University
 - CNA/Patient Care Assistant
 - Practical Nursing
 - Dental Assisting
 - Respiratory Care Therapist
 - Surgical Technician



Goals for Sustainment
October 2017 - June 2018

- Brevard Public Schools Curriculum Contacts meeting hosted by healthcare industry partner to be held in February 2018
- Creation of partnerships to explore the development of a Career Exploration App
- Fourth Consortium Event (April 2018)
- Development of committee benchmarks and goals based on survey responses




Goals for Sustainment
October 2017 - June 2018

- Educational Capacity vs. Enrollments 5% increase in programs for Eastern Florida State College, Harris-Casel Institute and Keiser University
 - CNA/Patient Care Assistant
 - Practical Nursing
 - Dental Assisting
 - Respiratory Care Therapist
 - Surgical Technician




Goals for Sustainment
October 2017 - June 2018

- Develop a sustainment plan beyond this grant
 - Sustainability of and continued work in committees
 - Future Consortium Meetings
 - Future issues for the Consortium and Coordination in the future
 - Funding for identified needs




Questions/Comments

Megan Cochran
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Manufacturing Sector Strategy AIM Update

Marketing to the Talent Pipeline

Manufacturing Three Areas of Focus:

- Current critical needs of employers
- Building a talent pipeline by engaging high school students in HS and EFSC Vocational programs
- Building skills for career advancement to midlevel manufacturing jobs




Building the Talent Pipeline

Addressing Current Needs:

- Career orientation events specific to specific Manufacturing courses
- Recruit through community partners- Pastors Alliance, Adult Ed, EDC and others
- Updates to CSB and takeaimbrevard.com website - program changes, news articles, awards, classes etc.
- Recruiting campaigns to dislocated worker database with a prior connection to manufacturing jobs
- Staff education and awareness of training programs available
- Local and Virtual Job Fairs, On-site recruiting events at our career centers
- Social Media- Website, Facebook, live streaming at industry events




Building the Talent Pipeline

Talent Pipeline



- Work with regional schools to interest students in Manufacturing careers and job placement services
- October Manufacturing Month activities
- Ongoing relationship with Director of CTE Programs
- May AIM meeting at Bayside Manufacturing Academy
- Partner on events such as Made in Brevard, EFSC Job Fairs
- Videos posted on CareerSource Brevard website of successful placement in manufacturing jobs




Building the Talent Pipeline

Upskilling Existing Workers

- Promote training on CSB website calendar
- Direct email campaign to employers on training classes
- Promote training in our career centers through handouts and staff interaction

Sector Accomplishments

- Completed five (5) classes 12-Week CNC Machinist Accelerated Training Programs (27 grads, 20 are employed)
- Welding, Machinist, Quality Advisory Committee's curriculum recommendations submitted to EFSC
- Ad Hoc Mfg. Accounting Committee recommendations were shared with Brevard Public Schools and EFSC
- Marketing Perceptions Subcommittee joined the EDC Talent Attraction campaign for Brevard manufacturing jobs
- Apprenticeship Subcommittee- Hybrid Machinist Apprenticeship Program competency based model
- Sharing outreach and funding for county wide CPT training with EDC Community Partnership with Pastor's Community Alliance- CPT scholarships and now J-STD partnership




Sector Accomplishments

- CAPE Letters of Support written to SpaceTEC for HS competency based learning
- Conducted 16 Subcommittee Meetings
- Community Organization Resource Map
- 2017 Occupation Skills Surveys (Composite Fabrication and 2017 Manufacturing Skills Gap Survey)
- 38 Industry Champions
- October Manufacturing Month activities - 5 Facility tours
- Collaborating with MASC to host meetings and events
- TakeAIMbrevard.com website is live
- Proclamation: County Commissioners and School Board declaring October Manufacturing Month in Brevard



Sector Successes

- Great working relationship with both the Pastors Community Alliance and Adult Education
- Opening of the **Bayside HS Manufacturing Academy**
- Renovation of the EFSC Advanced **Manufacturing Training Center**
- **CPT Training Sector Strategy:** EDC, Pastors Community Alliance, Adult Ed, EFSC and CSB pulled together to create a system that maximized the results for all partners. 152 student have been enrolled in four classes. 256 individual career seekers have been placed in manufacturing training programs through our sector initiatives.



