



Industry Workforce Committee Meeting

October 18, 2018

8:30 A.M. – 10:00 A.M.– CSB Boardroom

(Teleconference 321-394-0707)

Attendees:

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

Agenda

Page No.

Call to Order

Susan Glasgow

Introductions

Public Comment

Action Items

Approval of Industry Workforce Committee Minutes for July 26, 2018

Susan Glasgow

1-3

Discussion/Presentations/Information Items

Goal: Identify Current and Future Workforce Needs of the Business

Community and Create Solutions to Meet Their Needs

•Objective 1: Implement Sector Strategies in Key Industry Sectors

4

○ Outcomes in the Manufacturing Sector

○ Outcomes in the HealthCare Sector

▪ Healthcare Sector Strategy Update – See Informational Brief

Judy Blanchard

5-7

Megan Cochran

○ Outcomes in the IT Sector

▪ APG IT Sector Strategy Updates – See Informational Brief

Gary Sulski

8-9

•Objective: 2 Support Additional Key Industries Through Sector Work

10-12

○ Outcomes in the Aerospace/Aviation Sector

Judy Blanchard

○ Outcomes in Other Sectors

▪ Engineering Talent & Healthcare Talent Attraction and Recruitment Campaign and Website Landing Page - See Multimedia Outreach Matrix

Denise Biondi

▪ Soft Skills Grant Updates – See Informational Brief

Foy Staley

13-14

▪ Regional Apprenticeship Activities

Judy Blanchard

- | | | |
|---|----------------|----|
| •Objective 3: Develop and Implement Overall Initiatives in Sector Strategies | | 15 |
| ○ Create More Visible, Accurate and Timely Reporting of Data | Judy Blanchard | |
| ○ Educate the Brevard Community of CSB Services and Sector/Industry Initiatives | | |
| ○ Conduct Outreach to Business Associations on Sector Strategies – See Multimedia Outreach Matrix | Denise Biondi | 16 |

Attendance Roster

Adjourn

Susan Glasgow

Pursuant to the provisions of the Americans with Disabilities Act, any person requiring special accommodations to participate in this meeting is asked to advise CareerSource Brevard at least 48 hours prior to the meeting by contacting Lyn Sevin at (321) 394-0507. Persons who are hearing or speech impaired can contact Lyn Sevin through the Florida Relay Service by dialing 7-1-1

Upcoming Meetings

November 2018

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

December 2018

6th 4th Career Center Committee-8:30am

January 2019

17th Industry Workforce Committee-8:30am

February 2019

4th Governance/Finance Committee-3:00pm
4th Executive Committee-4:00pm
14th Board of Directors-8:00am

March 2019

14th 12th Career Center Committee-8:30am

April 2019

25th Industry Workforce Committee-8:30am

May 2019

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

June 2019

13th 11th Career Center Committee-8:30am

CareerSource Brevard

Industry Workforce Committee

July 26, 2018

Minutes

Members in Attendance: Daryl Bishop, Colleen Brown, Susan Harwood (for Elizabeth Huy), Jennifer Kenny, Traci Klinkbeil (via teleconference), Linda Miedema, Travis Proctor (Acting Chair), Julie Song (via teleconference)

Members Absent: Kristin Bakke, Susie Glasgow, Lloyd Gregg, Terry Schrumpf

Staff in Attendance: Denise Biondi, Judy Blanchard, Megan Cochran, Jennifer Lasser, Don Lusk, Marci Murphy, Foy Staley, Stephanie Mosedale and Marina Stone

Guests in Attendance: Caroline Joseph-Paul, Bob Knippel, Jessica Mitchell, Julie Berrio, Thomas LaFlore, Michele McAlpin of Career Center Staff, Ramsey Oliverez from C2 GPS (via teleconference) and Jacquie Esterline of Inhome Personal Services

Call to Order:

Travis Proctor (Acting Chair) called the meeting to order at 8:31am at CareerSource Brevard (CSB). Introductions were made.

Public Comment:

There was no public comment.

Action Items:

Approval of Workforce Operations Committee Minutes of April 26, 2018

Motion to approve the Minutes from the April 26, 2018 meeting was made by Daryl Bishop. Colleen Browne seconded the motion. The motion passed unanimously.

