



**Executive Committee Meeting**  
**Monday, August 6, 2018 - 4:00pm**  
**CSB Boardroom**  
*(Teleconference 321-394-0707)*

**Attendees:** Paula Just (Chair), Daryl Bishop, Susie Glasgow, Robert Jordan,  
Travis Mack, Mike Menyhart, Patty Stratton.

## **Agenda**

*To facilitate and be the catalyst for workforce development services  
that are responsive to the employment needs of Brevard County*

**Page No.**

**Call to Order**

**Introductions**

**Public Comment:**

**Action Items:**

*Paula Just*

- |   |        |
|---|--------|
| A. Approval of Executive Minutes for 4/30/18                  | 1 – 2  |
| B. President's PY17-18 Review                                 | 3 – 16 |
| C. President's PY18-19 Proposed Goals – Powerpoint at Meeting |        |

**Discussion/Information Items:**

- |                                     |                        |         |
|-------------------------------------|------------------------|---------|
| A. PY 18-19 Budget Update (handout) | <i>Richard Meagher</i> |         |
| B. Governance/Finance Report Out    | <i>Daryl Bishop</i>    |         |
| C. Grow the Resources of the Board  | <i>Marci Murphy</i>    | 17 - 25 |

**Adjourn**

*Meeting information is always available @ [careersourcebrevard.com](http://careersourcebrevard.com)  
For questions please call 321-394-0507 TTY: 711-321-394-0507*

**Upcoming Meetings:**

*All meetings are in the CSB Boardroom unless otherwise noted*

**August 2018**

6<sup>th</sup> Governance/Finance Committee-3:00pm  
6<sup>th</sup> Executive Committee-4:00pm  
16<sup>th</sup> Board of Directors-8:00am

**September 2018**

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

**October 2018**

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

**November 2018**

5<sup>th</sup> Governance/Finance Committee-3:00pm  
5<sup>th</sup> Executive Committee-4:00pm  
15<sup>th</sup> Board of Directors-8:00am

**December 2018**

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

**January 2019**

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

**February 2019**

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

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

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

**March 2019**

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

**April 2019**

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

**May 2019**

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

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

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

**June 2019**

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

**CareerSource Brevard (CSB)**  
Executive Committee Meeting  
April 30, 2018

**MINUTES**

**Members in Attendance:** Patty Stratton (Chair), Daryl Bishop, Susie Glasgow, Travis Mack, Mike Menyhart.

**Members Absent:** Robert Jordan, Paula Just.

**Staff in Attendance:** Judy Blanchard, Don Lusk, Richard Meagher, Marci Murphy, Lyn Sevin, Jeff Witt.

**Guests:** None

Patty Stratton called the meeting to order at 4:00pm.

**Public Comments:** There was no public comment.

**Action Items:**

Approval of Executive Committee Minutes

Motion to approve the Executive Committee minutes for February 5, 2018 made by Susie Glasgow and seconded by Mike Menyhart. Motion passed unanimously.

**Discussion/Information Items:**

Governance/Finance Committee Summary

Daryl Bishop, Chair of the Governance/Finance Committee reported on the Governance/Finance Committee actions as follows:

1. Desmond Blackburn, Travis Mack, Mike Menyhart, and Wayne Olson were reappointed for a new term pending full Board approval and ratification by the Brevard County Commissioners (BCC).
2. Paula Just, Patricia Stratton, Travis Mack and Robert Jordan were reappointed as Officers of the board for a second term pending full Board approval.
3. Lloyd Gregg, ASRC, and Joe Angelastro, Walmart Distribution Center, were approved to fill the vacant business seats, pending Board approval and BCC ratification.
4. The proposed budget for FY 18-19 was reviewed and recommended to the full Board for approval.

Contractor Performance Report

Ms. Murphy reported on the third quarter contractor performance report. She said that the contractor had succeeded in meeting or exceeding the performance criteria and had been paid all withheld costs. There was discussion on ongoing staff training.

Legislative Workshop

Supporting CSB's efforts this program year to develop and implement a Local, State and Federal Legislative Advocacy Plan to cultivate stronger relationships with our Elected Officials, CSB will be hosting a Legislative Workshop on May 2, 2018. Staff have invited local, state and federal elected officials and their staff to the workshop which is designed to provide information

on the services and programs offered by CSB to employers and job seekers, along with information on the current initiatives underway to support the development of the talent pipeline necessary to ensure the economic prosperity of Brevard County.

#### PY18-19 Strategic Focus

CSB is continuing to focus on the challenges associated with a low unemployment rate. Steps have already been put into place to address the workforce shortage and an overarching theme of this effort will be “Finding Hidden Talent and bringing more people into the Career Centers and into the Employ Florida Database, where businesses can find the talent they need.” To this end a company-wide brainstorming exercise was conducted with many outstanding outcomes. The next steps will involve Committee action. There was discussion on the use of the OJT program and employed worker training to attain this shortage.

#### Grow the Resources of the Board

A matrix was shared showing grant opportunities, unrestricted revenue projects and partnerships that CSB is pursuing to help grow the resources of the Board. There was discussion on sector partnerships, LPN and CNA training,

#### Next Executive Committee meeting date

Committee agreed to meet at the end of July to review the president's goals and approve proposed goals for next year.

#### **Adjournment:**

Patty Stratton adjourned the meeting at 4:45pm.

Submitted by,

Reviewed by,

(signature on file)

Lyn Sevin

5/3/2018

Date

(signature on file)

Patty Stratton

5/3/2018

Date



August 6, 2018

## **Action Brief**

### **President's PY17-18 Goal Review**

#### **Background**

Every year the President's goals are set and approved by the Executive Committee and then ratified by the Board. Compensation for achieving these goals is equal to up to 10% of the Employee's annual Base Salary at the beginning of the fiscal year, which may be increased up to an additional 5% that can be negotiated yearly with the Executive Committee.

Attached is the President's PY17-18 goals and the status of the goals through June 30, 2018.

#### **Action**

Approve or Modify compensation of 15% of the President's base salary to be paid as a lump sum to the President for completion of Goals for PY17-18.

