



Industry Workforce Committee Meeting

January 17, 2019

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 October 18, 2018

Susan Glasgow

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Discussion/Presentations/Information Items

Goal: Identify Current and Future Workforce Needs of the Business

3 - 6

Community and Create Solutions to Meet Their Needs

•Objective 1: Implement Sector Strategies in Key Industry Sectors

○ Outcomes in the Manufacturing Sector

Judy Blanchard

○ Outcomes in the HealthCare Sector

▪ Healthcare Sector Strategy Update – See Informational Brief

Megan Cochran

7 - 8

○ Outcomes in the IT Sector

▪ APG IT Sector Strategy Updates – See Informational Brief

Gary Sulski

9 - 10

•Objective: 2 Support Additional Key Industries Through Sector Work

○ Outcomes in the Aerospace/Aviation Sector

Judy Blanchard

○ Outcomes in Other Sectors

▪ Engineering Talent & Local Under/Unemployer, Talent Attraction and Recruitment Campaign- See Multimedia Outreach Matrix

Denise Biondi

▪ Soft Skills Grant Updates – See Informational Brief

Foy Staley

11 - 12

▪ Regional Apprenticeship Activities

Judy Blanchard

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

o Create More Visible, Accurate and Timely Reporting of Data	Judy Blanchard	
o Educate the Brevard Community of CSB Services and Sector/Industry Initiatives		
o Conduct Outreach to Business Associations on Sector Strategies – See Multimedia Outreach Matrix to include the Annual Report & other Media examples.	Denise Biondi	13 - 14
Industry Relations Performance Infographic (PY 18-19/Q1 & Q2)	Judy Blanchard	15
Attendance Roster		16
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

February 2019

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

May 2019

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

March 2019

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

June 2019

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

April 2019

25th Industry Workforce Committee-8:30am

CareerSource Brevard
Industry Workforce Committee
October 18, 2018

Minutes

Members in Attendance: Susan Glasgow (Chair) (via teleconference), Kristen Bakke, Colleen Brown, Lloyd Gregg, Elizabeth Huy, Jennifer Kenny, Traci Klinkbeil (via teleconference), Dr. Linda Miedema (via teleconference), Travis Proctor, and Janice Scholz

Members Absent: Daryl Bishop, Terry Schrumpf, Julie Song

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

Guests in Attendance: Caroline Joseph-Paul (via teleconference), Bob Knippel, of Career Center Staff, Ramsey Oliverrez (via teleconference), Aaron Smith (via teleconference), Gabriel Garza from C2 GPS (via teleconference)

Call to Order:

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

Public Comment:

There was no public comment.

Action Items:

Approval of Workforce Operations Committee Minutes of July 26, 2018

Motion to approve the Minutes from the July 26, 2018 meeting was made by Colleen Brown. Travis Proctor seconded the motion. The motion passed unanimously.

Discussion/Presentations/Information Items:

Outcomes in Manufacturing Sector

Updates, activities, collaborations and partnerships in the Manufacturing Sector were shared including a very successful Job Fair held in partnership with the EDC on October 10th in the Rockledge Career Center. Seventeen employers and 134 jobseekers attended.

Stephanie Mosedale, Elizabeth Huy and Lloyd Gregg joined the meeting.

Healthcare Sector Strategy Grant Update

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 activities, along with results through September 30, 2018 were shared. A healthcare Career Fair

was held on September 19th with 22 businesses, 3 training providers and 138 candidates attended the event. Colleen Brown shared that Keiser University will begin a LPN Program in January 2019. Dr. Miedema mentioned that EFSC has teams looking at math requirements which might be a barrier to people getting post-secondary training.

APG IT Sector Strategy Update

The America's Promise Grant (APG), in partnership with local IT employers, is 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, 270 participants must be identified, vetted, groomed and placed in job openings, using the grant. Activities related to the America's Promise Grant were reviewed. Lloyd Gregg will meet with Gary Sulski to look at future collaborations.

Outcomes in the Aerospace/Aviation Sector

The latest activities were shared about the Aerospace and Aviation Sectors. A new Business Liaison to support this industry was hired and scheduled to join the team on October 29, 2018.

Soft Skills Training Grant Updates

Updates of the activities to date related to the Soft Skills Training grant were shared. CSB received a no-cost extension of the Soft Skills training program performance period until June 30, 2019. To date 317 participants have completed the training and received their credential. Over 35 have been placed into employment through CSB. As of July 1st Florida Ready to Work announced that at no cost to the job-seekers and students statewide there is open registration to the same soft skills training program WIN Learning. We are working closely with Ready to Work to ensure we capture our needed participants and grant outcomes. Ready to Work information was asked to be shared with Travis Proctor and other committee members.

