



Career Center Committee Meeting

March 12, 2019

8:30 A.M. – 10:00A.M. CSB Boardroom

(Teleconference 321-394-0707)

Attendees:

Mike Menyhart (Chair), Joe Angelastro, Stephanie Archer, Shawn Beal, Lynn Brockwell-Carey, Dale Coxwell, Marcia Gaedcke, Robert Gramolini, Nancy Heller, Juanita Jackson, Laura Koursaris, Jennifer Sugarman

Agenda

Page No.

Call to Order

Mike Menyhart

Introductions

Public Comment

Presentation – Ex Offender Program Improvements

Jessica Mitchell

Action Items

Approval of Committee Minutes for December 4, 2018

Mike Menyhart

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Discussion/Information Items

○ Committee Goal Status

Jana Bauer

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○ Retaining Customers through Customer Service

Marci Murphy

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○ Hidden Talent Update

Marci Murphy

12 – 13

○ Second Quarter Contractor Performance PY18-19

Erma Shaver

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○ Primary Indicators of Performance Watch Brief

Erma Shaver

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○ Working for Brevard Semiannual Report

Marci Murphy

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○ Local Customer Satisfaction Survey – Job Seekers

Erma Shaver

19 – 21

○ Quarterly Multimedia Outreach Matrix

Denise Biondi

22 - 23

○ Attendance Roster

Adjourn

Mike Menyhart

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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

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

Career Center Committee

December 4, 2018

Minutes

Members in Attendance:

Mike Menyhart (Chair), Joe Angelastro, Robert Gramolini, Juanita Jackson, and Nancy Heller

Members Absent:

Stephanie Archer, Shawn Beal, Dale Coxwell and Laura Koursaris

Staff in Attendance:

Marci Murphy, Jana Bauer, Denise Biondi, Don Lusk, Erma Shaver, Wendi Bost, and Marina Stone

Guests in Attendance:

Caroline Joseph-Paul, Ahmanee Collins-Bandoo, Jessica Mitchell (via teleconference), Holly Paschal (via teleconference) and Marvetta Gordon (via teleconference) of CareerSource Brevard (CSB) Career Centers and Aaron Smith of C2 GPS

Call to Order:

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

Public Comment:

There was no public comment.

Presentation:

AARP Back to Work 50+

A presentation was shared about the AARP Back to Work 50+ highlighting statistics from the program over the last four years, and covered changes in the program's model for March 1, 2019 – December 31, 2020. The presentation will be sent to committee members at their request.

Action Items:

Approval of Career Center Committee Minutes of September 13, 2018

Motion to approve the Minutes from the September 13, 2018 meeting was made by Robert Gramolini. Nancy Heller seconded the motion. The motion passed unanimously.

Discussion/Information Items:

ReBuild Florida

Information on the Rebuild Florida Program, in partnership with DEO and HUD, were shared. Rebuild Florida Housing Repair funds will help eligible homeowners impacted by Hurricane Irma and individuals and families from Puerto Rico and the Virgin Islands displaced by Hurricane Maria. Rebuild Florida will repair and rebuild damaged homes across the hardest-hit communities of our state, with priority funding for those low-income residents who are most vulnerable, including the elderly, those with disabilities and families with children aged five and younger. Brevard County is one of the counties who qualify for such assistance. A team of Rebuild Florida staff will share our Rockledge Career Center office space.

Committee Goal Status

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

Business Use of CareerSource Brevard Services

Data was presented showing employers that received services for Program Year 17-18. This information will be shared on an annual basis. The Committee would like to see manufacturing broken out separately for all services received. The disabled population should be another non-traditional population that should be targeted.

First Quarter Contractor Performance PY18-19

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 first quarter of PY18-19. Data was shared.

Common Measures Watch Brief

Common Measures were established under WIA and are still required by the Workforce Innovation and Opportunity Act (WIOA). There are sanctions tied to missing the same measure two years in a row to include completing a Performance Improvement Plan and not being eligible for the incentive dollars. Data was shared showing past performance and actual performance. CSB is meeting or exceeding our Common Measures for 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. During the first quarter, July 1, 2018 through September 30, 2018, 798 surveys were received with an overall customer satisfaction rate of 91%.

Quarterly Multimedia Outreach Matrix

A chart showing the quarterly activities of the Outreach Department was shared.

Joe Angelastro left the meeting.

Adjourn:

There being no further discussion or business, Marci Murphy adjourned the meeting at 9:51 am.

Respectfully submitted,

Reviewed by,

{signature on file} 01/16/19
Marina Stone Date

{signature on file} 01/16/19
Mike Menyhart, Chair Date

Career Center Committee

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.

Objective: Offer the highest quality of services to Career Seekers to enable them to become the talent that the businesses need.

