



# Career Center Committee Meeting

June 11, 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, Marcia Gaedcke, Robert Gramolini, Nancy Heller, Juanita Jackson, Laura Koursaris, Jennifer Sugarman

## Agenda

Page No.

### Call to Order

Mike Menyhart

### Introductions

### Public Comment

### Presentation – Pre-Apprenticeship Expansion Grant

Jana Bauer

### Action Items

- Approval of Committee Minutes for March 12, 2019

Mike Menyhart

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### Discussion/Information Items

- Committee Goal Status
  - ITA Annual Vendor Evaluation
  - Effectiveness of Training/Career Services
  - IT Training/Employment Program for Underemployed
  - Staff Training
  - Third Quarter Contractor Performance PY 2018-2019
  - Primary Indicators of Performance Watch Brief
  - Local Customer Satisfaction Survey Results – Job Seekers
  - Quarterly Multimedia Outreach Matrix
  - Attendance Roster

Jana Bauer

4 - 9

Erma Shaver

10 – 12

Erma Shaver

13 – 14

Jana Bauer

15 – 16

Jana Bauer

17

Erma Shaver

18 – 20

Erma Shaver

21

Erma Shaver

22 – 24

Denise Biondi

25 - 26

- **Adjourn**

Mike Menyhart

Call 321-394-0658 for information

TTY: 711-321-394-0507

### Upcoming Meetings

#### July 2019

16<sup>th</sup> Industry Workforce Committee-8:30am

30<sup>th</sup> Career Center Committee-8:30am

#### August 2019

5<sup>th</sup> Governance/Finance Committee-3:00pm

5<sup>th</sup> Executive Committee-4:00pm

15<sup>th</sup> Board of Directors-8:00am

#### September 2019

No meetings

#### October 2019

15<sup>th</sup> Industry Workforce Committee-8:30am

29<sup>th</sup> Career Center Committee-8:30am

#### November 2019

4<sup>th</sup> Governance/Finance Committee-3:00pm

4<sup>th</sup> Executive Committee-4:00pm

21<sup>st</sup> Board of Directors-8:00am

#### December 2019

No meetings

**January 2020**

14<sup>th</sup> Industry Workforce Committee-8:30am

28<sup>th</sup> Career Center Committee-8:30am

**February 2020**

3<sup>rd</sup> Governance/Finance Committee-3:00pm

3<sup>rd</sup> Executive Committee-4:00pm

20<sup>st</sup> Board of Directors-8:00am

**March 2020**

No meetings

**April 2020**

14<sup>th</sup> Industry Workforce Committee-8:30am

28<sup>th</sup> Career Center Committee-8:30am

**May 2020**

4<sup>th</sup> Governance/Finance Committee-3:00pm

4<sup>th</sup> Executive Committee-4:00pm

21<sup>st</sup> Board of Directors Retreat-8:00am-TBD

**June 2020**

No meetings

# CareerSource Brevard

Career Center Committee

March 12, 2019

## Minutes

### Members in Attendance:

Mike Menyhart (Chair), Joe Angelastro, Shawn Beal (via teleconference), Lynn Brockwell-Carey, Robert Gramolini (via teleconference), Nancy Heller, Juanita Jackson and Laura Koursaris

### Members Absent:

Stephanie Archer, Dale Coxwell, Marcia Gaedcke and Jennifer Sugarman

### Staff in Attendance:

Marci Murphy, Jana Bauer, Judy Blanchard, Denise Biondi, Jenn Lasser, Don Lusk, Jonathan Michael, Erma Shaver, Marina Stone and Jim Watson

### Guests in Attendance:

Caroline Joseph-Paul, Jessica Mitchell, and Julie Berrio of CareerSource Brevard (CSB) Career Centers

### Call to Order:

Mike Menyhart (Chair) called the meeting to order at 8:32 am at CareerSource Brevard (CSB). Introductions were made.

### Public Comment:

There was no public comment.

### Presentation:

#### Ex-Offender Program Improvements

A presentation was shared showing the updates of the work completed by the re-entry task team. The presentation had information about tools, resources and processes that have been implemented to improve the services to ex-offenders in the career centers.

### Action Items:

#### Approval of Career Center Committee Minutes of December 4, 2018

Motion to approve the Minutes from the December 4, 2018 meeting was made by Juanita Jackson. Nancy Heller seconded the motion. The motion passed unanimously.

### Discussion/Information Items:

#### Committee Goal Status

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

### Retaining Customers through Customer Service

With Brevard's unemployment rate hovering around 3.3%, traffic into our Career Centers has slowed down. A primary focus for CSB is new customer service to ensure customers feel our services are of value and that they continue to utilize CSB. A survey was created that asked one-time job seekers why they didn't come back and results from the customer service survey were shared. Discussion ensued. A more in-depth one-on-one touch for new customers was suggested. Another suggestion was that when the customer leaves, have a staff member ask the job seekers if their needs were met and what their next steps are. The President reached out to look at other region's best practices. Daytona has a dedicated DEO staff member with job seekers. A conference call with them to go over their process was discussed. They also have a form that staff goes over with the new job seeker.