Manufacturing Sector Training

PROGRAM YEAR 2016-17

Manufacturing Training Classes	
# Students	Course
27	CNC Machine Production Technician
5	CDL- Certification
146	Certified Production Training (CPT)
9	IPC-A-610 Assembly Inspection
30	J- STD Soldering
14	GD&T Training
12	HS Summer Interns
12	Fiber Optics Training



Sustainability Plan

Manufacturing Sector Strategy Program Manager Role:



- Continue to build value by developing relevant **Apprenticeship programs**
- Dovetail CareerSource initiatives into Manufacturing Association of the Space Coast (**MASC**) **committees**
- **Strategic attendance** at industry meetings to build employer engagement
- Offer **programs of value** to our business partners as a result of industry convenings




Sustainability Plan



State Project Director for the Sector Partnership National Emergency:

- Build on relationships with FloridaMakes and CareerSource Florida
- Assist CSF staff and partners to utilize and claim RA grant money for Florida
- Assist Maher and Maher to craft a statewide Sector Strategy vision
- Assist local boards in achieving grant goals and further SS policy

Thank you!

Contact me for further assistance:
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 Mfg. Sector Strategy Program Manager
 321-394-0515
tberger@careersourcebrevard.com


Industry Workforce Committee			
Objective 2: Support Additional Key Industries through Sector Work			
Effective implementation and outcomes in the Aerospace and Aviation Sector		<u>Ongoing</u>	Aerospace Workshop & Sector Initiative Presentation
Effective implementation and outcomes in other Sectors	Engineering Talent Recruitment Campaign	<u>Ongoing</u>	Engineering Talent Recruitment Brief & Website Landing Page
	Facilitation of EFSC Industry Advisory Councils	<u>Ongoing</u>	EFSC Industry Advisory Councils Brief



Aerospace Workforce Workshop & Sector Strategy


Workshop Highlights

- The Aerospace Workforce Workshop was held on May 24th at the Space Life Science Center, KSC
- Hosted by Space Florida
- Collaborative effort between Space Florida, Space Coast Economic Development Council and CareerSource Brevard.



Pre-Event Survey

- Developed and distributed a workforce needs survey to all of our Aerospace industry partners
- Survey questions ranged from skills needs to educational requirements to talent acquisition



Workshop Agenda Development

- Used data from the survey as a foundation for building the workshop agenda
- We held several panel discussions on the following topics:
 - Observations & Expectations from Industry Representatives – Validated survey results
 - Industry Workforce Skills Requirements
 - New Space Consortium Workforce Skills Requirements
 - Educational Providers Panel



Businesses Participation

- Large DOD contractors (Lockheed Martin, Northrop Grumman, ASRC, Jacobs)
- Aviation (Embraer)
- Aerospace Manufacturing and Subcontractors (RUAG, Jacobs, OneWeb Satellites)
- Small Suppliers (EMF)



Education Partners

- Florida Institute of Technology
- Valencia College
- University of Central Florida
- Daytona State College
- Embry Riddle Aeronautical University
- University of Florida
- Eastern Florida State College
- Florida Dept. of Education
- Brevard Public Schools




Community Partners

- CareerSource Brevard
- CareerSource Florida
- Space Florida
- Economic Development Commission of Florida's Space Coast
- Local Municipalities
- Elected Officials
- Government - USDOL




Data Collection & Analysis

- Gather as much information from attendees while you have their attention
- Needed for making 'smart' workforce solutions going forward
- Developed strategic questions after each presentation to build upon the survey data
- Used 'iclick' as the tool – results will be used to help define additional challenges and solutions