## PRESIDENT'S PY 17-18 GOALS (10%)

**Develop and Present 4 Measures for each of the Four Sectors at the Executive Committee Meeting on Oct. 30, 2017**

**All Goals Completed By June 2018 (3%)**

<p>Information Technology (IT) Sector</p>	<ul style="list-style-type: none"> <li>• Host a new Career Exploration Event at a CSB Career Center with a minimum of 15 attendees.                             <ul style="list-style-type: none"> <li>○ Hosted on 10/11/17 and 6/26/18 – virtual events. Total of 32 jobseekers and staff (to learn and advise customers) attended.</li> </ul> </li> <li>• Host and Facilitate the America's Promise Grant (APG) Industry Partners &amp; Stakeholders Consortium Kick-off Event                             <ul style="list-style-type: none"> <li>○ Held on 2/1/18. 80 attendees.</li> </ul> </li> <li>• Develop and Disseminate an IT Workforce Needs Survey for the Purpose of Establishing Benchmarks for IT Industry Workforce Solutions Under the APG Effort                             <ul style="list-style-type: none"> <li>○ Created, disseminated, completed by over 40 businesses. Aggregate results presented at 2/1/18 Consortium event. Baseline for validating and addressing industry workforce needs.</li> </ul> </li> <li>• Enroll a Minimum of 40 APG Participants                             <ul style="list-style-type: none"> <li>○ As of May 2018 – 53 enrollees in the grant</li> </ul> </li> </ul>
<p>Manufacturing Sector</p>	<ul style="list-style-type: none"> <li>• Host a new Career Exploration Event at a CSB Career Center with a minimum of 15 attendees.                             <ul style="list-style-type: none"> <li>○ Hosted on 9/6/17 and 6/28/18 – virtual events. Total of 20 jobseekers and staff (to learn and advise customers) attended.</li> </ul> </li> <li>• Facilitate and Provide Eight Mfg. Industry Tours for Brevard Public Schools Students to Introduce them to the World of Manufacturing</li> </ul>

## PRESIDENT'S PY 17-18 GOALS (10%)

	<ul style="list-style-type: none"> <li>○ Facilitated 11 mfg. company tours for students and parents. Some of the hosts were – NASA/KSC, Northrop Grumman, Harris, SeaDek, Rapid Prototyping, Mack Technologies, Embraer, Rockwell Collins and others</li> <li>● Facilitate the Placement of Five Students into Mfg. Summer Internship Opportunities Prior to 6/30.             <ul style="list-style-type: none"> <li>○ Six students placed. Originally had 12 slated but two employers pulled out at the last minute. Students placed – Hydronit, MC Assembly, MTC Engineering, Knights, Anuva and Paragon Plastics (represents \$11.5K in intern wages)</li> </ul> </li> <li>● Develop and Implement a strategic plan to sustain this sector work in PY18-19.             <ul style="list-style-type: none"> <li>○ Dovetail CSB initiatives into Mfg. Association of the Space Coast (MASC) through strong partnership with EDC and through Florida Makes</li> <li>○ Return to traditional EFSC Mfg. Industry Advisory Council convenings</li> <li>○ Strategic attendance at industry meetings to build employer engagement</li> <li>○ Business Liaisons continue to offer programs of value to our business partners as a result of industry input</li> <li>○ Yearly Surveys to Mfg. to pulse industry on real time workforce issues.</li> </ul> </li> </ul>
HealthCare Sector	<ul style="list-style-type: none"> <li>● Host a second Career Exploration Event at a CSB Career Center with a minimum of 15 attendees.             <ul style="list-style-type: none"> <li>○ Hosted on 7/25/17(RCC) and 4/4/18 (TCC). Total of 41 jobseekers and staff (to learn and advise jobseekers) attended.</li> </ul> </li> </ul>

## PRESIDENT'S PY 17-18 GOALS (10%)

	<ul style="list-style-type: none"> <li>• Targeted increase in enrollment in CareerSource Brevard approved CNA/Patient Care Assistant Programs by 6% to bring enrollment to 64% of capacity for programs run during this time period by June 30, 2018. <ul style="list-style-type: none"> <li>○ 164 enrolled = 64%</li> </ul> </li> <li>• Targeted increase in enrollment in local Practical Nursing Programs by 6% to bring enrollment to 61% of capacity by June 30, 2018. <ul style="list-style-type: none"> <li>○ 48 enrolled = 54%</li> </ul> </li> <li>• Targeted increase in enrollment in local Dental Assisting Program by 6% to bring enrollment to 62% of capacity by June 30, 2018. <ul style="list-style-type: none"> <li>○ 23 enrolled = 73%</li> </ul> </li> <li>• Targeted increase in enrollment in local Respiratory Care Therapist Program by 6% to bring enrollment to 47% of capacity by June 30, 2018. <ul style="list-style-type: none"> <li>○ 18 enrolled = 77%</li> </ul> </li> <li>• Targeted increase in enrollment in local Surgical Technician Program by 6% to bring enrollment to 51% of capacity by June 30, 2018. <ul style="list-style-type: none"> <li>○ 14 enrolled = 70%</li> </ul> </li> <li>• Exceeded aggregate goal (61.5%) established with funder <ul style="list-style-type: none"> <li>○ <b>Enrollment Capacity of 63% reached</b></li> </ul> </li> </ul>
Aviation/Aerospace Sector	<ul style="list-style-type: none"> <li>• Host a new Career Exploration Event at a CSB Career Center with a minimum of 15 attendees <ul style="list-style-type: none"> <li>○ Hosted on 12/6/17 – virtual event. Total of 36 jobseekers and staff attended.</li> </ul> </li> <li>• Support Talent Attraction Efforts by Hosting Three Targeted Aerospace/Aviation Engineering/High Skilled Technical Recruiting Events</li> </ul>