Jonathan Michael left the meeting.

### Hidden Talent Update

There is a shortage of workforce talent across every industry with Brevard's current unemployment rate. Strategies to expose hidden talent in our community were shared. Suggestions included adding pictures of building frontage to the career centers location banner. Perhaps change the designation of 'ex-offender' to something softer that doesn't label the customers barrier. Offer some night training, CSB is not open at night, but we do share and encourage job seekers to other local trainings.

### Second 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 second quarter of PY18-19. Data was shared.

### Primary Indicators of Performance 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. The 2018-2019 performance goals were met or exceeded for the 1<sup>st</sup> quarter.

### Working for Brevard Semiannual Report

An infographic was presented, entitled "Working for Brevard" which showed businesses served, services provided to businesses and measuring successes, along with the unemployment rate, on-the-job training, veterans served and recruiting events.

### 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 second quarter, October 1, 2018 through December 30, 2018, 664 surveys were completed. Year-to-Date 1,462 surveys have been completed with an overall customer satisfaction rate of 92.9%.

### Quarterly Multimedia Outreach Matrix

A chart showing the quarterly activities of the Outreach Department was shared. The SKY magazine was shared which highlighted CSB and the Space Coast beginning on page 70. CSB also paid for an advertisement in the publication at a significantly lower price.

### **Adjourn:**

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

Respectfully submitted,

Reviewed by,

{signature on file}      03/28/19  
Marina Stone              Date

{signature on file}      03/28/19  
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	<p><i>See ITA Vendor Evaluation Discussion Brief</i></p> <p><i>See Effectiveness of Training Info Brief</i></p>
	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><i>See IT Training/Employment Program for Underemployed Individuals Pilot Brief</i></p> <p><b><u>Business Services Quarterly Presentations</u></b></p> <ul style="list-style-type: none"> <li>• 3/14 – IT Consortium – Catch &amp; Keep Retention Presentation</li> <li>• 3/28 – Construction Career Expo – employer panel</li> <li>• 4/2 Office of Federal Contract Compliance Programs (OFCCP) and Federal Bonding Program Webinar</li> <li>• 4/4 – IT Career Expo</li> <li>• 4/27 – Eastern Florida State College (EFSC) Workforce Conference &amp; Luncheon Speaker (CSB/EFSC partners)</li> <li>• 5/2 – CSB All –Staff - Local Area EDCs Panel with (Titusville/Rockledge/Melbourne/Cocoa)</li> <li>• 5/14 –CareerSource FLORIDA Quick Response Training (QRT) /Incumbent Worker Training (IWT) Business Learning Event</li> </ul> <p><b><u>Upcoming Meetings</u></b></p> <ul style="list-style-type: none"> <li>• 06/21 – OFCCP Federal Contractor Business Learning Workshop</li> </ul>
	Form partnerships to help identify the training needs of local businesses	Ongoing	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. Additionally, CSB Industry Relations staff also meeting quarterly with EDC staff to review relocation and expansion projects to discuss talent pipeline development and CSB services support.

## Career Center Committee

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			Following a meeting in December to discuss and collaborate on leveraging CSB programs for future Certified Production Technician (CPT) applicants and participants, CSB has been coordinating with the EDC to assist in identifying potential OJT eligible students, whether completed or still in training, to promote to employers for employment in manufacturing. CSB also participates in the CPT students orientations. We will also partner on a Job Fair in October for Manufacturing month.
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	CareerSource Brevard and Brevard Public Schools Career & Technical Education (CTE) departments have implemented a new monthly meeting to discuss high-level collaborative work that is being done between the two organizations. The monthly meeting is comprised of the planning and industry relations departments, with the Career and Tech Ed office. A round table allows each department to understand what is being done to help strengthen our partnership and provide information that is viable to BPS students.
	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 5/01/19: <ul style="list-style-type: none"> <li>181 carryover cases, 177 new enrollments for a total of 358 cases. The Career Center has surpassed its goal for this year, which was 350 cases.</li> </ul> <u>Summer Earn and Learn</u> We plan to sponsor 39 Youth for summer jobs throughout the county through TANF funding. Eligibility and interviews week of 5/13. Jobs start June 17.
	Work with Cities and organizations in Brevard County to offer work readiness training and/or a Summer Jobs program.	Ongoing	<u>Juniors to Jobs (J2J)</u> Recruiting has been completed and J2J will host 16 students this year. Foundations training will occur on June 5-6, and interview day will be June 12. The internship will occur from 6/24-7/26.  <u>Cocoa Works</u> Recruiting has been completed and Cocoa Works will host 14 students this year.