Strategies	Actions	Timeframes	Status
Increase the skills needed in the labor force to meet the demands of local and regional businesses.	Measure & analyze the effectiveness of the training programs offered to career seekers through CSB.	June 2019	No new updates.
	Demonstrate examples of effectively cross walking real-time Industry data from CSB's sectors and Business Liaisons to staffing specialists & Recruiters to be utilized by career seekers.	Ongoing	<p><u>Business Services Quarterly Presentations</u> 2/5/19 – Healthcare Consortium Meeting – 52 attendees.</p> <p><u>Upcoming Meetings</u></p> <ul style="list-style-type: none"> • 3/14 – IT Consortium • 3/28 – Construction Career Expo • 4/2 OFCCP and Federal Bonding Program Business Learning Event • 4/4 – IT Career Expo • 5/14 –CSF State Programs Business Learning Event
	Form partnerships to help identify the training needs of local businesses	Ongoing	<p>In support of the Maritime Industry workforce needs and rapid growth at Port Canaveral, CSB Business Liaison serves on the Port's Propeller Club Education Committee which has been instrumental in designing and developing the Maritime Transportation Associate Certification offered through the Maritime Academy at Rockledge HS. This is the first of its kind in Florida with hopes of going Nationally. CSB is also in the planning stages of a summertime Maritime Industry Career Fair/Job Fair at the Port in sponsorship with the Propeller Club.</p> <p>EDC and CSB representatives met on Dec. 13th to discuss and collaborate how we can further leverage CSB programs for future Certified Production Technicians (CPT) applicants and participants – supporting the delivery of the skilled workforce manufacturers need. Key points included:</p> <ol style="list-style-type: none"> 1. Accessing OJT and ITA funding for CPT program participants 2. CSB presentation at CPT orientation 3. CSB Resources Seminar to MASC Members

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			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.
Improve the lives of Brevard County's Youth & Young Adult population by offering services & programs that benefit this population & prepare them for the workforce.	Work with Brevard Public School's to facilitate the addition and robust usage of Vocational and CAPE Academies.	Ongoing	Below is an updated status on the submittals for consideration on the 2019-2020 CAPE funding list for the following industry certifications; <ul style="list-style-type: none"> • Certified Solidworks Professional (CSWP) (Denied) • Maritime Transportation Associate (Denied) • Microsoft Technology Associate, Introduction to Programming Using Python Certification (Approved)
	Effectively run the NextGen young adult program and supply youth with innovative services to help them enter the workforce.	Ongoing	<u>NextGen</u> PY18-19, through 2/13/19: <ul style="list-style-type: none"> • 181 carryover cases, 125 new enrollments for a total of 306 cases. <u>Summer Earn and Learn</u> The decision was made to host a second annual Summer Earn and Learn program for 2019. Planning began in February.
	Work with Cities and organizations in Brevard County to offer work readiness training and/or a Summer Jobs program.	Ongoing	<u>Juniors to Jobs</u> Planning has begun for the 2019 program. The program will be recruiting 20 students and will host an internship from 6/17 – 7/19. Students will make \$8.46/hour. <u>Cocoa Works</u> Planning has begun for the 2019 program. The program will be recruiting 20 students and will host an internship from 6/17 – 7/19. Students will make \$8.46/hour. <u>City of Titusville</u> CSB will be supporting the 2019 program with pre-screening students for funding eligibility.
Work with other Workforce Boards and Organizations to find		Ongoing	<u>Hurricane Maria DWG</u> On January 17 th CareerSource Brevard and Urbander hosted a webinar for the DEO

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innovative processes/ collaborations around Career Seekers that can be shared.			<p>and other Workforce Boards engaged in the Hurricane Maria DWG program. The webinar, entitled Harnessing Latino Impact: Cultural Drivers that Boost Latino Engagement, had 15 call-in participants from across the state and lasted one hour. The webinar received high praise from DEO staff, and several follow up conversations with Urbander have already occurred. The focus was how CSB and Urbander reached the community and expounded on understanding culture differences and inclusion in the workplace.</p> <p>In addition, the program coordinator at CSB has been working with CSCF staff and connecting with local influential Latinos such as the head of the Puerto Rican Research Hub at UCF, Central Florida Pastors, UCF Restores, and other nonprofits focuses on serving Puerto Rican Evacuees.</p>
Ensure that measureable continuous improvement is being utilized throughout the CareerSource Brevard organization.	Sustain Customer focused, high performing services to the general public.	December 2018	<i>See Retaining Customers Through Customer Service Brief</i>
Objective: Finding Hidden Talent for Brevard's Businesses in a competitive employer job market.			
Develop processes and strategies to outreach to the community to bring in more job seekers.			<i>See Hidden Talent Update Brief</i>
Create/Host events/workshops/classes that attract job seekers to our Career Centers. Find ways to make our Career Center more customer friendly and inviting.			<i>See Hidden Talent Update Brief</i>
Create a Task Force to develop plans to increase our footprint with the following Special Populations: Latino Ex-Offenders			<p><i>See Hidden Talent Update Brief</i></p> <p><u>Latino Population – Hurricane Maria</u></p> <ul style="list-style-type: none"> 75 individuals attended a Welcome Workshop, Talleres de Bienvenida

