



Industry Workforce Committee Meeting

April 25, 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, N. Peltonen, D. Travis Proctor, Janice Scholz, Terry Schruppf, Julie Song

Agenda

Page No.

Call to Order

Susan Glasgow

Introductions

Public Comment

Presentation

Animaker Video Presentation – Work Opportunity Tax Credit (WOTC) & Federal Bonding; Collaborating with Brevard’s Community Based Organization

Jessica Mitchell

Action Items

Approval of Industry Workforce Committee Minutes for January 17, 2019

Susan Glasgow

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Approval of Yearly Key Industries

Don Lusk

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Discussion/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

Judy Blanchard

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- o Outcomes in the Manufacturing Sector

- o Outcomes in the HealthCare Sector

Megan Cochran

9 – 10

- o Healthcare Sector Strategy Update

- o Outcomes in the IT Sector

- APG IT Sector Strategy Updates

Gary Sulski

11 – 12

- IT Underemployed Training Initiative

13 - 14

- Objective: 2 Support Additional Key Industries Through Sector Work

- o Outcomes in the Aerospace/Aviation Sector

Judy Blanchard

15 - 17

- o Outcomes in Other Sectors

- Engineering Talent & Local Under/Unemployer, Talent Attraction and Recruitment Campaign

Denise Biondi

- Soft Skills Grant Updates

Foy Staley

18 - 19

- Regional Apprenticeship Activities

Judy Blanchard

<ul style="list-style-type: none"> •Objective 3: Develop and Implement Overall Initiatives in Sector Strategies <ul style="list-style-type: none"> ○ Educate the Brevard Community of CSB Services and Sector/Industry Initiatives ○ Conduct Outreach to Business Associations on Sector Strategies – See Multimedia Outreach Matrix 			Judy Blanchard	20
			Denise Biondi	21 – 22
Attendance Roster				23
<i>Adjourn</i>			Susan Glasgow	

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Upcoming Meetings

May 2019

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

June 2019

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

July 2019

- 16th Industry Workforce Committee-8:30am
- 30th Career Center Committee-8:30am

August 2019

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

September 2019

No meetings

October 2019

- 15th Industry Workforce Committee-8:30am
- 29th Career Center Committee-8:30am

CareerSource Brevard

Industry Workforce Committee

January 17, 2019

Minutes

Members in Attendance: Susan Glasgow (Chair), Daryl Bishop, Elizabeth Huy, Jennifer Kenny, Traci Klinkbeil (via teleconference), Dr. Linda Miedema, Nancy Peltonen, Travis Proctor, Janice Scholz and Julie Song (via teleconference)

Members Absent: Kristen Bakke, Colleen Brown, Lloyd Gregg and Terry Schrumpf

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

Guests in Attendance: Caroline Joseph-Paul, Career Center Staff and Chakib Chehadi from C2 GPS

Call to Order:

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

Public Comment:

There was no public comment.

Action Items:

Approval of Workforce Operations Committee Minutes of October 18, 2018

Motion to approve the Minutes from the October 18, 2018 meeting was made by Travis Proctor. Jennifer Kenny 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. Brevard Public School's goal is to have 25 CPT graduates this year.

Lori Robinson and Elizabeth Huy 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 December 31, 2018 were shared. The aggregate goal was exceeded.

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. The committee requested that recently developed staff resources for career advising that were shared during the meeting be sent electronically.

Outcomes in the Aerospace/Aviation Sector

The latest activities were shared about the Aerospace and Aviation Sectors.

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. As of December 2018, 370 participants have completed the training and received their credential. Over 115 have been placed into employment through CSB. Discussion ensued about various issues including generational differences, career expectation differences, such as IT soft skills vs. medical soft skills. Suggestion is to have a Business Learning Event, Train the Trainer with Soft Skills as the topic.

Regional Apprenticeship Activities

Regional apprenticeship activities and grant submissions were shared. A request for \$100K to assist in the creation of a Pre-apprenticeship program for Brevard's existing skilled trades apprenticeships in partnership with Brevard Public School's Adult Ed was submitted along with a request for \$149K in planning funds to replicate the California Aerospace Pre-Apprenticeship – AeroFlex – in Brevard.

Quarterly Multimedia Outreach

A review of social media, direct email marketing and paid advertising was reviewed. Media relations and press coverage, collateral, website and state co-op programs were shared. CareerSource Florida and CareerSource Brevard's Annual Reports were shared.