Career Center Committee			
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			<p>Foundations training will occur on June 3-4, and interview day will be June 7. The internship will occur from 6/17-7/19.</p> <p><u>City of Titusville</u> CSB will be supporting up to 10 students for the 2019 program with funding opportunities.</p>
Work with other Workforce Boards and Organizations to find innovative processes/ collaborations around Career Seekers that can be shared.		Ongoing	A follow-up to the Customer Retention discussion at the March Committee meeting resulted in a sharing of processes and forms with CareerSource Flagler Volusia from their New Customer Process.
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 Staff Training Info Brief</i>
<b>Objective: Finding Hidden Talent for Brevard's Businesses in a competitive employer job market.</b>			
Develop processes and strategies to outreach to the community to bring in more job seekers.			No new updates at this time.
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.			No new updates at this time.
Develop plans to increase our footprint with the following Special Populations: Latino Ex-Offenders Mature Workers Under Employed Recovering Substance Abuse			<p>Current grants have been awarded and are being implemented to help CSB focus on the following special populations:</p> <ol style="list-style-type: none"> <li>1) Ex-Offenders – RISE grant</li> <li>2) Mature Workers – AARP grant</li> <li>3) Under Employed – America's Promise Grant</li> <li>4) Recovering Substance Abuse – Opioid Grant – Brevard Recovery Works</li> </ol> <p>An update on these grants will be presented at the next Career Center Committee Meeting.</p> <p><u>Latino Population – Hurricane Maria</u></p>



## Career Center Committee

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			<ul style="list-style-type: none"> <li>Over 100 individuals attended a Welcome Workshop, Talleres de Bienvenida</li> <li>One Welcome Workshop was hosted at a Hispanic Church and received 24 individuals in attendance.</li> <li>CSB has hired two staff recently who evacuated from Puerto Rico due to conditions after Maria.</li> <li>One individual who completed all 7 Cyber Security exams is now enrolled in an OJT.</li> </ul> <p><u>ESOL Courses</u></p> <ul style="list-style-type: none"> <li>Over 100 individuals have attended ESOL classes. CSB has developed a plan for the future that will allow individuals to continue to take classes at our centers while looking for work.</li> </ul>
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**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 (Feb14 – May 15)</u> 44 Recruiting Events and Job Fairs held, 687 jobseekers in attendance.</p> <p><u>Job Fairs</u></p> <ul style="list-style-type: none"> <li>2/20 – Titusville Area Job Fair               <ul style="list-style-type: none"> <li>7 businesses, 172 attendees</li> </ul> </li> <li>2/21 – Home Health Job Fair (Palm Bay)               <ul style="list-style-type: none"> <li>5 businesses, 25 attendees</li> </ul> </li> <li>3/21 – Home Health Job Fair (Rockledge)               <ul style="list-style-type: none"> <li>6 businesses, 10 attendees</li> </ul> </li> <li>3/28 – Construction Job Fair (Palm Bay)               <ul style="list-style-type: none"> <li>9 businesses, 30 attendees</li> </ul> </li> <li>4/04 – Home Health Job Fair (Palm Bay)               <ul style="list-style-type: none"> <li>24 businesses, 120 attendees</li> </ul> </li> <li>04/18– Home Health Job Fair (Rockledge)               <ul style="list-style-type: none"> <li>6 businesses, 5 attendees</li> </ul> </li> </ul> <p><u>Upcoming Meetings</u></p> <ul style="list-style-type: none"> <li>5/29 – BPS and CSB Job Fair</li> <li>6/04 – Legislative Workshop</li> <li>6/13 – Aerospace Workforce Consortium</li> <li>6/21 – OFCCP Federal Contractor Business Learning Workshop</li> <li>6/25 – CSB Annual Job Fair</li> </ul>

## Career Center Committee

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Work with other Workforce Boards and Organizations to find innovative processes/ collaborations around Business Services.		Ongoing	CareerSource Brevard has been recognized as having several best practices in regards to our Work Based Training processes among our workforce board peers. It was requested by both CareerSource Pinellas and CareerSource Central Florida executive management teams to have a meet-up to discuss the best practices and collaboration opportunities to learn how our Business Services team and processes are set up. CareerSource Brevard hosted CareerSource Pinellas for a half day Business Services and Work Based Training session on April 10 <sup>th</sup> and CareerSource Central Florida on the same topic on April 30 <sup>th</sup> 2019. Feedback from the attendees was positive and future collaborations are in the works. Each attendee received presentation, WBT documents and work instructions and program overviews that will support staff in future WBT and Business Service process design. Industry Relations staff met with the Business Services staff of CS North Florida on May 15 <sup>th</sup> to provide technical assistance regarding the implementation of their sector strategy initiatives and how we can share program solutions with each other.
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**Objective: Create a data centered environment to measure the success of CareerSource Brevard's services.**

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 Third 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	September 2019	Working for Brevard Semiannual Report and 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>

## Career Center Committee

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

**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>



June 11, 2019

## **Discussion Brief**

### **ITA Annual Vendor Evaluation**

#### **Background**

This is the annual vendor performance report for committee review. This brief is meant to help determine the success of training providers and to make that performance data available to staff. It must be noted that this performance report is ONLY for CareerSource Brevard (CSB) funded students.

The information is taken from Employ Florida (EF) and shows information for Program Year (PY) 2017-18. The following key areas are shown for each program:

- Percent of customers exited who obtained employment.
- Percent of customers exited who obtained employment in a training related field.