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Mature Workers
Under Employed
Recovering Substance
Abuse

- 10 individuals attended an interview prep/understanding employer expectations in Spanish workshop, Activa Tu Carrera
- Community support includes the Brevard Hispanic Center, Brevard Adult Education, WFIT, and the Florida Puerto Rican/Hispanic Chamber of Commerce. Staff are scheduled to attend Brevard County's 17th annual Hispanic Business Expo, Job and Health Fair on March 9th sponsored by the Florida Puerto Rican/Hispanic Chamber of Commerce Inc.
- Several success stories have been noted including one employer who has stated their hire from Puerto Rico is a "gem" and they are looking at getting the employee more support so he can be promoted. One evacuee from PR who received educational support to attended New Horizon's has passed all 7 Cyber Security exams and is now looking for work. He is the first CSB candidate to pass all seven exams.

ESOL Courses

- Over 80 individuals have attended ESOL classes
- Of the 19 participants evacuated from Puerto Rico, 4 have entered employment.

Classes are being held in all three centers.

Objective: Offer the highest quality of services to Businesses to meet their workforce needs.

Strategies	Actions	Timeframes	Status
Track & improve Business engagement Activities		Ongoing	<p><u>Total Hiring Events (Nov 13 – Feb 13):</u> 39 Recruiting Events and Job Fairs, 659 jobseekers in attendance.</p> <p><u>Job Fairs</u></p> <ul style="list-style-type: none"> - 2/6 – Palm Bay Area Fair <ul style="list-style-type: none"> ○ 21 businesses, 313 attendees ○ 30 onsite employment offers <p><u>Upcoming Meetings</u></p>

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			<ul style="list-style-type: none"> • 3/14 – IT Consortium • 3/28 – Construction Career Expo • 4/4 – IT Career Expo and Job Fair • May 2019 – Annual CSB Job Fair (date TBD) • May 2019 – BPS and CSB Job Fair (date TBD)
Work with other Workforce Boards and Organizations to find innovative processes/ collaborations around Business Services.		Ongoing	<p><u>Communication Collaboration</u> Participating in discussions with CS SunCoast and CS Central Florida to learn how they are reaching their underemployed markets so we can find talent to bring in, train up and fill the jobs emerging in our key industries.</p> <p>In February, the communications team participated in the Communications Consortium with DEO, CareerSource Florida, the 23 other regions and Moore Communications to discuss strategies for sharing best practices in crisis media management and enhanced media relations.</p> <p><u>Business Services</u> CareerSource Brevard (CSB) in partnership and collaboration with CareerSource Palm Beach (CSPB) has been awarded grant funds from CareerSource Florida (CSF) to replicate a very successful, employer-driven pre-apprenticeship program that has been proven to support industry needs in California. The AeroFlex Pre-Apprenticeship program's unique design allows each industry partner the 'flexibility' to design the work based training portion specific to their unique needs. CSB and CSPB staff will be meeting with the California workforce board's apprenticeship consortium over the next several months for technical guidance on rolling out this program to our local aerospace/aviation industry partners. Once implemented in Brevard and Palm Beach, CSB and CSPB will provide technical guidance to CSF for implementation in other Florida regions.</p>

Objective: Create a data centered environment to measure the success of CareerSource Brevard's services.

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Strategies	Actions	Timeframes	Status
Create a method to display CSB's Federal, State and Career Center Contract measures in a simplistic, easy to understand snap shot.	Create, analyze and present at committee meeting	Ongoing	<i>See Second Quarter Contractor Performance Results 18-19 Brief</i> <i>See Common Measures Watch Brief</i>
Create a method to measure CSB's value to the Brevard Community as a source that is used by career seekers and businesses.	Create and measure	March 2019	<i>See Working for Brevard Semiannual Report</i> Economic and Community Impact Annual Report will be presented in September 2019.
Measure the Customer Satisfaction of both Career Seekers and Employers.		Ongoing	<i>See Local Customer Satisfaction Survey - Jobseekers Brief</i>

Objective: Develop & implement Marketing & Outreach to businesses and career seekers so that they are aware and utilize CSB's services.