What We Learned

- What the top 5 emerging high demand jobs are in the industry
- What skills and knowledge is needed for these jobs
- What's the industry's greatest needs right now
- What current training and educational programs are being utilized
- What's lacking in meeting training needs ...funds, more OJTs/Internships/Apprenticeship opportunities, knowledge of what's available
- Competition is driving up labor costs
- Millions of dollars is being spent on talent attraction and relocation



Next Steps

- Partnership (CSB/Space Florida/SCEDC) is defining short and long-term action items from the workshop
- Identifying partners required to address solutions
- Developing messaging for engagement going forward and reconvening
- Defining workgroups and task assignments



Questions??

Thank You

Judy Blanchard

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August 3, 2017

Information Brief

Engineering Talent Attraction and Recruitment Campaign

Background

The Industry Workforce Committee Goal 2 is to identify current and future workforce needs of the business community and create solutions to meet their needs. For this goal, Objective 2 is to support additional key industries through sector work. As part of the strategies to meet Objective 2, Strategy 2 is the effective implementation and outcomes in other sectors. Many sectors are in need of engineers with 5-8 years' experience. To support that need, CSB used Outreach credit dollars from CareerSource Florida to develop a national digital campaign to recruit experienced engineers to Brevard County. The three-month campaign launched in March, 2017.

Implementation and Outcomes

Working with Moore Communications, ad agency for the state, the CSB outreach team developed a customized landing page complete with live, work and play attributes for attracting engineers as well as links to five area employer's websites. The talent was targeted via Google Ad words and a Facebook marketing campaign that encouraged clicks to the landing page for more information. Once on the landing page, interested engineers were able to share their email address with CSB to receive a sequence of direct emails sharing further attributes about Brevard County and email directly to a CSB recruiter for immediate support. About halfway through the campaign, Facebook ads were turned off and all remaining advertising funds were shifted to Google, where the conversion rate (people signing up to learn more) was much higher. The recruitment team at CSB followed up with all interested engineers to offer more area information or guidance about attaining employment and/or spousal career support. Analytics-to-date show nearly 520,000 individuals were reached with 6,000 clicking on the ads, 266 sharing their email addresses to receive the direct mail sequence that yielded a 60% open rate. Additionally, the employer's websites received a total of 350 visits and CSB now has a permission-based database of 266 engineer email addresses. The majority of engineers came from New York, 74% were male, and most fell into the 25-34 age.

Next Steps

CSB has plans to continue targeted recruitment campaigns reaching this audience, and others as needed in Brevard. Continuing with Goggle Search ads and exploring LinkedIn advertising products will be recommended knowing LinkedIn can be more expensive than other platforms such as Facebook and taking the budget into consideration as well. Part of the new program year planning process included an initial discussion with CareerSource Central Florida and CareerSource Flagler/Volusia around the idea of a regional partnership helping to further this campaign. Further discussion is required to determine what kind of talent should be targeted and other logistics of the campaign.

ACHIEVE ENGINEERING GREATNESS

Work and live in a place you love



Why Work in Brevard County?

Salaries for engineers on the Space Coast are above average, and so is the quality of life.



HIGHER SALARY

The average annual salary in the Brevard County region is \$86,860, 26% higher than the average.



TECH ECONOMY

Milken Institute named Brevard County's economy the No. 1 most concentrated high-tech economy in Florida in 2013.



QUALITY OF LIFE

With 72 miles of pristine beaches and an average temp of 73°, Florida's Space Coast is a place to work and play.

Begin the Next Journey in Your Career

Sign up to receive information about CareerSource Brevard's services, available engineering positions, and how we can help advance your career.

☒ Update me on available positions in the region as well as services offered by CareerSource Brevard.

Just A Few of Our Top Employers

You love engineering. We love engineering.
And we know the companies below would love to have you on their team.







Engineers Like You

Hear from your peers who love working in Brevard County.
They may end up being your future colleagues!