When analyzing the data for corrective actions, staff focuses on the percentages for those areas. If any of the percentages are less than 60%, a closer look is taken to ensure the percentage represents a statistically valid number. We then look for extenuating circumstances, such as customers being recalled to previous employers or discontinuing training to take a job to meet immediate financial needs. If there are still concerns with the performance, corrective action is discussed.

The PY2017-18 report found the wage at placement to range from \$8.25 to \$40.12 per hour. The bottom rate was the same as the previous year's rate of \$8.25 per hour. The upper rate was higher than the previous year rate of \$20.00 per hour.

Included is Attachment A which shows the amounts paid to each provider along with the percentage of those exiting the program(s) who became employed, the percentage of those employed who obtained jobs in areas related to the training they received, and the average hourly wage at placement. Keiser University shows money spent but no performance outcomes because there are 9 customers currently enrolled in training with no recorded outcomes in PY 17-18.

This year we have one vendor who fell below the 60% under the "Placed in training related Employment"; however, only two participants were enrolled which does not constitute a statistically valid analysis. Based on staff review, the following is provided:

- **Truck Driving Institute of Florida**– There were two customers enrolled at this provider. One completed training and is continuing in job search activities. The other did not complete training but left to take a job in food service.

### **Discussion**

Based on this analysis, staff's recommendation is to not issue any corrective actions to training vendors.

## Attachment A

ITA Vendor Evaluation PY 2017-18 Formula Funding					
Provider Name	Total Amount Paid	Successfully Completed	Placed in Employment	Placed in Training Related Employment	Average Hourly Placement Wage
Harris Casel Institute	\$157,562	92.6%	100%	94.7%	\$17.63
Eastern Florida State College	\$16,473	100%	87.5%	85.7%	\$20.29
Keiser University*	\$46,954	---	---	---	---
MedTech*	\$8,048	33.3%	66.7%	66.7%	\$18.03
New Horizons Computer Learning Centers of Orlando	\$33,537	62.5%	100%	80.0%	\$22.62
Roadmaster Drivers School of Orlando, Inc.*	\$33,149	83.3%	100%	100%	\$17.25
Truck Driver Institute of Florida*	\$3,850	50%	100%	0%	\$8.25

\* 1-2 Participants Enrolled

## Information Brief

### Effectiveness of Training/Career Services

#### Background

**Strategy:** Increase the skills needed in the labor force to meet the demands of local and regional businesses.

In support of this strategy CareerSource Brevard staff are continuing to track and analyze the performance of career services compared to training services and to evaluate the effectiveness of the trainings offered as well as the performance of training vendors and the programs they offer.

In Program Year 2017-18, CareerSource Brevard provided Workforce Innovation and Opportunity Act (WIOA) funded career and training services to 1,255 customers at an average cost per placement of \$5,201 for WIOA enrolled customers. The following is a snapshot of the results of training to placement and is all inclusive of Individual Training Accounts (ITA's) and other training mechanisms (i.e. On-the-Job, Incumbent Worker Training and Adult Work Experience).

WIOA Adult and Dislocated Worker Formula Funds					
	Total Served	Completers	Total Placed	% of Completers Placed	Cost per Placement
Career Services	938	424	288	67.93%	\$4,348.85
Training Services	314	149	124	83.2%	\$5,375.60
Total	1,255	573	416	72.6%	\$5,201.44

WIOA customers who receive training continue to yield a higher placement rate than those receiving only career services. Career services include assessments, Employ Florida (EF) registration assistance, resume assistance, referral to workshops, etc.

Training Services are analyzed based on multiple modalities of training, i.e.: Individual Training Agreements (ITA's, On-the-Job Training (OJT), Incumbent Worker Training (IWT) & Adult Work Experience (AWE). IWT and AWE currently make up a significantly smaller segment of the training services and are not included in this analysis. This focus will be on the two larger mechanisms; ITA's and OJT's.

WIOA Adult and Dislocated Worker Formula Funds					
	Total Served	Completers	Total Placed	% of Completers Placed	Cost per Placement
Training Services	314	149	124	83.2%	\$5,376
ITA's	199	64	52	81.3%	\$6,805
OJT	107	77	72	93.5%	\$3,147
Other*	8	8	0	0%	N/A

\*Other includes Employed Worker Training, Customized Training, and Adult Work Experience.

Both OJT's and ITA's contribute to high success rates, however ITA's have a higher cost and longer training period with average training length of 15 months for ITA's compared to average training length of 8 months for OJT's. Many ITA's are required to work in health occupations which have longer training periods.

### **Retention Rates for All Closures**

Another factor for effectiveness of training is to consider retention in employment. Completed follow-ups were reviewed for both ITA's and OJT's. Staff looked to see if the customer was still employed at the time of the 6 month and 12 month follow-ups with no consideration of whether they were still with the same employer or not. The results are as follows:

	Placements	6 Month Follow-up	12 Month Follow-up
	All	Percent Still Employed	Percent Still Employed
ITA's	52	76.7%	72.0%
OJT's	72	92.5%	91.0%

OJT's out performed ITA's by 15.8% when looking at those customers still employed at 6 months. That margin increased to 19% when looking at those customers still employed at 12 months

### **CONCLUSION:**

In this and all previous reviews, training services when compared to career services alone yield a higher job seeker placement rate. This is most likely because of the more intensive interaction with staff and individualized services provided in a training environment.