## PRESIDENT'S PY 17-18 GOALS (10%)

	<ul style="list-style-type: none"> <li>○ Hosted Northrop Grumman on 8/29/17 at Rockledge Career Center (114 jobseekers attended - prequalified); Lockheed on 7/19/17 &amp; 10/5/17 at Titusville Career Center (total of 357 jobseekers - prequalified)</li> <li>• Increase the number of Engineering Registrations in Employ Florida by 100 participants, measured by year over year data from recruiting and reduction-in-force events. <ul style="list-style-type: none"> <li>○ The number of aerospace engineers registered in EF has increased by 106. PY 16/17 = 676; PY 17/18 = 782</li> </ul> </li> <li>• Facilitation of Six Interns through the Northrop Grumman/CSB/UCF Engineering OJT/Internship Program. Previously we have done zero. <ul style="list-style-type: none"> <li>○ As of 5/31/18, CSB has facilitated six OJT candidates for NGC by completing eligibility screening for funding; six hired – one met income requirements and CSB providing funding support</li> </ul> </li> </ul>
<h3>Develop and Implement a State and Federal Advocacy (4%)</h3>	
	<ul style="list-style-type: none"> <li>• Develop high level collateral to use to show legislators what services we offer and the outcomes of those services along with the ROI. Collateral ready for use by November 2017. <ul style="list-style-type: none"> <li>○ Produced Economic and Community Impact Report (Updated Annually)</li> <li>○ Produced Working for Brevard – Measuring Successes (updated Semi-annually)</li> <li>○ Both collateral pieces have been provided to our Federal, State and Local delegation, presented at Board and Committee meetings, used by staff to present to Industry, Education, EDO's and Community Partners.</li> </ul> </li> <li>• Meet with Florida's U.S. Senators (or staff), Bill Nelson, and Marco Rubio and House of Representative, Bill Posey by June 2018 <ul style="list-style-type: none"> <li>○ VP of IR met with all three of staff members in Washington DC Office on March 26, 2018</li> </ul> </li> </ul>

## PRESIDENT'S PY 17-18 GOALS (10%)

- President visited Marco Rubio's office in Washington DC in September of 2017
- Bill Posey's Community Relations Director also attend our 5/2/18 Legislative Workshop

- Hold a Legislative Aide Workshop in the April timeframe, inviting US and Florida Legislative aides along with County Commissioners with a 70% attendance expectation. Outcomes of the workshop: 1) Understanding who CSB is and our Services to Brevard County 2) Asking them what they need from us 3) Telling them what we need from them "An open door to listen to our needs for the 2018-19 Legislative session"
  - Hosted on 5/2/18
  - The following offices were represented: Brevard County, Space Florida, Congressman Posey's Office, Senator Dorothy Hukill's Office, Senator Debbie Mayfield's Office, Representative Randy Fine's Office, County Commissioner Kristine Isnardi & Staff (44% of invitees were present.)

### Ensure that the new One-Stop Operator, C2 Global Professional Services, is successful in managing Brevard's Career Centers (3%)

- Contractor successfully meeting the measures in their contract by receiving 100% of their profit-measured in May 2018.
  - Contractor received 100% of their profit – as per contract requirements
- Present four continuous improvement process improvements from C2 by October 2017 and measure and show Improvements by June 2018
  - See Attachment A

C2 and CSB Process Improvement Initiatives

Open Items					
Initiative Name	Concept	Launch Date	Goal	Metrics	Post-Launch Measurements
Career Advising Training	C2 is currently evaluating three methods of career advising training - CALE, TadGrants and The Graduate Network. All of these tools are best practice models for career advising, focusing on how to engage customers, mutual goal setting, fundamentals of advising, etc. CALE has been tested in San Antonio and Austin networks. TadGrants has been tested in McAllen. The Graduate Network has not been tested yet. C2 has plans to bring one of the three partners into Florida (at the cost of C2 executive) to conduct training, but ultimate goal is to either acquire a train-the-trainer method or package up as a self-based learning curriculum.	March 2018 (targeted)	Have in place either a train-the-trainer method or self-learning package available by March 2018.	1) Percent of staff trained. 2) Pre-competency assessment (to be determined).	Training occurred 3/26-3/29. McAllen and Austin staff were present to interact with the group. Staff were surveyed to develop an additional training wish list. Based on staff feedback, four one-hour webinar sessions were scheduled: 6/26 - "Building Strong Relationships: The Importance of Trust," 7/24 - "Assessments: Foundational Knowledge and Application," 10/23 - "Developing Effective Individual Career Plans" and 12/11 - "Work Readiness and Employment/Placement Best Practices." Staff go through the webinar training together at each center and webinars are recorded for future reference and review.
Text Campaign Management	Operated by CSB recruiters, CSB now has the capability to mass text to jobseekers through a tool called Trumpia. Trumpia is a platform that allows messages to be programmed to those who have opted in. Trumpia is being promoted currently through committee meetings, social media, and in-center flyers. CSB Board Communications is exploring the idea of adding to the e-signatures of staff. Those who opt-in receive messages about upcoming job fairs, recruiting events, virtual industry tours and other news occurring in the centers.	8/1/2017	1,000 subscribers by May 2018	Number of subscribers (August 2017 - May 2018).	Through June 30th, 332 subscribers.

Attachment A

Jobs321 FaceBook Page	Operated by the CSB recruiters, this Facebook page highlights up to 10 new job postings per day in the Brevard County area. Jobs are also displayed on a Google Map for easier view and searches. All jobs are linked back to the Employ Florida posting. It is important to expect that the amount of fans will fluctuate based on their individual needs for job information. The tool is being promoted through CSB's board page and a partnership with local Facebook page "Jobs Network" has been established. Recruiters are utilizing the JN page to market CSB's Hot Jobs list to over 30,000 local jobseekers. CSB Board Communications is also beginning to promote as a "sister site" for job-specific information.	8/1/2017	1,000 fans by May 2018	Number of fans (August 2017 - May 2018).	Through June 30th, 803 Facebook fans.
Jobs Map	C2 has developed a "jobs map," which is a geographical, interactive way to display available jobs in Employ Florida. The map is refreshed every Monday and displays jobs by industry. The map has designated real estate on the CSB website, is being promoted through a texting campaign, and being highlighted on both CSB's and 321Jobs social pages. Phase two of this project will be overlaying the local public transportation route so users can view what jobs have public accessibility. The tool is viewed as a utility, with no expected actions other than allowing the user to browse jobs.	8/1/2017	10,000 views by May 2018	Number of views (August 2017 - May 2018).	Through June 30th, 21,959 views.

