



Board of Directors Meeting
February 15, 2024 – 8:30am
CSB Boardroom Rockledge or Virtually

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Attendees: Frank Abbate, Shawn Beal, Mary Jane Brecklin, Colleen Browne, Randy Fletcher, Lloyd Gregg (Chair), Art Hoelke, Karen Houston, Traci Klinkbeil, Karen Locke, Nuno Mana, Mike Menyhart, Wayne Olson, Amar Patel, Pamela Reed, Cordell Rolle, Monica Shah, Holly Tanner, and Lynda Weatherman.

Agenda

*To facilitate and be the catalyst for workforce development services
that are responsive to the employment needs of Brevard County*

Call to Order	Lloyd Gregg	<u>Page No.</u>
Roll Call	Holly Paschal	
Public Comment		
Presentations:		
A. Employer Recognition – Brevard County & Brevard County Parks & Recreation	Jim Watson/Raul Santana	
B. CSB Staff Recognition – Laura Hutcheson	Melissa Janssen	
C. Education & Industry Consortium	Thomas LaFlore	
D. Community Brand	Angela Neal- EDC	
E. Audit Report Presentation/Approval	James Moore	1 - 3
Action Items:		
F. Board of Directors Meeting Minutes – 11/16/23	Lloyd Gregg	4 – 6
G. WIOA DW to Adult Transfer Request	Lynn Hudson	7
Committee Chair Reports:		
H. Industry Workforce Committee	Mike Menyhart	
I. Career Center Committee	Pamela Reed	
J. Finance Committee	Colleen Browne	
K. President’s Report	Marci Murphy	
Information Items		
L. Second Quarter Contractor Performance		8 - 10
M. Primary Indicators of Performance		11
N. Letter Grade		12
O. Business Use of CSB Services		13 -14

P. Financial Reports (Charts 1, 2, & 3)	15 – 19
Q. Grow the Resources of the Board	20 – 24
R. Committee Meeting Minutes	
a. Finance Committee – 11/06/23	25 – 26
b. Executive Committee – 08/02/23	27 – 28
S. Presentations at Committee Meetings	29 - 62
<i>Adjourn</i>	

Meeting information available @ careersourcebrevard.com

Pursuant to the provisions of the Americans with Disabilities Act, any person requiring special accommodations to participate in this meeting is asked to advise CareerSource Brevard at least 48 hours prior to the meeting by contacting Holly Paschal at (321) 394-0507. Persons who are hearing or speech impaired can contact Holly Paschal through the Florida Relay Service by dialing 7-1-1

Upcoming Meetings:

February 2024

- 5th Finance Committee-3:30pm
- 5th Executive Committee-4:00pm
- 15th Board of Directors 8:30am

March 2024

No meetings

April 2024

- 9th Industry Workforce Committee-8:30am
- 23rd Career Center Committee-8:30am

May 2024

- 6th Finance Committee-3:30pm
- 6th Executive Committee-4:00pm
- 16th Board of Directors {Annual Meeting & Retreat}- 8:30am

June 2024

No meetings

**BREVARD WORKFORCE DEVELOPMENT BOARD, INC.
DBA: CAREERSOURCE BREVARD
SCHEDULE OF FINDINGS AND QUESTIONED COSTS
FOR THE YEAR ENDED JUNE 30, 2023**

I. Summary of Auditors' Results:

Financial Statements:

Type of audit report issued on the financial statements: *Unmodified*

Internal control over financial reporting:

Material weakness(es) identified? yes no

Significant deficiency(ies) identified? yes none reported

Noncompliance material to financial statements noted? yes no

Federal Awards:

Internal control over major Federal programs:

Material weakness(es) identified? yes no

Significant deficiency(ies) identified? yes none reported

Type of auditors' report issued on compliance for major Federal programs: *Unmodified*

Any audit findings disclosed that are required to be reported in accordance with 2 CFR 200.516(a)? yes no

Identification of major Federal programs:

<u>Assistance Listing Number(s)</u>	<u>Program Name</u>
17.277	National Emergency Grant
17.258, 17.259, 17.278	WIOA Cluster
17.207, 17.801	Employment Service Cluster
Dollar threshold used to distinguish between type A and type B Federal programs:	\$750,000
Auditee qualified as low-risk auditee?	<input checked="" type="checkbox"/> yes <input type="checkbox"/> No

State Financial Assistance:

Internal control over major State projects:

Material weakness(es) identified? yes no

Significant deficiency(ies) identified? yes none reported

Type of auditors' report issued on compliance for major State projects: *Unmodified*

Any audit findings disclosed that are required to be reported for state financial assistance projects in accordance with Chapter 10.550? _____ yes X none reported

Dollar threshold used to distinguish between type A and type B programs: \$300,000

Identification of major State programs:

<u>CSFA Number</u>	<u>Program Name</u>
40.037	Workforce Development Projects

- II. **Financial Statement Findings:** None.
- III. **Federal Awards and State Projects Findings and Questioned Costs:** None.
- IV. **Prior Audit Findings:** See Schedule of Prior Audit Findings on page 26.
- V. **State of Florida, Department of Commerce (DEO) Reporting Requirements:** The Organization performed timely reconciliations between the general ledger accounting system and the Subrecipient Enterprise Resource Application maintained by DEO. Also, based on the DEO reporting requirements, there were no additional findings required to be reported in FY2023.



February 15, 2024

Action Brief

Program Year 2022-2023 Audit Report

Background

James Moore & Co. has completed an audit of the financial position of Brevard Workforce Development Board, Inc. dba CareerSource Brevard for the fiscal year ended June 30, 2023. The audit was conducted in accordance with generally accepted auditing standards. In their opinion, the financial statements present fairly, in all material respects, CSB's financial position as of June 30, 2023, and the changes in its net assets and cash flows for the year then ended, in conformity with generally accepted accounting principles.

The auditors' report expresses an unmodified opinion on the financial statements of Brevard Workforce. The Schedule of Findings (attached) indicates that there were no reportable conditions in internal control, and no material instances of noncompliance. CSB was determined to be a low-risk auditee pursuant to the Uniform Guidance.

Action

Accept the Independent Auditor's Report on the financial statements of Brevard Workforce for the program year ended June 30, 2023.

CareerSource Brevard
Board of Directors Meeting
November 16, 2023

MINUTES

Members in Attendance: Frank Abbate (virtual), Shawn Beal (virtual), Mary Jane Brecklin (virtual), Colleen Browne (virtual), Randall Fletcher (virtual), Lloyd Gregg (Chair), Art Hoelke (virtual), Karen Houston, Brian Jaskiewicz, Traci Klinkbeil (virtual), Karen Locke, Nuno Mana (virtual), Mike Menyhart (virtual), Wayne Olson, Amar Patel (virtual), Cordell Rolle (virtual), Holly Tanner (virtual) and Lynda Weatherman (virtual).

Members Absent: Pamela Reed and Monica Shah.

Staff Present: Ahmanee Collins-Bandoo, Julie Berio, Denise Biondi, Lynn Hudson, Michelle Jones, Bob Knippel, Thomas LaFlore, Angie Londono, Deserine Morgan, Marci Murphy, Holly Paschal, Caroline Joseph-Paul, Sally Patterson, Kory Sillerud, Jim Watson, and Jeff Witt.

Guests: Robin King, Riah Pinem, Christine Sikora, Chakib Chehadi, Aaron Smith, Sanchez Emanuel, and J. Gabriel Garza.

Call to Order: The CareerSource Brevard (CSB) Board Meeting was called to order at 8:30am by Lloyd Gregg.

Public Comment: There was no public comment.

Presentations:

Job Seeker Recognition

Joan Belmonte introduced Riah Pinem, a job seeker from the Hope Florida Program and recognized Ms. Pinem for her achievements throughout the program.

CSB Staff Recognition

Caroline Joseph-Paul recognized CSB staff member, Ahmanee Collins-Bandoo for always going above and beyond, and for her continuous contributions to CSB.

Employer Recognition

Deserine Morgan recognized employer Indian River Networks for their continuous support of CSB to include sponsoring many CSB events.

Annual Report

Denise Biondi presented CareerSource Brevard's Annual Report for program year 2022-2023.

President's Consolidation Report

Marci Murphy informed the board that board member Brian Jaskiewicz is resigning from the board and recognized Brian Jaskiewicz for his exceptional contributions and stated that Brian has always been a champion for CSB veterans and veteran services in addition to many successful OJT's and IWT's with CSB and helping us with our local plan.