Looking at the training services it is clear that some customers benefit more from ITA type training while others have fewer barriers and can move successfully through OJT training. The similar results for each program appear to indicate that career center staff are matching customers to the type of training that best suits the customer needs.

Higher retention rates for OJT training mechanisms indicate that this type of training results in longer term employment. It's hard to say whether that is a result of the mode of training or the fact that the training itself is really geared toward the employer needs while ITA's are geared more toward a specific skill set. The connection to employers for ITA's come at the conclusion of training when the credential is issued. For OJT rarely is any credential issued.

Staff will continue to track and analyze the data and provide results for committee review.



## **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 and weekly social media posts on Facebook, Twitter and LinkedIn
- 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.
- An IT Expo and Job fair that was held on April 4<sup>th</sup> which was attended by 120 Job Seekers and 19 local IT employers. A program interest form was completed by 46 jobseekers interested in the two occupations in the pilot program. CSB Career Counselors followed-up with each interested jobseeker, one/one appointments were scheduled to provide assessments and determine eligibility and subsequent training cohorts were formed. Training started the week of May 6<sup>th</sup>.
- 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.

Updates will be reported at subsequent meetings.

## **Information Brief**

### **Staff Training**

#### **Background**

In support of staff development, CareerSource Brevard board and contractor teams invest in ongoing staff training opportunities. C2 has partnered with a training company that provides contractor staff with ongoing access to training courses and resources. However, the contractor and board both seek opportunities for face-to-face training when possible and applicable. Over the past few months, the following face-to-face trainings have occurred.

#### **All Staff Event**

On Thursday, May 2, all three centers closed down for a full-day gathering of the entire team at the Brevard Zoo. The event opened with a guest speaker, Chris Friday, from “Game On” Entertainment, who conducted a very interactive presentation that highlighted the importance of building trust and relationships with customers (both internal and external). Staff also learned about their communication styles and heard from a panel of economic development staff from each city within the county about their individual regional updates. Ms. Murphy conducted a presentation on demand driven workforce that reinforced our focus as an organization for the next year. The day ended with Workforce Jeopardy to test staff’s workforce knowledge. Overall, the entire staff had several opportunities to interact with each other in a relaxed, fun learning environment.

#### **Manager Tools**

On Monday, April 8, management staff from the contractor and board teams participated in a full-day training with a company, Manager Tools. The training was highly engaging and reinforced the importance of establishing relationship power vs role power. Managers were taught a new outlook on providing feedback – how to give it, how often, etc. Managers were encouraged to set up weekly meetings with their staff, and were guided on how to conduct effective 30-minute staff meetings that will foster relationships with the staff. Manager Tools will be working with CSB managers for the several months to measure the progress.

#### **Veteran Services Training**

On Tuesday, April 23<sup>rd</sup>, selected staff received technical assistance training from the State of Florida, Department of Economic Opportunity. Shawn O’Malley, Regional Veteran’s Program Coordinator provided information on initial intake process, staff roles & responsibilities, Local Veterans Employment Representative responsibilities & utilization, Disabled Veteran Outreach Specialist Outreach for organizations, individualized career services codes, and Federal audit results.



June 11, 2019

## **Information Brief**

### **Third 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 for the third quarter of PY2018-2019.

## 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)	Missed (-3404)	
Customer Engagement	75%	85%	Met (76%)	Met (78%)	Met (78%)	
<b>Entered Employment Rate</b>						
Adults	90%	95%	Exceeded (%100)	Met (94%)	Exceeded (96%)	
Dislocated Workers	90%	95%	Exceeded (%100)	Exceeded (100%)	Exceeded (98%)	
Welfare Transition	30%	35%	Met (30%)	Exceeded (35%)	Met (33%)	
Wagner Peyser	35%	40%	Met (38%)	Exceeded (42%)	Exceeded (44%)	
Short Term Veteran	35%	40%	Exceeded (40%)	Exceeded (42%)	Exceeded (44%)	
<b>Average Wage at Placement</b>						
Adult	\$17.01	\$17.73	Met (\$17.51)	Missed (\$16.73)	Met (\$17.56)	
Dislocated Worker	\$18.20	\$18.90	Missed (\$17.22)	Exceeded (\$19.38)	Exceeded (\$21.75)	
Welfare Transition	\$9.80	\$10.65	Exceeded (\$10.69)	Met (\$10.35)	Met (\$10.56)	
Wagner Peyser	\$11.44	\$12.15	Exceeded (\$13.80)	Missed (\$10.78)	Exceeded (\$13.12)	
<b>Retention at 12 Months</b>						
Adult	80%	85%	Met (83%)	Exceeded (86%)	Exceeded (85%)	
Dislocated Worker	80%	85%	Missed (78%)	Met (84%)	Met (80%)	
Youth	70%	75%	Exceeded (83%)	Exceeded (89%)	Exceeded (84%)	
<b>Quality of Referrals</b>						
Referral to Placement Ratio by Job Seeker	25%	30%	Exceeded (51%)	Exceeded (62%)	Exceeded (59%)	
<b>Business Services</b>						
Repeat Business Customers	85%	90%	Missed (84%)	Missed (80.5%)	Missed (80%)	
Business Satisfaction Rate	8.5	9.0	Met (9.8)	Exceeded (9.40)	Exceeded 9.2	
<b>WIOA Youth</b>						
Positive Outcome Rate	95%	100%	Exceeded (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%)	Exceeded (96%)	
<b>Measured Annually</b>						
Performance on Special Projects and Grants	N/A	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	<b>Yes – Met Minimum on 15 of 19</b>	<b>Yes – Met Minimum on 15 of 19</b>	<b>Yes – Met Minimum on 15 of 19</b>	
Element B				
Met the accelerated percentages set on 9 out of the 19 Performance Measures established in Attachment F	<b>Yes – Met Accelerated on 9 of 19</b>	<b>Yes – Met Accelerated on 10 of 19</b>	<b>Yes – Met Accelerated on 10 of 19</b>	
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			

