



Industry Workforce Committee Meeting

October 19, 2017

8:30 A.M. – CSB Boardroom

(Teleconference 321-394-0707)

Attendees:

Susan Glasgow (Chair), Kristin Bakke, Daryl Bishop, Desmond Blackburn, Colleen Browne, Elizabeth Huy, 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 Industry Workforce Committee Minutes for August 3, 2017

Susan Glasgow

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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

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○ Outcomes in the Manufacturing Sector

▪ Supply & Demand Analysis

○ Outcomes in the HealthCare Sector

○ Outcomes in the IT Sector

○ Questions, Input & Suggestions

Tina Berger

Dr. Aaron Schmerbeck

Megan Cochran

Judy Blanchard

Committee Members

•Objective: 2 Support Additional Key Industries Through Sector Work

3 - 8

○ Outcomes in the Aerospace/Aviation Sector

Judy Blanchard

○ Outcomes in Other Sectors

▪ Engineering Talent Attraction and Recruitment Campaign and Website Landing Page

Denise Biondi

▪ Soft Skills Training Initiative

Tina Berger

▪ EFSC Industry Advisory Councils

Judy Blanchard

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

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○ Create More Visible, Accurate and Timely Reporting of Data

Judy Blanchard

○ Educate/Recruit Critical Partners for Sector Strategies

○ Conduct Outreach to Business Associations on Sector Strategies

▪ WESH 2 News Segment Brief

Denise Biondi

9 - 10

Industry Relations PY 17-18 1st Quarter Performance Infographic

Judy Blanchard

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Economic/Community Impact Report

Marci Murphy

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Attendance Roster

Adjourn

Susan Glasgow

Upcoming Meetings

October 2017

19th ~~26th~~ Industry Workforce Committee-8:30am

30th Executive Committee-4pm

November 2017

14th Board of Directors-8am

December 2017

14th Career Center Committee-8:30am

January 2018

25th Industry Workforce Committee-8:30am

29th Executive Committee-4pm

February 2018

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

March 2018

8th Career Center Committee-8:30am

April 2018

26th Industry Workforce Committee-8:30am

30th Executive Committee-4pm

May 2018

15th Board of Directors-8am

June 2018

14th Career Center Committee-8:30am

CareerSource Brevard
Industry Workforce Committee
August 3, 2017

Minutes

Members in Attendance:

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

Members Absent:

Kristin Bakke, Desmond Blackburn, Kevin Smith

Staff in Attendance:

Marci Murphy, Tina Berger, Denise Biondi, Judy Blanchard, Megan Cochran, Jenn Lasser, Don Lusk, Rick Lepre, Stephanie Mosedale and Marina Stone

Guests in Attendance:

Chakib Chehadi, Caroline Joseph-Paul, Jessica Mitchell, Bob Knippel, Julie Berrio and Thomas LaFlore of CareerSource Brevard (CSB) Career Centers, Linda Brandt of Brandt Ronat

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 April 6, 2017

Motion to approve the Minutes from the April 6, 2017 meeting was made by Colleen Browne. Terry Schrumph seconded the motion. The motion passed unanimously.

Discussion/Presentations/Information Items:

Objective 1

Staff reviewed the matrix of Objective 1 and presentations in the IT Sector, HealthCare Sector and Manufacturing Sector were shared.

Objective 2:

Staff reviewed the matrix of Objective 2 and a presentation in the Aerospace/Aviation Sector was shared.

Engineering Talent Attraction and Recruitment Campaign

Results were shared on the CSB Engineering Talent Attraction and Recruitment Campaign.

Eastern Florida State College (EFSC) Industry Advisory Councils

CSB services to EFSC concentrate on facilitating five major councils; Manufacturing & Engineering Technology, Computer Science & Information Technology; Business Administration & Office Technology, Healthcare & Life Sciences and Logistics and the Transportation & Maritime councils. Highlights of some of the actions that occurred as a result of these councils were shared.

Objective 3:

Staff reviewed the matrix of Objective 3.

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

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. CSB is currently preparing a concept paper on the feasibility and possible options of housing a Data Portal to provide stakeholders will collective, relevant and accessible data that can be used to make better decisions. Benefits to CSB Board of Directors were outlined.