Ms. Murphy shared that CSB held its annual Paychecks for Patriots job fair at the Viera Regional Community Center and stated that it was a very successful event thanks to the support of many CSB employees who helped to make it happen. She informed the members that 55 employers and 338 job seekers; 98 of whom were veterans, attended the event.

Ms. Murphy also informed that Florida Commerce announced the winners of the 2023 Veterans Performance Incentive awards at the third annual veteran's workforce summit held in October in Orlando and showcased CSB successes.

Ms. Murphy states that Florida Commerce awarded the 2023 Veterans' Performance Incentive Awards to recognize Local Workforce Development Boards for excellence or demonstrated improvements in serving to the state's veterans through employment services, program service enhancements, and community partnerships to best assist Florida's veterans. Ms. Murphy congratulated the CareerSource Brevard Veterans team, as one of six regions that won incentives.

Ms. Murphy informed the board that one of CSB's veteran services staff member, David Atchison attended a Veteran Readiness and Employment Awards; she explained that this award recognizes Disabled Veteran Outreach Program Specialists across the state who have shown excellence in serving Florida's veterans with service-connected disabilities that limit or prevent their ability to work, and she congratulated David Atchison for obtaining this well-earned award.

Marci Murphy presented an update on the consolidation efforts with CareerSource Flagler Volusia (CSFV) and shared a timeline of the efforts since February 2023 to present. Lynda Weatherman asked about the State expectations and if they are helping CSB through this process. Ms. Murphy confirmed that the State of Florida is helping with this consolidation as well as our monitoring company, Taylor, Hall, Miller, and Parker (THMP) is also assisting CSB throughout this process.

Action Items:

Approval of Board of Directors Meeting Minutes

Motion to approve the Board of Directors Meeting minutes for August 8, 2023, made by Cordell Rolle and seconded by Mike Menyhart. Motion passed unanimously.

Guidelines For Formula Funding Usage

Jim Watson explained the Guidelines for Formula Funding Usage. Amar Patel asked how CSB's funding source views this shift in the change and Jim Watson responded that CSB has reported back to the State and the State did not have any questions regarding the shift. Motion to approve the Guidelines For Formula Funding Usage, made by Wayne Olson and seconded by Mary Jane Brecklin. Motion passed unanimously.

Reports:

Mike Menyhart gave a report on the Industry Workforce Committee meeting held on October 10, 2023.

Jim Watson gave a report on the Career Center Committee meeting held on October 24, 2023.

Colleen Browne gave a report on the Finance Committee meeting held on November 6, 2023.

Marci Murphy informed the Board that CSB has received over four million dollars for the Hurricane Ian Grant, and that AARP funding is ending in December for this calendar year and AARP will be awarding CSB another \$60,000 for the coming year.

Information Items:

Information items presented included Career Center Standards, First Quarter Contractor Performance, Primary Indicators of Performance, End of Year Letter Grade, Financial Reports, Quarterly Multimedia Outreach, Grow the Resources of the Board, Committee Meeting Minutes and Committee Meeting Presentations.

Other Business:

There being no further business, the meeting was adjourned at 9:30am.

Submitted by,

Reviewed by,

(Signature on file)
Holly Paschal

December 4, 2023
Date

(Signature on file)
Lloyd Gregg

December 4, 2023
Date



February 15, 2024

Action Brief

WIOA Dislocated Worker to Adult Transfer Request

Background

WIOA Section 133(b)(4) gives local workforce boards the authority to transfer up to 100% of funds allocated for Dislocated Worker activities for expenditure on Adult activities. Last year CSB transferred approximately \$650,000 of its WIOA Dislocated Worker funding allocation to the Adult program because there is a greater demand for Adult services in this region.

In September of 2021 DEO (now Florida Commerce) adopted a policy requiring prior approval for these transfers. If the transfer exceeds 25% of the funding, the policy also requires board approval and justification for using one program's funding for the other program's activities.

Action

Approve the transfer of \$650,000 (86%) of WIOA Dislocated Worker funding to the WIOA Adult program in the 2023-2024 program year. This will authorize staff to complete the Florida Commerce Prior Approval Transfer Request form for transferring WIOA Dislocated Worker funds to the Adult program.



February 15, 2024

Information Brief

Second Quarter Contractor Performance PY 2023-2024

Background

The CSB Workforce Operations (Career Centers) 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 (16 of 20 for quarters 1, 2 & 3 and 17 of 21 for quarter 4)
- **Element B:** Contractor must meet accelerated performance on 50% of the measures (10 of 20 for quarters 1, 2 & 3 and 11 of 21 for quarter 4)
- **Element C:** Meeting or exceeding a minimum score of 75 on a Board performance evaluation related to programmatic monitoring results.

PY 2023-24 Performance Results

The Contractor has met the required number of measures to be eligible to earn dollars for Element A. They were also successful in exceeding the performance criteria to be paid on Element B.

Elements of Contractor Performance Earnings - PY 23-24						
Measures						
Objective/Criteria	Minimum	Accelerated	1st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
WIOA Adult Measures						
Adult Entered Employment Rate	90%	95%	Exceeded (100%)	Exceeded (100%)		
Adult Average Wage at Placement	107% (\$17.01)	111% (\$17.73)	Exceeded (145.1%)	Exceeded (125.7%)		
Adult Retention at 12 Months	86%	88%	Exceeded (90.9%)	Met (87.3%)		
Adult Credential Attainment Rate	77%	79%	Exceeded (83.95%)	Exceeded (85.6%)		
Adult Measurable Skills Gain	Q1 - 45% Q2 - 55% Q3 - 65% Q4 - 77%	Q1 - 50% Q2 - 60% Q3 - 70% Q4 - 79%	Missed (19.7%)	Missed (51.7%)		
WIOA Dislocated Worker Measures						
Disl. Wkr. Entered Employment Rate	90%	95%	---	Exceeded (100.0%)		
Disl. Wkr. Average Wage At Placement	143% (\$22.75)	150% (\$24.00)	---	Exceeded (155.8%)		

Elements of Contractor Performance Earnings - PY 23-24

Measures						
Objective/Criteria	Minimum	Accelerated	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Disl. Wkr. Retention at 12 Months	90%	92%	Exceeded (100%)	Exceeded (100.0%)		
Disl. Wkr. Credential Attainment Rate	72%	75%	Exceeded (83.3%)	Exceeded (87.5%)		
Disl. Wkr. Measurable Skills Gain	Q1 - 55% Q2 - 60% Q3 - 70% Q4 - 75%	Q1 - 60% Q2 - 65% Q3 - 75% Q4 - 80%	Exceeded (66.7%)	Exceeded (80.0%)		
WIOA Youth Measures						
Youth Entered Employment Rate	87%	92%	Met (88.9%)	Met (89.5%)		
Youth Average Wage At Placement	68.3% (\$10.90)	70% (\$11.15)	Exceeded (106.9%)	Exceeded (90.5%)		
Youth Retention at 12 Months	81.5%	83%	Missed (75.0%)	Missed (68.8%)		
Youth Credential Attainment Rate	70%	73%	Missed (63.0%)	Missed (65.6%)		
Youth Measurable Skills Gain	Q1 - 40% Q2 - 50% Q3 - 60% Q4 - 65%	Q1 - 45% Q2 - 55% Q3 - 65% Q4 - 68%	Missed (16.0%)	Missed (42.9%)		
Wagner Peyser Measures						
WP Entered Employment Rate	36%	38%	Exceeded (40.8%)	Exceeded (40.2%)		
WP Average Wage at Placement	72% (\$11.44)	76% (\$12.15)	Exceeded (107.8%)	Exceeded (93.9%)		
Welfare Transition						
Entered Employment Rate	31%	33%	Missed (28.3%)	Exceeded (35.8%)		
Training Services						
WT and SNAP Enrolled in Work Related Training	19%	21%	Exceeded (33.3%)	Exceeded (34.5%)		
WIOA/WP Participants Enrolled in Work Rela	6%	13%	Met (7.0%)	Met (6.2%)		
Grants and Special Projects Measured Annually (Tracked for information only)						
Increase FAWA ITA's and OJT's by 100%	3		Exceeded (13)	Exceeded (25)		
Graduate 50 participants in C N A Training	12		Missed (1)	Missed (2)		

Element A			
Met the minimum percentages set on 16 out of 20 (Q1, Q2 & Q3), and 17 out of 21 (Q4) Performance Measures established in Attachment F	No – Met Minimum on 13 of 18*	Yes – Met Minimum on 16 of 20	

Element B				
Met the accelerated percentages set on 10 out of 20 (Q1, Q2, & Q3), 10 out of 20 (Q3) and 11 out of 21 (Q4) established in Attachment F	Yes – Met Accelerated on 12 of 18*	Yes – Met Accelerated on 13 of 20		
Element C				
Met a minimum score of 75 or higher on the CSB performance evaluation related to the annual state programmatic monitoring results	N/A			

* There were no exits for Dislocated Workers during the first quarter so there is no performance to report. These measures were removed from the overall calculations for this first quarter. Quarter 1 must meet 14 of 18 for Element A and 9 of 18 for Element B.