Strategies	Actions	Timeframes	Status
Develop a comprehensive portrait of CSB's business services and career services that includes relevant analytics and data.	Engage outreach plan that raises awareness of CSB's business services and career services.	Ongoing	<i>See Quarterly Multimedia Outreach Matrix</i>

March 12, 2019

Discussion Brief

Retaining Customers through Customer Service

Background

With Brevard's unemployment rate hovering around 3.3%, traffic into our Career Centers has slowed down. One focus is making sure we connect with each and every customer to ensure they feel our services are of value and they continue to utilize us until they get training or job placement. Staff sent an email survey to customers from July 2018 to December 2018 that visited one of our Career Centers only once. We asked them two questions:

- 1) What may have been the reason that you did not visit us again?
- 2) What could we have done to better serve you?

We had 195 people click on the email and 31 completed the survey. In the results, there were no trends that stood out. Roughly 77% of those surveyed had a good or neutral experience and 23% didn't get their needs met. Keep in mind CSB cannot always meet everyone's needs. However, as an organization, continuous improvement is imperative and can we do better?

Some comments from the first questions dealing with "My needs weren't met."

Was suppose to get contacted to come back and never received anything about what my next steps were.

Did not realize need to revisit...I filled out all the info on profile, resume, etc...look thru the jobs, applied for some...didn't know there was a next step, unless I heard from an employer. No one wants to hire a Ph.D with 20 years of experience. They want young people Age discrimination is real.

No local employers need pencil and slide rule experience.

I read all of the literature on display while I waited, but after waiting about 1 1/4hr. I had to move on to another appointment. I never got to talk to anyone. I guess I came in at a busy time. I hope to try again in the future.

Some comments from the second question on "What we could have done better"

Communication, if someone is supposed to contact you about the next steps they need to follow through.

Offer sympathy

More personnel to kind of triage the incoming clients, tell them what to expect and what to bring, make appointments.

More thorough walk through on the initial meeting

Be more personable and communicative

Discussion

Does the committee have any ideas on how to enhance the new customer experience?

Are there any good customer experiences you can share where complex information was communicated effectively to you?

March 12, 2019

Information Brief

Hidden Talent Update

Background

With Brevard's unemployment rate hovering around 3.3%, there is a shortage of workforce talent across every industry. CSB is concentrating on this challenge. Committee strategies, actions and the President's goals have been focused on addressing the workforce shortages. One area of focus has been finding Hidden Talent. For CSB, Hidden Talent refers to persons who exist in our community who may have not associated themselves with our services and programs. They can be persons who have great potential to meet employer needs with some encouragement, connecting or assistance such as skills retooling. CSB has implemented several Task Teams with strategies in place to find and bring more talent into the Career Centers and in our Employ Florida Database where businesses can find the talent they need.

Below are the strategies being addressed company-wide and in CSB's Task Teams, along with an update on processes and ideas that are being implemented:

Find ways to attract job seekers to our Career Centers.

- Basic Computer Lab created for job seekers
- Welcome packets for new customers
- Process in place to update TV Monitors
- Adult Ed in Career Centers for ESOL training and Customer Service & Sales training
- Brevard Achievement Center housed in our Titusville Career Center
- Voc. Rehab. in our Rockledge Career Center for partial day
- Exploring a workshop/Job Club for the underemployed
- Hosting an evening hour job fair in May 2019 for job seekers currently employed, but looking to transition to other employment.

Finds ways to outreach to the community to bring in more job seekers.

- Faith-based focus group to discover what congregations are looking for with regard to workforce services.
- Company-wide listing of all the CBO's (Community Based Organizations) CSB has reached out to in the last four months of 2018.
- Created YouTube video of CSB services for CBOs to be delivered to top 10 organizations selected from the list stated above. CSB will use the video to outreach to agencies to create referral processes, develop relationships and feedback loops, following up on a regular basis with regards to workforce services.

- General Manager of Career Centers joined the Brevard Re-entry Task Force and is chairing the Employment Committee.
- Participating in an upcoming Ex-Offender Career Fair on March 5 from 10:00am – 2:00pm at the Home Builders and Contractor Association
- Business Liaisons attending community and business networking events to get the word out about CareerSource Brevard and the services available.

Focus on finding the hidden talent through working with special populations.

- Applied for and received a \$250,000 grant to work with the ex-offender population. CSB will call the program “R.I.S.E. Brevard” which stands for Re-entry Intervention resulting in Successful Employment.
- Expungement training for staff along with a resource sheet to help job seekers
- Department of Corrections Job Fair
- Surveys to ex-offenders and probation officers to find out what they need (end of March)
- Criminal Matrix tool for staff (narrows down what type of backgrounds an employer is willing to consider)
- Work Readiness workshops specifically designed for ex-offenders, mature workers, and the Latino populations.
- New funding from AARP on March 1 for \$110,000 to help 50+ job seekers
- Continued funding through September to focus on the Hurricane Maria participants and the Latino population.
- Underemployed pilot program with focus on low wage earners upskilling in Information Technology (IT) for employment. Will contain an outreach campaign leveraged with our America’s Promise Grant training dollars.
- Underemployed “Road Map” created for staff to use when working with someone who currently has a job.
- Working in coordination with METCA (Macedonia Education Technology and Career Academy) to assist with outreach in low-income communities for our health care training programs.