Staff continue to track, analyze and identify improvement opportunities for the performance on the New Job Seeker Measure. 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.

The Repeat Business Customer measure is being reviewed to ensure that the definition and calculation method is not counterproductive to the provision of services to new businesses. We are still waiting on information as to how and if this item will be defined for federal measures and how the state plans to gauge performance.

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

## Information Brief

### 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 2nd quarter of PY 2018-19. Also shown are our goals for PY 2018-19. All performance goals were met or exceeded for the 2<sup>nd</sup> quarter.

#### July 2018-December 2018 Performance

Primary Performance Indicator (PPI)	Performance 2014-2015	Performance 2015-2016	Performance 2017-2018	PY18-19 Performance	PY18-19 Performance Goals
<b>Adults:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	86.9%	83.9%	92.6%	92.6%	86.0%
Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)	82.4%	83.6%	89.3%	89.6%	83.0%
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$6,650	\$6,993	\$7,496	\$7,354	\$7,200
Credential Attainment Rate	57.6%	58.7	N/A	88.2%	62.0%
<b>Dislocated Workers:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	87.8%	74.4%	85.7%	83.3%	83.0%
Employment Retention Rate(4 <sup>th</sup> Qtr. after Exit)	81.5%	76.1%	88.2%	86.6%	79.0%
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$6,312	\$7,621	\$6,432	\$8,571	\$6,850
Credential Attainment Rate	56.4%	43.2	N/A	83.3%	60.0%
<b>Youth Common Measures:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	63.8%	64.3%	79.2%	81.5%	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	74.9%	75.2%
Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)			78.3	80.0%	67.0%
<b>Wagner-Peyser:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	65.5%	63.8%	69.1%	65.0%	63.0%
Employment Retention Rate(4 <sup>th</sup> Qtr. after Exit)	60.8%	62.3%	70.7%	67.0%	64.0%
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$5,238	\$5,268	\$5,165	\$5,472	\$5,100
<b>Not Met (less than 90% of negotiated)</b>	<b>Met (90-100% of negotiated)</b>		<b>Exceeded (greater than 100% of negotiated)</b>		

## 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

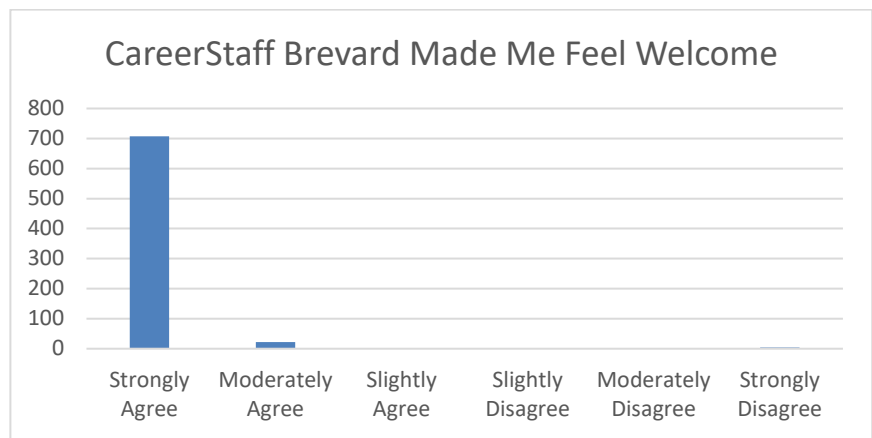
During the third quarter of PY 18-19 January 1, 2019 through March 31, 2019 664 customers completed surveys. Actual comments were provided by some customers but are not shared in this brief due to the volume of comments received; they are reviewed by the Contractor to support continuous improvement efforts and shared with Board staff via the monthly contractor report. Year to Date 2,201 customers have completed surveys with an overall customer satisfaction rate of 96%.



Of the 739, customers completing surveys, the largest group were those that came for Job Search (288).