## Attachment A

Virtual Industry Tours	C2 GPS, on behalf of Workforce Solutions and CareerSource Brevard, is piloting a 6-month series of Industry Chats and Virtual Tours to provide employers an opportunity to engage youth and adult job seekers. Employers will connect to classrooms in up to 35 Career Centers throughout Texas and Florida via Video Conference through the web-based Nepris system (using Zoom video conferencing). During the sessions, youth and adult job seekers will be able to: learn about careers and career pathways from a wide variety of industries, speak to professionals about their jobs and careers, engage in live Q&A sessions, and take a live virtual tour. Each session is 1-hour long and will include 20-30 minute presentations from two different employers from the industry highlighted. Each session will highlight one employer from Texas and one from Florida. The session will be facilitated by an online moderator and each classroom of job seekers will have a live facilitator onsite to assist job seeker participants in engaging and asking questions. Workforce regions with youth and adult job seekers participating in the sessions include: Lower Rio Grande Valley (McAllen TX), Alamo Area (San Antonio TX), Capital Area (Austin TX), Tarrant County (Fort Worth TX), Brevard County (Rockledge FL).	9/6/2017	Evaluate the effectiveness of the tours to decide if CSB wants to continue.	1) 6 Tours by February with a different Industry focus 2) Survey developed and utilized with last two tours to capture value to participants.	Sessions have occurred on: 9/6/17, 10/11/17, 11/8/17, 12/6/17, 01/24/18, 02/07/18, 04/25/18, 05/23/18, 06/27/18; Due to the success of the pilot program, the virtual tours have been extended for an additional six months past the initial pilot period. The planned schedule is below: <ul style="list-style-type: none"><li>• 7/25 – Entrepreneurship</li><li>• 8/22 – Healthcare</li></ul>
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## PRESIDENT'S 17-18 GOALS (5%)

**Develop a Marketing Outreach Plan for Moore Communications to implement utilizing the State dollars awarded to us. Present Marketing Plan Oct 2017. Complete 100% of the plan activities and present outcomes to June 2018 Executive Committee meeting. (1%)**

- See Attachment B

**Directly apply or be a recipient of funds for 3 grant applications. Be awarded at a minimum, one grant by June 2018. (2%)**

<b>Grant Applied For</b>	<b>Received</b>
Soft Skills Pilot Grant	Yes, \$267,968
Nursing Career Pathways Training Grant	Yes, \$350,387
Apprenticeship Florida Grant	No, \$107,970
Jobs Wall Pilot Grant	No, \$152,028
Hurricane Irma	Yes, \$4M
Hurricane Maria (2 grants)	Yes, \$145,000
<b>Grant Name</b>	<b>Additional Dollars due to successful negotiations/outcomes</b>
AARP Back to Work Grant – Year 4	Went from Sub-recipient to Primary Recipient increasing the yearly amount by \$134,436. From \$129,500 to \$263,936
Hurricane Matthew	Went from \$936,851 to \$4,523,092 in 17/18
Florida Sector Partnership National Emergency Grant – Manf. Sector	Went from \$815,000 to \$865,000 in 17/18

## PRESIDENT'S 17-18 GOALS (5%)

**Create Governance Ad-Hoc Committee and complete three Activities. (1%) Work with the Governance Committee to:**

- Update the by-laws of the Board by November 2017.
  - Completed February 2018
- Ensure the vacant business seat is filled by February 2018.
  - Filled two vacant Board Seats May 2018
- Roll out one Board Training by June 2018.
  - Conflict of Interest Video Training February 2018
  - Sunshine Law Training May 2018

**Facilities Analysis – Present Facilities Plan analysis and recommendations with goal of cost savings at the February 2018 Executive meeting. (1%)**

- Completed February 2018



## Moore Communications Group Marketing Plan

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As communicated by the Florida Department of Economic Opportunity, CareerSource Brevard must spend a minimum of \$31,406 for Moore Communications Group outreach services.

### **Scope of Work**

MCG will provide the following services to CareerSource Brevard:

#### **Healthcare Recruitment**

- Landing Page Development
  - Develop a landing page in Unbounce dedicated to getting healthcare workers (email submit) to learn more about careers and career services in Brevard County
  - Connect landing page to email marketing platform
  - Connect landing page to careersourcebrevard.com domain
- National Advertising
  - Google AdWords (Search), Facebook and LinkedIn
  - Set-up
    - Establish targeting and location parameters
    - Establish UTM codes
    - Keyword research
    - Build out ads
    - Place pixels on landing page (to measure conversions, retarget and to develop custom audiences)
    - Establish key performance indicators
  - Creative development of assets
  - Management of ad campaign (3 month campaign)
  - Final report
- Develop Email Marketing Sequence
  - Recommendations for email sequence
  - Draft sequence content
  - Design and layout emails

#### **Engineer Recruitment**

- Update Landing Page
  - Update landing page developed in FY 16-17 with refreshed copy and imagery
- National Advertising
  - Google AdWords (Search) and LinkedIn
  - Set-up
    - Establish targeting and location parameters
    - Establish UTM codes
    - Keyword research
    - Build out ads
    - Place pixels on landing page (to measure conversions, retarget and to develop



- custom audiences)
  - Establish key performance indicators
- Creative development of assets
- Management of ad campaign (3 month campaign)
- Final report
- Update Email Marketing Sequence
  - Update email copy and add touch-friendly calls-to-action