Performance Analysis

The achievement of measurable skills improvement has been lacking in both the Adult and Youth programs. This is partially attributed to the fact that training programs aren't designed to achieve measurable skill gains early in the year, especially for young participants. Furthermore, a significant percentage (47%) of adult participants initiated their training after July 1 and haven't yet reached the point where their skill gain can be measured.

To address this issue for both Adult and Youth programs, contractor staff are actively working on strengthening relationships with training providers. The goal is to establish milestones that allow the capture of skills improvement and credential attainment as early as possible. Additionally, contractor staff is exploring alternative credentials that students can earn through resources like Metrix and other avenues. The success of this endeavor is evident in the increase in performance for measures. While not quite enough to meet the goal, there were significant gains in adult gains (increasing from 19.7% to 51.7%) and in youth gains (increasing from 16% to 42.9%).

There is a persistent challenge of low youth retention rates throughout the state, primarily driven by the allure of higher-paying jobs that entice young individuals to forgo further training. Unfortunately, this trend often results in young employees entering the workforce without the essential soft skills required for job retention.

Additionally, CareerSource Brevard has partnered with several agencies to serve underprivileged Young Adults through the NextGen program. One such partnership focused on serving Justice Involved Youth in residential programs at AMIKids. While this partnership offered the Youth participants access to pre-employment training, vocational training, and incentives, many of the youth reside outside of Brevard County. Once they exit Brevard's residential program, and return to their respective counties, retention follow-up has been a challenge for both CareerSource & AMIKids staff. Staff are continuing to work on identifying ways to maintain contact with and obtain completion and retention information for youth.

Staff will continue to monitor, analyze, and report performance in all areas. Customers Served, Entered Employment Rates and Retention Rates will remain a focus for the next few months.

Information Brief

Primary Indicators of Performance

Background

Common Measures are required by the Workforce Innovation and Opportunity Act (WIOA). While incentive monies are not directly 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. They are also included as one of the measures in the Letter Grades Performance. Contractor performance measures are designed to closely match most of the federal measures maintaining the focus on performance in these areas.

Below is the most recent report that shows past performance along with our actual performance through the 1st quarter of PY 2023-24. Also shown are our goals for PY 2023-24. All performance goals were met or exceeded for the 1st quarter of Program Year 2023-24.

July 2023-September 2023 Performance

Primary Performance Indicator (PPI)	Performance 2020-2021	Performance 2021-2022	Performance 2022-2023	PY 23-24 Performance	PY23-24 Performance Goals
Adults:					
Entered Employment Rate (2 nd Qtr. after Exit)	88.9%	83.5%	97.50%	97.50%	90.4
Median Earnings (2 nd Qtr. after Exit)	\$8,745	\$8,927	\$10,028	\$10,457	\$8,837
Employment Retention Rate (4 th Qtr. after Exit)	88.50%	92.6%	87.10%	88.80%	86.1
Credential Attainment Rate	85.2%	82.9%	77.60%	73.10%	77.0
Measurable Skills Gain	75%	75.0%	89.50%	68.20%	75.0
Dislocated Workers:					
Entered Employment Rate (2 nd Qtr. after Exit)	87.9%	93.9%	97.20%	96.70%	90.1
Median Earnings (2 nd Qtr. after Exit)	\$12,574	\$10,006	\$12,787	\$13,998	\$11,831
Employment Retention Rate (4 th Qtr. after Exit)	92.4%	86.3%	93.90%	95.70%	90.2
Credential Attainment Rate	69.4%	89.3%	90.90%	90.30%	72.2
Measurable Skills Gain	83.0%	79.3%	100.00%	92.90%	75.0
Youth Common Measures:					
Entered Employment Rate (2 nd Qtr. after Exit)	82.6%	80.2%	89.80%	87.70%	83.5
Median Wage 2nd Quarter After Exit	\$3,643	\$4,423	\$5,638	\$5,520	\$3,855
Employment Retention Rate (4 th Qtr. after Exit)	78.5%	85.7%	82.90%	83.60%	81.5
Credential Attainment Rate	73.0%	73.9%	52.60%	73.90%	75.5
Measurable Skills Gain	66.2%	75.0%	78.10%	71.40%	65.3
Wagner-Peyser:					
Entered Employment Rate (2 nd Qtr. after Exit)	61.9%	63.8%	64.60%	66.90%	65.6
Median Earnings (2 nd Qtr. after Exit)	\$5,468	\$6,152	\$6,459	\$6,770	\$6,002
Employment Retention Rate (4 th Qtr. after Exit)	62.9%	63.0%	63.90%	63.20%	64.2
Not Met (less than 90% of negotiated)	Met (90-100% of negotiated)		Exceeded (greater than 100% of negotiated)		



A+: ≥ 97	C+: 77 to < 80
A: 93 to < 97	C: 73 to < 77
A-: 90 to < 93	C-: 70 to < 73
B+: 87 to < 90	D: 60 to < 70
B: 83 to < 87	F: < 60
B-: 80 to < 83	

Program Year 2023-2024 (First Quarter)

B

LETTER GRADE

86.6%

FINAL SCORE

Metric (Category)	Weight	Numerator	Denominator	Rate (%)	YOY Rate Difference	Target (%)	Target Met (%)	Weighted Performance (%)
Participants with Increased Earnings (Employment and Training Services, Self-Sufficiency)	.25	3,061	6,247	49.0		50.00	98.0	24.50
Reduction in Public Assistance (Employment and Training Services, Self-Sufficiency)	.25	1,335	3,011	44.34		50.00	88.68	22.17
Employment and Training Outcomes (Employment and Training Services)	.20	17	18	94.44		100.00	94.44	18.89
Participants in Work-Related Training (Training Services)	.10	653	6,501	10.04		25.00	40.16	4.02
Continued Repeat Business (Business Services)	.05	1,981	7,023	28.21		35.00	80.60	4.03
Year-Over-Year Business Penetration (Business Services)	.05				-2.84	100.00	60.00	3.00
PY 2020-2021 Business Penetration		2,910	15,278	19.05				
PY 2021-2022 Business Penetration		2,497	15,404	16.21				
Completion-to-Funding Ratio (Employment and Training Services)	.10	6.15	2.53	100.00		100.00	100.00	10.00
Exiters: Local Board (N)/Statewide (D)		5,091	82,880	6.15				
Budget: Local Board (N)/Statewide (D)		\$3,501,609	\$138,314,587	2.53				
Extra Credit: Serving Individuals on Public Assistance (Employment and Training Services, Self-Sufficiency)	Up to 0.05 points	2,312	6,321	36.58				0.00
FINAL SCORE								86.6



February 15, 2024

Information Brief

Business Use of CareerSource Brevard (CSB) Business Services

Background

The CSB Strategic Plan contains the following goal regarding business use of services.

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 Businesses to meet their workforce needs.
Strategies	Track & Improve Business Engagement Activities

Staff will bring this data for review on an annual basis to be used as a piece of the total analysis about the business use of CareerSource Brevard. Ultimately, the desire is to be cognizant of the usage trends of business services. The data contained in the attached tables shows the number of unique businesses who received a service and the number of services those businesses used.

Count of Employers That Received a Service

This chart measures the number of individual businesses or employers that CSB serves. This shows the number of employers who received services from CSB. Services include but are not limited to job orders, reduction in force services, salary information, labor market information, employed worker training, On-the-Job Training, job fairs, interview space resources, applicant pre-screening, etc.

EMPLOYERS THAT RECEIVED A SERVICE			
Industry	<u>PY 21-22</u>	<u>PY 22-23</u>	<u>% Change from PY 20-21</u>
Total All Industries	2,404	1,947	-19.01%
Construction	617	449	-27.23%
Health Care	612	608	-0.65%
General	1,170	885	-24.4%
Aerospace	82	79	-3.66%

For PY 2022-23, there was an overall 19.01% decrease in the number of businesses served across all industries. Within the individual communities Construction had the largest decrease from the previous year (27.23% decrease) while Healthcare had the lowest (0.65% decrease). Aerospace had a 3.66% decrease and General a 3.66% decrease.