Regional Apprenticeship Activities

Regional apprenticeship activities and grant submissions were shared.

Quarterly Multimedia Outreach

A review of social media, direct email marketing, paid advertising. Media relations and press coverage, collateral, website and state co-op programs were shared.

Adjourn:

There being no further discussion or business, Marci Murphy adjourned the meeting at 10:02 am.

Respectfully submitted,

Reviewed by,

{signature on file}
Marina Stone

11/01/18
Date

{signature on file}
Susan Glasgow, Chair

11/01/18
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"> CSB Business Liaison met with representatives from EFSC to strategize, develop informational sharing material and agenda items for future EFSC Manufacturing Advisory Council meetings. Recommendations were made to coordinate these meetings and activities with the EDC's Manufacturing Assoc. of the Space Coast (MASC) meetings to ensure maximum industry collaboration. Supporting National Apprenticeship Week, Business Liaison participated in the Space Coast Consortium Industry Tours and Networking Event held on November 13th. This event was organized by the Space Coast Apprenticeship Consortium, facility tours hosted by Knight's Armament, Ruag Space and OneWeb Satellites and participating students attended from Lake Mary High School, Valencia College and Eastern Florida State College. Networking event included updates of the Apprenticeship program and guest speakers from Space Florida, FDOE and industry testimonials. EDC and CSB meeting held on Dec. 13th to discuss and collaborate how we can further leverage CSB programs for future CPT applicants and participants. Key discussion points included: <ol style="list-style-type: none"> Accessing OJT and ITA funding for CPT program participants CSB presentation at CPT orientation CSB Resources Seminar to MASC Members
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

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"> CSB staff met with ASRC and Brevard Public Schools CTE Leadership to outline action efforts to outreach and market post-secondary aerospace technical training opportunities to high school students as well as pipeline development collaborations. CSB Business Liaison is actively attending the KSC Chapter of the National Space Club luncheons and social events to connect with local aerospace companies and foster relationships. CSB hosted the Paychecks for Patriots Job Fair on November 8th which had a significant aerospace/aviation employer participation (ASRC, DynCorp, Embraer, Harris, Lockheed Martin, Northrop Grumman and SpaceX). CSB has had multiple reports from jobseekers and employers of interviews and hires. Actively working with local aerospace employers and the CareerSource regions affected by Hurricane Michael to connect displaced jobseekers in the panhandle with Brevard area aerospace employers. CSB Business Liaison has reengaged and reestablished a working relationship with SpaceX and have been assisting them with current (and future) hiring needs.
Effective implementation and outcomes in other Sectors	Engineering Talent Recruitment Campaign	Ongoing	<ul style="list-style-type: none"> See Quarterly Multimedia Outreach (Oct – Dec 2019)
	Healthcare Talent Recruitment Campaign	Ongoing	<ul style="list-style-type: none"> See Quarterly Multimedia Outreach (Oct – Dec 2019)
	Soft Skills Training Initiative	Ongoing	<ul style="list-style-type: none"> Soft Skills Training Grant Updates – See Information 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 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 to support program development (waiting on potential award), however efforts continue to date:

		<ul style="list-style-type: none"> ○ Official approval as a registered pre-apprenticeship program with the FDOE was received on November 5, 2018. ○ Adult Ed/CSB is actively recruiting and marketing the program. Program start-up is slated for Feb. 2019. ○ Next Steps include: <ul style="list-style-type: none"> ▪ Hiring a teacher for the program. ▪ Complete the policies and procedures for the program. ▪ Work with the committee to create the articulation agreements between the pre-apprenticeship program and the apprenticeship programs. • In partnership with Adult Ed, CSB participated in a job fair/information fair on November 15th to celebrate National Apprenticeship Week. There were over 120 registered participants who learned about the trades in Brevard. In addition, there were eight apprenticeship programs represented at the fair. • 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. A grant request was submitted to CareerSource Florida for \$149,129. 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"> ○ CareerSource Florida has indicated that grant announcement is due any day. CSB is hopeful for an award. Program management will be overseen by the VP of Industry Relations and the initial planning efforts for convening industry partners to introduce this program is step one. This action will move forward with or without grant award. ○ An announcement on the Florid Makes/NIST supplemental funds is expected first quarter of 2019.
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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"> CSB was the Premier Sponsor of LEAD Brevard's Conversation & Community forum held on December 5th. Marci Murphy provided the attendees with an overview of services and PY 17-18's performance outcomes and community impact matrices. CSB staff attended Endeavor Elementary's first Food Pantry & Resource Fair on 12/14. Endeavor is Brevard's first Community Partnership School. As a Title 1, D rated school, community and business partnerships are joining together to offer resources for parents and students. Staff spoke with over 30 parents providing information on our services such as employment and education assistance and English as a Second Language (ESOL) classes. 46% of the school is Hispanic and over 80% of the parents primarily speak Spanish. CSB hosted the November meeting of the Melbourne Chamber Small Business Council in the Rockledge Career Center. There were over 50 chamber members in attendance. Jenn Lasser and Gary Sulski talked about IT Sector Strategies, Partnerships with Local IT Companies via the APG grant funding and CSB programs and services for employers.
	Conduct outreach to key partners on sector strategies	Ongoing	<ul style="list-style-type: none"> See Quarterly Multimedia Outreach (Oct- Dec 2019)