"Bought a four bedroom home for under \$200k within walking distance of the beach. Need I say more? Oh, and it's warm year around."
Gary Neal, Structural Engineer



"Moving to Brevard was an easy decision for my family. I found my dream job here, amongst many diverse and interesting opportunities in my field and it was hands down the best place to raise a family and have a work life balance!"
Wes, Mechanical Engineer



August 3, 2017

Information Brief

Eastern Florida State College (EFSC) Industry Advisory Councils

Background

The existing contract CareerSource Brevard (CSB) has with Eastern Florida State College (EFSC) is to provide a broad range of specialized services including the development and facilitation of industry advisory councils was renewed for a 5th year beginning August, 2017. The purpose of the councils is to advise college administrators with respect to the development and maintenance of quality career and technical education programs which produce graduates who are prepared to enter the workforce.

Councils represent a unique opportunity to hear from key industry stakeholders about relevant workforce education topics in a format that is designed to inspire strategic planning and doing to meet industry needs consistent with current and emerging trends.

CSB services concentrate on facilitating 5 major councils: Manufacturing & Engineering Technology; Computer Science & Information Technology; Business Administration & Office Technology; Healthcare & Life Sciences; and Logistics, Transportation & Maritime.

Results

To date, CSB has facilitated 54 industry councils, earning \$146,400 for this effort. The councils have been successful in identifying crossover skill sets to match targeted occupations and defining career pathways. They have suggested and reviewed curriculum changes, as well as recommended areas for industry involvement with students.

The following highlights some of the actions that have occurred as a result of these council meetings:

- On May 4th, the Advancing in Manufacturing – AIM – Sector Strategy Consortium, in coordination with the Manufacturing & Engineering Council, met at Bayside High School, Palm Bay. A tour of Brevard Public School's first Manufacturing Academy was provided to 48 attendees.

- At the urging of the Business Administration and Information Technology industry members, EFSC is currently planning their 2nd Annual business learning event to familiarize local businesses about EFSC student internships and co-op opportunities across all EFSC programs and the value such programs offer.
- The Healthcare and Life Sciences Council facilitation is being coordinated in conjunction with the Healthcare Sector Strategist. The 2nd Healthcare Workforce Consortium meeting was held on Tuesday, April 25th, 9 a.m. – 12:00 p.m. at the Bill Posey Conference Center located at 2555 Judge Fran Jamieson Way in Viera. The event was attended by 54 participants, representing 28 organizations. Recommended actions developed by the Committees to the Consortium are evidence that Committee Action Plans are being implemented.
- CSB's IT Sector Strategy Program Manager, briefed the Computer Science and Information Technology Council at the June 8th meeting on the newly awarded America's Promise IT Grant. This Council's industry partners, along with EFSC, will play an integral part in determining the skill set needs of the IT pipeline, curriculum and credentialing development and supporting the performance metrics of this grant.
- The Logistics, Transportation & Maritime Council convened at Port Canaveral for their April 19th meeting. Port Commissioner Wayne Justice facilitated a tour for the Council to learn first-hand about the growth, industry operations and current/future workforce needs of the Port. CSB staff also presented the findings of a workforce survey conducted with the Melbourne Airport tenants to learn more about the skill needs/challenges centered around logistics and transportation occupations. EFSC will use the survey results to further develop supporting curriculum.
- All councils continue to provide annual recommendations to add/change/delete occupations on the Regional Targeted Occupation List. This list is integral to EFSC in deciding curricula to meet industry needs and to CSB for directing training funds.

Additional council meetings are currently scheduled for the five major programs during the next calendar quarter.