Discussion/Presentations/Information Items:

AIM Grant Outcomes and Sustainability Presentation

A presentation was shared which focused on the AIM manufacturing grant outcomes and sustainability plan for continuing to support the talent pipeline development in this industry.

Ms. Jacquie Esterline of Inhome Personal Services joined the meeting.

Training Partner Presentation

A presentation on the Nursing Career Pathway Grant was shared highlighting a unique cohort and extensive pre-assessment model being used for these students along with updates showing measures, events and LMI information.

Stephanie Mosedale joined the meeting.

Healthcare Sector Strategy Grant

CareerSource Brevard was awarded grant funding for a staff position to support the Healthcare Sector Strategy. SMART goals were established for performance metrics. Goals were met and results through June 30, 2018 were shared along with upcoming events. The grant was extended through September 30, 2019.

APG IT Sector Strategy Update

The America's Promise Grant (APG) is, in partnership with local IT employers to understand the training needs necessary for their successful hires, identify a training partner, create a workforce partnership among cohorts and create increased opportunities to get career seekers gainful employment. In the four years, 200 participants must be identified, vetted, groomed and placed in job openings, using the grant. Activities related to the America's Promise Grant were reviewed.

Engineering Talent & Healthcare Talent Attraction and Recruitment Campaign and Website Landing Page

Updates in the Engineering talent recruitment and Healthcare talent recruitment campaigns were shared.

Susan Harwood left the meeting.

Soft Skills Training Grant Updates

Updates of the activities to date related to the Soft Skills Training grant were shared.

EFSC Industry Advisory Councils

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. This contract yielded \$186,400 in funds and we facilitated 65 industry council meetings during the five year period

Regional Apprenticeship Activities

Regional apprenticeship activities were shared.

Legislative Workshop

CareerSource Brevard (CSB) hosted a Legislative Workshop on May 2, 2018 with the goal of developing a plan to cultivate stronger relationships with Elected Officials. Results were shared.

Conduct Outreach to Business Associations on Sector Strategies

An update was provide on Sector Strategy Outreach.

Industry Relations PY 17-18 Performance Infographic

An infographic was shared showing PY 17-18 outcomes and successes from the Industry Relations Department.

Community Impact Report PY17-18 Handout

An Economic and Community Impact Report infographic was shared for PY17-18.

Adjourn:

There being no further discussion or business, Travis Proctor (Acting Chair) adjourned the meeting at 9:54am.

Respectfully submitted,

Reviewed by,

{signature on file} 9/6/18
Marina Stone Date

{signature on file} 9/6/18
D. Travis Proctor, 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"> Lori Robinson, Mfg. Business Liaison, attended the 2018 Manufacturing Exchange Summit (hosted by the Manufacturing Assoc. of Florida) in St. Petersburg, Sept. 19-21, where she met with top industry players, educators, and community stakeholders to learn about the advancements, best practices and workforce needs required for this key industry in our region. Continued collaboration between EFSC, EDC and Career Center staff to identify and recruit individuals for CPT and Soldering certifications and CNC training. In partnership with EDC, coordinated and hosted a Manufacturing Job Fair for Manufacturing Month of October, scheduled for Oct 10th. CSB is participating in the acceptance of a Brevard County Resolution recognizing "Manufacturing Month in Brevard" set to be presented by the County Commission on October 23rd. |
| Effective implementation and outcomes in the Healthcare Sector | Develop and implement a plan to sustain the Healthcare Sector Strategy | Ongoing | <ul style="list-style-type: none"> Healthcare Sector Strategy Grant Updates – See Information Brief |
| 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"> APG IT Sector Strategy Updates – See Information Brief |
| | | | |

Information Brief

Healthcare Sector Strategy Update

Background

CareerSource Brevard was awarded a grant funding extension for a staff position to support the Healthcare Sector Strategy through September 30, 2019. SMART goals were established for performance metrics for Quarter 9 (July 1, 2018 – September 30, 2018). The goals were met as indicated by the performance chart below.