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 10 (October 1, 2018 – December 31, 2018). The aggregate goal was exceeded as indicated by the performance chart below.

Training Program	Medical Assistant	CNA or PCA	LPN	Aggregate Total
Total Grant Goals	4	15	35	54
Results to Date	2	16	18	36
Quarter 10 Goals	1	3	10	14
Quarter 10 Results	2	14	1	17

Activities that Support the Sector Strategy Initiatives:

- CSB Career Counselors focused on preparing Medical Assistant and Certified Nursing Assistant (CNA) candidates for scholarship and training. In addition, with the cancelation of Harris Casel's Practical Nursing (PN) program, Counselors focused their attention on transitioning existing PN scholarship recipients to other training alternatives.
- CSB in partnership with Brevard Adult Education and METCA held two TABE Boot Camps, one for 16 CNA training candidates and the other for 15 LPN candidates.
 - The Boot Camp for CNAs resulted in a significantly reduced remediation time frame for several candidates. The Boot Camp began on September 17th and 6 of the attendees were ready to start training on October 29th. Past cohorts took almost six months of self-remediation before meeting the required TABE scores. In addition, the Boot Camp removed any stigma associated with not initially meeting the required 9th grade reading, language and math TABE scores, which promoted program retention.
 - The subsequent Boot Camp for LPNs had a similar result, however, individuals who speak other languages (ESOL - English is a second language) did not perform as well and a longer term remediation solution is needed. These

candidates were referred to Brevard Community Adult Education's Adult Basic Education and ESOL classes.

- A TEAS Prep Academy was created to further prepare Practical Nursing Candidates for program eligibility. Based on their TABE Boot Camp scores, 10 were deemed ready to participate in the six week TEAS Prep Academy. The prep program was completed at the end of December.
- With Harris Casel closing, Brevard's regional Prometric test site for CNA certification will also close. Closure would mean test challengers would need to travel out of county to test. To keep a regional test site, Brevard Nursing Academy applied and was approved by Prometric to become Brevard's new regional test location. CSB donated 6 computers to Brevard Nursing Academy to support the accessibility of Brevard's regional Prometric test location.

Practical Nursing Training Provider Issue Update:

On September 6, 2018, CSB received notification from Harris Casel Institute they would not be able to hold their Fall Practical Nursing (PN) class, and they made a decision to close the school in December. There were 17 candidates who received scholarship assistance for their PN program. CareerSource Brevard took action to provide alternative training options for the scholarship recipients.

- CSB contacted Eastern Florida State College (EFSC) Practical Nursing Program Manager to see if their January PN program application could be extended for candidates interested in pursuing their training program. A community courtesy application deadline extension was offered and 5 out of 10 candidates who applied were accepted into their PN program.
- The owner of Harris Casel Institute created a partnership with a newer local healthcare training provider, Brevard Nursing Academy to strengthen their PN program offering. With the partnership in place and Brevard Nursing Academy's Florida Board of Nursing approval, CSB was able to approve their Individual Training Account (ITA) vendor application. Since Brevard Nursing Academy was approved to receive scholarships, 11 out of 12 remaining scholarship recipients applied and were approved for their PN program. Classes began in November. The remaining scholarship recipient is weighing options at this time.
- Anticipated Practical Nursing class offerings for 2019 includes a February 2019 class through Brevard Nursing Academy. Keiser University is hoping to start a class sometime in the Spring of 2019 and Eastern Florida State College is considering offering a mid-year class should enough candidates apply.