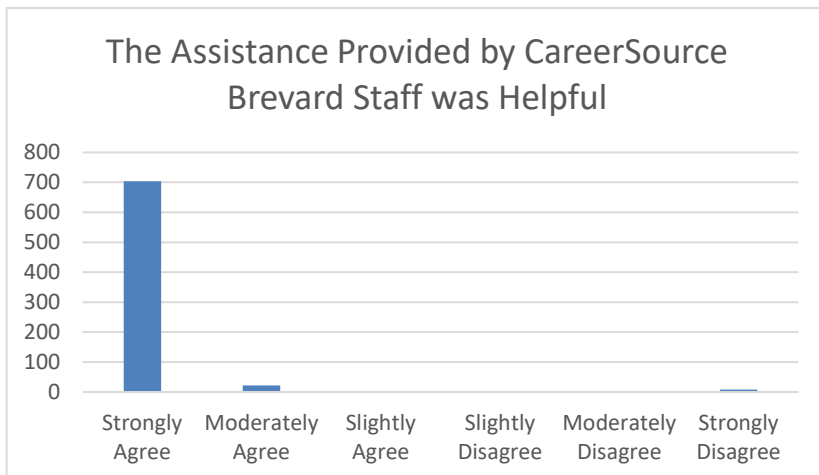
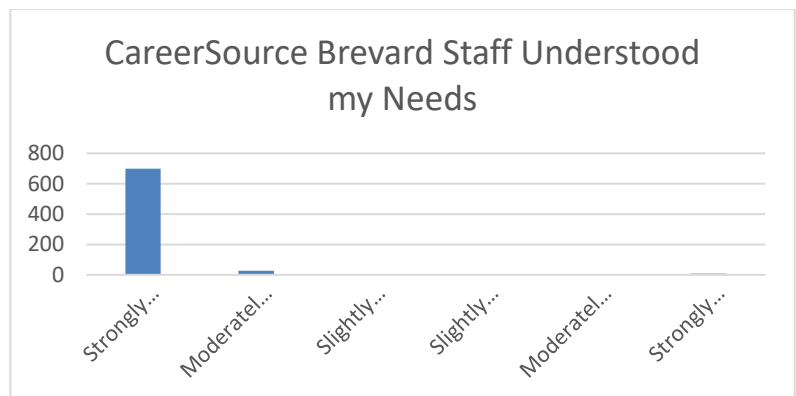


96% believed that CSB Staff made them feel welcome in the center.



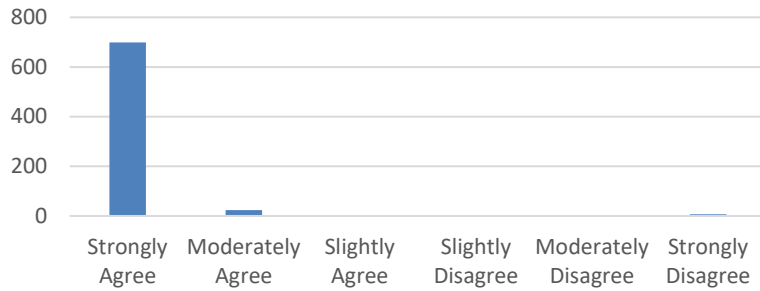
95% felt staff responded to their needs in a timely manner.

95% felt staff understood their needs.



96% strongly agreed that staff was helpful.

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



95% felt staff gave them the information they needed to assist them in their job search.

96% said they would return to CareerSource Brevard if they needed additional services.

### I Would Return to CareerSource Brevard if I Needed Additional Services

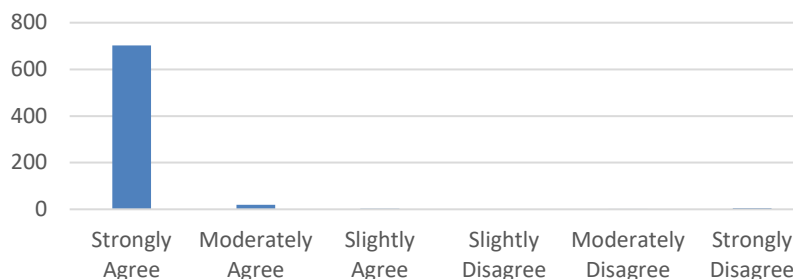


### I Would Recommend CareerSource Brevard to Others



96% would recommend CareerSource Brevard to others.

### My Overall Experience with CareerSource Brevard has been Satisfactory



96% strongly agreed that they were satisfied with their overall experience at CareerSource Brevard.