Industry Workforce Committee

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	<u>2019</u>	Data Portal Brief
	Present Yearly Key Industries	<u>April 2018</u>	
Educate and recruit critical partners for Sector Strategies	Educate Board Members	<u>January – June, 2018</u>	
	Education of Top Players in Organizations in Brevard County	<u>January – June 2019</u>	President presented at the August 2 nd EDC Board meeting on Sector Strategies and what it means to Brevard County.
	Conduct outreach to business associations on sector strategies	<u>Ongoing</u>	<p>Outreach efforts since April 2017 yielded:</p> <ul style="list-style-type: none"> • Multiple local and regional news stories/announcements regarding programs • 191 Recruiting Events & Job Fairs CSB hosted (since July 1, 2016) • CSB website with new “Trending in Brevard” landing page -- explains Sector Strategy work and provides links to the www.TakeAimBrevard.com website, an info portal for key sector partners • State/national recruitment campaigns targeting College/University staff • Creation of partner testimonials/event coverage to share sector message/gain partnerships • Local, regional and national multimedia outreach for program/consortium partner efforts/events includes:

Industry Workforce Committee

			<ul style="list-style-type: none"> ○ President presented talent attraction with regional partners at the National Association of Workforce Boards annual conference in DC ○ Health strategist presented at the East Central Regional Council of the Florida's Healthcare Workforce initiative, the DEO's Sector Strategy Technical Assistance Workshop, and the CareerSource Okaloosa Walton board ○ Manufacturing Strategist was a panelist on a CareerSource Florida Sector Strategy event, speaker on YOUR CAREER- regional television show on WEFS in Central Florida and a featured panelist at the February Space Coast Tech Council Manufacturing Committee on CSB Intern programs ○ VP Industry Relations speaks to LEAD Brevard Class on innovative talent solutions to meet industry's talent and skills demands of the future workforce ○ President presents at South Brevard Society of Human Resource Management meeting and at the Federal Reserve
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Industry Workforce Committee			
			<i>roundtable -- topic "Investing in America's Workforce"</i> <ul style="list-style-type: none"> ○ <i>President and VP of Industry Relations spoke at Aerospace Workforce Workshop with the EDC/Space Florida to key educational providers Aerospace Companies</i>

Information Brief

Data Portal: Using Data for Consensus-Based Decision Making to Identify Target Industries

Background

Sector strategy success depends on making informed data-driven decisions and requires a deep understanding of particular industries, occupations, populations of workers, and regional labor markets to identify needs and formulate effective solutions. Analysis of industry sectors that are of importance to a region, and occupations in those industries that make it possible for the region's unemployed transitioning and low-income workers to move up career paths to good jobs, are crucial determinants of the highest value investments of limited public resources. Data is an economic driver and when used effectively it helps the entire community make crucial decisions on policy, investments in infrastructure, education and many other community based decisions. Currently local entities are reticent to share information or are not aware of how other organizations gather and analyze data. As a result there is a duplicity of effort, multiple messages to the community on initiatives and at times, competing agendas. This effort would help to ensure maximum return on investments of regional training funds.

Creating a shared Data Portal hosted by CareerSource Brevard would provide stakeholders with collective, relevant and accessible data that can be used to make better decisions.

Data Portal Committee Description

Community partners would identify key data reports in their area of expertise to share with a newly formed Sector Strategy Data Committee. The committee would identify the reports of most value in key areas of decision making. This combined access to data will help all community partners make better decisions in regard to expenditures and soliciting grant funds for new programs, etc. The Committee would identify key indicators to be monitored and used when making data-driven decisions.

Benefits of access to accurate and timely data reporting

- Tells an accurate story about demographics and sectors that are growing in both today's and tomorrow's economy

- Becomes the foundation for selecting targeted sectors
- Ensures that community decisions are made based on shared and accurate data

Data Committee membership would include representatives from the following community stakeholders:

- Department of Economic Opportunity
- Department of Labor
- CareerSource Brevard
- CareerSource Florida
- Economic Development Commission of Florida's Space Coast
- Brevard Public Schools
- Eastern Florida State College
- Florida Institute of Technology
- Florida Makes
- Melbourne, Palm Bay, Rockledge, Cocoa and Titusville community Economic Development representatives
- Other relevant Institutions

Benefits to CareerSource Brevard Board of Directors:

- Ensures that we focus on high-growth, high-demand industry sectors
- Focus on high-skill, high-demand occupations
- Allows for a board strategy and service delivery model to be more demand-driven while still serving all populations
- Braided funding opportunities
- Service delivery is aligned to demand
- Outcomes are measured and we adjust as we learn from the data

Next Steps:

- Convene a meeting of relevant committee members to map a data strategy of what and how it will be used to benefit all community partners.
- Assess the cost of creating the portal.
- Begin working with CareerSource Florida who has identified CSB as a beta site to assist with the development of a statewide tool to conduct Workforce Skills Gap Analyses. This analysis will build a comprehensive picture of Brevard's workforce and assist in building the portal. This prototype would then be used by the other 23 LWDBs.

This chart has been provided as an example of how to identify resources for the portal partners and decision making process.

DATA DRIVEN-Start with Baseline Analysis

DEMAND Labor Market Info	US BLS & Local Surveys	Industries	No. Employers
			No. Employees
		Occupations	No. Openings: New & Replacement
		Commuting Patterns	
Supply Education & US Census	Annual Education Production	K-12	
		Industry Recognized Credentials	
		Associate's Degree	
		Bachelor's & Beyond	
	Population Demographics	Average Age	
		Gender	
		Ethnicity	
		Educational Attainment	

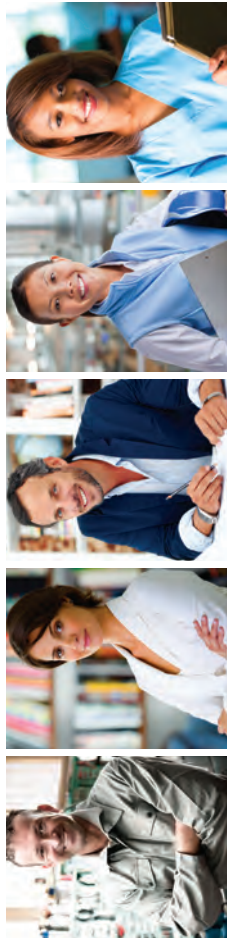
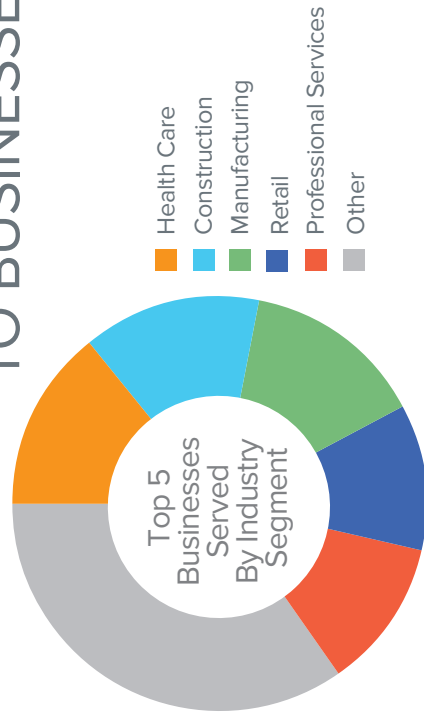
MEASURING SUCCESS



1,829
BUSINESSES SERVED



125,598
SERVICES PROVIDED
TO BUSINESSES



11,076



PEOPLE
PLACED IN
JOBS

LABOR MARKET

4.4%

UNEMPLOYMENT RATE

11,926 

UNEMPLOYED
IN BREVARD AS OF 6/2017

ON-THE-JOB TRAINING

116 OJTs
CREATED

FOR **51** BREVARD
BUSINESSES

WITH
\$769,280.66
IN OJT CONTRACTS WRITTEN

VETERANS SERVED

3,254 VETS

Received
47,580 Personalized
Services

 **1,015**

VETERANS EMPLOYED

RECRUITING EVENTS/ JOB FAIRS

218

Recruiting
Events and
Job Fairs

Attended by

3,512 JOB
SEEKERS

For
 **209** UNIQUE
EMPLOYERS