CSB continues to focus on and prioritize services to Military Veterans as well as Military Families, Out of School Youth and other special groups with specific funding allocations.



March 12, 2019

Information Brief

Second Quarter Contractor Performance PY 2018-2019

Background

The CSB Workforce Operations contract is cost reimbursement for direct program costs, however, profit is withheld from the Contractor until measurable performance outcomes are achieved. Payments of withheld costs are available to the Contractor to earn on a quarterly basis.

Payment of withheld profit uses a performance measurement model based on the following elements:

Element A: Contractor must meet minimum performance on 80% of the measures (15 of 19 for quarters 1-3 and 16 of 20 for quarter 4)

Element B: Contractor must meet accelerated performance on 50% of the measures (9 of 19 for quarters 1-3 and 10 of 20 for quarter 4)

Element C: Meeting or exceeding a minimum score of 75 on a Board performance evaluation related to programmatic monitoring results.

PY 2018-19 Performance Results

The Contractor succeeded in meeting or exceeding the performance criteria to be paid all withheld costs.

Elements of Contractor Performance Earnings - PY 18-19

Measures						
Objective/Criteria			1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
	Minimum	Accelerated				
New Job Seekers	300	400	Missed (-735)	Missed		

				(-2255)		
Customer Engagement	75%	85%	Met (76%)	Met (78%)		
Entered Employment Rate						
Adults	90%	95%	Exceeded (%100)	Met (94%)		
Dislocated Workers	90%	95%	Exceeded (%100)	Exceeded (100%)		
Welfare Transition	30%	35%	Met (30%)	Exceeded (35%)		
Wagner Peyser	35%	40%	Met (38%)	Exceeded (42%)		
Short Term Veteran	35%	40%	Exceeded (40%)	Exceeded (42%)		
Average Wage at Placement						
Adult	\$17.01	\$17.73	Met (\$17.51)	Missed (\$16.73)		
Dislocated Worker	\$18.20	\$18.90	Missed (\$17.22)	Exceeded (\$19.38)		
Welfare Transition	\$9.80	\$10.65	Exceeded (\$10.69)	Met (\$10.35)		
Wagner Peyser	\$11.44	\$12.15	Exceeded (\$13.80)	Missed (\$10.78)		
Retention at 12 Months						
Adult	80%	85%	Met (83%)	Exceeded (86%)		
Dislocated Worker	80%	85%	Missed (78%)	Met (84%)		
Youth	70%	75%	Exceeded (83%)	Exceeded (89%)		
Quality of Referrals						
Referral to Placement Ratio by Job Seeker	25%	30%	Exceeded (51%)	Exceeded (62%)		
Business Services						
Repeat Business Customers	85%	90%	Missed (84%)	Missed (80.5%)		
Business Satisfaction Rate	8.5	9.0	Met (9.8)	Exceeded (9.40)		
WIOA Youth						
Positive Outcome Rate	95%	100%	Exceeded (100%)	Exceeded (100%)		
Educational Functioning Grade Level Gain Rates in Math and/or Reading and/or Language	85%	90%	Exceeded (100%)	Exceeded (98%)		
Measured Annually						
Performance on Special Projects and Grants	N/A	N/A	N/A	N/A		

Element A				
Met the minimum percentages set on 15 out of the 19 Performance Measures established in Attachment F	Yes – Met Minimum on 15 of 19	Yes – Met Minimum on 15 of 19		

Element B				
Met the accelerated percentages set on 9 out of the 19 Performance Measures established in Attachment F	Yes – Met Accelerated on 9 of 19	Yes – Met Accelerated on 10 of 19		

Element C				
Met a minimum score of 75 or higher on the CSB performance evaluation related to the annual state programmatic monitoring results	Available at the end of the year			

There are several performance criteria that the staff is working to improve. These include number of new job seekers and average wage at placement for Adults and Wagner Peyser customers. All of these measures have been impacted by the low unemployment rate and availability of jobs. Efforts to improve include our activities around attracting hidden talent, targeted marketing and outreach collateral, new and improved collaborations with community based organizations and some new training opportunities being developed to target under employed workers.

Staff will continue monitoring the results on a monthly basis to ensure the highest quality of service to our customers.

Information Brief

Measure 3C (1) (b) – Primary Indicators of Performance (formerly known as Common Measures) Watch Brief

Background

Common Measures were established under Workforce Investment Act (WIA) and are still required by the Workforce Innovation and Opportunity Act (WIOA). While it is unclear whether incentive monies will be tied to meeting these common measures, there are sanctions tied to missing the same measure two years in a row to include completing a Performance Improvement Plan and not being eligible for the incentive dollars. New contractor measures have been designed to closely match most of the federal measures maintaining the focus on performance in these areas.