## Quarterly Multimedia Outreach (March – May 2019)

<b>Non-Paid Social Media Marketing &amp; Direct (Email) Marketing</b>	<p><b><u>Facebook, Twitter, LinkedIn, Constant Contact</u></b> 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.</p> <p><u>CSB &amp; partner event collaboration:</u> Lead Brevard Community+ Conversation and Leadership Brevard class of 2019, Brevard Adult Ed pre apprenticeship training, City of Cocoa summer youth employment program, NAWB, Income Tax services, Florida Ready to Work, Space Coast Health Foundation Free Dental Care.</p> <p><u>CSB-hosted events:</u> CompTIA and Microsoft Office Specialist training/certifications. IT Expo/Job Fair, ESOL classes, Soft Skills training, Skilled Trades in Construction and Home Health job fair, Palm Bay area and Titusville area employer's job fairs.</p>
<b>Paid Advertising</b>	<p><b><u>BBN, Facebook, LinkedIn, Google Search:</u></b> 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 &amp; Sector Strategy talent attraction/recruitment, (See bottom for detail) Business retention and total talent solutions employer services.</p>
<b>Media Relations &amp; Press Coverage</b>	<p><b><u>Media Relations:</u></b> 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> BBN, Cover story on APG grant &amp; IT sector strategy initiatives, Florida Today, Hometown News, and 98.5 The Beach shares CSB general brand news: 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>
<b>Community Partner Outreach Programs</b>	<p><b><u>Additional outreach efforts not detailed in committee goals matrix :</u></b> Ongoing collaboration with and sharing of, CSB's Partner/Employer/Job seeker news and events.</p> <p><u>Annual Aerospace Workforce Workshop:</u> Aerospace Industry Representatives, Education/Training Partners, Elected Officials and Community Stakeholders discuss regional Aerospace workforce needs survey results, identify and design solutions to workforce challenges.</p> <p><u>Annual CSB Legislative Workshop</u> Inviting elected officials to learn current CSB initiatives, services and programs that aid their constituents.</p> <p><u>EDC's Quarterly Investor Update</u> Marci Murphy shared with Brevard's community leaders, CSB's role in business disaster recovery preparedness.</p> <p><u>Merritt Island Rotary Club</u> Marci Murphy spoke with community leaders about the services and programs offered through CSB.</p> <p><b><u>Income Tax services,</u></b> Each year, CSB partners to raise awareness and provide space for delivery of these services.</p>

## Quarterly Multimedia Outreach (March – May 2019)

	<p><b><u>Space Coast Health Foundation Free Dental Care</u></b> CSB used outreach tactics to raise awareness of and secure participants for, this free dental service.</p> <p><b><u>WeVenture event:</u></b> Jenn Lasser was asked to introduce CSB services to 70 professionals in attendance.</p> <p><b><u>Women in Defense</u></b> Jenn Lasser was asked to introduce CSB services to more than 90 professionals in attendance.</p> <p><b><u>Titusville Chamber:</u></b> shares CSB's programs/services, and partner placement materials in Chamber relocation packages.</p> <p><b><u>Hispanic Business Expo</u></b>— Wendi Jo Bost and Vanessa Pichardo introduced CSB services to more than 75 event attendees as well as local businesses.</p> <p><b><u>Brevard County Libraries</u></b> provides counter space for CSB services/program collateral.</p>
<b>Print collateral/Event Support</b>	<p><b><u>Employer support volunteer sheet:</u></b> The many ways employers can engage with CSB and its audiences.</p> <p><b><u>Program collateral:</u></b> 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><b><u>Career center's tour and welcome video.</u></b> Updated to include a tour of all three career centers.</p>
<b>Website</b>	<p><b><u>Content development and enhancements:</u></b> 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, Young Adult's Summer Earn and Learn Program, Jobseekers services for underemployed.</p>
<b>State Co-Op Outreach Program</b>	<p><b><u>Out of State Engineering Talent Attraction &amp; Recruitment campaign:</u></b> April launched CSB's three month multi media campaign. CSB recruiters are following up with the 100 responders-to-date:</p> <ul style="list-style-type: none"> <li>• 35% from Dallas, Fort Worth, Texas, 23% from San Francisco Bay Area, and Los Angeles, California, 16% from Greater New York City Area</li> <li>• 65% reached the landing page from their mobile phones</li> <li>• 72% are male</li> <li>• 28%, or largest age group are 25-34</li> <li>• Final results of the campaign will be presented at the next meeting.</li> </ul> <p><b><u>Local Unemployed/Underemployed/Introduction to key industry sectors -- talent attraction campaign:</u></b> April launched CSB's heavily saturated 2-month paid/non paid social media campaign. CSB center managers are following up with the 300 responders-to-date:</p> <ul style="list-style-type: none"> <li>• Approx. 75% are women</li> <li>• More than 50% are BRAND NEW to CSB! (uncovering hidden talent!)</li> <li>• The rest are in EF but interested in more services with approx. 50% seen within past 3 years.</li> <li>• 93% responded from their mobile phones.</li> <li>• Final results of the campaign will be presented at the next meeting.</li> </ul>

# CAREER CENTER COMMITTEE (CCC)

## ATTENDANCE RECORD

PY 2018-2019	SEPT	DEC	MAR	JUNE
Angelastro, Joe	P	P	P	
Archer, Stephanie	A	A	A	
Beal, Shawn	P	A	P	
Brockwell-Carey, Lynn		new 2/19	P	
Coxwell, Dale	A	A	past 4/19	
Gaedcke, Marcia		new 2/19	A	
Gramolini, Robert	P	P	P	
Heller, Nancy	P	P	P	
Jackson, Juanita	P	P	P	
Koursaris, Laura	A	A	P	
Menyhart, Mike	P	P	P	
Sugarman, Jennifer		new 2/19	A	