Industry Relations PY 18-19 First and Second Quarter Performance Infographic

An infographic was shared showing the first two quarters of this program year's outcomes and successes from the Industry Relations Department.

Adjourn:

There being no further discussion or business, Susan Glasgow adjourned the meeting at 10:05 am.

Respectfully submitted,

Reviewed by,

{signature on file} 01/28/19
Marina Stone Date

{signature on file} 01/28/19
Susan Glasgow, Chair Date



April 25, 2019

Action Brief

Selection of Key Industries - Program Year (PY) 2019 – 2020

Background

CareerSource Brevard (CSB) periodically reviews Key Industries by researching and analyzing Labor Market Information (LMI) provided by various sources. The Industry Workforce Committee (IWC) is provided this information in order to garner a business perspective on the Key Industry selection and to make recommendations to the CSB Board of Directors regarding any adjustments. The selection of Key Industries allows for CSB to deploy limited resources and social capital in a manner to optimize prospects for success. Most of the identified industries represent those which offer the best promise for overall economic growth by attracting and retaining high skill, high wage and value-added jobs. Key industries can also represent those that require our focus due to major workforce issues, sector strategies, career pathways and other job-driven, industry focused initiatives. A quick look at the workforce situation in Brevard will set the stage for reviewing Key Industry information.

Brevard County’s jobless rate decreased to 3.5 % from 3.8% comparing February of 2019 to February of 2018. Brevard’s unemployment rate was equal to the state rate of 3.5%. Out of a labor force of 282,054 there were 9,830 unemployed residents in the region.

Another trend that has been watched closely is the increased Labor Force Participation Rate (LFPR). LFPR is the estimate of the share of the population actively engaged in the labor market. Based on the December 2018, State of Florida DEO LMI Data Release, Brevard has seen an increase of an additional 9,223 persons who have begun looking for a job compared to the same time in the previous year. This continues a 4 year trend in increased labor force. This increase to the labor force can be attributed to an improving economy which leads to less persons being discouraged over the prospects of finding a job. Other factors can include improvements in health, reduction of personal barriers, changes in family responsibilities, decision to not continue with schooling and deferral of retirement.

Discussion

The following tables contain the history and trends of employment growth by industry from 2015 through 2019 and the selected Key Industries over this time period. The following trends are noted:

Industry Trend Summary	
↑	Manufacturing, Trade, Transportation, & Utilities, Professional & Business Services, Education & Health Services,
→	Construction, , Information, Financial Activities, Leisure & Hospitality, Other Services Government
↓	None

Employment by Industry

Not Seasonally Adjusted / Over-the-Year Percent Change

Industry		2015		2016		2017		2018		2019	
		Florida %	Brevard %	Florida %	Brevard %	Florida %	Brevard %	Florida %	Brevard %	Florida %	Brevard %
Construction	→	1.5	3.0	6.8	-3.0	5.2	2.7	9.0	13.3	4.7	7.9
Manufacturing	↑	1.3	-1.0	2.8	2.0	2.7	2.8	4.4	3.9	2.8	7.7
Trade, Transportation & Utilities	↑	2.8	-0.3	2.4	3.3	2.1	2.9	1.7	1.3	1.7	3.8
Information	→	1.11	0.0	-1.4	-10.5	-0.3	10.0	2.0	4.3	1.8	3.8
Financial Activities	→	2.5	0.0	2.5	1.3	3.8	4.2	2.4	2.6	2.9	2.4
Professional & Business Svcs	↑	4.3	0.0	4.3	3.0	3.2	-1.7	4.3	-2.9	4.4	6.1
Education & Health Svcs	↑	2.4	2.1	3.8	5.3	4.1	2.6	1.5	-0.6	3.0	3.1
Leisure & Hospitality	→	3.9	4.0	3.9	3.3	4.4	3.4	1.0	-1.9	1.9	1.1
Other Services*	→	3.5	8.0	3.3	3.7	2.5	2.5	4.1	2.3	2.5	3.5
Government	→	0.4	0.7	-0.5	-1.7	1.1	0.0	1.0	0.0	0.1	1.8

* The Other Services (except Public Administration) sector comprises establishments engaged in providing services not specifically provided for elsewhere in the classification system. Establishments in this sector are primarily engaged in activities, such as equipment and machinery repairing, promoting or administering religious activities, grant making, advocacy, and providing dry-cleaning and laundry services, personal care services, death care services, pet care services, photofinishing services, temporary parking services, and dating services.