Count of All Services Received

The following chart measures and tracks the number of CSB services that a business uses. The services are broken into job orders and all other services (reduction in force services, salary information, labor market information, employed worker training, On-

the-Job Training, job fairs, interview space resources, applicant pre-screening, etc.). A business can use these services as much as needed and each use counts as a unit of service. The table also presents the data by industry areas that correspond to the “communities” that CSB uses to provide services to all customers. The 2022-23 Program Year results are as follows:

PY 22-23 ALL SERVICES RECEIVED				
Industry	Job Orders	All Other Services	Total	% Change from PY 21-22
Total All Industries	10,733	35,282	46,015	-12.21%
Construction	3,065	9,840	12,905	-13.28%
Health Care	3,629	10,908	14,537	+5.2%
General	4,020	14,520	18,540	-21.75%
Aerospace	2,256	3,609	5,865	+36.75 %

The number of services being provided to current business customers (total all industries) decreased overall by 12.21% compared to the previous year. Within the individual communities, Construction, Health Care, General and Aerospace saw changes of -13.28%, +5.2%, -21.75% and +36.75%, respectively.

Analysis

The decrease in the number of businesses served is a direct reflection of a change in strategy necessary to meet Letter Grade Performance. Many employers have closed their businesses post pandemic and as those businesses are identified they are deactivated in Employ Florida.

While the number of overall services decreased from 41,815 in PY 21-22 to 35,282 in PY 22-23, the number of job orders actually increased from 10,598 to 10,733. This is evidence of businesses relying on CSB to help fill vacancies and the continued focus to provide high quality services to Brevard businesses. With the implementation of the Letter Grades, CSB has been intentional in providing meaningful services to the business community.

Work-based training continues to be down during PY 22-23. One reason was the low unemployment; OJT’s are reserved for new hires unless we are doing an upgrade OJT (which is rare). The very low unemployment rate limits the ability to train new employees.

PY **22-23** also had limited OJT training dollars in formula funds because of the increased number of Individual Training Accounts (ITA’s) that were funded. IWT’s are up indicating that employers are making every effort to retain and upskill the workers they currently have and additional funding via the FAWA grant will allow us to offer more training opportunities in PY **23-24**.



February 15, 2024

Information Brief

Financial Reports

Background

The three reports that follow this brief will provide the Finance Committee with the status of CareerSource Brevard's (CSB) funding, budgets, and expenditures for the fiscal period beginning on July 1, 2023 and ending on December 31, 2023.

Report Descriptions

CSB BUDGET TO ACTUAL REPORT (ATTACHMENT 1)

The report provides a comprehensive analysis of funding and spending in the first half of program year 2023-2024 as follows:

- Displays all grant revenues for the current year, including carry-in funding from the prior year, current year grant awards, and planned carryover for the next program year. Major funding streams are detailed in separate columns.
- The annual budget and cumulative expenditures are summarized into eight major categories: (1) staff salaries and fringe benefits; (2) program operations and business services costs; (3) infrastructure and maintenance related costs; (4) IT and technology related costs; (5) contracted service provider costs; (6) customer training activities; (7) customer support services; (8) indirect costs.
- Expenditures are displayed in separate columns for each major funding stream. Total expenditures and percentages of the annual budget expended within each category are also shown.
- Actual indirect costs incurred to date are shown in the right column for each expenditure category. The total indirect cost applied to the grants using our federally negotiated indirect cost rate is deducted at the bottom of the column to arrive at the surplus or deficit indirect cost recovered to date.

CSB FISCAL DASHBOARD INDICATORS (ATTACHMENT 2)

- Displays the number of individuals identified as placed in EFM or found in Department of Revenue New Hire data, as reported on the DEO Monthly Management Report.

- Displays the number of job seekers in EFM who have not received a reportable service in the last 90 days, as reported on the DEO Monthly Management Report.
- Displays the total number of advertised occupations for each month, as reported on the Help Wanted OnLine Monthly Job Demand Report.
- Calculates the CSB total monthly spending per job placement (total monthly expenditures divided by total monthly job placements).
- Displays the quarterly calculations for required spending caps:
 - 1) Administration – limited to 10% of expenditures at year-end
 - 2) ITA Spending – minimum of 30% of expenditures at year-end
 - 3) Youth Spending – minimum of 75% for out-of-school youth

CSB FEE FOR SERVICE ACTIVITIES (ATTACHMENT 3)

- Reports current balance of unrestricted funds available.
- Displays revenue, expenses and the resulting profit or loss for each Fee for Service project in the current year (since July 1).
- Calculates each revenue and expense category as a percentage of total revenue earned for each revenue and expense category.



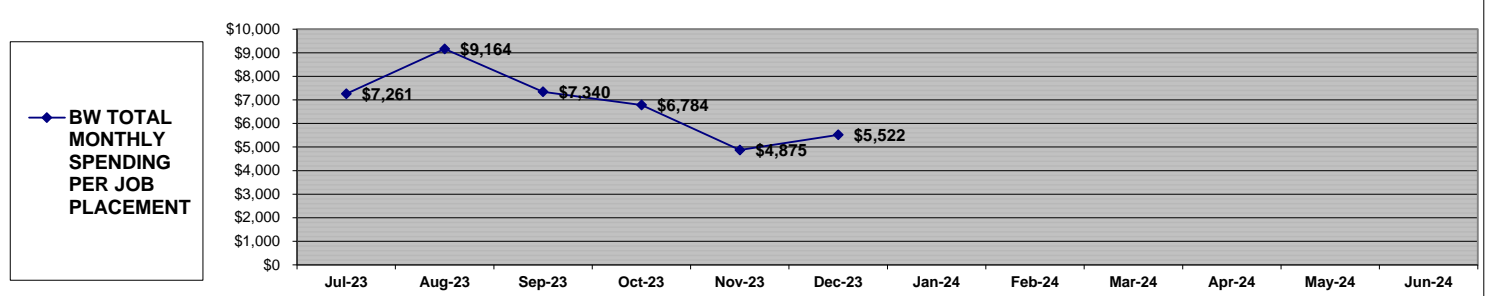
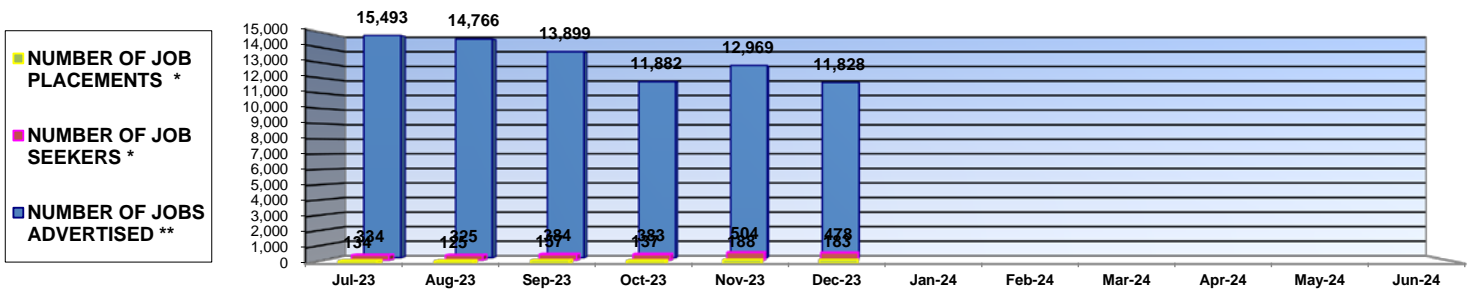
Budget to Actual Report

As of December 31, 2023

Revenue PY 2023 - 2024	Annual Budget	WIOA Adult	WIOA Youth	WIOA Disl Wkr	Welfare Transition	NEG Grants	Other Grants	INDIRECT POOL
Carry In Funds From PY 22 - 23	5,736,372	-	163,990	430,397	187,933	1,717,866	3,236,186	
PY 23 - 24 Base Awards	4,154,048	632,152	548,465	625,035	1,105,267	-	1,243,129	
PY 23 - 24 Supplements / Transfers	3,315,780	650,000	-	(516,370)	450,000	2,732,150	-	
Award Total - Available Funds	13,206,200	1,282,152	712,455	539,062	1,743,200	4,450,016	4,479,315	
LESS planned Carryover For PY 24 - 25	-	-	-	-	-	-	-	
Total Available Revenue	13,206,200	1,282,152	712,455	539,062	1,743,200	4,450,016	4,479,315	