## **Focus of Recruitment Campaign**

- The Healthcare Recruitment Campaign will begin in January and will run through June. However, the **paid ad portion** of the campaign will run for three month, January through March 2018. The three main occupations/job titles we are targeting from outside of Florida, are:
  1. **Register Nurses (RN)** Employers prefer BSN or a Bachelor's degree, and they are looking for experienced nurses. Average salary-- \$23.41 to \$35.51  
*If a lot of experience, will hire in the following areas with an associate's degree:*  
 Emergency Department (ED) and Medical/Surgical (Med/Surg)
  2. **Medical Assistants (MA)** 12 month degree or certified and/or registered in MA field.
  3. **Licensed Practical Nurse (LPN)** 12 month degree and must be licensed. We CAN target this talent in Florida.
- The Engineer Recruitment Campaign will begin in January and will run through June. However, the **paid ad portion** of the campaign will run for three month, January through March 2018. The three main occupations/job titles we are targeting from outside of Florida, are:
  1. **Systems Engineers**
  2. **Mechanical Engineers** These especially need to have DOD clearance. The ones we have we cannot place b/c they don't have DOD clearance.
  3. **Electrical Engineers**

## **Outcome Measures**

- # of targeted population reached
  - Healthcare – LinkedIn 42.1K; Google Ads 35.5K
  - Engineering – LinkedIn 134.4K; Google Ads 32.4K
- # that clicked on the Ads
  - Healthcare – LinkedIn 558; Google Ads 1.3K
  - Engineering – LinkedIn 776; Google Ads 657
- # that took the next step and asked for more information from recruiter (series of emails)
  - Healthcare – 220
  - Engineering - 105
- # of hits to company websites that we are showcasing through our landing page
  - Healthcare
    - PSA Healthcare 19
    - HealthFirst 17
    - Visiting Angels 15
    - Rockledge Regional 12
  - Engineering
    - Boeing 74
    - Northrop Grumman 47
    - Harris 44
    - Embraer 39
    - Lockheed Martin 38
    - Nuance 36
    - Craig 24

REVISED  
08/06/18

## Grow the Resources of the Board Report

**BOLD** denotes  
Revisions or Additions

<b>GRANTS</b> (Federal, State Local Competitive and Non-competitive)				
Resource Information	Amount Awarded	Grant Focus	Current Status	Staff Lead
<p>Grant Name: AARP Foundation Back to Work 50+ Women's Economic Stability Incentive Initiative (WESI)</p> <p>Time Frame: 3/1/15 – 02/28/2019</p> <p>Funding Source: Social Innovation Fund (SIF) &amp; AARP Foundation.</p> <p>Partner(s): NA</p>	\$263,936	Offering unemployed women information sessions; computer, financial literacy, and job skills training; coaching and job search assistance for women ages 50-64.	<p><b>We are currently 50% of the way through year four of this grant. Current metrics through July 2018 for year 4 efforts include:</b></p> <ul style="list-style-type: none"> <li>• <b># Attended 7 Smart Strategy Workshops – 205 (81% of goal)</b></li> <li>• <b># started coaching program – 105 (70% of goal)</b></li> <li>• <b># Hired – 34 (52% of goal)</b></li> <li>• <b>Average hourly wage - \$17.55</b></li> </ul> <p><b>Upcoming cohorts:</b></p> <ul style="list-style-type: none"> <li>• <b>Wave 18 –August 2018</b></li> <li>• <b>Wave 19 – October 2018</b></li> </ul>	Jana Bauer
<p>Grant Name: Florida Sector Partnership National Emergency Grant</p> <p>Time Frame: 7/1/15-<b>6/30/18</b></p> <p>Funding Source: USDOL through DEO</p> <p>Partner(s): NA</p>	\$865,000	Advanced in Manufacturing (AIM) utilizing a Sector Strategy approach to assist with relevant skills training and OJT training dollars to place dislocated workers in the manufacturing sector & to fill the employment gaps.	<p><b>The grant funding for this program ended on 6/30/2018. Sector initiatives will be sustained through continued relationships with BPS, BAE MASC and EFSC through our Business Service's team. CSB assisted 151 participants which met the grant performance outcomes</b></p>	Tina Berger
<p>Grant Name: H-1B American Promise Grant (APG)</p> <p>Time Frame: 01/01/17 – 12/31/20</p> <p>Funding Source: USDOL</p> <p>Partner(s): LWDB 12 Central Florida</p>	\$2,380,337	This project will target high-growth jobs aligned with the Information Technology (IT) and IT-Related industry sector, ranging from entry-level occupations to high-level management positions in LWDB Region 12 & 13 using a sector strategy approach.	<p><b>Follow-up to the APG Kickoff had 40 attendees participating in roundtable discussion of the Feb 2 breakout sessions. This resulted in 2 committees. Education and Training &amp; Staffing. Nineteen attendees agreed to participate ongoing meetings. Workforce challenge discussions related to these 2 groups will occur at periodic meetings, facilitated by our lead partners. Results from ongoing skills gap study grows with each new partner that joins us. We're probing Employ Florida databases to more aggressively identify employer/employee matches for APG participants to become employed. IT Sector Strategy findings have increased by networking with key associations. This has resulted in identifications of</b></p>	Gary Sulski

GRANTS (Federal, State Local Competitive and Non-competitive)				
Resource Information	Amount Awarded	Grant Focus	Current Status	Staff Lead
			additional IT certifications, created a broader reach to larger IT corporations and opened up an opportunity for CSB and the APG to potentially co-host a Career fair.	
<p>Name: Cooperative Outreach Program with Moore Communications and CareerSource Florida</p> <p>Time Frame: 01/01/17 – 12/31/20</p> <p>Funding Source: Wagner Peyser State Level Funding</p> <p>Partner(s): CareerSource Florida &amp; Moore Communications</p>	<p>\$31,406</p> <p>(The PY 18-19 funds have not yet been revealed.)</p>	<p>This funding is allocated based on our region size and is focused on strengthening CSF network brand, influencing action by business/job seekers to use CSB services, connect business with talent and to offset communication outreach costs and support local efforts.</p>	<p>Two six month talent attraction and recruitment campaigns ended in June.</p> <p><b>Engineer Recruitment campaign: Targeting 5-10 year-experienced Systems, Mechanical and Electrical, engineers from high yield cities such as: NYC, Wichita, select cities in TX and CA. To date, CSB recruiters reported that Houston should be added due to layoffs. As a result spending was re-routed to this area to seize engineers. Other respondents are building relations with our recruiters to get them hired locally. We have seen a few engineers that are not US citizens. The campaign is likely being shared with friends and family.</b></p> <p>The new Healthcare Recruitment Campaign for LinkedIn and Google ads were launched on 4/25. The campaign tactics are the same as the engineer campaign, in that respondents will share their email address for more information. Direct mail sequence and a landing page are part of the multi media campaign. Goal: target Registered Nurses, and all levels of Medical Assistants, and Licensed Practical Nurses, Nurse educators, and IT</p> <p>As of 7/19, we received 220 Healthcare leads and 105 engineering leads. CSB's recruitment team is currently embarking on follow through with each respondent to provide career support and connections with Brevard's hiring managers. Both campaigns email tool</p>	Denise Biondi