Selected Key Industries for Brevard


2015-2016	2017-2018	
<ul style="list-style-type: none"> ❶ Aviation & Information Technology ❷ Manufacturing Logistics, Transportation Distribution, Maritime & Construction ❸ Health Care, Professional & Business Services ❹ Leisure & Hospitality 	<ul style="list-style-type: none"> ❶ Manufacturing Aviation & Aerospace ❷ Information Technology ❸ Health Care ❹ Logistics, Transportation Distribution ❺ Construction ❻ Leisure & Hospitality 	<p>See Last Page for Info.</p> 

The analysis includes a review of economic development priorities as required by DEO. This guidance requires alignment with the Florida Targeted and Infrastructure industries as well as other local economic development priorities. We have included the priorities of Enterprise Florida as well as local priorities from Space Florida and the Economic Development Commission of Florida's Space Coast. Our analysis indicates that our key priorities are aligned with 85% of the state and local priorities.

One area that staff will continue to monitor over the next year will be the Business and Professional Services Industry. This industry has seen some job growth and may warrant additional focus and attention in the future.

Recommendation

Staff recommends the following Key Industries:

Sector Initiatives		
Key Industry	Sector Strategy	Rationale
Manufacturing Aviation & Aerospace		<ul style="list-style-type: none"> Aviation is a growing industry in Brevard. Increased opportunities and growth in Aerospace industry base Local concern and statewide focus on advanced manufacturing Brevard’s focus on Apprenticeship models, and talent pipeline development in the skilled trades Development of the AeroFlex Pre-Apprenticeship program
Information Technology		<ul style="list-style-type: none"> Ongoing needs of the STEM industries. Local concerns over availability of information technology workers. Focus of the IT Sector Strategy Centerpiece of the USDOL America’s Promise Grant
Health Care		<ul style="list-style-type: none"> Demand area for occupational training by CSB Job Seeker and Business Customers. Continuation of the Health Care Sector Strategy Long-range prediction models showing future needs

Other Key Industries	
Key Industry	Rationale
Logistics, Transportation Distribution	<ul style="list-style-type: none"> Reflects positive trend in Trade, Transportation & Utilities industries. Port Canaveral development of container and shipping industry and expanded cruise service. Maritime activity continues to develop Career Ladders available for some Re-Entry customers and other special populations.
Construction	<ul style="list-style-type: none"> Expectation that construction activities will continue to increase. New housing communities, growth and repurposing of older buildings evident throughout Brevard County The boom of the FL Space Coast forecasts a need for additional infrastructure to support occupants. Career Ladders available for Re-Entry customers and other special populations.
Leisure & Hospitality	<ul style="list-style-type: none"> Long term growth predicted. Identification of career ladders & wage projection within the industry. Tourism is a significant industry in Brevard County and based on local and State data, will continue to be a major jobs creation source.

Other Key Industries	
Key Industry	Rationale
	<ul style="list-style-type: none"> • Good starting point for Re-Entry Customers and other special populations.

Action

Review and approve staff recommendation of the Key Industries for PY 2019-2020 for inclusion on the consent agenda of the next Board of Directors meeting.

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 continues to support and collaborate with the EDC and their CPT participants to further leverage CSB programs such as work base training (WBT) or individual training funding. CSB staff participated in the January and April Orientation sessions for 2 CPT classes held at EFSC. CSB and the EDC have been working together to follow up with completing CPT students registration and eligibility paperwork for potential WBT and employment opportunities. • CSB Business Liaison also serves on the EDC's CPT Advisory Council for assistance in the student vetting and selection process. • CSB, EDC and Florida Makes met for the inaugural Quarterly Partner Lunch to discuss current initiatives, updates and sharing of information from all 3 organizations to help our common interests for Brevard County manufacturers.
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 • Continue to participate in the EFSC Advisory Council meetings, speaking to their graduates about CSB and APG certs. • APG Consortium with 50 attendees reinforced Underemployed worker training program, discovering additional Certs, local colleges stepped up efforts in Cybersecurity, BSB's Cyber academy opening in 2020 and how we can support it. • IT Expo and Job Fair, 120 attendees, 19 employers, 5 breakouts & 46 inquiries for Underemployed worker training