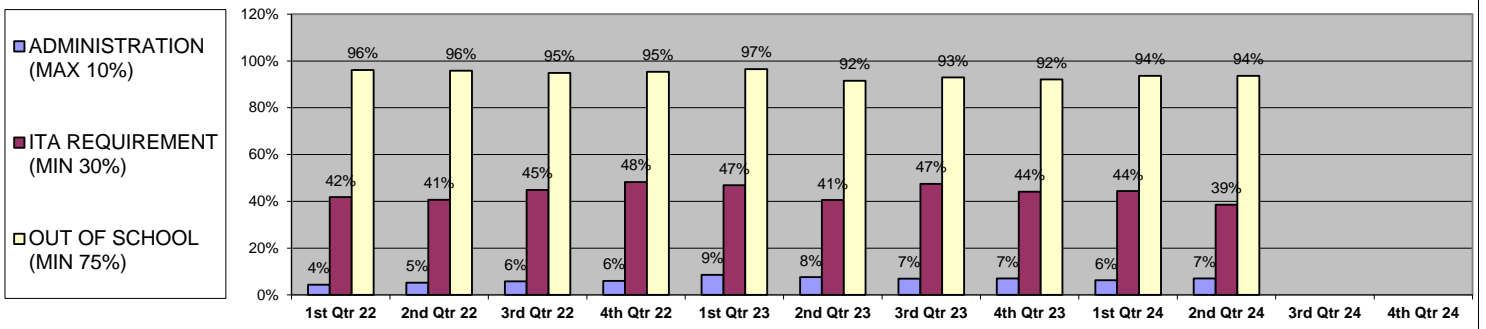
Expenditures								Total Expenditures - 12/31/23	% of Budget - 12/31/23	
Staff Salaries/Fringe Benefits	1,401,800	37,931	44,067	6,034	48,701	372,100	193,943	702,776	50.1%	324,425
Program Operations/Business Services	2,428,800	65,550	76,153	10,426	84,159	643,029	335,158	1,214,475	50.0%	63,081
Infrastructure/Maintenance Related Costs	919,900	20,825	24,194	3,313	26,738	204,291	106,478	385,839	41.9%	20,041
IT Costs/Network Expenses	407,000	7,760	9,015	1,234	9,963	76,123	39,676	143,771	35.3%	7,468
Contracted One-Stop Services	3,798,400	200,798	213,067	26,039	184,023	271,928	731,710	1,627,565	42.8%	-
Customer Training Activities	3,286,300	185,951	50,586	19,364	39,211	1,051,010	221,099	1,567,221	47.7%	-
Customer Support Services	100,000	3,238	7,362	108	10,359	2,931	22,236	46,234	46.2%	-
Indirect Cost (Budgeted at 7% of Direct)	864,000	44,134	25,334	5,202	27,137	201,206	112,002	415,015	48.0%	(415,015)
TOTAL EXPENDITURES	13,206,200	566,187	449,778	71,720	430,291	2,822,618	1,762,302	6,102,896	46.2%	-
REMAINING AVAILABLE FUNDS		715,965	262,677	467,342	1,312,909	1,627,398	2,717,013			
% OF FUNDS EXPENDED BY GRANT THROUGH 12/31/23		44.2%	63.1%	13.3%	24.7%	63.4%	39.3%			

MONTHLY JOBS REPORT & BW SPENDING PER JOB PLACEMENT



* Source - DOC Monthly Management Reports
 ** Source - HWOL Monthly Job Demand Reports

ANNUAL SPENDING CAPS BY QUARTER



PROGRAM SPENDING:											
ADMINISTRATION (MAX 10%)	151,800	313,374	485,854	678,148	193,893	350,822	496,755	748,288	203,429	429,235	
PROGRAM ACTIVITIES	3,373,255	5,690,997	7,883,208	10,647,132	2,085,113	4,297,046	6,652,396	9,869,017	3,067,422	5,698,030	
CUSTOMER SPENDING:											
STATE ITA COSTS (MIN 30%)	156,560	267,019	459,397	639,159	218,943	355,097	497,377	565,175	138,585	238,443	
OTHER PROGRAM COSTS	218,239	389,341	565,417	685,024	247,989	521,175	550,391	716,593	173,930	380,128	
YOUTH SPENDING:											
IN-SCHOOL	6,131	12,987	24,277	30,364	6,362	32,212	23,010	44,792	13,940	26,367	
OUT-OF-SCHOOL (MIN 75%)	153,264	296,093	450,860	624,636	178,134	347,893	303,317	521,506	205,123	387,972	



CURRENT YEAR FEE FOR SERVICE ACTIVITIES (10/1/2023 - 12/31/2023)

Unrestricted Balances: Cash on Hand \$240,400 Certificates of Deposit \$77,728 Total \$318,128

	AARP BTW 50+ & Skills Accelerator		Cocoa Works Program		Ticket to Work & TFF Programs		Foundation Grants & Other Fee for Service Activities		TOTALS	
		% of Revenue		% of Revenue		% of Revenue		% of Revenue		% of Revenue
Revenue										
Grant Awards	\$ 18,000	100.0	\$ 3,000	100.0	\$ -	0.0	\$ 20,000	82.8	\$ 41,000	89.7
Contract Revenue	-	0.0	-	0.0	571	100.0	-	0.0	571	1.2
Sponsorship Revenue	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0
Donated Revenue	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0
Charges For Services	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0
Website Licenses	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0
Interest Earnings	-	0.0	-	0.0	-	0.0	4,148	17.2	4,148	9.1
Total Revenue	\$ 18,000	100.0	\$ 3,000	100.0	\$ 571	100.0	\$ 24,148	100.0	\$ 45,719	100.0
Expenses										
Personnel	\$ -	0.0	\$ -	0.0	\$ -	0.0	\$ -	0.0	\$ -	0.0
Travel / Training	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0
Outreach	6,681	37.1	-	0.0	-	0.0	-	0.0	6,681	14.6
Software	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0
Supplies	68	0.4	-	0.0	-	0.0	2,670	11.1	2,738	6.0
Equipment	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0
Professional Services	12,770	70.9	-	0.0	-	0.0	181	0.7	12,951	28.3
Customer Training	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0
Customer Support	1,999	11.1	-	0.0	-	0.0	-	0.0	1,999	4.4
Indirect Costs	1,258	7.0	-	0.0	-	0.0	410	1.7	1,668	3.6
Total Expenses	\$ 22,776	126.5	\$ -	0.0	\$ -	0.0	\$ 3,261	13.5	\$ 26,037	57.0
Net Profit (Loss)	\$ (4,776)	-26.5	\$ 3,000	100.0	\$ 571	100.0	\$ 20,887	86.5	\$ 19,682	43.0

REVISED
02/05/24

Grow the Resources of the Board Report

BOLD Denotes
Revisions or Additions

GRANTS (Federal, State Local Competitive and Non-competitive)				
Resource Information	Amount Awarded	Grant Focus	Current Status	Staff Lead
<p>Grant Name: FAWA - Florida Atlantic Workforce Alliance</p> <p>Timeframe: October 1, 2022 – September 30, 2024</p> <p>Funding Source: WIOA Statewide Funds</p>	\$3,000,000	<p>The purpose of this award is to provide funding for selected Local Workforce Development Boards to assist WIOA eligible participants with training, support services and placement in the offerings available from local school district career and technical education (CTE) programs, adult education providers, local Florida College System institutions, other training vendors and apprenticeship sponsors in support of aviation, aerospace, and defense / advanced manufacturing and cyber-security.</p>	<p>Industry Councils have been meeting regularly. Project plans and goals have been established for all committees. Next consortium will be February 21st and will include Council updates.</p> <p>Soldering Technician bootcamp began on 1/18/24 at EFSC Palm Bay. Bootcamp is non-credit and includes 4 soldering IPC certifications in 13 weeks. There are currently 11 participants in training.</p> <p>The CodeCraft Works cohort completed training. 4 out of our 5 completed and received a job offer from Northrop Grumman. One did not complete but did receive an offer elsewhere. The next cohort is anticipating beginning in the spring, with potential for additional employer participation.</p> <p>13 WBTs and 33 ITAs have been written under the FAWA grant this program year.</p> <p>Creation of our FAWA webpage is in progress. This will be a valuable resource for parents, students, educators, employers, workforce development professionals and anyone else interested in the FAWA industries.</p> <p>CSB will be sponsoring Space Coast Women in Aviation Alliance’s Girls in STEM event and Astronaut Memorial Foundation College and Career Readiness and Career and Networking Events.</p> <p>A collaborative effort is being made to develop a Space entrepreneurship incubator on</p>	Stephanie Robinson