| <u>Training Program</u> | <u>Medical Assistant</u> | <u>CNA or PCA</u> | <u>LPN</u> | <u>Aggregate Total</u> | <u>Aggregate % of Goal</u> |
|-------------------------|--------------------------|-------------------|------------|------------------------|----------------------------|
| Quarter 9 Goals | 1 | 3 | 10 | 14 | 26% |
| Quarter 9 Results | 0 | 2 | 17 | 19 | 35% |

Activities that Support the Sector Strategy Initiatives:

- Macedonia Education Technology and Career Academy (METCA) Elderly Compassionate Care program held a recruitment fair for CNA and LPN candidates on August 10, 2018. 60 applicants submitted their information to be considered for CNA or LPN scholarships. 20 CAN and 26 LPN training candidates have been vetted and referred to Career Counselors for scholarship eligibility and suitability determination.
- A Healthcare Virtual Chat was held on August 22, 2018 in partnership with Health First Private Duty Liaison, Richard Rossell. Richard provided career information, what employers look for in candidates and tips on applying for positions and interviewing. All three CSB Career Center attendees (14 total) were able to view the event live and ask questions.
- The Brevard Healthcare Workforce Consortium meeting was held on August 28, 2018. The event was attended by 39 individuals representing 23 organizations. 9 attendees expressed interest in participating on committees.
- The Inaugural TABE Boot Camp for CNA candidates began on September 19, 2018 with 16 candidates attending classes through October 4, 2018 in order to meet or

exceed the minimum TABE requirements. This is being held by Community Adult Education in collaboration with METCA-ECC and CSB.

- CSB hosted a Healthcare Career Fair on September 19, 2018. Consortium partner employers and training providers participated (22 businesses and 3 training providers) and 139 candidates attended the event. The event was marketed to both skilled professionals for employment opportunities and individuals considering training for career entry or advancement. CSB promoted career services and scholarship resources and 25 attendees signed up for training assistance.
 - We have reached outside the normal advertising mediums to find job seekers we may not have reached before to include Spotlight Magazine and Senior Scene. The Senior Scene ad cost was shared with the AARP program and an example is provided below:

HEALTHCARE CAREER FAIR:
MEDICAL PROFESSIONALS WANTED
Looking for a career in Healthcare?

Meet 20 hiring managers ready to recruit YOU!
• Medical Assistants
• Certified Nursing Assistants
• Licensed Practical Nurses
• Registered Nurses
• Home Health Aides and more.
Seeking training & scholarships?
Meet with Brevard's training providers and CareerSource Brevard staff to discuss YOUR options!

JOIN US! SEPTEMBER 19 3PM-6PM
CareerSource Brevard
295 Barnes Blvd Rockledge
Contact: healthcare@careersourcebrevard.com or call (321) 394-0543

Brevard Healthcare Workforce Consortium
TRAINING PARTNERS IN HEALTHCARE
A Program of CareerSource Brevard

CareerSource BREVARD
Titusville • Rockledge • Palm Bay
careersourcebrevard.com • (321) 504-7600

FREE WORKSHOPS AND COACHING FOR 50+ JOBSEEKERS
You have the experience. Now regain the confidence.

Our BACK TO WORK 50+ program offers free workshops on the strategies you need to compete for full-time, in-demand jobs. Workshop participants can also apply for our free coaching program offering skills training, job search guidance and more.

Seating is limited, so please register for a free workshop today. Your call is toll free.
(855) 850-2525

Join us for one of the 7 Smart Strategies Workshops to learn more. Register today or just show up!

| Titusville Career Center | Palm Bay Career Center | Rockledge Career Center |
|--|--|--|
| October 3, 2018 9 - 11 am 3880 S. Washington Ave Ste 214 | October 3, 2018 3 - 5 pm 5275 Babcock St NE, Ste. 8b | October 4, 2018 9 - 11 am 295 Barnes Blvd |

AARP Foundation

CareerSource Brevard is an Equal Opportunity Employer/Program.
Auxiliary aids and services are available upon request to individuals with disabilities.
All voice telephone numbers on this website may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711.

- CSB was a table sponsor for the September 22nd Walk to End Alzheimer's. Healthcare training resources and career services were promoted. We also networked with the other table sponsors who were mostly healthcare providers. 6 individuals provided their contact information for training assistance.