April 25, 2019

Information Brief

Healthcare Sector Strategy Update

Background

Healthcare Sector Strategy SMART goals were established for performance metrics for Quarter 11 (January 1, 2019- March 31, 2019). 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	18	30	48
Quarter 11 Goals	1	4	6	11
Quarter 11 Results	0	2	12	14

Activities that Support the Sector Strategy Initiatives:

- CareerSource Brevard held the Brevard Healthcare Workforce Consortium meeting on February 5, 2019 at the Space Coast Health Foundation Center for Collaboration. The meeting was attended by 40 participants representing 31 organizations.
 - Mary Lou Brunell, RN, MSN with Healthcare Workforce Research Initiative introduced the, “Call to Action-Addressing Healthcare Workforce Shortages,” a position paper to point out a critical shortage of healthcare workers is a public health crisis. The paper can be used for healthcare workforce advocacy.
 - Kathy McDonald, Assistant Director of Network Partnerships, Florida College Access Network led a breakout on attracting talent through career discoveries and provided examples of how other communities are instituting career aspirations in students.
 - Jennifer Lasser, Industry Relations Manager presented with Sheryl Cost, Business Liaison on Creating a Culture for Effective Recruitment and Retention.
- Macedonia Education Technology and Career Academy Elderly Compassionate Care (METCA-ECC) program held a recruitment fair for CNA and LPN candidates on January 16, 2019. Currently, 10 CNA training candidates are being prepped for training scholarships with some participating in Brevard Adult Ed’s TABE boot camp. Candidates are also required to visit the training provider Keiser University for a

program tour, application and preliminary background check. CNA Training will begin in May. METCA is also preparing over 20 candidates seeking LPN training for fall training programs.

- Eastern Florida State College is updating nursing program entrance requirements and practices. One important change is to allow program applicants to attempt the TEAS test more than one time a year since TEAS prep resources are now available.
- Health First partnered with Keiser University's CNA training program to support clinical training. This has resulted in students being hired by Health First after certification attainment.

Local College Access Network Grant:

Florida College Access Network (FCAN) is Florida's first collaborative network committed to ensuring all Floridians have the opportunity to achieve an education beyond high school and prosper in Florida's dynamic economy. Their mission is to create and sustain statewide Local College Access Networks (LCANs) that catalyze and support communities to increase college and career preparation, access, and completion for all Florida students. Their vision for Florida is Goal 2025: For 60% of working-age Floridians to hold a high-quality postsecondary degree or credential by the year 2025.

CSB has demonstrated successful collaborations through the healthcare sector's Brevard Healthcare Workforce Consortium. As we delve deeper into talent pipeline development initiatives, we naturally evolve and better identify systemic issues that create barriers to individual access/completion of post-secondary credential attainment. Creating a formal LCAN allows for a broader collaborative approach to fix talent pipeline development systemic barriers that keep our working age adults and high school students from attaining post-secondary credentials. LCAN development will also increase the healthcare talent pipeline feeder, while creating self-sufficient employment opportunities for working-age residents.

CSB was awarded a grant to develop a LCAN for Brevard County. The seed grant will be used:

- To enhance the existing collaborative of industry, workforce development, and education, to include more stakeholders in philanthropy, faith based, social service organizations, government and community members
- To develop an asset map of service providers and resources that help eliminate barriers preventing access to or completion of post-secondary credential attainment and identify gaps
- To further industry involvement in Brevard Public Schools for the purpose of inspiring/mentoring/educating students on career pathway options in our community
- To develop shared goals using metrics and data provided by FCAN, create a strategic plan and put a working structure in place



April 25, 2019

Information Brief

APG IT Sector Strategy Updates

With seven calendar quarters remaining on the America's Promise Grant, staff has developed a mid-grant strategic plan which includes some course corrections on addressing DOD Contractors with special Cybersecurity certifications. Our focus will concentrate on the small to medium companies versus the largest. Consideration to provide employer onsite participant eligibility and enrollment for this incumbent worker training to mitigate information security concerns is being discussed. Additionally, we are utilizing better assessment tools such as CompTIA's A+ to identify participant suitability which will help gauge success. And lastly, we are increasing internal staff knowledge by providing enhanced labor market information, industry intelligence, and role playing for jobseeker counseling to support increasing the number of grant participants along with reinforcing follow-up services after program employment.