Brevard Healthcare Workforce Consortium:

The next meeting is February 5, 2019, from 9am –noon and will be held at the Space Coast Health Foundation Center for Collaboration.

January 17, 2019

Information Brief

American Promise Grant (APG) Update

Background

Moving into the 3rd year of the grant, ending December 31, 2020, gives us cause for continued analysis and tweaking to attain our performance numbers, provide the strengthening of our consortium and reinforce the branding for both the CSB and APG.

Update of Training Activities

- November & December saw the beginning of intense training for our Career Counselors (CC) and Business Liaisons (BL). This included one on one role playing to polish up our assessment of APG participants for career counseling. Sector Strategy (SS) Program Manager has gathered and created better tools to help understand the IT Fields and the Occupations within each sector so that BL's can better guide and coach HR representatives at our local IT companies. This instruction will help fill their open positions and identifying their employees that need additional IT Certification Training. This "IT Bootcamp" will be part of an ongoing monthly meeting with our C2 staff, consisting of systematic training that includes role playing that utilizes one or more of the new training tools we have disseminated. SS Program Manager and IT BL will jointly coach frontline staff.
- CompTIA, one of the Nation's premier IT Certification institutions has provided us their IT Assessment tools to evaluate as an additional resource for our Career Counselors to evaluate potential APG Participants. The results are more accurate than the CareerScope and TABE assessment tools that CSB currently uses, related to more accurately identifying the right IT occupation job seeker.
- In order to better serve our selected APG candidates staff is working to add two more certification training institutions, EFSC and Keiser University. This will bring the number to four education partners, giving job seekers more flexible and timely options for completing their IT certification.
- Timely IT partnerships strengthen the APG Consortium and our exposure to potential employed workers which are a part of our target market for the grant.



At a recent International Cybersecurity Summit held at the Kennedy Space Center. CSB attended and met with cyber experts from around the world, including those from the EU, NATO, FBI and Homeland Security. An announcement was made of the newly formed partnership between CSB/APG with the host organizations, the International Association of Certified ISAOs (IACI). They are a Global Association of Cyber Threat Analysis and Intelligence Organizations headquartered here at KSC. The goal is to introduce our local IT professionals to involvement in this Association and the further strengthening of our local IT community and its exposure to the world.

- Planning began for April 2019 Cybersecurity Expo including Job Fair with industry Continuing Education credit Speakers. This will be the premier event for jobseekers interested in the IT profession. IT will include local hiring IT / Cybersecurity companies with set top display space, local chapters of national IT Associations and an educational area that will provide insights to specific IT occupations and industries, training and knowledge of the IT industry. All of our local private and public Education partners will be included.

Performance Metric	Grant Required Outcome	Performance to Date
Total Participants Served	400	104
Total Participants Enrolled in Training Activities	400	100
Total Participants Completing Training Activities	360	65
Total Participants Completing Training and Receive a Degree or Credential	320	64
Total Participants who Complete Training and Obtain Employment	270	37

January 17, 2019

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 challenges. 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

- Project Lead has been working with C2 staff to review and fine-tune the 90 day post-employment follow up process with the employers and the employee/trainees. An integral part of this evaluation grant is obtaining and analyzing employment retention data to determine if the soft skills training had an impact in the work place. Going forward, Project Lead will be focused on gathering and analyzing the data collected for grant end reporting.
- The Employer/Space Coast Human Resources Management “Guest Spots” during the Essentials Training (blended, classroom/on-line training) continue to gain employer support. The feedback from the facilitators indicates that the participants are acknowledging the value of the training principles when they can hear how it relates to real-life workplace application.
- CSB Healthcare Consortium Soft Skills Committee meeting convened on October 25th and there was a robust discussion on new strategies for participant outreach efforts. The recruiter for Health First has invited CSB staff to participate in their upcoming job fairs as a guest speaker for soft -skills.
- The Melbourne Chamber of Commerce, Small Businesses Council meeting was hosted by CSB on November 6. An update and highlights of the soft skills training program was presented. It was a good opportunity to network with



Brevard employers as part of making them aware of what credential CSB's career seekers will have after completion of soft skills training.