Practical Nursing Training Provider Issue:

On September 6, 2018, CSB received notification from Harris Casel Institute they would not be able to hold their Fall Practical Nursing class, and would be closing their institution. In response, CSB reached out to Eastern Florida State College (EFSC) and Keiser University for assistance in addressing this concern. EFSC extended a community courtesy opportunity for scholarship recipients to apply to their LPN program. 10 out of 17 expressed interest and those with completed applications will be reviewed for program eligibility and acceptance. Keiser University is building a LPN program to meet community needs and other developments are in the works.

Meet ALICE:

In response to Travis Proctor's feedback regarding a scholarship recipient turning down the help due to fear of loss of benefits, we are trying to get a better understanding of this issue and looking at ways to mitigate barriers that prevent individuals from completing meaningful post-secondary training. The United Way has conducted research on ALICE – Asset Limited, Income Constrained, Employed. Many of the individuals served by United Way community resources fall in this category (<https://www.unitedwayalice.org/home>).

During our 2018 Workforce Summit, we learned about the Florida College Access Networks, whose single goal is to increase the proportion of residents holding a high-quality postsecondary degree or credential, contributing to Florida's postsecondary attainment goal of 60% by the year 2025 (<http://floridacollegeaccess.org/local-college-access-networks/>). We believe our sector work is in alignment with this initiative and are exploring how we can better position our consortium membership to develop strategies and locate resources to better promote credential attainment that translates to career pathways to self-sufficiency.

Information Brief

APG IT Sector Strategy Updates

Background

The America's Promise Grant (APG) is tasked with gathering data that will help guide and improve the IT workforce from everyone's perspective, our Employers, Job seekers and Education and Community Partners. Collaboratively we craft tools that will affect this workforce growth for now and in the future. To do this we not only need everyone's buy in but also their involvement in finding these solutions. The IT industry, as a technology, is an ever changing field. This requires the unselfish trust to continue to participate in our common goals. We have knowledge experts here that are the best in the world. Seeing them selflessly dedicate themselves in the fulfillment of this APG. Competitors sitting side by side working towards the common good.

Discovery will be a lifelong part of the APG efforts. Recent findings are addressing real and immediate needs. Collaboration with many will enhance the opportunities made available to us far beyond the efforts of just a few.

Apple computers has come knocking. The Department of Defense is adding additional requirements and unforeseen expectations on our local contractors that strains their resources. Our partners struggle to accurately guide our local Job Seekers, which forces employers to hire from outside the area. Without the APG Consortiums efforts our successes might be diminished.

Results

We're tackling this one discovery at a time:

- Anyone counseling career seekers, Colleges and Universities, Post-Secondary Schools, Parents, and Employers, all struggle to find tools to help advance those investigating a career in I.T. Each has created something slanted to their own level of understanding towards the industry that is ever changing. Each understands this industry from a different and limited perspective. Our APG Subcommittee, devised

of volunteers from all IT sector participants has undertaken the task of creating a definitive Occupation Pathway reference guide. It will identify the top IT occupations, at levels ranging from Introductory, to Mid-level to Advanced, for each occupation. It will include

the certifications and training necessary for a job seeker to reach each level and be all inclusive as to reflect the desires of the Employer, Educator and Employee. This roadmap will demystify these occupations so that clear goals can be set by the student as they embark on career in IT.

- Apple Computers has recognized their shortcomings related to cell phone applications development mindshare versus those devoted to the Android applications development their direct competition. They have selected this area along with five others in the US to implement an Apple Development training program which will be launch through Continuing Ed at the Brevard School District. The APG Consortium will partner to bring together our knowledge experts, Entrepreneurs and community partners to unite support the success of this program for a giant in the industry. The long term effects of this will be putting Brevard County on the map and perhaps create another recognized IT certification that the APG can add to the grant.
- While working with a local Chapter of ASIS an I.T. association we discovered the DOD 8570 Cybersecurity CISSP certification requirement now required by all DOD contractors. This unexpected mandate became a financial burden when looking at putting hundreds and for some, upwards of a thousand employees through a program costing around \$3K each. In discovering this the APG was able to add this I.T. certification to the grant, fund some of it for many of our largest and smallest employers. It additionally gave us an opportunity to strengthen CSB's relationship as an organization with them. Further, an opportunity was discovered where we could co-host an Education and Job Expo for this association.