Industry Relations PY 16-17 Performance Infographic

An infographic was shared showing the outcomes and successes from the Industry Relations Department. CSB wants to have an infographic for each sector by the next committee meeting.

Adjourn:

There being no further discussion or business, Susan Glasgow adjourned the meeting at 9:48 am.

Respectfully submitted,

Reviewed by,

{signature on file} 9/15/17
Marina Stone Date

{signature on file} 9/15/17
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	<ul style="list-style-type: none"> Working with CareerSource Florida's Chief Economist and the EDC to prepare a state of the art Talent Supply/ Demand report. Prepared statistical information for EFSC grant submission to expand manufacturing vocational offerings at EFSC to be funded by the Governor's Jobs Growth Grant. Secured letters of support from manufacturers. Hosted our 4th CPT Recruiting event with EDC for July graduating class to assist with job placement in manufacturing careers. (12 Employers and 24 career seekers attended). 122 AIM grant participants to date.
	Develop and implement a plan to sustain the Manufacturing Sector Strategy	Ongoing	<ul style="list-style-type: none"> Currently researching merging meetings with Manufacturers Association of the Space Coast (MASC) as grant winds down. Assessing feasibility of MASC as sustaining effort entity. Meeting at Mack Technologies on July 20 to kick off Oct. MFG. Month. 96 Attendees at 9/27 MASC AIM Meeting. Expanding on MASC relationship with Junior Achievement - Mentors for the classroom and to expand youth internship programs. Working on Registered Apprenticeship (RA) and Pre- Apprenticeship programs, with both Brevard Public Schools-CTE Director and EFSC as well as participating on CareerSource Florida's RA Advisory Council.
Effective implementation and outcomes in the Healthcare Sector	Develop and implement a plan to sustain the Healthcare Sector Strategy	Ongoing	<p>Committee Meetings:</p> <ul style="list-style-type: none"> Soft Skills: 8/30/17 Education/Training/Technology: 8/15/17 Staffing: 8/17/17 (9/13/17 cancelled due to hurricane) <p>The Takeaimbrevard.com website developed for the Manufacturing Sector is now shared with the Healthcare sector. The Healthcare menu has archival documentation of meetings, meeting events calendar, survey information, labor market information and resources for employers.</p>

			<p>SMART Goals established with funder for Quarter 5 (July 1 – September 30) as follows: A 1% 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 Care Therapist Program and Surgical Technician Program by September 30, 2017.</p> <p>Efforts made by CSB to achieve goals:</p> <ul style="list-style-type: none"> • In addition to the ITA fund source for training scholarships, \$20,000 was set aside for all types of training. • The Regional Targeted Occupations List was updated to allow exceptions for Sector Strategy projects resulting in CNA training can be approved for Adult and Dislocated funding. • A strong argument for additional scholarship funding was made based on our Health Care Sector Strategy. There is a need for nursing occupations and our approved ITA providers for CNA, PCA and LPN training programs are not at capacity enrollments. These short term training programs are also not eligible for financial aid (Pell). Because of this, a grant has been submitted to CareerSource Florida for an <i>additional \$200,000</i> in training dollars as part of a Healthcare Sector Strategy Career Pathway Acceleration initiative, which is currently under consideration. Grant was submitted to CSF 8/16 and currently under review. • A Healthcare Sector Strategy presentation was delivered to all CareerSource Brevard Staff. The presentation included in demand occupations in healthcare and training programs not meeting capacity enrollment. This information was provided so Staff can inform career seeking customers regarding the needs in healthcare. Collaborative efforts made by Consortium members to increase enrollments: • Teri Jones with Macedonia Education Technology and Career Academy – Elderly Compassionate Care Program connected community members to high demand career fields in health care. • 120 individuals attended an orientation for HHA, CNA, and LPN training assistance. Attendees learned how to access scholarship resources through CareerSource Brevard and Community
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			<p>Action Agency to pay for training. Participating training institutions include Keiser University, Harris-Casel Institute and Horizon.</p> <p>Approximately 70 students made it through initial processes and 34 have submitted applications for scholarships.</p> <p>October 5, 2017 Brevard Healthcare Workforce Consortium meeting was held.</p> <p>A Healthcare Talent Recruitment outreach campaign using State outreach credit dollars.</p> <ul style="list-style-type: none"> • The campaign proposal is due October 16th and may or may not be a cooperative effort with CSB's regional partners CSCF and CSFV. • The outreach campaign will launch Q2.
Effective implementation and outcomes in the IT Sector	Develop and implement a plan to sustain the IT Sector Strategy	Ongoing	<ul style="list-style-type: none"> • Final interviews for new PM are complete and candidate (Gary Sulski) joined the CSB team on October 9th. • MOU with CSCF has been executed and they are progressing nicely. • Developing project policies and procedures for staff and soon participant outreach, recruitment and enrollment will begin. • Held project kick off meeting for industry and stakeholder partners on 8/28. These partners will be champions to procure additional partners as members of the IT consortium; have helped develop and vet an IT industry workforce needs survey which will be distributed in October and responses will serve as the baseline for developing the agenda for the first consortium meeting planned for January 2018. • On track to enroll 20 participants by 12/31/17.
Objective 2: Support Additional Key Industries through Sector Work			
Effective implementation and outcomes in the Aerospace and Aviation Sector		Ongoing	<ul style="list-style-type: none"> • CSB hosted a Recruiting Event for Lockheed Martin on July 19th at our Titusville Career Center with 357 attendees from the Engineering Services Contract at KSC. • CSB Hosted a Recruiting Event aimed at Veteran talent for Northrop Grumman at our Rockledge Career Center on August 29th with over 114 attendees and over 60 Veterans meeting one on one with hiring managers from Northrop Grumman. • CSB hosted a hiring event on October 5th at our Titusville Career Center for Lockheed Martin and over 15 attendees received on the spot interviews.