<b>GRANTS</b> (Federal, State Local Competitive and Non-competitive)				
Resource Information	Amount Awarded	Grant Focus	Current Status	Staff Lead
			exceeded their industry's average "open rates" and in both campaigns, Google search performed better than LinkedIn.	
<p>Grant Name: Hurricane Matthew Dislocated Worker Grant</p> <p>Time Frame: 12/1/2016 - 9/31/2018</p> <p>Funding Source: USDOL through DOE <u>(DWG)</u></p> <p>Partner(s): NA</p>	\$4,523,092	Projects for clean-up, demolition, repair, renovation, and reconstruction of destroyed public structures, facilities, and lands within the affected communities.	This grant is focusing on an array of projects in cities, county, and the wildlife refuge as well as other locations where damage occurred. Brevard has received an additional \$2,800,000 funding and an extension until 9/31/18 for Phase II. This grant and our projects were reviewed by DEO and USDOL during the week of 4/12. The review was good and an additional \$1.7 remaining in the statewide pool of available money may be dedicated to Brevard.	Jim Watson
<p>Hurricane Irma Dislocated Worker Grant</p> <p>Time Frame: 09/07/2017 - 9/31/2018</p> <p>Funding Source: USDOL through DEO <u>(DWG)</u></p> <p>Partners: NA</p>	\$4,000,000	Projects for clean-up, demolition, repair, renovation, and reconstruction of destroyed public structures, facilities, and lands within the affected communities. Grant allows for the expenditure of training funds to support DWG workers transitioning out of the temporary work.	CSB has received several increases to Irma funding totals based on expenditures and local needs. Staff is currently working with DEO to find additional funding to continue current and potential lists of projects. CSB received an additional 2.4 million bring our total to 4 million	Jim Watson
<p>Grant Name: Governors Challenge</p> <p>Time Frame: 01/01/2018 – 12/31/2018</p> <p>Funding Source: DEO <u>using</u> WIOA Funding</p> <p>Partners(s): None</p>	\$20,000	The focus of this grant is provide assistance to individuals who have relocated from Puerto Rico and the Virgin Islands due to Hurricane Maria. Allowable activities include: outreach to targeted populations, assessment of needs, and the provision of WIOA services to help eligible participants regain employment.	<p>The current plan for this grant is to focus on establishing English as Second Language (ESOL) classes for those who have relocated to Brevard County. Staff is working with Adult Education staff to provide both individual and group sessions as needed to serve the target population. CSB recently added an additional temporary Project Manager to implement services.</p> <p>CareerSource Brevard began offering English as Second Language (ESOL), to the target audience, in two Centers over the summer in partnership with Brevard Adult Education. These group classes have a maximum capacity of twelve. There are six evacuees from Puerto Rico attending classes at this time and we have allowed others, in need, to claim available seats.</p>	Wendi Bost

GRANTS (Federal, State Local Competitive and Non-competitive)				
Resource Information	Amount Awarded	Grant Focus	Current Status	Staff Lead
			The Palm Bay classes are full, demonstrating a community need. The summer classes had a short lead time for promotion, two weeks. Staff have just solidified additional classes for the fall semester, at all three centers, and believe with longer lead time there could be increased attendance of the target audience.	
<p>Grant Name: Maria Evacuees</p> <p>Time Frame: 10/01/2017 – 09/30/2018</p> <p>Funding Source: USDOL through DEO (DWG)</p> <p>Partners(s): None</p>	\$125,000	The priority focus of this grant funding is also for persons who have relocated from Puerto Rico and the Virgin Islands due to Hurricane Maria. Funds can be used for a variety of services to assist in training & employment. The plan for this grant is to focus on creating a series of workshops currently being modeled in Central Florida for “Welcome Workshops for Latino Newcomers”. This community orientation process will be linked with career preparation services	There are currently 8 evacuees being individually served by this grant in different ways from On The Job Training to credential seeking enrollment, to classes including Soft Skills and ESOL. Efforts have been promoted in the community by attending a variety of meetings, reaching out to community partners, posting literature in high traffic targeted areas, engaging in social media/email blasts and presenting on the radio via WFIT 89.5 FM as guests on two shows, <i>Coastal Connection</i> and <i>On the Latin Side</i> . A contract has been signed to present Welcome Workshops with the selected vendor, Urbander. Dates have been established, July 24th in Titusville, August 1st in Palm Bay and August 14th in Rockledge, as we search for 4th venue in the community to hold the final workshop. An ad has been developed for the July 2018 issue of <i>Al Dia Today</i> , the local bilingual paper, to promote the workshops. Information has also been shared with <i>FL Today</i> . Welcome Workshops/Talleres De Bienvenida are taught in Spanish and are divided into two strategic segments. The first segment is “Life in Brevard County,” focusing on a broad overall perspective including employment, housing, health resources and the educational system. The second part focuses on “The	Wendi Bost

