

CareerSource Brevard

Career Center Committee

June 14, 2018

Minutes

Members in Attendance:

Mike Menyhart (via teleconference), Stephanie Archer, Robert Gramolini, Nancy Heller (Acting Chair) and Laura Koursaris

Members Absent:

Joe Angelastro, Shawn Beal, Dale Coxwell, Rose Thron and Jerry Visco

Staff in Attendance:

Marci Murphy, Jana Bauer, Denise Biondi, Judy Blanchard, Wendi Jo Bost, Jenn Lasser, Don Lusk, Erma Shaver, and Marina Stone

Guests in Attendance:

Caroline Joseph-Paul, Ramsey Olivarez (via teleconference), Julie Berrio, Thomas LaFlore, Michelle McAlpin, Jessica Mitchell and Holly Paschal (via teleconference) of CareerSource Brevard (CSB) Career Centers

Call to Order:

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

Public Comment:

There was no public comment.

Presentations:

New Customer Experience Flow

A new Customer Experience Flow has been rolled-out in CSB Career Centers. After signing in, customers are sent directly to the community of their interest, they can search computers to get a job referral on the first day, connect with Career Counselors and Employer Representatives; they now have direct connections to workforce services and training opportunities. This model makes the centers more career seeker friendly.

Action Items:

Approval of Career Center Committee Minutes of March 8, 2018

Motion to approve the Minutes from the March 8, 2018 meeting was made by Mike Menyhart. Nancy Heller seconded the motion. The motion passed unanimously.

Guidelines on Formula Funding Usage

The training and supportive services funds guidance is reviewed every year with the purpose of ensuring that CareerSource Brevard is focusing on programs that are the most effective for businesses and the career seekers. This review considers the unemployment rate, other economic factors and funding availability for the program year. For *Training Mix* PY2018-19, staff recommends 50% Work-based Training (i.e. OJTs, Work Experience, Employed Worker, Upgrade OJTs) and 50% Individual Training Accounts (ITA's). For the *Job Seeker Customer Mix* for 2018-19, staff recommends 70% on unemployed workers, 20% on the underemployed and 10 % on employed worker training. Stephanie Archer made a motion to approve the guidance on training funds investment mix to be utilized in obligating and expending training funds for PY 2018-2019. Mike Menyhart seconded the motion. Motion passed unanimously.

PY18-19 New Objective – Strategic Focus

With Brevard's unemployment rate hovering around 3.4%, finding workforce talent needed for businesses across every industry is becoming more difficult. A theme has been identified; **"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."** Staff recommends adding a new goal, objective and strategies to this theme. Staff has suggested to add the following to the Career Center Committee goal matrix.

GOAL: Create a Career Center Model that is one of the top choices for career seekers and businesses in Brevard by offering quality workforce products and services.
New Objective: Finding Hidden Talent for Brevard's Businesses in a competitive employer job market.
Strategies
Develop processes and strategies to outreach to the community to bring in more career seekers.
Create/Host events/workshops/classes that attract career seekers to our Career Centers. Find ways to make our Career Center more customer friendly and inviting.
Create a Task Force to develop plans to increase our footprint with the following Special Populations: Latino, Ex-Offenders, Mature Workers, Under Employed and Recovering Substance Abuse

Mike Menyhart made a motion to approve to add the new Objective and Strategies surrounding finding Hidden Talent to the Goal Matrix for PY2018-19. Robert Gramolini seconded the motion. Motion passed unanimously.

Discussion/Information Items:

Committee Goal Status

Staff reviewed the matrix of the Career Center Committee including the Goal, Objectives, Strategies, Actions, Timeframes a Status of each strategy.

ITA Vendor Evaluation

The annual vendor performance report was shared and staff recommendation is not to issue any corrective actions to training vendors at this time.

Effectiveness of Training/Career Services

Data was shared showing CSB staff are continuing to track and analyze the performance of career services compared to training services and to evaluate the effectiveness of the trainings offered as well as the performance of training vendors and the programs they offer.

Sector Strategy Updates

CareerSource Brevard currently employs three full-time Sector Strategy Program Managers to focus on Healthcare, IT, and Manufacturing industries, along with a part time staff for the Aerospace/Aviation industry. Much of the responsibility of the sector strategists is to convene workforce, education and industry to form partnerships to help identify the training needs of local businesses. Skills gaps and talent pipeline issues are also addressed. Updates in each of the Sector Strategies were shared.

Soft Skills Program Overview

Employers have identified a large and growing "soft skills" gap that is negatively impacting both job placement and retention rates. CSB solicited and won a grant from CareerSource Florida in the amount of \$267,968 to develop and operate a pilot program through October 31, 2018. Career seekers will complete the Win Soft Skills Series, which consists of four modules, relating to professionalism, communication, teamwork and critical thinking, career seekers earn a credentialed certificate by taking a proctored test that measures learning gains. CSB's goal is 500 participants by the end of the grant.

Continuous Improvement Initiatives

In July 2017, CSB officially switched to a new one-stop career operator contractor, C2 Global Professional Services. During transition, C2 worked with CSB Board to identify various areas for improvement. In particular, C2's strengths in technology helped to identify core initiatives that would help the organization attract hidden talent and increase awareness within the community. Many initiatives have been/are being implemented such as virtual industry tours, career advising training, texting campaigns, Jobs321 Facebook page and a jobs map. An update on these initiatives was shared.

Retention Toolkit

The Employee Retention Toolkit has been designed for businesses and includes titles such as job description, links to local data, onboarding, compensation, what makes a workplace, managers, appreciation, encouragement, employee surveys and multiple calculators and much more is available at the careersourcebrevard.com website, business services, retention.

Third Quarter Contractor Performance PY 17-18

The CSB/C2 GPS contract is cost reimbursement for direct program costs, however; profit is withheld from the Contractor until measurable performance outcomes are achieved. The Contractor succeeded in meeting or exceeding the performance criteria and was paid all withheld costs for the third quarter of PY17-18.

Local Customer Satisfaction Survey Results

The Customer Satisfaction Survey instrument in use in our career centers appears on computer stations and on the Workforce Specialist Services and Transition Specialist Services computers. Signage, pop-up reminders and staff engagement have been used to encourage participation. As of July 1, 2017, the Customer Satisfaction Survey transitioned to the new contractor. During the third quarter, January 1,, 2018 through March 31, 2018, 793 surveys were received. Year to Date 2,460 customers have completed surveys with an overall customer satisfaction rate of 94%.

Nursing Campaign Overview

A presentation was shared showing the evolution and webpages, along with digital performance progress to date in the Nursing Campaigns.

Website and Social Media Analytics

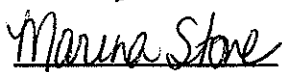
An infographic was shared about the CSB Website and the use of CSB's Social Media which shows website traffic along with website, Facebook and Twitter statistics.

Adjourn:

There being no further discussion or business, Nancy Heller adjourned the meeting at 10:03 am.

Respectfully submitted,

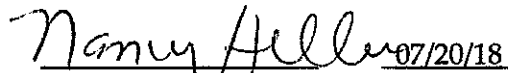
Reviewed by,



Marina Stone

07/20/18

Date



Nancy Heller, Acting Chair

07/20/18
Date