- Staff manned a Soft Skills booth at CSB's *Paychecks for Patriots Job Fair* held on November 8th. Over fifteen veterans/career seekers expressed interest in the training. Staff is following up with each to facilitate enrollment into the training.
- CSB's Soft Skills training program participated in the Central Area Adult Education Apprenticeship Event on November 15th. It was a good turn-out of 18+ years of age adults. Approximately fifteen of them showed an interest in the online and/or blended instruction training at the centers. Staff will be following-up with these individuals as well.
- As of December 2018, CareerSource Brevard has over 430 enrollees and of those, over 370 participants have completed the program and received their credential.
- At the end of December, over 115 soft skilled candidates have obtained employment or retained employment in jobs through CSB and are part of the evaluation process.



Quarterly Multimedia Outreach (October - December 2018)

Non-Paid Social Media Marketing	<u>Facebook, Twitter, LinkedIn</u> to share economic, education, business and community partner social news, and CSB's Employer/Job seeker events, Hot Jobs, Veteran Job fair, Veterans Day resources, Healthcare Career Fair and Consortium event, Manufacturing Month Job Fair, IT Consortium event, IT live chat & virtual tour, ESOL classes, AARP 50+, Soft Skills training, Rebuild Florida, National Disability Awareness Month, Income tax services.
Direct (Email) Marketing	<u>Constant Contact, email marketing:</u> Employer/Job seeker events, Hot Jobs, Veteran Job fair, Veteran's Day resources, Healthcare Career Fair and Consortium event, Manufacturing Month: Job Fair, IT Consortium event, IT live chat & virtual tour, ESOL classes, AARP 50+, Soft Skills training, Rebuild Florida, EFSC survey support, National Disability Awareness Month, Income tax services.
Paid Advertising	<u>BBN, Facebook, Al Dia Today:</u> Promoting HealthCare Sector Strategy, Soft Skills training, Hurricane Maria workshops, Business retention and Total talent solutions B to B ads.
Media Relations & Press Coverage (Radio, TV, Print, Online)	<p><u>Board and Contractor Media Training:</u> Spokespersons for CSB, engaged in an on-site, all day, media training session that included techniques to improve and control the on-air delivery of stakeholder-relevant, intentional, and workforce-critical talk points. Marilyn Waters, APR, Consultant & Media Coach, facilitated the training.</p> <p><u>BBN Feature story:</u> CSB Business Services team: the topic of business services from high to low unemployment.</p> <p><u>Bloomberg News and World Report:</u> Jenn Lasser, Jana Bauer on the hiring of talent over 50 in the food service/restaurant industry, the solutions re: hidden talent.</p> <p><u>Highlight in CareerSource Florida annual report:</u> Two jobseeker success stories from the Hurricane Maria and Healthcare Sector Strategy programs will be viewed by the Governor and legislative leaders.</p> <p><u>News coverage in Florida Today and Hometown news, Orlando Sentinel, BBN, Channel 13, NPR (WOCS), WFIT 89.5FM, Al Dia Today digital and print:</u> Unemployment rate quotes, Hots Jobs, International Student employment, Veteran Job fair, Healthcare consortium and career fair, Soft Skills training, Hurricane Maria workshops/ ESOL classes, Employer/Job seeker events. Manufacturing Month Job Fair, IT Consortium event, IT live chat & virtual tour, AARP 50+.</p> <p><u>Governor Scott's campaign outreach:</u> Ann Scott toured CSB's Airman and Family Readiness Center. Staff shared the services we provide to support military families.</p>
Community Partner Outreach Programs	<p><u>CSB and AARP Foundation:</u> Program manager, Jana Bauer, had her Back to Work 50+ program video featured during AARP's monthly national conference call.</p> <p><u>CSB and Titusville Chamber:</u> President Marcia Gaedcke and CSB's Sheryl Cost add CSB's programs/services, and partner placement materials to Chamber relocation packages.</p> <p><u>CSB and The City of Cocoa's EDC:</u> CSB provided state- level workforce speaker for EDC's annual meeting. Michelle Dennard, President and CEO, CareerSource Florida, was a speaker at the EDC's annual meeting.</p> <p><u>Brevard County Libraries</u> host soft skills training, and provides counter space for CSB services/program collateral.</p>



Quarterly Multimedia Outreach (October - December 2018)