<b>GRANTS</b> (Federal, State Local Competitive and Non-competitive)				
<b>Resource Information</b>	<b>Amount Awarded</b>	<b>Grant Focus</b>	<b>Current Status</b>	<b>Staff Lead</b>
			American Way,” also known as, cultural competency as it relates to entering the American workplace.	
<p>Grant Name: Soft Skills Pilot Grant</p> <p>Time Frame: 07/01/2017 - 10/31/2018</p> <p>Funding Source: CS Florida- SS Initiatives Grant</p> <p>Partners: SHRM, AARP, EDC</p>	\$267,968	Pilot program to build on our Sector Strategy initiatives by listening to the voice and concerns of industry. In Phase One we will offer 500 participants basic soft skills training thru a national partner that is practical, self-paced, credentialed and credible to employers and monitor hiring and retention patterns for positive results.	The soft skills online training and blended instruction are being offered at all 3 centers. Due to lack of resources, outreach is targeting several organizations with hidden talent in bringing the training to them including; Adult Ed, the libraries and possibly veteran organizations. Info sessions begin 7/23, 7/24 at Eau Gallie Library, CC BCH, CC libraries and tentative dates are set in Sept. Goals were met in June/July of over 160 participants completing training & receiving credentials. Evaluation tools for both employer/employee were finalized for 90 day follow up. Agreement for reselling WIN program @ a \$20 rate per person to businesses, requires 50+ seats for the life of the grant. SHRM members will be making guests visits to Essentials Training at centers to speak about Soft Skills to participants in an effort to make classes more dynamic.	Foy Staley
<p>Grant Name: Nursing Career Pathways Training Proposal</p> <p>Time Frame: 11/01/2017 - 04/30/2019</p> <p>Funding Source: CS Florida – SS Initiatives Grant</p> <p>Partner(s): Macedonia Community Development Corp. (MCDC)</p>	\$350,387	Focused on filling training program vacancies with a talent pipeline to address the nursing shortage. Contracting services for pipeline recruiting efforts through Macedonia Community Development Corporation (MCDC) to recruit 300 prospects for healthcare training as part of an enrollment funnel for 23 LPN trainees, 20 CNA or PCA trainees to enter training programs by 4/30/2019. One Staffing Specialist position is also funded through the grant.	<p>To date, 8 LPN trainees and 13 CNA/PCA trainees have been enrolled.</p> <p>Future activities to support the initiative includes:  <b>METCA-ECC Recruitment Fair 8/9/18</b>  <b>Healthcare Virtual Chat 8/22/19</b>  <b>Healthcare Job/Career Fair 9/19/18</b></p>	Megan Cochran
<p>Grant Name: Apprenticeship FLA</p> <p>Time Frame: 04/30/2018 - 04/30/2019</p>	\$107,970	CSB 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	Staff applied for this grant on 03/20/2018 and received word that the CSB submission was not approved.	Tina Berger



<b>GRANTS</b> (Federal, State Local Competitive and Non-competitive)				
Resource Information	Amount Awarded	Grant Focus	Current Status	Staff Lead
<p>Funding Source: CS Florida</p> <p>Partner(s): Adult Basic Education; Various Apprenticeship Programs</p>		<p>Apprenticeship programs. Partners include:</p> <ul style="list-style-type: none"> <li>-Space Coast Machinist Apprenticeship Program, Inc. (SCMAP),</li> <li>-Brevard Air Conditioning Contractors Association (BACCA),</li> <li>- ABO Apprenticeship (Coastal Mechanical),</li> <li>-Machine Training Solutions (MTS)</li> </ul>	<p>Subsequently, we may be approved in a round 2" opportunity this Fall.</p>	
<p><b>Grant Name: Florida Department of Economic Opportunity (DEO)/ National Health Emergency Opioid Dislocated Worker Demonstration Grant</b></p> <p><b>Time Frame: 10/01/2017 - 09/31/2019</b></p> <p><b>Funding Source: USDOL Disaster Worker Grant (DWG)</b></p> <p><b>Partner(s): Eckerd Connects, Brevard Achievement Center, Florida Certification Board, Circles of Care, Brevard Opioid Task Force</b></p>	<p><b>(\$1,335,000)</b></p>	<p><b>This grant has two targets: (1) Servicing dislocated workers, new entrants into the workforce, or incumbent workers directly impacted by or residing in a community heavily impacted by the opioid crisis, or who can otherwise demonstrate job loss because of the opioid crisis. (2) Building the capacity of the workforce in occupations that can help address the opioid crisis; and assisting workers seeking to enter professions that could help in addressing the opioid crisis and its causes.</b></p>	<p><b>States are the only eligible entities for these grant funds and Florida must compete with the other states for funding. CSB is one of 5 workforce boards that expressed an interest in the funding. CSB responded to two separate requests for data and information by DEO. DEO submitted the grant on 7/31 and USDOL is expected to make their decisions by 9/30.</b></p>	<p>TBA</p>

<b>UNRESTRICTED REVENUES</b> (Non-governmental funding, Fee for service, Foundation and Corporate giving programs)				
Resource Information	Amount Awarded	Grant Focus	Current Status	Staff Lead
<p>Grant Name: Eastern Florida State College (EFSC) Student Engagement/ Industry Advisory Councils</p> <p>Time Frame: 8/1/2013 - Indefinite</p> <p>Funding Source: EFSC</p> <p>Partner(s): NA</p>	<p><b>\$186,400</b> To Date</p>	<p>Student data research and Industry Advisory Councils include: Manufacturing &amp; Engineering Technology; Computer Science &amp; Information Technology; Business Administration &amp; Office Technology; Transportation, Logistics &amp; Maritime; Healthcare &amp; Life Sciences. The councils are comprised of groups of industry and technical leaders in the field to advise the college administrators and faculty on development of quality career</p>	<p><b>We are in our 5th year of this activity. CSB has facilitated 65 industry councils held to date.</b></p> <p><b>Due to budget constraints, EFSC has canceled CSB's contract to facilitate their Advisory Councils. CSB will continue to actively participate in meetings, identify industry partners for participation, host meetings when asked and support Council efforts.</b></p>	<p>Michelle Jones</p>