| Performance Metric | Grant Required Outcome | Performance to Date |
|---|------------------------|---------------------|
| Total Participants Served | 400 | 59 |
| Total Participants Enrolled in Training Activities | 400 | 56 |
| Total Participants Completing Training Activities | 360 | 34 |
| Total Participants Completing Training and Receive a Degree or Credential | 320 | 27 |
| Total Participants who Complete Training and Obtain Employment | 270 | 13 |

| Industry Workforce Committee | | | |
|---|---|------------|---|
| Goal: Identify current and future workforce needs of the business community and create solutions to meet their needs. | | | |
| Objective 2: Support Additional Key Industries through Sector Work | | | |
| Strategies | Actions | Timeframes | Status |
| Effective implementation and outcomes in the Aerospace and Aviation Sector | | Ongoing | <ul style="list-style-type: none"> Industry Relations management has hired a new Aerospace/Aviation Business Liaison and will be joining the team on 10/29. Committee member, Lloyd Gregg, ASRC, participated in a roundtable that was hosted by Space Florida to educate key members of Sen. Nelson's office on the workforce needs of the industry. Mr. Gregg was joined by representatives of FIT, EFSC, Lockheed Martin, One Web and Boeing. He highlighted the Aerospace Technician on-the-job training partnership between ASRC, EFSC and CSB as an innovative solution to developing the talent pipeline. CSB staff provided Reduction in Force presentations and support services to two aerospace contractors located at the Cape that will be affected due to contract changes. Continued partnership with ASRC to support their Aerospace Technician Apprenticeship program. Submitted two OJTs for recent graduates of EFSC Aerospace Technician program. Provided outreach support to increase attendance at both an ASRC and Lockheed Martin career event to discuss current open positions, future endeavors and offer networking of potential applicants to connect for future jobs. |
| Effective implementation and outcomes in other Sectors | Engineering Talent Recruitment Campaign | Ongoing | <ul style="list-style-type: none"> See Quarterly Multimedia Outreach (July – September 2018) |
| | Healthcare Talent Recruitment Campaign | Ongoing | <ul style="list-style-type: none"> See Quarterly Multimedia Outreach (July – September 2018) |

| | | | |
|--|------------------------------------|---------|---|
| | Soft Skills Training Initiative | Ongoing | <ul style="list-style-type: none"> Soft Skills Training Grant Updates – See Discussion Brief |
| | Regional Apprenticeship Activities | Ongoing | <ul style="list-style-type: none"> CareerSource Brevard and the Brevard County School District's Adult Education program has been coordinating with existing Registered Apprenticeship (RA) programs in the Local Workforce Development Board (LWDB) Area 13 for the last 12 months to expand the number of participants who select and succeed in apprenticeships. This effort's focus is to minimize working in silos and to maximize collaboration. This collaboration has assisted in creating the Brevard Adult Education Pre-apprenticeship Program to support Building & Construction trades. A grant request was submitted to CareerSource Florida for \$100,000 with a leveraged local funds of \$30,580 for a total of \$130,580. An outcome of the planning grant is to train 20 persons. CareerSource Brevard (CSB) in partnership and collaboration with CareerSource Palm Beach (CSPB) intend to replicate a very successful, employer-driven pre-apprenticeship program that has been proven to support industry needs in California. The Aero-Flex Pre-Apprenticeship program will also meet the workforce development needs common to our region's aerospace and aviation manufacturing industry partners. This unique training program provides a customized layer within the framework to allow each employer to design or 'flex' its own program, meeting not only needs of the industry but each participating employer. A grant request was submitted to CareerSource Florida for \$149,129 with a leveraged local funds of \$189,125 for a total of \$338,254. A planning grant for \$125,000 was submitted in support of a Florida Makes grant submission to the U.S. Department of Commerce National Institute of Standards & Technology (NIST) to support the efforts of the Aero-Flex grant above. |

| | | | |
|--|--|--|---|
| | | | <ul style="list-style-type: none">Both CSF grant applications were due by 10/01/18. CSF indicates that notifications of award will be received by 11/30/2018. |
| | | | |

