

# CareerSource Brevard

Career Center Committee

January 26, 2021

## Minutes

The meeting was held virtually via teleconference using Microsoft Teams during the COVID-19 pandemic.

### **Members in Attendance:**

Nancy Heller, Chair, Shawn Beal, Lorri Benjamin, Lynn Brockwell-Carey, Marcia Gaedcke, Robert Gramolini, Leslie Jones, Travis Mack, Theodore Pobst and Jennifer Sugarman

**Members Absent:** Brian Jaskiewicz and Laura Koursaris

### **Staff in Attendance:**

Marci Murphy, Jana Bauer, Wendi Bost, Judy Blanchard, Denise Biondi, Megan Cochran, Thomas LaFlore, Lisa Fitz-Coy, Don Lusk, Lyn Sevin, Erma Shaver and Marina Stone

### **Guests in Attendance:**

Chakib Chehadi, Ahmanee Collins-Bandoo, Julie Berrio, Marvetta Gordon, Linda Hadley, Caroline Joseph-Paul, Ramsey Olivarez, Michele McAlpin, Sally Patterson and Raul Santana of CareerSource Brevard (CSB) Career Centers along with Frank Margiotta of Eastern Florida State College

### **Call to Order:**

Nancy Heller, Chair called the meeting to order at 8:31 am at CareerSource Brevard (CSB). Introductions were made.

### **Public Comment:**

There was no public comment.

### **Reports:**

The President provided an update on the current state of CSB operations during the COVID pandemic, our local and state unemployment rates, an update on details of a recent meeting with Brevard's legislative delegation and the construction training grant. She thanked the members for their contribution to our organization.

### **Presentation:**

#### Rapid Credentialing Initiative Through Eastern Florida State College

Frank Margiotta, Dean of Workforce Programs at Eastern Florida State College shared a presentation on their Rapid Credentialing Initiative designed to use the Governor's Emergency Education Relief (GEER) Fund to promote short term training programs, stackable credentials and to prepare individuals for the workplace. Program performance was also shared.

### Veteran Services Overview

A Veteran's Services Program presentation was given pertaining to the mission, roles and responsibilities, activities and outreach, job fairs and performance of CSB's Veteran Program.

### **Action Items:**

#### Approval of Career Center Committee Minutes of October 27, 2020

Motion to approve the Minutes from the October 27, 2020 meeting was made by Jennifer Sugarman. Robert Gramolini 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.

#### Healthcare Sector Strategy Update Presentation

A presentation was shared of the Healthcare Sector Strategy Updates. Goals were met, activities and results through December 31, 2020 were shared. Details of the Virtual CNA Career and Training Virtual Fair were shared along with outcomes from the event.

#### CAPE Industry Certification Funding List

The Florida Career and Professional Education (CAPE) Act was created to provide a statewide planning partnership between the business and education communities to attract, expand and retain targeted talent. For the upcoming 2021-2022 school year, a total of 96 applications (including duplicates) were submitted across the state, with seven (7) from Brevard. The preliminary comprehensive list of recommended certifications statewide was shared. The final list will be provided to the CareerSource Florida board for approval in February 2020

#### Quarterly Multimedia Outreach Presentation and Matrix

A visual presentation of social media, direct email marketing and paid advertising from the second quarter was shared along with marketing highlights, the State of Florida co-op campaign and metrics for CSB's website and social media platforms. A matrix showing the quarterly activities of the Outreach Department was also shared.

#### Second Quarter Contractor Performance PY20-21

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 missed the performance criteria for 15 of the 21 of the minimum measures but exceeded 13 of the 21 accelerated measures.

#### Primary Indicators of Performance

Common Measures were established under WIA and are still required by the Workforce Innovation and Opportunity Act (WIOA). Data was shared showing past performance and actual performance, along with PY20-21 goals. The goals for Credential Attainment Dislocated Worker and Youth were missed for the 1<sup>st</sup> quarter. All other performance goals were met or exceeded for the 1<sup>st</sup> quarter.

Continuous Improvement Performance Initiative

The Continuous Improvement Performance Initiative (CIPI) Measures are those developed under the guidance of CareerSource Florida and align with CSF’s corporate goals. These measures are used for awarding performance incentive monies to regional workforce boards. The initiative includes three key metrics with additional credit for serving individuals with barriers to employment and for providing staff-assisted, high-value services to business establishments. The committee reviewed the data for PY 20-21 July 1 through December 31, 2020. To date CSB has received \$19,080 of the incentive dollars allocated to PY 20-21 performance.

CareerSource Brevard Customer Portal

Based on the CareerSource Brevard Board of Directors Retreat last February, an initiative was developed to create and track an online customer feedback mechanism that would be housed on the CSB website. The portal will be designed to serve two primary functions; collecting success stories from customers and collecting survey data regarding customer experiences within the center. Planning is underway and development will occur during the first quarter of 2021. Functionality and measurements were shared.

Business Use of CSB Services

The goal in CSB’s Strategic Plan is to 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. Data was shared showing the number of unique businesses who received a service and also the number of services those businesses used. Discussion ensued about how local business are coping with the pandemic and future plans. It was noted that some businesses laid off and furloughed staff, management works 2 to 3 days in the office, others are anticipating new programming by June and other businesses are strictly working remotely and taking advantage of increased staff training online.

Q2-2020 Job Fair and Recruiting Events Presentation

A presentation showing on and off-site recruiting events, workshops, virtual job fairs, employer panels, a virtual employer appreciation awards ceremony and a virtual IT consortium were shared. A Fact Sheet was also provided for July 1 – December 31, 2020.

**Adjourn:**

There being no further discussion or business, Nancy Heller, Chair adjourned the meeting at 10:07 am.

Respectfully submitted,

Reviewed by,

{signature on file}                      02/03/21  
Marina Stone                              Date

{signature on file}                      02/03/21  
Nancy Heller, Chair                      Date