Update of Current Activities

- Staff continues to participate in the EFSC Advisory Council meetings, speaking to their graduating classes about CSB program/services and APG certifications. This is something we're now doing at Keiser University and exploring with FIT and Webster. This will expose students to the needs of employers and the certifications and training needed for the current job openings.
- The fourth APG Consortium meeting was held on March 14th and had 50 attending partners. Highlights included membership validation of our Underemployed Training Pilot Program and discovering additional required certifications that the industry requires in their workforce. It was reported by each of the local colleges that they are stepping up efforts in Cybersecurity to meet the 14% growth in positions here in Brevard, many of which are going unfilled due to lack a skilled workforce locally, including recent college graduates. The Brevard School District announced the opening of a new Cyber Academy in 2020 and requested support from the Consortium members. We are opening up dialogue for this now, possibly an advisory meeting with them in the future. The key is understanding and

adding the right certifications to this program which meets local IT employers' skill needs and affords students the opportunity to move right into sustainable employment.

- The IT Career Expo and Job Fair was held on April 4th at the Space Coast Health Center for Collaboration and resulted in 120 attendees, 19 employer exhibitors and 5 breakout sessions focused on IT occupations and the skills and education required for each. Hot jobs and trends in the IT industry were also presented. There were 46 inquiries for the new Underemployed Training Pilot Program from this event alone.
- The Department of Labor (DOL), visited CSB the week of April 15th to complete a required monitoring of our APG grant. Outcomes of the visit will be addressed at the next committee meeting.

Grant Performance to Date:

Performance Metric	Grant Required Outcome	Performance to Date
Total Participants Served	400	175
Total Participants Enrolled in Training Activities	400	164
Total Participants Completing Training Activities	360	105
Total Participants Completing Training and Receive a Degree or Credential	320	96
Total Participants who Complete Training and Obtain Employment	270	68



April 25, 2019

Information Brief

IT Training/Employment Program for Underemployed Individuals Pilot

A priority focus of CareerSource Brevard this Program Year is to identify 'hidden talent' for engagement into our services and programs to help support the current high-demand for skilled workers required by our industry partners. Recognizing that the 'underemployed' is a target population in our hidden talent efforts, an internal team comprised of Business Services, Outreach, Operations and Career Center Staffing collaborated to create a new 'pilot' training opportunity for those underemployed (and unemployed) to enter new career paths into the IT industry. The IT industry was determined to be the focus due to the industry need already validated by the IT Consortium, the resources available under the America's Promise Grant (APG) as well as fitting well with the scope and performance requirements of this grant.

The team analyzed several entry level IT paths that a participant could enter with the greatest number of employers in the region. After surveying employers to confirm current needs and searching Employ Florida's job openings for the greatest employment potential, all data pointed to two short-term, entry level positions; Help Desk and Office Computer User Support Specialist. Typically the prime candidates for these positions are those with degrees or partial studies, working in a field or occupation not in their degree subject or interest – a true definition of the underemployed.

After identifying the two IT occupations, an appropriate, flexible training provider was selected for this pilot program - New Horizon's. As a nationally recognized trainer for each certification, they provided us the details for two specific Certification programs, Microsoft Office Specialist (MOS) and CompTIA Fundamentals A+. Several options were presented for both daytime boot camp and evening classes for each. This eliminated any barriers to attending and completing the certification course.

A dedicated marketing campaign was established to promote the program and to help ensure success. Outreach efforts were designed to help inform, educate and engage audience segments such as media, industry, economic and education partners, local employers and jobseekers.

Tactics included paid and non-paid advertising such as:

- Monthly permission-based direct email marketing to invite industry and business to attend the CSB IT consortium events, invitations and announcement to jobseekers to meet hiring managers in the IT industry and other job fairs, career expos and workshops, and most recently to announce free training available to help jobseekers qualify for better paying jobs in the growing field of IT. (See two class flyer handouts)
- New jobseeker-focused webpage designed to include an overview of careers in IT and services offered as well as related resources and links to the certification program classes, skills training opportunities and other services offered at CSB as well as a “get connected” form so staff can reach these jobseekers in a timely fashion.
- Weekly social media posts on Facebook, Twitter and LinkedIn provide followers a steady stream of relevant jobseeker-focused information and testimonials on jobs and free training in IT, as well as targeted media messages to engage media, employers and industry partners in CSB’s IT sector strategy.
- Media relations is largely facilitated through the use of “rich media” press releases to defined media outlets. Florida Trend, Orlando Sentinel, Florida Today, Brevard Business news, Hometown News, Space Coast Daily, and more, publish CSB’s IT sector news
- CareerSource Florida has included CSB’s IT sector jobseeker success stories in a variety of their publications and outreach materials for presentation to the Governor and legislative leaders.