Information Brief

Soft Skills Grant Update

Background

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

Update of Training Activities

- Mid-July was the beginning of preparing for the soft skills information sessions at a select few of the Brevard County libraries. This targeted career seekers that did not have feasible transportation to and from the centers and did not have easy access to computers. Bringing the online soft skills training program to them is part of a jobseeker outreach plan that would be developed in the following few months.
- The Employer/SHRM (volunteer) "Guest Spots" were incorporated into the Essentials Training beginning with the Titusville center, toward the end of July. The president of the local SHRM chapter spoke to the class about conflict resolution and dealing with difficult people in the workplace. This topic went hand in hand with the soft skill topic of the day-Teamwork. In August and September, a SHRM consultant visited all three centers and did "guest spots". The feedback from the participants has been regarding the Guest Spots has been favorable.
- On August 9th, the Macedonia Educational Technical & Career Academy (METCA) event was a successful recruitment for soft skills candidates. Over 20 interested individuals signed up. F. Staley, Project Lead, followed up with an email to interested candidates and the center managers to assign them to career counselors.

- As of August, along with their certificate of completion, participants will also receive a packet of thank you note cards to give to their interviewers as a follow up, a pen, and a reminder card for Acing their Interview. The immediate feedback survey was also finalized and has been given out to participants on the day they pass the proctored assessment. All of the surveys that have come back are positive and participants are responsive to the soft skills training program.
- Officially in August, *Florida Ready to Work* announced that at no cost to the job-seekers and students statewide there is open registration for career readiness training that includes the same soft skills training program WIN Learning and the ability to earn two state endorsed credentials. We are working closely with *Ready to Work* to ensure we capture our needed participants and grant outcomes.
- The Brevard Healthcare Workforce Consortium took place on August 28, an update and highlights of the soft skills training program was presented by the Project-Lead, F. Staley.
- The first employer/employee evaluation tool was sent out in mid-August, for 90 day follow up. It was completed and returned by both parties and the soft skills training program scored high in all categories. Evaluations will continue to be sent as participants hit their 90-day employment mark. Staff is analyzing the evaluations for program process improvement.
- CSB was notified in August that our no-cost request to extend the soft skills training program performance period until June 30, 2019 was approved. This extension allows for additional participants to complete the training as well as for staff to place them into employment and receipt of the 90-day evaluation.
- CSB participated in 'Innovation Alley' at Florida's Workforce Professional Development Summit in Orlando, September 24-26, manning a table/booth highlighting the program and offering participants information on this training program.
- As of September 2018, CareerSource Brevard has 332 enrollees and of those, 290 participants have completed the program and received their credential.
- At the end of September, over 35 soft skilled candidates have been placed in jobs through CSB and are part of the evaluation process.

| Industry Workforce Committee | | | |
|---|---|------------|---|
| Goal: Identify current and future workforce needs of the business community and create solutions to meet their needs. | | | |
| Objective 3: Develop and Implement Overall Initiatives in Sector Strategies | | | |
| Strategies | Actions | Timeframes | Status |
| Create more visible, accurate and timely data | Create a data portal that is viewable by different stakeholder groups | 2019 | Data Portal: Using Data for Consensus-Based Decision Making to Identify Target Industries <ul style="list-style-type: none"> No current updates |
| Educate and recruit critical partners for Sector Strategies | Educate the Brevard Community on CSB Services and Sector/Industry Initiatives | Ongoing | <ul style="list-style-type: none"> On 10/7 Marci Murphy, joined by EDC's Lynda Weatherman and Commissioner Rita Pritchett, were featured on the WUCF TV show: Metro Center Outlook. Ms. Murphy highlighted our sector strategy service delivery model. On 8/29 Marci Murphy and Judy Blanchard were interviewed by the Orlando Sentinel on how CSB is addressing and supporting the region's rebound post Shuttle retirement. On 8/21 Gary Sulski addressed the Space Coast Chapter of the Society for Information Management (SIM) on the APG efforts, certifications, training opportunities and the employer services provided by CSB. Jeff Witt, CSB IT Director, facilitated this opportunity. 20+ regional IT directors were in attendance, yielding additional consortium members. Gary Sulski also addressed the ISC2 (Northern Florida's IT and Cyber Security Professional Organization) on 6/25 about the APG efforts and associated programs. |
| | Conduct outreach to key partners on sector strategies | Ongoing | <ul style="list-style-type: none"> See Quarterly Multimedia Outreach (July – September 2018) |