Below is the most recent report that shows past performance along with our actual performance through the 1st quarter of PY 2018-19. Also shown are our goals for PY 2018-19. The 2018-19 performance goals were met or exceeded for the 1st quarter.

July 2018-September 2018 Performance

Primary Performance Indicator (PPI)	Performance 2014-2015	Performance 2015-2016	Performance 2017-2018	PY18-19 Performance	PY18-19 Performance Goals
Adults:					
Entered Employment Rate (2 nd Qtr. after Exit)	86.9%	83.9%	92.6%	90.8%	86.0%
Employment Retention Rate (4 th Qtr. after Exit)	82.4%	83.6%	89.3%	90.8%	83.0%
Median Earnings (2 nd Qtr. after Exit)	\$6,650	\$6,993	\$7,496	\$7,342	\$7,200
Credential Attainment Rate	57.6%	58.7	N/A	89.2%	62.0%
Dislocated Workers:					
Entered Employment Rate (2 nd Qtr. after Exit)	87.8%	74.4%	85.7%	80.7%	83.0%
Employment Retention Rate (4 th Qtr. after Exit)	81.5%	76.1%	88.2%	88.0%	79.0%
Median Earnings (2 nd Qtr. after Exit)	\$6,312	\$7,621	\$6,432	\$7,372	\$6,850
Credential Attainment Rate	56.4%	43.2	N/A	90.9%	60.0%
Youth Common Measures:					
Entered Employment Rate (2 nd Qtr. after Exit)	63.8%	64.3%	79.2%	79.3%	70.0%
Attainment of a Degree or Certificate	56.2%	67.8%	N/A	N/A	N/A
Credential Attainment Rate	85.3%	76.5%	N/A	82.8%	75.2%
Employment Retention Rate (4 th Qtr. after Exit)			78.3	79.1	67.0%
Wagner-Peyser:					
Entered Employment Rate (2 nd Qtr. after Exit)	65.5%	63.8%	69.1%	68.7%	63.0%
Employment Retention Rate (4 th Qtr. after Exit)	60.8%	62.3%	70.7%	68.5%	64.0%
Median Earnings (2 nd Qtr. after Exit)	\$5,238	\$5,268	\$5,165	\$5,297	\$5,100
Not Met (less than 90% of negotiated)	Met (90-100% of negotiated)		Exceeded (greater than 100% of negotiated)		

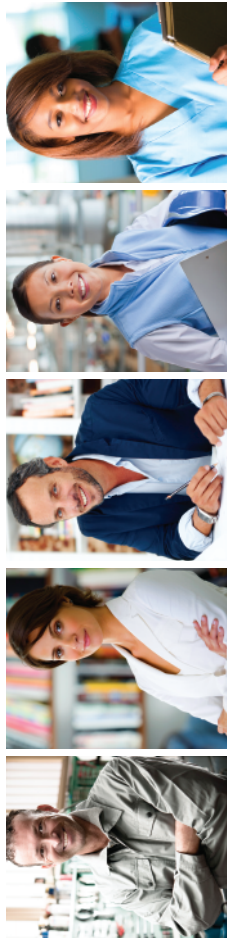
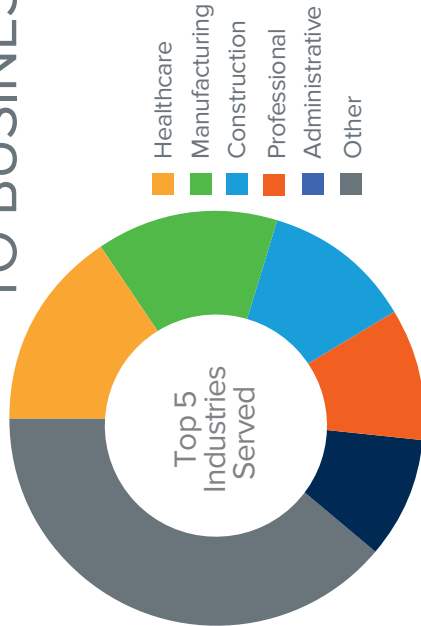
MEASURING SUCCESS