GRANTS (Federal, State Local Competitive and Non-competitive)				
Resource Information	Amount Awarded	Grant Focus	Current Status	Staff Lead
			the Space Coast. FAWA will assist with gaining attraction for this initiative.	
<p>Grant Name: Substance Use Disorder (SUD) Navigator Grant</p> <p>Time Frame: 05/06/21-02/28/24</p> <p>Funding Source: DEO Wagner-Peyser 7 (b)</p> <p>Partner(s): Local agencies involved in SUD treatment & services</p>	\$216,250	<p>This grant is provided to support hiring costs for a designated staff member to plan for and provide services for persons with Substance Use Disease (SUD). This person will utilize the funding to establish connections with existing local resources, as well as to address the stigma and barriers for persons with SUD. The overall goal is to assist in moving these customers to self-sufficient employment.</p>	<p>The Substance Use Disorder navigator grant which focuses on serving reentry, substance use, and others impacted by the opioid crisis. This grant provides workforce solutions to support businesses with hiring and retaining workers in recovery or with substance use disorders (SUD) and helps qualifying job seekers obtain employment leading to self-sufficiency. SUD Navigator is to conduct outreach to the local community partners and employers regarding the benefits of "hiring hidden talents."</p> <p>October - December 2023</p> <ul style="list-style-type: none"> • CSB's Substance Use Disorder Navigator exited on 9/21/23. • Customer Solutions Facilitator (CSF) facilitated 2 RISE workshops during the months of November 2023 (7 attendees) and December 2023 (2 attendees). Senior Managing Director will work with CSFs to increase the number of RISE workshops offerings at CSB. • Senior Managing Director will also work with team to develop plan to continue serving the reentry, substance use, and others impacted by the opioid crisis. 	Caroline Joseph-Paul
<p>Grant Name: "Get There Faster" Salesforce Academy Program Grant</p> <p>Time Frame: 10/01/21 – 06/30/24</p> <p>Funding Source: CareerSource Florida</p> <p>Partner(s):</p>	\$923,306	<p>This grant is provided to support low-income returning adult learners and youth to connect them with industry-driven credentials. PepUp Tech is a training provider that will offer cohort-based training in Salesforce skill development, a highly desired skillset in the current workforce on a nationwide scale. The grant will</p>	<p>Salesforce training to WIOA eligible adults and youth has completed its 5 Cohorts that produced a total of 53 graduates. While the grant has been extended to June of 2024, training has commenced, and the additional time will allow CSB to continue to serve participants who are still seeking to gain employment.</p>	Amberstar Bush

GRANTS (Federal, State Local Competitive and Non-competitive)				
Resource Information	Amount Awarded	Grant Focus	Current Status	Staff Lead
Brevard Public Schools Adult and Community Education, Brevard Public Schools Career and Technical Education, PepUp Tech		fund up to 50 participants for training, work experience and supportive services.	<p>More notable stats are listed below.</p> <ul style="list-style-type: none"> • 38 completed a paid hands-on experience. • 25 obtained an in-demand industry-recognized credential. • 26 obtained employment. • 11 closed out of SNAP/TANF due to employment. • \$19.12 avg wage after participation. 	
<p>Grant Name: Non-Custodial Parent Employment Program (NCPEP)</p> <p>Time Frame: 01/01/23 – 06/30/24</p> <p>Funding Source: State Funds</p> <p>Partner(s): Clerk of Courts, Department of Revenue</p>	\$1,349,861	This grant is provided to support non-custodial parents who are unemployed or underemployed and have difficulty meeting child support obligations to obtain and retain self-sufficient employment and establish a successful pattern of paying child support. Funding supports core services and enhanced services/direct participant support.	<p>C2 is the lead for this grant after exhibiting an excellent partnership already with the clerk of courts through the Crosswalk referral system.</p> <ul style="list-style-type: none"> • To date, a total of 100 participants have been enrolled, 31 gained full-time employment, with the average wage at placement of \$15 an hour. • 30 have successfully made payments towards their child support obligations. 7 met the criteria of paying 3 out of 6 months child support payments after placement. • 6 participants entered short term occupational skills training at TDI to obtain Commercial Driver's License (CDL). To date, 5 have successfully completed. (one started January 4) • A total of 71 participants received 1 or more forms of assistance to include, but not limited to, stipends, short-term training, supportive services, rental assistance, and uniform assistance. <p>Monthly outreach efforts include communicating with customers via text messaging, emails via Employ Florida, social media,</p>	Caroline Joseph-Paul

GRANTS (Federal, State Local Competitive and Non-competitive)				
Resource Information	Amount Awarded	Grant Focus	Current Status	Staff Lead
			and attending various networking and community events.	
Grant Name: Hurricane 2022 (Ian - Nicole Dislocated Worker Grant (DWG)) Time Frame: 09/24/2022 - 9/30/2024 Funding Source: USDOL through DOE DWG Partner(s): NA	\$6,398,150	Projects for clean-up, demolition, repair, renovation, and reconstruction of destroyed public structures, facilities, and lands within the affected communities.	We received payments in July (\$800,000), August (\$700,000), September (\$232,150), October (\$2,500,000) showing a \$2,548,150 increase during PY23-24. Current projects include: <ol style="list-style-type: none"> 1. Brevard County Parks and Rec 2. Brevard County Public Works 3. Brevard County Mosquito Control 4. City of Palm Bay 5. City of Cocoa Beach 6. US Fish and Wildlife Dike Repair 7. US Fish and Wildlife Boardwalk Repair 8. Canaveral National Seashore 	James Watson
UNRESTRICTED REVENUES (Non-governmental funding, Fee for service, Foundation and Corporate giving programs)				
Resource Information	Amount Awarded	Grant Focus	Current Status	Staff Lead
Grant Name: Ticket to Work (TTW) Program Time Frame: Indefinite Funding Source: Social Security Administration Partner(s): Vocational Rehabilitation	\$332,819 To Date	Focused on eligible TTW customers who want to return unsubsidized employment using the Employment Network (EN).	There were no new TTW participants in the 2nd quarter PY 23-24. Staff continue to collaborate with eligible customers who are interested in work or training. EN continues to progress at a modest pace	James Watson
Grant Name: Tobacco Free Florida Time Frame: Indefinite Funding Source: Bureau of Tobacco Free Florida Partner(s): Florida Department of Health	\$54,934 To Date	The Bureau of Tobacco Free Florida (BTFF) partners with Florida RWB's to promote the "3 Free and Easy Ways to Quit" program to help clients quit tobacco and improve their employability. While this program is available free to all Florida residents, the Department of Health targets workforce clients and reward LWDB's for each client referral.	This agreement provides unrestricted revenue. Receipts for PY23-24 second quarter- (09/1/23-12/31/23) is \$50.00 .	Marina Stone
Grant Name: AARP BTW50+	\$60,000	This grant focuses on increasing income and earnings for low-income 50+ individuals by creating	CareerSource Brevard (CSB) hosted 7 cohorts with 269 registered in the Overview Workshop, Coached 72 people,	Amberstar Bush

GRANTS (Federal, State Local Competitive and Non-competitive)				
Resource Information	Amount Awarded	Grant Focus	Current Status	Staff Lead
Time Frame: 12/14/2022 – 12/31/2023 Funding Sources: AARP Foundation		connections between mature workers and employers in Brevard County through the AARP Foundation's BACK TO WORK 50+ program by providing workshops, business learning events, job fairs, and additional support through career training, professional development, and community engagement.	and report employment for 53 people with an average wage of \$16.88/hr . Our goal was to coach 77 people and report 35 employed with an average wage of \$14/hr. The 2023 program year had ended and CSB has been selected as one of six partners, selected out of 16 partners, to return for the 2024 program year.	

CareerSource Brevard (CSB)
Finance Committee Meeting
November 06, 2023

MINUTES

Members in Attendance: Shawn Beal, Colleen Browne (Chair), and Wayne Olson.

Members Absent: Amar Patel.

Staff in Attendance: Lynn Hudson, Marci Murphy, Holly Paschal, and Jeff Witt.

Guests: None

Colleen Browne called the meeting to order at 3:30pm.

Roll Call

Public Comments: There was no public comment.

Action Items:

Approval of Finance Committee Minutes

Motion to approve the Finance Committee minutes for August 2, 2023, made by Shawn Beal and seconded by Wayne Olson. Motion passed unanimously.