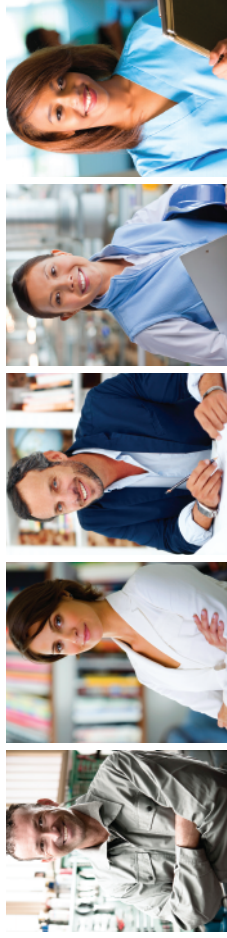
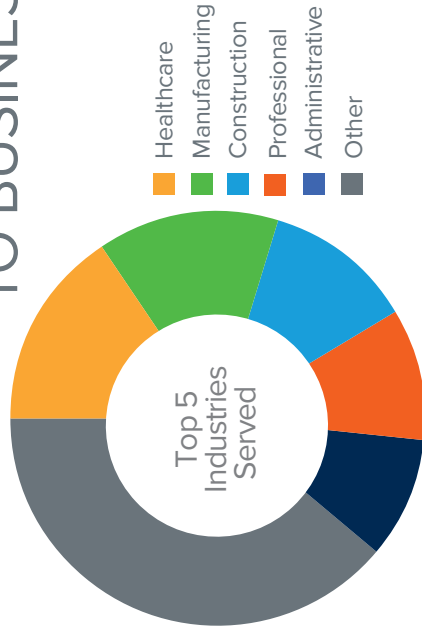
	<p><u>CSB and the Space Coast EDC:</u> The CSB IT Sector Strategy program initiative will be included on the EDC's website within their "Live Big" talent attraction pages.</p> <p><u>CSB and the Florida High Tech Corridor Council:</u> Talent Forum bringing recruiters from US colleges and universities to meet local employers to recruit talent to the region.</p>
Print collateral/Event Support	<p><u>Annual Report and program collateral:</u> 2017-18 Annual report data and outcomes delivered in a new way -- Infographics, which create easy to absorb, share and present program outcomes. Soft Skills Program workbooks, Healthcare Sector Strategy invites, Hurricane Maria program outreach materials.</p>
Website	<p><u>Content development and enhancements:</u> ADA compliance updates, mobile enhancements to home page</p>
State Co-Op Outreach program	<p><u>Out of State Engineering Talent Attraction & Recruitment campaign:</u> Preparing to launch third annual March-June multi media campaign to collected leads from experienced engineers potentially DOD cleared. Paid LinkedIn and Google Ad words with a series of timed direct emailed messages. Tested and proven campaign content/parts remain the same with the addition of companies hiring engineers to the landing page, currently joined by: Boeing, Northrup Grumman, Harris, Embraer, Lockheed Martin, Nuance, Craig Technologies.</p> <p><u>Local Underemployed/Unemployed talent attraction & Recruitment campaign:</u> Preparing to launch now, a heavily saturated 2-month paid/non paid social media campaign with Facebook and Google Ads followed by an email marketing sequence of 3-4 messages. Rotating messages with photos covering many industries such as: No matter where you are on your career journey, our services can help at no cost to you. Get the training you need in the field you want. It's not where you start, it's where you end up, we believe in your journey, start your career path now. Provide your family with a sense of security. The feeling is priceless. Don't spend any more time on a job you don't enjoy. Get the training you need to advance in your career.</p>



1,099
BUSINESSES SERVED



34,454
SERVICES PROVIDED
TO BUSINESSES



3,234

PEOPLE
PLACED IN
JOBS



UNEMPLOYMENT RATE

3.0%

UNEMPLOYMENT RATE IN
BREVARD AS OF 11/1/2018



ON-THE-JOB TRAINING

35 OJTs
CREATED

FOR 17 BREVARD
BUSINESSES

WITH
\$249,539.96

IN OJT CONTRACTS WRITTEN

VETERANS SERVED

1,423 VETS

Received
21,742 Personalized
Services

361

VETERANS EMPLOYED

RECRUITING EVENTS/ JOB FAIRS

132

Recruiting
Events and
Job Fairs

Attended by

2,366 JOB
SEEKERS

For
145 UNIQUE
EMPLOYERS

INDUSTRY WORKFORCE COMMITTEE (IWC)

ATTENDANCE RECORD

PY 2018-2019	AUG	OCT	JAN	APR
Bakke, Kristin	A	P		
Bishop, Daryl	P	A		
Browne, Colleen	P	P		
Glasgow, Susie	A	P		
Gregg, Lloyd	A	P		
Huy, Elizabeth	P	P		
Kenny, Jennifer	P	P		
Klinkbeil, Traci	A	P		
Miedema, Linda	A	P		
Proctor, D. Travis	P	P		
Scholz, Janice	new 10/18	P		
Schrump, Terry	A	A		
Song, Julie	A	A		