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

VETERANS EMPLOYED

RECRUITING EVENTS/ JOB FAIRS

132

Attended by

2,366 JOB
SEEKERS

For
145 UNIQUE
EMPLOYERS



March 12, 2019

Information Brief

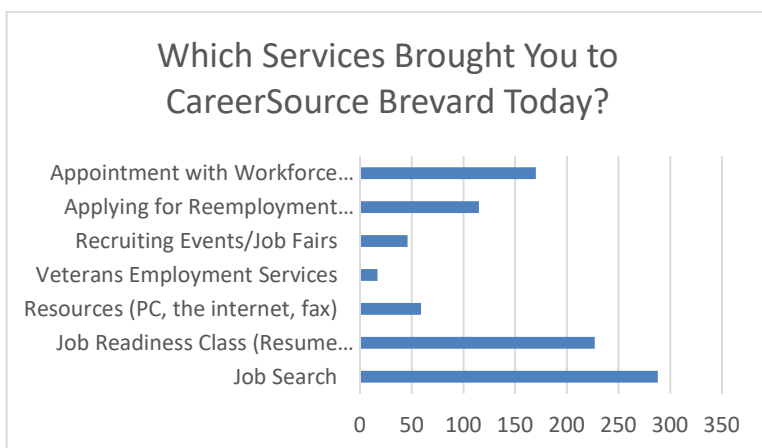
Local Customer Satisfaction Survey Results – Job Seekers

Background

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. The format and questions were revised slightly to provide better feedback based on contractor services and customer flow.

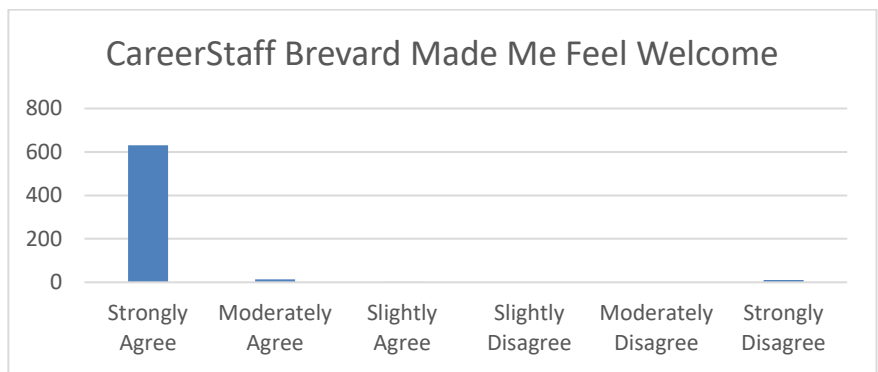
Results

During the second quarter of PY 18-19 October 1, 2018 through December 31, 2018, 664 customers completed surveys. Actual comments were provided by some customers but are not shared in this brief due to the volume of comments received; they are reviewed by the Contractor to support continuous improvement efforts and shared with Board staff via the monthly contractor report. Year to Date 1,462 customers have completed surveys with an overall customer satisfaction rate of 92.9%.



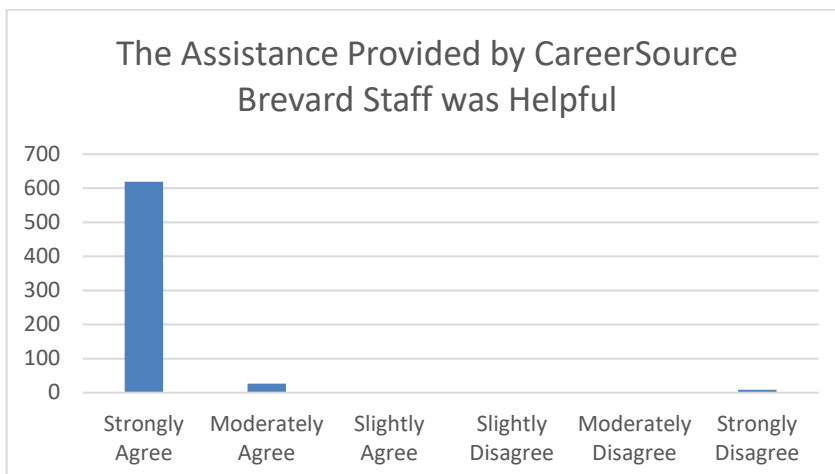
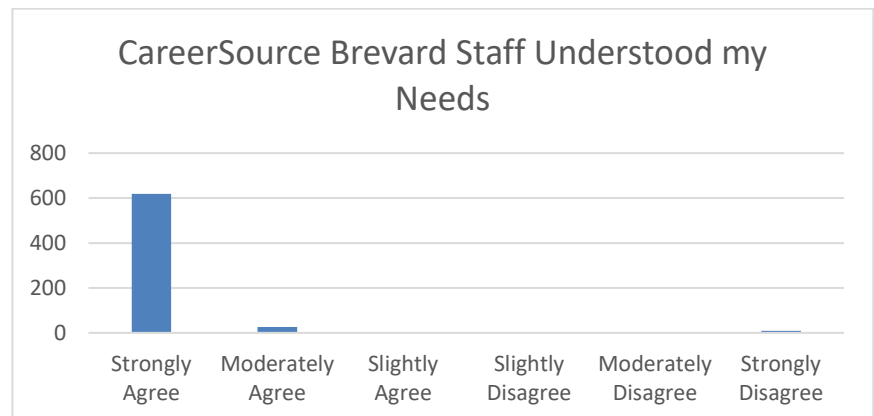
Of the 664, customers completing surveys, the largest group were those that came for Job Search (288).