			<ul style="list-style-type: none"> CSB staff is part of the Aerospace Industries Assoc. (AIA) Steering Committee for the Florida Aerospace & Defense Workforce Summit being held at Harris Corp. on November 15-16. Outcomes will further define sector workforce needs for local solutions implementation with sector partners.
Effective implementation and outcomes in other Sectors	PY 16-17 Engineering Talent Recruitment Campaign	Ongoing	<p>Engineering Campaign updates:</p> <ul style="list-style-type: none"> CSB recruitment team continues to connect respondents from the Engineer Recruitment Campaign to services provided at CSB. Current stats include: 270 reached by CSB's recruiters Engineers visited Brevard's top employer's websites a total of 350 times. Three new engineering grads gained employment after receiving job search, resume, and interview coaching and support and received local employer and corporate recruiter contact information. Six engineers from the campaign, attended CSB's Northrup Grumman recruiting event. CSB recruiters identified dozens of engineers from the campaign and connected them with jobs open at Embraer, and distributed their resumes to local businesses poised for growth.
	PY17-18 Phase 2: Engineering Talent Recruitment Campaign	Ongoing	<p>CSB will receive \$31,406 in outreach credit from the State. A portion will launch Phase 2 of CSB's engineering talent recruitment campaign using analytics to retarget that talent.</p> <ul style="list-style-type: none"> The campaign proposal is due October 16th and may or may not be a cooperative effort with CSB's regional partners CSCF and CSFV. The outreach campaign will launch Q2.
	<p>Soft Skills Training Initiative</p> <p>{Grant Amount Request:268,000 includes Program Administrator Status: Received by CSF on 8/16 and is currently in the review process}</p>	Ongoing	<p>Soft Skills Pilot Grant Request CS Florida Community Based Sector Strategy Training Grant</p> <p>Grant Request Overview</p> <ul style="list-style-type: none"> CareerSource Brevard will engage in a two 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. Build credibility in our Sector Strategy initiatives by listening to the voice and concerns of industry and providing solutions to the talent challenges.

