

CareerSource Brevard

Industry Workforce Committee

April 19, 2022

Minutes

The meeting was held in person and virtually via Microsoft Teams.

Members in Attendance: Mike Menyhart (Chair), Kristen Bakke, Art Hoelke, Jennifer Kenny, Traci Klinkbeil, Frank Margiotta, Trudy McCarthy, Nancy Peltonen, Michele Thomas for Rachel Rutledge and Terry Schrupf

Members Absent: Rohit Ghosh, Kirsten Patchett, and D. Travis Proctor

Staff in Attendance: Marci Murphy, Thomas LaFlore, Jana Bauer, Beatrice Bourisiquot, Denise Biondi, Melissa Byers, Megan Cochran, Lisa Fitz-Coy, Clinton Hatcher, Jodi Jackson, Michelle Jones, Deidre McVay-Schulmeister, Deserine Morgan, Lori Robinson, Marina Stone, James Watson and Kimberly Weatherby

C2 Staff in Attendance: Chakib Chehadi, Caroline Joseph-Paul, Julie Berrio, John Bonsignore, Linda Hadley, Bob Knippel, Angie Londono, Jessica Mitchell, Ramsey Oliverez, Sally Patterson and Aaron Smith from the Career Center

Guests in Attendance:

None.

Call to Order:

Mike Menyhart (Chair) called the meeting to order at 8:31 am and roll call was taken.

Public Comment:

There was no public comment.

Presentation:

A Job Seeker survey was developed and implemented by CSB which was sent through various methods (Constant Contact, personal emails, etc.) and a presentation was given entitled "Job Seeker Survey Data" highlighting the survey results. The presentation included information about respondents age, education, industry sector of interest, valuable benefits to job seekers, along with job seeker highlights. An overall summary shows most respondents were over 41 years old, had some college education and over half who took the survey wanted to further their education. The top industry sectors

were identified as Information Technology, Aerospace Aviation and Healthcare. The top benefits job seekers are looking for is health insurance, paid leave time, long term career growth and training opportunities. Discussion ensued. The committee felt it would be advantageous to survey Brevard County employers to find out what employers are currently offering to potential new employees during this period of unprecedented low unemployment rates.

Action Items:

Approval of Workforce Operations Committee Minutes of January 13, 2022

Motion to approve the Minutes from the January 13, 2022 meeting was made by Terry Schrupf. Frank Margiotta seconded the motion. The motion passed unanimously.

Selection of Key Industries for Program Year 2022-2023

Staff presented data containing the history and trends of employment growth by industry from 2018 through 2022. The recommended key industries reviewed were aerospace/aviation, manufacturing, information technology, healthcare, construction, leisure/hospitality and logistics, transportation, distribution. Motion to approve staff recommendation of the Key Industries for PY 2022-2023 be included on the consent agenda of the next Board of Directors meeting made by Frank Margiotta. Kristin Bakke seconded the motion and motion passed unanimously.

Reports:

Marci Murphy shared information on Brevard's unemployment rate, currently at an unprecedented rate of 2.5%, in January the rate was 3.4%. CSB continues to focus on short and long term strategies to help with labor shortages. CSB's efforts are to find hidden talent, which can include underserved populations, people with barriers to employment, veterans and mature workers which will also drive more traffic into our career centers. Additionally, we strategize with employers to find ways they can re-engage talent. We are working closely with the Brevard County Library, utilizing an automated referral process called Crosswalk with our CBO's and FBO's and advertising with the DMV. CSB continues to work with the Brevard County School system, EFSC and Keiser University along with other educational institutions, as well as community partners and businesses, to develop the talent pipelines our key industries need.

Discussion/Information Items:

Committee Goal Status

Staff reviewed the matrix of the Industry Workforce Committee including the Goals, Objectives, Strategies, Actions, Timeframes and Status of each strategy.

Healthcare Sector Strategy Grant Update

A presentation was shared of the Healthcare Sector Strategy Updates. Healthcare Grant Goals for Program Year 21-22 were reviewed. The Nursing Faculty Talent Attraction Tool Kit was highlighted along with a new 2022 focus on youth/young adult engagement and the expanded role of the Healthcare Sector Strategist. Nancy Peltonen inquired about the \$500 scholarships for 10 students attending Educare and if donations would be welcomed from outside sources. Nancy Peltonen will send Megan Cochran additional information on the subject.

Business Services Quarterly Review Presentation

A presentation was shared that highlighted CSB Recruiting Events, Job Fairs, Workshops, Presentation and Panels and Business Learning Events along with a Fact Sheet for July 1, 2021 through March 31, 2022.

Multimedia Outreach Presentation and Matrix

The Outreach Department shared a presentation and a matrix of social media, direct email marketing and paid advertising and other activities from the first three quarters of PY 21-22.

Adjourn:

There being no further discussion or business, Mike Menyhart adjourned the meeting at 9:56 am.

Respectfully submitted,

Reviewed by,

{signature on file} 04/29/22
Marina Stone Date

{signature on file} 04/29/22
Mike Menyhart, Chair Date