96% believed that CSB Staff made them feel welcome in the center.



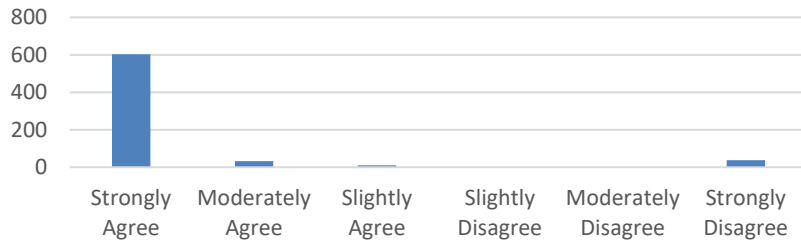
95% felt staff responded to their needs in a timely manner.

94% felt staff understood their needs.



94% strongly agreed that staff was helpful.

CareerSource Brevard Staff Provided me the Information I Needed for Job Search



92% felt staff gave them the information they needed to assist them in their job search.

95% said they would return to CareerSource Brevard if they needed additional services.

I Would Return to CareerSource Brevard if I Needed Additional Services



I Would Recommend CareerSource Brevard to Others



95% would recommend CareerSource Brevard to others.

My Overall Experience with CareerSource Brevard has been Satisfactory



95% strongly agreed that they were satisfied with their overall experience at CareerSource Brevard.



Quarterly Multimedia Outreach (December – February 2019)

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, Healthcare Consortium event, Palm Bay Job Fair, IT Consortium event, ESOL classes, AARP 50+, Soft Skills training, EFSC survey support, National Disability Awareness Month, Income tax services.
Paid Advertising	<u>Delta Sky miles, BBN, Facebook, Al Dia Today:</u> Promoting Talent attraction for Engineers, 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> In January, CSB Business Services team: the topic of business services from high to low unemployment.</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>CareerSource Florida outreach materials:</u> By request, more than a dozen jobseeker success stories were shared with the outreach team at CSF for inclusion in their outreach materials.</p> <p><u>Workforce Development Council:</u> published CSB's Best Practices on Employer Engagement.</p> <p><u>News coverage in Florida Trend, Delta Sky Miles Space Coast special section, Florida Today and Hometown news, Orlando Sentinel, BBN, Channel 13, NPR (WQCS), WFIT 89.5FM, Al Dia Today digital and print:</u> On the trendline for Aerospace employment in Brevard, CSB services and products available to businesses and talent on the Space Coast, Unemployment rate quotes, Hots Jobs, Healthcare consortium, Palm Bay job fair, Soft Skills training, Hurricane Maria workshops/ ESOL classes, Employer/Job seeker events. 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>Brevard County Libraries</u> host soft skills training, and provides counter space for CSB services/program collateral.</p> <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>



Quarterly Multimedia Outreach (December – February 2019)

	<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.
Print collateral/Event Support	<u>2017-18 Annual report:</u> data and outcomes delivered in a new way -- Infographics, which create easy to absorb, share and present program outcomes. <u>Program collateral:</u> Soft Skills Program workbooks, Healthcare Sector Strategy invites, Hurricane Maria program outreach materials.
Website	<u>Content development and enhancements:</u> ADA compliance updates, mobile enhancements to home page
State Co-Op Outreach Program	<u>Out of State Engineering Talent Attraction & Recruitment campaign:</u> March launch of CSB's annual three month multi media campaign to collect leads from experienced engineers potentially DOD cleared. Use of Paid LinkedIn and Google Ad words followed by permission-based 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, Saalex IT and Novel Engineering. <u>Local Underemployed talent attraction & Recruitment campaign:</u> Launched the end of February, 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 that feature sectors where jobs are in high demand and attainable after specialized training with CSB. Messaging includes: 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.

CAREER CENTER COMMITTEE (CCC)

ATTENDANCE RECORD

PY 2018-2019	SEPT	DEC	MAR	JUNE
Angelastro, Joe	P	P		
Archer, Stephanie	A	A		
Beal, Shawn	P	A		
Brockwell-Carey, Lynn		new 2/19		
Coxwell, Dale	A	A		
Gaedcke, Marcia		new 2/19	A	
Gramolini, Robert	P	P		
Heller, Nancy	P	P		
Jackson, Juanita	P	P		
Koursaris, Laura	A	A		
Menyhart, Mike	P	P		
Sugarman, Jennifer		new 2/19	A	