Quarterly Multimedia Outreach (July – September 2018)

| | |
|---|---|
| Non-Paid Social Media Marketing | <u>Employer/Job seeker events, Manufacturing Job Fair, IT Live Chat and Virtual Tour, Soft Skills training, Hurricane Maria, Healthcare sector, AARP 50+; Facebook, Twitter, LinkedIn</u> |
| Direct (Email) Marketing | <u>Employer/Job seeker events, Manufacturing Job Fair, IT Live Chat and Virtual Tour, Soft Skills training, Hurricane Maria workshops and ESOL classes, Healthcare Consortium; Constant Contact</u> |
| Paid Advertising | <u>Healthcare Sector Strategy, AARP 50+, Soft Skills, Hurricane Maria workshops, Business Retention; Ad in: Spotlight Brevard, Senior Scene, BBN, Facebook, SHRM, Al Dia Today</u> |
| Media Relations & Press Coverage (Radio, TV, Print, Online) | <u>Marci Murphy on the economics of business w/ EDC's Lynda Weatherman and Commissioner Rita Pritchett. Metro Center Outlook show: WUCF TV, Airs following 9/4/ interview: Sunday, 9 a.m.</u> <u>Marci Murphy, Judy Blanchard on how the area has bounced back in recent years thanks to the growth of the private space industry. 8/29/ interview with Orlando Sentinel.</u> <u>Hots Jobs, Healthcare consortium, Soft Skills, Hurricane Maria, Employer/Job seeker events: Orlando Sentinel, BBN, Florida Today, Channel 13, NPR (WQCS), Al Dia Today</u> |
| Community Partner Outreach Programs | <u>CSB and the EDC: The CSB IT Sector Strategy program initiative will be included on the EDC's website within their "Live Big" talent attraction pages.</u> <u>Brevard County libraries host soft skills training, and provides counter space for CSB services/program collateral.</u> |
| Print collateral/Event Support | <u>Soft Skills Program, Healthcare Sector Strategy: Mobile banners, print collateral, ad specialties; NextGen brochures</u> |
| Website | <u>Content development and enhancements: Soft skills Training, Hurricane Maria, and more</u> |
| State Co-Op Outreach program | <p><u>State Engineering Recruitment campaign</u> -Collected 105 leads that included a higher rate of experienced engineers potentially DOD cleared. The 77% email open rate far exceeding the industry (govt. services) 23% average.</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><i>LinkedIn ads:</i></p> <p># of targeted population reached -- 134.4k</p> <p># that clicked on the Ads – 776</p> </div> <div style="width: 45%;"> <p><i>Google ads:</i></p> <p># of targeted population reached – 32.4k</p> <p># that clicked on the Ads – 657.0</p> </div> </div> <p>Local businesses showcased on the landing page received hits to their website:</p> <div style="display: flex; justify-content: space-between;"> <ul style="list-style-type: none"> Boeing – 74 Northrup Grumman – 47 Harris – 44 Embraer – 39 <ul style="list-style-type: none"> Lockheed Martin – 38 Nuance – 36 Craig Technologies – 24 </div> <p><u>State Healthcare Recruitment campaign</u>- Collected 220 leads. The 67% email open rate far exceeding the industry (govt. services) 23% average.</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><i>LinkedIn ads:</i></p> <p># of targeted population reached – 42.1k</p> <p># that clicked on the Ads – 558</p> </div> <div style="width: 45%;"> <p><i>Google ads:</i></p> <p># of targeted population reached – 35.5kk</p> <p># that clicked on the Ads – 1.3k</p> </div> </div> <p>Local businesses showcased on the landing page received hits to their website:</p> <div style="display: flex; justify-content: space-between;"> <ul style="list-style-type: none"> PSA Healthcare – 19 Health First – 17 <ul style="list-style-type: none"> Visiting Angels – 15 Rockledge Regional – 12 </div> <p><u>Relaunching engineer talent recruitment campaign and producing a new multi-media campaign to reach the underemployed.</u></p> |