Discussion/Information Items:

Review of 20 CFR 679.420/Fiscal Agent Responsibilities

Marci Murphy gave an overview of the financial updates as it pertains to the consolidation with CareerSource Flagler Volusia (CSFV), and informed that CSB will become the Fiscal Agent for CSFV. Ms. Murphy informed the Committee that due to the consolidation; it is imperative for the Finance Committee to understand the responsibilities of the Fiscal Agent as outlined by the Code of Federal Regulations (CFR) and reviewed the training description with the Committee. The Committee did not have any questions regarding the Fiscal Agent Responsibilities.

President's Report

Ms. Murphy gave a report on the meeting with the CSB senior team and CSFV on November 2, 2023, and shared that CSB team met with CSFV finance department to understand their policies and procedures. Ms. Murphy states she is working a plan based on the information collected during the visit at CSFV. She also stated to the Committee that CSB will continue to use our current 501(c)(3) and will not need to obtain a new 501(c)(3) for the merger.

Monitoring Activity Report PY 21/22

Marci Murphy informed the Committee that Florida Commerce, formerly DEO completed the Auditing and Monitoring Activity for Program Year (PY) 2021-2022. Ms. Murphy shared that the Finance Department had two findings. Lynn Hudson explained the two Finance Department findings. Ms. Murphy informed that there were three programmatic findings in total this year and eight other non-compliance issues and informed that they've all been addressed and corrected.

Financial Reports

Lynn Hudson gave an overview of the financial activity for the fiscal period ending on September 30, 2023.

Vendor Payment Report

Staff reviewed the Vendor Payment report from July 1, 2023, through September 30, 2023.

Adjournment:

The meeting adjourned at 3:58pm.

Submitted by,

Reviewed by,

(signature on file)

Holly Paschal

11/08/2023

Date

(signature on file)

Colleen Browne, Chair

11/08/2023

Date

CareerSource Brevard (CSB)
Executive Committee Meeting
November 6, 2023

MINUTES

Members in Attendance: Mary Jane Brecklin (virtual), Colleen Browne, Lloyd Gregg (Chair), Mike Menyhart (virtual), and Pamela Reed (virtual).

Members Absent: None.

Staff in Attendance: Marci Murphy, Holly Paschal, Erma Shaver (virtual), and Jeff Witt.

Guests: None

Lloyd Gregg called the meeting to order at 4:08pm.

Roll Call:

Public Comments: There was no public comment.

Presentations:

None.

Action Items:

Approval of Executive Committee Minutes

Motion to approve the Executive Committee minutes for August 2, 2023, made by Colleen Browne and seconded by Mary Jane Brecklin. Motion passed unanimously.

Discussion/Information Items:

End of Year Letter Grades

Erma Shaver shared the End of Year Letter Grades with the Committee, and informed that the overall grade for CSB is B+. Lloyd Gregg asked for the total business of the Continued Repeat Business, and Ms. Shaver explained the measure in more detail. Marci Murphy explained that it takes approximately half a year to see the results. Pamela Reed asked if the goals will change for the next program year and Erma Shaver informed that we are still waiting for next year's goals.

Finance Committee Report Out

Finance Committee Chair, Colleen Browne gave a report of the Finance Committee meeting activities. Ms. Browne shared that the Finance Committee reviewed the Code of Federal Regulations for Fiscal Agent Responsibilities, the Monitoring Activity Report for PY 21/22, and the Financial Reports to include vendor payments.

Consolidation Update/President's Report

Marci Murphy gave an update on the consolidation and reported that CSB is assuming Fiscal Responsibilities for CareerSource Flagler Volusia (CSFV) as directed by Florida Commerce. Ms. Murphy informed that CSB's Finance Department includes two staff members and were in the process of hiring a Senior Accountant, however, the potential candidate did not accept the position. Ms. Murphy shared that the goal of CSB is to ensure that all policies and processes of both CSB and CSFV will be the same by the end of June 2024. Ms. Murphy informed the

Committee that the CSB team went to CSFV on November 2, 2023 to meet with their team and stated that CSB's monitoring vendor, Taylor, Hall, Miller, and Parker (THMP) and Florida Commerce also attended. Ms. Murphy states that CSFV is currently using an auditing company, Richard Powell to assist them with rectifying financial issues for PY22-23. Ms. Murphy shared that she views these challenges as an opportunity and is remaining positive, and also states that her number one goal as of July 1, 2024 is that our Finance Department is the best within the state.

Grow the Resources of the Board

A matrix was shared showing grant opportunities, unrestricted revenue projects and partnerships that CSB is pursuing to help grow the resources of the Board. Marci Murphy informed that we are still receiving funds for Hurricane Ian.

Adjournment:

The meeting adjourned at 5:11pm.

Submitted by,

Reviewed by,

(Signature on file) 11/16/2023
Holly Paschal Date

(Signature on file) 11/16/2023
Lloyd Gregg, Chair Date



Aerospace/Aviation

The Florida Atlantic Workforce Alliance (FAWA)

Stephanie Robinson, Project Coordinator/Business Liaison

Customized Training

- Soldering Bootcamp
 - In partnership with Eastern Florida State College
 - Begins January 18th
 - Eastern Florida State College, Palm Bay Campus
 - 4 IPC Certifications over one semester (about 13 weeks)- Non Credit
 - Max of 12 students
- CodeCraft Works
 - 4/5 of our WIOA eligible candidates completed and received job offers. 10/13 total completed and received job offers with Northrom Grumman.
 - Next NG Cohort to begin in spring.
 - Potential for NEW employer cohort in January (confidential)

FAWA Industry Councils

- All Industry Councils have met
- Project plans have been established (Roles assigned to members)
- FAWA webpage in development to support goals
 - Resource for businesses, parents, students, educators
 - Community Events Calendar
 - Industry Councils Materials
- Next Full Consortium- February 21st



Community Initiatives

- Space Coast Women in Aviation
 - February
 - Promote Careers in Aviation to Young Girls
- Astronaut Memorial Foundation
 - College and Career Readiness (March)
 - Career and Networking (September)
- Space Industry Accelerator/ Incubator
 - World Innovation Network, UCF, City of Titusville, Space Foundation, Space Coast Space Port
- Space Coast Consortium Apprenticeship Program- Aerospace and Defense Training Center Hub
- Space Coast Alliance for Tech and Innovation –Palm Bay Chamber
- Brevard Public Schools- Career Fairs



Aerospace News

- 72 Orbital missions from Kennedy Space Center or Cape Canaveral Space Force Base in 2023.
- SpaceX just shy of 100 launches for the year- aims to launch 144 this year.
- Modern day Space Race
(Collaboration between China and Russia in establishing a lunar base)
- SpaceX's New Design for Lunar Starship Unveiled
- SpaceX to launch Amazon Satellites.
- India to have its own Space Station by 2040- NASA ready to help
- ULA Launched Vulcan on 1/8/2024





Construction, Hospitality & Apprenticeship Updates

Melissa Byers- Business Liaison/Apprenticeship Navigator



Construction

Continuous outreach to new and repeat businesses.

- OJT, IWT, and Apprenticeship Opportunities
- All Business services offered

Events Attended

- Melbourne Chamber – Good Morning Space Coast, with Keynote Hedrick Brothers CEO
- Helped with Veterans Job Fair – Including getting new businesses to attend the event for the first time.

Outreach

- Worked closely with Veterans team on Skillbridge services
- Spoke with The City of Palm Bay's Economic Development Specialist regarding apprenticeship within Palm Bary, new businesses and ways to get new businesses to the area, and other factors to help the growth of Palm Bay.
- Viera Builders hired a new HR Assistant and was introduced to them. They have developed a new in-house training plan and would like to meet in the new year to ensure it aligns with the industry needs out there.

Hospitality

Continuous outreach to current and re-engagement of past employers.

Liaison continues to keep relationship going with our local tourism council. Meeting with Peter Cranis to discuss a Hospitality and Tourism Career Fair.

Held a virtual meeting with EDC Angela Neal regarding the career fair for Hospitality and Tourism as they are rebranding the Space Coast. With this knowledge Liaison wanted to incorporate their branding (announcement Jan 24).

Outreach to hotels within the Cape area for the Career Fair. Looking at Jan 31 possibly later in Feb. This will be a Scavenger Hunt Career Fair to get jobseekers learning about the community and the County.



Apprenticeship- Semiconductor Accelerator



October 11th at the port held a Semiconductor Nano Technology Accelerator

Highlighted Mack Technologies the First Registered Apprenticeship in Florida and the Nation for Semiconductors

This was organized by FLDOE, CSB, NIIT, EDC, and FloridaMakes

Apprenticeship

Met with a Volusia Apprenticeship program who has participating employers that work out at the Cape.