Additionally, a paid multimedia local talent attraction campaign, launched in April, was designed to reach Brevard’s’ underemployed hidden talent. The messages included taking a look at jobs in IT among other industries. In June, outcomes for that campaign will be available for report.

Staff also planned and executed an IT Expo and Job fair that was held on April 4th which was attended by 120 Job Seekers and 19 local IT employers. A program interest form was completed by 46 jobseekers. CSB Career Counselors are following-up with each interested jobseeker, one/one appointments are being scheduled to provide assessments and determine eligibility and subsequent training cohorts will be formed. Target date for the first cohort is the week of May 6th.

Outcomes and updates will be reported at subsequent meetings.

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"> • CSB Business Liaison attended EFSC's Aerospace Technician Information Sessions and provided an overview of CSB programs/services and how we support jobseekers. Program Manager also announced that EFSC will be adding an additional afternoon cohort in the fall which will increase enrollment capacity from 64 to 94. • EFSC's Aviation (A&P) Program Manager announced that the Aviation Program is moving from the Orlando-Melbourne Airport and they are currently determining where their program will be housed. CSB is keeping in contact to determine assistance and outcomes. • As a follow-up to a previous meeting with BPS Career & Technical Education Director and ASRC management, CSB staff has facilitated meetings with the faculty at EauGallie H.S.'s Aerospace Engineering Program for both ASRC and CSB to address the students on the employment opportunities within these industries and the workforce support services offered. • Development for Avionica, an educational/training provider for an aviation industry specializing in Aviation Technicians. Avionica currently has two locations in Orlando and is opening a new Brevard location to support the growth of the industry and workforce demands of the region.
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. <ul style="list-style-type: none"> ○ CareerSource Florida recently awarded CSB with a \$100,000 grant to fund the efforts. ○ The first cohort will begin on May 6, and will complete approximately 3 months of part-time evening classes where they will learn about each of the skilled trades (electrical, pipe fitting, plumbing, sheet metal, and line erector). ○ As part of the curriculum, students will earn an NCCER Core Curriculum Certificate, CPT Certificate, OSHA-10 Certificate and a First Aid & CPR certificate. At the end of the 167 hour training course, at least 10 students will be awarded a four-week paid work experience through CSB. Students will also be assisted with exploring local registered apprenticeships through the RA sponsors of the grant. ○ The goal is for 20 students to graduate the cohort, and a second cohort is planned for next year if needed to meet those requirements. ○ CSB Business Liaison attended the March 26th Adult Ed Board Meeting to support the planning of this program. • Business Liaisons attended a Town Hall and OneWeb site tour hosted by the Space Coast Consortium Apprenticeship on March 27th. This is a new State of Florida two-year Registered Apprenticeship (RA) focused on three positions (Mechatronics, Fiber Composites, and Advanced CNC Machinist) to feed the talent pipeline supporting Aerospace and Manufacturing. CSB is currently discussing WIOA support options with the RA’s sponsor for the inaugural cohort slated to begin in August.
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			<ul style="list-style-type: none"> • 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"> ○ CSB was notified of grant award on January 17th. Official Notice of Funds was received on March 8th. ○ Program staff have met several times with partners of the CA Consortium and support contracts and MOUs have been executed. Outreach collateral, participant orientation & enrollment forms/tracking tools, and current training/instruction outlines have been shared for Brevard customization. ○ A June Aerospace Workforce Forum is currently being planned in partnership with Space Florida, FloridaMakes and the EDC at which time the AeroFlex program will be introduced to industry partners. ○ An announcement on the Florida Makes/NIST supplemental funds is expected the 2nd quarter of the year.
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April 25, 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

- In an effort to increase the rate of return of surveys completed by pilot-program candidates, and as part of the 90 day follow-up process for reporting employment outcomes and retention, CSB staff was provided with an updated Desk Guide. This Guide outlines more staff involvement with various tools to encourage and remind soft skills candidates to complete the surveys either online or by phone. The surveys monitor and track the impact of the training in the work place.
- CSB's Soft Skills training program participated in the Macedonia Education Technology & Career Academy (METCA) event on January 18, 2019. It was a good turn-out of young adults interested in the healthcare field. Eleven candidates showed an interest in the online and/or blended instruction training at the centers. Staff followed-up with these individuals for enrollment.
- In partnership with EFSC and to coincide with the celebration of Administrative Professionals week, CSB staff was invited to participate as a panel member on April 25th for students in the office administration department. There are 150 students expected to attend.