<b>UNRESTRICTED REVENUES</b> (Non-governmental funding, Fee for service, Foundation and Corporate giving programs)				
Resource Information	Amount Awarded	Grant Focus	Current Status	Staff Lead
		and technical education programs.		
Grant Name: Ticket to Work (TTW) Program  Time Frame: Indefinite  Funding Source: Social Security Administration  Partner(s): Vocational Rehabilitation	<b>\$223,298</b> To Date	Focused on eligible TTW customers who want to return unsubsidized employment using the Employment Network (EN).	Staff continue to work with eligible customers who are interested in work or training. EN continues to progress at a modest pace with 46 tickets being assigned. <b>Receipts through 6/30/18 are \$64,420; cumulative total of \$223,298.</b>	Jim Watson
Grant Name: Florida Partnership Plus  Time Frame: Indefinite  Funding Source: Social Security Administration  Partner(s): Vocational Rehabilitation	<b>\$11,500</b> To Date	Exiting Voc. Rehab participants who have found employment and are currently receiving SSI or SSDI. CSB will provide Employment Network mandatory follow up services. Funds are reported as part of the SSA TTW program and our unrestricted.	Application Process complete. CSB eligible to receive referrals, <b>24 BSA requests received to date.</b> For each referral CSB will receive compensation in two forms: (1) \$1000 for any participant exiting that remains employed at SGA (Substantial Gainful Activity) for a seven month duration. (2) \$500 for written benefit summary analysis (BSA) completed by a certified Community Partner Work Incentive Coordinator (CPWIC). <b>CSB received \$ 10,000 in PY 16-17 and \$11,500 in 17-18, The number of referrals for this service have steadily declined.</b>	Jim Watson
Grant Name: Tobacco Free Florida  Time Frame: Indefinite  Funding Source: Bureau of Tobacco Free Florida  Partner(s): Florida Department of Health	<b>\$38,437.50</b> To Date	The Bureau of Tobacco Free Florida (BTFF) partners with Florida RWB's to promote the "3 Free and Easy Ways to Quit" program to help clients quit tobacco and improve their employability. While this program is available free to all Florida residents, the Department of Health targets workforce clients	Program Year 2015-2016, CSB received \$14,925 in unrestricted funding, Program Year 2016-2017 CSB received \$12,637.50. <b>For PY 2017-2018 CSB earned \$10,875.00.</b>	Marina Stone

<b>UNRESTRICTED REVENUES</b> (Non-governmental funding, Fee for service, Foundation and Corporate giving programs)				
<b>Resource Information</b>	<b>Amount Awarded</b>	<b>Grant Focus</b>	<b>Current Status</b>	<b>Staff Lead</b>
		and reward LWDB's for each client referral.		
<p>Grant Name: Healthcare Sector Strategy</p> <p>Time Frame: 7/1/16 – 9/30/19</p> <p>Funding Source: Private Sector</p> <p>Partner(s): A variety of health care employers, training vendors and others.</p>	\$115,000 (\$299,000 to date)	Employ a Healthcare Sector Strategist to coordinate Healthcare Sector Strategy to facilitate solutions for current workforce needs, projections for workforce issues over the next five years, and resources to meet both long and short term goals as established by the industry as a whole.	<p>The grant has been extended to September 30, 2019. Consortium Committees are addressing:</p> <ul style="list-style-type: none"> <li>• Current Brevard pipeline of CNAs, LPNs and RNs does not produce enough talent to fill local employer needs</li> <li>• Soft Skills are lacking in pipeline/workforce</li> <li>• Filling education training programs</li> <li>• SMART Goals for grant established includes a 31.7% aggregate increase or 54 scholarships written for CNA, LPN, MA over period 7/1/18-9/30/19</li> <li>• Next Brevard Healthcare Workforce Consortium meeting is August 28, 2018.</li> </ul>	Megan Cochran
<p>Grant Name: City of Palm Bay – Juniors to Jobs Program</p> <p>Time Frame: <b>June – July 2018</b></p> <p>Funding Source: City of Palm Bay</p> <p>Partner(s): US Conference of Mayors</p>	\$27,000	Using a combination of \$ from Palm Bay and USCM, CSB will facilitate the "Juniors to Jobs" summer youth training program focusing on teaching 25 high-school juniors the skills they need to obtain employment.	The 2018 program hosted 17 students, working in various areas of the City of Palm Bay and private sector companies throughout the West Melbourne and Palm Bay locations. Students graduated at the City Council meeting on July 19.	Jana Bauer
<p>Grant Name: City of Cocoa Youth Summer Employment Program</p> <p>Time Frame: Summer 2018</p> <p>Funding Source(s): City of Cocoa</p> <p>Partner(s): NA</p>	<b>\$5,500</b>	Using funding from the City of Cocoa, CSB will facilitate a summer youth training program focusing on teaching 22 high school juniors and seniors the skills they need to obtain employment. This includes a paid Work Experience piece with the City.	The 2018 program hosted 14 students, working in various areas of the City of Cocoa. Students graduated at the City Council meeting on July 24.	Jana Bauer
<p>Grant Name: AIM Manufacturing Summer Internship Program</p> <p>Time Frame: Summer 2018</p> <p>Funding Sources: Brevard County Manufacturing Companies</p>	\$15,000	Using funding from local manufacturers, CSB will facilitate a summer youth training program focusing on teaching 10 high school juniors and seniors the skills they need to obtain employment. This includes a paid Work Experience	<b>2018 AIM Summer Internship Program has five companies sponsoring six intern positions starting June 25-Aug 6. (MC Assembly, Knights, Hydronit, MTC Engineering, DRB Packaging). Several sponsors dropped out of the program near the end of</b>	Tina Berger & Jana Bauer

<b>UNRESTRICTED REVENUES</b> (Non-governmental funding, Fee for service, Foundation and Corporate giving programs)				
<b>Resource Information</b>	<b>Amount Awarded</b>	<b>Grant Focus</b>	<b>Current Status</b>	<b>Staff Lead</b>
Partners(s): Brevard Public Schools		piece in a local manufacturing company.	<b>the process due to internal issues.</b>	