			<p>Hard Facts on Soft Skills</p> <ul style="list-style-type: none"> • Employers have identified a large and growing “soft skills” gap that is negatively impacting both job placement and retention rates • Quickly becoming the yardstick that employers are using to make hiring decisions • Deloitte’s 2016 Global Human Capital Trends reported 92 percent of respondents rated soft skills as a critical priority. <p>Talent Retention</p> <ul style="list-style-type: none"> • Study showed real results on metrics such as productivity and retention. The results showed an amazing 256 percent ROI for soft skills training • How important soft skills are to gaining and maintaining sustainable employment <p>Pilot Program</p> <ul style="list-style-type: none"> • eLearning program provided by a national authority on soft skills training in a digital platform that includes mastery assessment and certification • A Pilot Assessment Panel from the regional chapter of the Society for Human Resource Management (SHRM) who will review 3 national programs, rate and recommend the best program for the pilot program. • Negotiate preferred pricing for our business partners as employed worker training adding value to CSB brand for its commitment to increasing workforce retention • The fees generated could be used to offset costs of maintaining the program • Based on positive results, CareerSource Brevard would collaborate with local employers and our curriculum provider to customize soft skills modules to meet sector-specific training needs i.e. Healthcare and Manufacturing , IT... <p>Pilot Goals and Outcome</p> <ul style="list-style-type: none"> • Serve 5% of our unique Wagner-Peyser customers or 500 career seekers. • Engage with committed companies. • Program feedback and monitor retention results after 90 days of employment. • Validate an increase in the retention rate of new hires by 20%, and increase our placement outcomes by 10%.
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	EFSC Advisory Councils	Ongoing	Fifth year of a continuing contract. Received \$156,400 total to date. Submitted employment data on over 2,300 students, facilitated 58 industry council meetings to date. IT Council also provided input/feedback to the workforce needs survey that will be disseminated under CSB's IT sector grant initiative. 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.
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</p> <p>Update:</p> <ul style="list-style-type: none"> Meeting held on 9/27 with Aaron Schmerbeck, Chief Economist at CareerSource Florida to discuss resources for data reports and to inquire what CSF resources we can use to access LMI and Talent Supply and Demand data. Schedule a Planning Meeting with relevant stakeholders/partners by November 15 to discuss each organizations reporting capacities and determine types of data relevant to workforce and economic development planning. Partner's data needs Feasibility Study Report structure and access
	Present Yearly Key Industries	April 2018	
Educate and recruit critical partners for Sector Strategies	Educate Board Members	January 2017 – June 2018	
	Education of Top Players in Organizations in Brevard County	July 2017 – June 2018	<ul style="list-style-type: none"> In August, the Orlando Business Journal invited Marci Murphy to join local business leaders in a panel discussion at their annual Doing Business in Brevard event at the Rialto Hilton. Marci shared insights about CSB's current and future workforce/sector strategy initiatives.
	Conduct outreach to business associations on sector strategies		<p>Outreach efforts since July 2017 yielded:</p> <ul style="list-style-type: none"> 3-5 news updates to Trending in Brevard section of careersourcebrevard.com to Healthcare and Manufacturing sectors. 2 Emails to partners on Healthcare survey. Meeting minutes updated on CSB and takeaimbrevard.com websites. 5 emails sent to promote Healthcare Consortium October event. MASC news and events posted to CSB website. Weekly sharing of social posting with emphasis on specific sectors.

Channel 2 News-- Information Brief

Background

In August, CareerSource Brevard (CSB) received a media inquiry from the Executive Producer of Channel 2 news regarding the renaissance of the Brevard County's Space Coast after the retirement of the shuttle program. The story will become a 60 minute news chronicle that takes a local, topical, strong trend angle. It is scheduled to air in the fall on prime time (8pm to 9 pm) on NBC, their national affiliate partner.

Status

The Executive Producer reached out to Tina Berger, CSB's Manufacturing Sector Strategist, from information she gathered on CSB's Trending in Brevard section of the CSB website. Her interest is featuring Brevard as a model community on economic redevelopment and specifically the work CSB is doing and the success stories posted there regarding its partners in the AIM grant. Partners such as MC Assembly and their story of the efforts and activities addressing the challenges of the manufacturing renaissance.

CSB included its community partners in the story to paint an accurate picture of collaboration and long term planning that spurred the economic growth we see today and will continue to see, by supporting the development and sustainability of business and industry.

Questions asked include: How is CSB and its partners collectively addressing the regional challenges and the renaissance of the Space Coast since the ending of the Shuttle program? How is CSB filling the talent pipeline for Brevard's rapid economic expansion and growth in the manufacturing industry? Can you share success stories of how CSB and its partners have worked together to solicit new businesses to the area, addressed education and talent needs and planned for sustainability of the workforce to support the economic expansion in Brevard?