- CSB Healthcare Consortium Soft Skills Committee meeting convened on April 3, 2019. A Florida Ready to Work representative provided the committee with an overview of the two credentials now available for job seekers. CSB will implement a foundational employability credential and keep the existing soft skills credential in place. Employers may gain access to this training for their employees at no cost by registering for an introductory webinar at myfloridareadytowork.com.
- As of March 30, CareerSource Brevard has over 514 enrollees and of those, over 450 participants have completed the program and received their credential. This exceeds grant performance metrics.
- At the end of March, over 182 soft skilled candidates have obtained employment or retained employment in jobs through CSB and are part of the evaluation process.
- Currently, 48 soft skills candidates that are employed 90 days or more have completed surveys and 31 employers participated in the surveys. The vast majority of the surveys have shown that the pilot training program has provided benefit to both career seekers and employers.

Objective 3: Develop and Implement Overall Initiatives in Sector Strategies			
Strategies	Actions	Timeframes	Status
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"> • Marci Murphy presented an overview of CSB services/programs for jobseeker and employer customers, along with our key industries of focus sector strategy initiatives to this year's LEAD Brevard class on March 28th. • CSB Business Liaison, Lori Robinson, is an active Officer (Vice President) member of the Port's Propeller Club and also serves on their Education Committee, meeting several times this quarter to continue to connect employers in the Maritime and Transportation/Logistics to CSB for support. Lori is also slated to be President next year and was just awarded the honor of 'Member of the Year' at the Club's Annual Shrimp Fest on April 12th. The membership publically announced the value Lori and CSB bring to the organization. • CSB was the Premier Sponsor of LEAD Brevard's Conversation & Community forum held on April 5th. Marci Murphy provided the attendees with an overview of services, current initiatives and how we partner with Community Based Organizations to support our jobseeker customers. • Governor Ron DeSantis mentioned our grant awards in two press releases. One dated March 20 discussing our Pre-Apprenticeship grant in collaboration with Adult Education. The other dated April 12, discussing Florida's Opioid award with 2M going to CSB.
	Conduct outreach to key partners on sector strategies	Ongoing	<ul style="list-style-type: none"> • See Quarterly Multimedia Outreach (Oct- Dec 2019)



Quarterly Multimedia Outreach (January – April 2019)

<p>Non-Paid Social Media Marketing & Direct (Email) Marketing</p>	<p><u>Facebook, Twitter, LinkedIn, Constant Contact</u> to share CSB’s economic, education, business and community partners’ news posts. To post and elicit feedback on CSB’s Partner/Employer/Job seeker news and events.</p> <p><u>General:</u> Jobseeker utilization of services survey, Local area employer’s hot jobs, CSB annual Report, media coverage in Delta Sky Miles magazine w/ an engineer ad & article.</p> <p><u>CSB & partner event collaboration:</u> Lead Brevard Community+ Conversation and Leadership Brevard class of 2019, Brevard Adult Ed pre apprenticeship training, Conference of Mayors meeting, City of Cocoa summer youth employment program, NAWB, Rebuild Florida, Income Tax services, Florida Ready to Work, Space Coast Health Foundation Free Dental Care, Stand Down for Vets and local area employer’s hot jobs.</p> <p><u>CSB-hosted events:</u> Healthcare Consortium, IT Consortium, IT Expo/Job Fair, ESOL classes, Hurricane Maria Welcome and Career workshops, AARP 50+ classes, Soft Skills training, Skilled Trades in Construction and Home Health job fair, Palm Bay area and Titusville area employer’s job fairs.</p>
<p>Paid Advertising</p>	<p><u>Delta Sky Miles, BBN, Facebook:</u> To share and elicit feedback on CSB’s Employer/Job seeker news and events.</p> <p><u>Out-of-area</u> engineer talent attraction/recruitment (See bottom for detail)</p> <p><u>Local area</u> unemployed/underemployed/IT & Sector Strategy talent attraction/recruitment, (See bottom for detail) Engineer recruitment both locally and regionally with Delta Sky miles, Soft Skills training, Hurricane Maria workshops, Business retention and total talent solutions employer services.</p>
<p>Media Relations & Press Coverage</p>	<p><u>Media Relations:</u> To share CSB’s Partner/Employer/Job seeker news and events.</p> <p><u>General:</u> Established media relations with Florida Today’s new executive editor, Mara Bellaby. Met with local journalists, members of the media at FPRA Media Summit.</p> <p><u>Radio, TV, Print, Online:</u> Florida Trend, Delta Sky Miles’ Space Coast special section, Florida Today, Hometown News, BBN, and 98.5 The Beach shares CSB general brand news: The trendline for Aerospace employment in Brevard, CSB and the services available to businesses/talent on the Space Coast, Local area employer’s hot jobs, CSB+ partner event collaboration and CSB-hosted events.</p> <p><u>CareerSource Florida outreach materials:</u> By request, more than a dozen jobseeker success stories were shared with CSF for inclusion in outreach materials.</p> <p><u>Workforce Development Council outreach materials:</u> By request, included CSB’s Best Practices on Employer Engagement.</p>
<p>Community Partner Outreach Programs</p>	<p><u>Additional outreach efforts not detailed in committee goals matrix :</u> Ongoing collaboration with and sharing of, CSB’s Partner/Employer/Job seeker news and events.</p> <p><u>Rebuild Florida,</u> traffic from this service brings awareness of CSB services.</p> <p><u>Income Tax services,</u> Each year, CSB partners to raise awareness and provide space for delivery of these services.</p>



Quarterly Multimedia Outreach (January – April 2019)

	<p><u>Space Coast Health Foundation Free Dental Care</u> CSB used outreach tactics to raise awareness of and secure participants for, this free dental service.</p> <p><u>WeVenture event:</u> Jenn Lasser was asked to introduce CSB services to 70 professionals in attendance.</p> <p><u>Women in Defense</u> Jenn Lasser was asked to introduce CSB services to more than 90 professionals in attendance.</p> <p><u>Titusville Chamber:</u> shares CSB’s programs/services, and partner placement materials in Chamber relocation packages.</p> <p><u>Hispanic Business Expo</u>— Wendi Jo Bost and Vanessa Pichardo introduced CSB services to more than 75 event attendees as well as local businesses.</p> <p><u>Brevard County Libraries</u> provides counter space for CSB services/program collateral.</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>
<p>Print collateral/Event Support</p>	<p><u>Employer support volunteer sheet:</u> The many ways employers can engage with CSB and its audiences.</p> <p><u>Program collateral:</u> IT Sector Strategy print and electronic outreach and training program materials. Ex-Offender program RISE logo mark to promote Reentry to Employment services</p>
<p>Website</p>	<p><u>Content development and enhancements:</u> Ongoing updates to web blog include news about: Aerospace, State Apprenticeships, Company relocations, Unemployment rate, and Economic development. Page updates include: IT sector strategy initiatives.</p>
<p>State Co-Op Outreach Program</p>	<p><u>Out of State Engineering Talent Attraction & Recruitment campaign:</u> April launched CSB’s three month multi media campaign. CSB recruiters are ready to follow up with responders --as in years passed. Due to the electronic nature of the campaign, outreach has the ability to alter the campaign in response to actions/ behaviors that arise. Results of the campaign will be presented at the next meeting.</p> <p><u>Local Unemployed/Underemployed/Introduction to careers in Information Technology-- talent attraction campaign:</u> April launched CSB’s heavily saturated 2-month paid/non paid social media campaign to include new classes offered for careers in IT. CSB recruiters are ready to follow up with responders. Due to the electronic nature of the campaign, outreach has the ability to alter the campaign in response to actions/ behaviors that arise. Results of the campaign will be presented at the next meeting.</p>

PY 2018-2019	AUG	OCT	JAN	APR
Bakke, Kristin	A	P	A	
Bishop, Daryl	P	A	P	
Browne, Colleen	P	P	A	
Glasgow, Susie	A	P	P	
Gregg, Lloyd	A	P	A	
Huy, Elizabeth	P	P	P	
Kenny, Jennifer	P	P	P	
Klinkbeil, Traci	A	P	P	
Miedema, Linda	A	P	P	
Peltonen, Nancy		new 1/19	P	
Proctor, D. Travis	P	P	P	
Scholz, Janice	new 10/18	P	P	
Schrumpf, Terry	A	A	A	
Song, Julie	A	A	P	