Story partners include:

- CareerSource Brevard- AIM Grant
- Economic Development Commission of Florida's Space Coast
- Brevard Public Schools- Bayside Manufacturing Academy
- Eastern Florida State College- Renovation of the Advanced Manufacturing Training

- Center and adding curriculum to meet the needs of industry
- Florida Institute of Technology- Center for Advanced Manufacturing and Innovative Design (CAMID)
- Space Florida
- Other relevant companies and Institutions for filming success stories

Next Steps

- Partners are providing background materials, compelling stories and filming opportunities directly to Channel 2.
- Channel 2 is creating a storyline and filming timeline.
- Filming was scheduled for mid-September but has been rescheduled due to Hurricane Irma's impact on local businesses.
- WESH is negotiating a prime time slot with their NBC parent company for a fall time slot.
- CSB is in close contact with Channel 2 to be sure the story is revived.

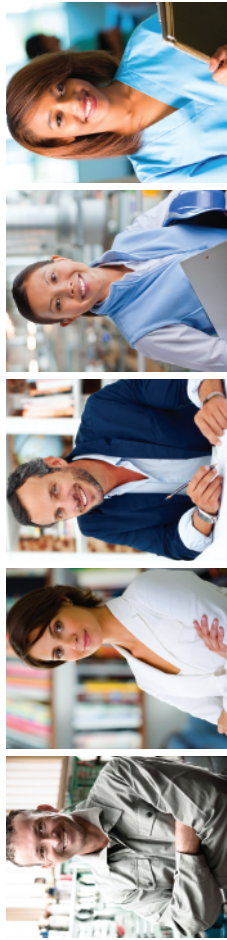
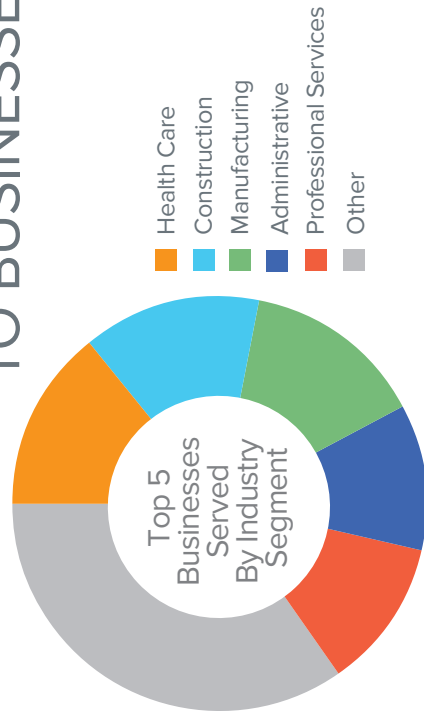
MEASURING SUCCESS



808
BUSINESSES SERVED



20,990
SERVICES PROVIDED
TO BUSINESSES



2,803
PEOPLE PLACED IN JOBS



UNEMPLOYMENT RATE

4.3%

UNEMPLOYMENT RATE IN
BREVARD AS OF 10/3/2017



ON-THE-JOB TRAINING

35 OJTs
CREATED
FOR **16** BREVARD
BUSINESSES
WITH
\$200,069.75
IN OJT CONTRACTS WRITTEN

VETERANS SERVED

1,955 VETS
Received
13,208 Personalized
Services
289
VETERANS EMPLOYED



RECRUITING EVENTS/ JOB FAIRS

74 Recruiting
Events and
Job Fairs
Attended by
1,319 JOB
SEEKERS
For
27 UNIQUE
EMPLOYERS



\$8.62M = \$317M

Invested in employment and training services

Infusion of Wages in Brevard County

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



1,829

Brevard
businesses served



34,112

Brevard residents provided
with employment services



11,077

Brevard residents
placed in jobs

\$36.80

Earnings Per
Dollar Spent

Business Services

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



Providing businesses
the right candidates



Recruitment services
to meet all levels of
the businesses need



Employee training
solutions that keep
businesses prosperous



Complimentary
human resource
outsourced support

Career Services

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



Provide in person
access to
local businesses



Training resources
to support
in-demand industries



Targeted résumé and
interview preparation



Effective online
career search support

1.321.504.7600 | careersourcebrevard.com

INDUSTRY WORKFORCE COMMITTEE (IWC)

ATTENDANCE RECORD

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