Navigator continuously attends training twice a week. CSB Navigator has been the trainer, and asked to Host when Director of Apprenticeship CSFL is unable to attend.

Local ATR Anne Everly and CSB Navigator was interviewed back in July regarding our best practices. In October it was announced that DOL has approved the duo to be recorded as a national model and standard. More to Come.

ATR Anne Everly, CSB Navigator and Susan Bosse CSFL Director of Apprenticeship appeared on a national live webinar for Safal Partners. This was a panel to discuss the practices of RA in FL and how the ATR and AN work together.

Navigator and ATR have met with more 6 companies to discuss RA. Currently Parrish Medical is in the process of writing their Standards. More new programs to come as well as expansions on currently developed programs.



Apprenticeship

Navigator has been staying connected with Scott Ellsworth who consults with multiple intermediaries for RA. ATR with AN met with JFF (Jobs for the future) in reference to an aerospace apprenticeship accelerator for the next year. Scott has been in contact with Susan Bosse, and Katheryn with FLDOE and there were be multiple events.

EDC Angela Neal has been working closely with Navigator and Veteran team to get Skillbrige involved in the area and with RA.

Navigator sat on the program advisory council for Adult Ed's pre apprenticeship. They are looking for more employers who would like to participate to gain more input. Their new cybersecurity pre apprenticeship program will be graduating 10 students, and they will be going to our local THAP (telehealth cybersecurity program at CommHit).

Operation New Hope a nonprofit that helps those who have justice involved backgrounds reached out to navigator. In learning more about their program, connected them to Florida Trade Academy. This connection highlighted how FTA created a program in another area that got those who were in Jail (county) certified in Pre apprenticeship before release making it easier to place in a career.



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Healthcare Updates

Mary Keen- Business Liaison

Work Base Trainings

On-The-Job Training (OJT)

- Two contracts completed under the FAWA grant for Midwest Dental Arts, Inc.
- Print Room Tech and Dental Lab Tech.



Community Events & Job Fairs

- Assisted in the BTW50+ Job Fair
- Attended two ribbon cutting events- Island Dermatology & Wellness and Health First, met with local community partners.
- Assisted in the Virtual Back to Work50+ Employer Roundtable and Business Learning Event.
- Assisted in the Paychecks for Patriots Job Fair.
- Attended the Get Connected community event at the Melbourne Regional Chamber.
- Assisted at the Keiser University Job Fair.



Meetings / Upcoming Events

- Attended the Eastern Florida State College Nursing Advisory Committee Board meeting.
- Scheduled the Brevard Healthcare Workforce Consortium (BHWC) Education Committee meeting on 1/9/24 to continue the discussion of better assisting young adults in healthcare.
- Scheduled meeting with Health First in early January to discuss further OJT plans and assessments partnership.



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Rapid Response Updates

Kimberly Weatherby – Rapid Response Coordinator

SERVICES TO BUSINESSES

- A total of 88 Employ Florida registered businesses received 114 services
- Of the 88 businesses, 80 were listed as beginning to struggle on the Econovue Report
- There were 14 nonprofits that received information on partnering with CSB, Metrix Skill Up Brevard and the Crosswalk Portal.
- CareerSource Brevard information was provided to 17 unregistered businesses to encourage working with CSB

WARN & Layoff Notifications

- First Savings Bank
- BK Technologies



SPECIFIC LAYOFF ASSISTANCE

1. BK Technologies accepted the offer to help with onsite assistance in March 2024. The company sold one of its divisions and will lay off 10-13 people each quarter of 2024. First Savings Bank had one remote worker in Brevard County that was provided a layoff information package and additional information on CSB.
2. CSB will have an onsite resume and interview workshop at BK Technologies in March 2024. Two weeks later will have an onsite job fair for manufacturing/assembly positions.
3. BK Technology expressed interest in Incumbent Worker Training to train and transfer up to 3 of the assemblers to customer service positions.

SUPER TUESDAY VIRTUAL JOB FAIR

- October 24, 2023, from 11:00 to 13:00
- There were 10 businesses
- Job seekers attending: 33
- The Premier Virtual report showed each attendee visited an average of 6 booths
- The businesses attending had 170 job postings on employflorida.com



TRAINING, CONFERENCES & WEBINARS

- Attended 3 Webinars from Department of Labor Workforce GPS and other sources
- SME Meetings with other CareerSource Regions to learn Workforce best practices
- Completed 6 Emotional Intelligence courses and 4 others through Skill Up Brevard (Metrix)
- Monthly Rapid Response Coordinator Trainings
- Monthly Econovue Trainings for Rapid Response Coordinators



Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Recruiting Events

12 Onsite Events

- 8 unique employers included Manufacturing, Security Services, Nonprofit Employment Org., Staffing Agency, Retail & Restaurants represented
- Appointments & Walk-Ins
- 265 Jobseekers attended (87 from Culver's) 14 Veterans



Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Job Fairs - 4 Events

Manufacturing Tech Bootcamp Open House & Job Fair

- Partnered with BPS Adult & Community Education, EDC and EFSC
- 19 Employers & Partners participated
- 77 jobseekers / 10 Veterans
- Open House tour for employers & industry partners to hear about the Manufacturing Tech Bootcamp training, which augments the CPT program, giving students credit hours towards a bachelor's degree in engineering technology.



Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Job Fairs - 4 Events

Back to Work 50+ Job & Resource Fair

- 15 employers in various industries
- 7 Partner Organizations
- 113 jobseekers / 13 Veterans



Super Tuesday Virtual Job Fair on Oct 24th

- Partnering with AFRC Patrick
- 11 Employers
- 33 jobseekers / 3 Veterans



Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Job Fairs - 4 Events

Paychecks for Patriots Job Fair on Nov 8th

- Special Thanks to Brevard County
- Hosted at Viera Regional Community Ctr
- 55 employers from all industries, including federal contractors
- 338 jobseekers / 98 Veterans





Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Job Fairs - Partnering Events

One Senior Place Senior Job & Volunteer Fair

- Held on-site at One Senior Place on Nov 3rd
- Hosted over 20 employers & community organizations

Kaiser Job Fair on Dec 5th

- Held on-site at Kaiser University
- 19 employers
- 42 jobseekers



Business Learning Events

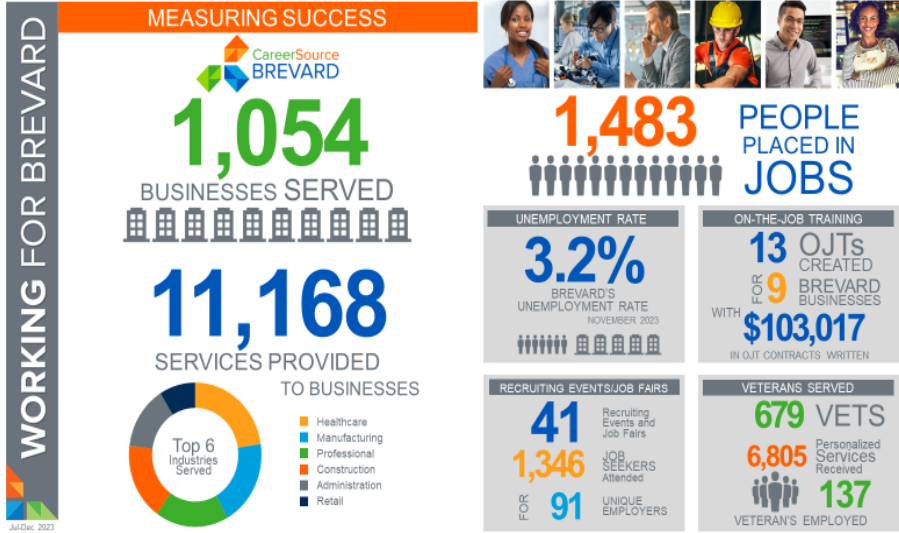
Collaboration of Brevard Businesses

- **Semi-conductors, Nano Technology, and Manufacturing Supply Chain Registered Apprenticeship Accelerator, hosted at Canaveral Port Authority on October 11th**
- **Employer Roundtable & Business Learning Event, hosted virtually on November 2nd**
- **Proactive Solutions for Talent Retention, hosted virtually on December 12th**



Fact Sheet

Business Services Provided July 1st, 2023 through December 31th, 2023



WORKING FOR BREVARD





Contractor Performance

Erma Shaver
Policy and Information Officer



Contractor Performance Legend

The following legend is used throughout the presentation:



The Blue Bar represents the Minimum Performance Goal



The Green Bar represents the Accelerated Performance Goal

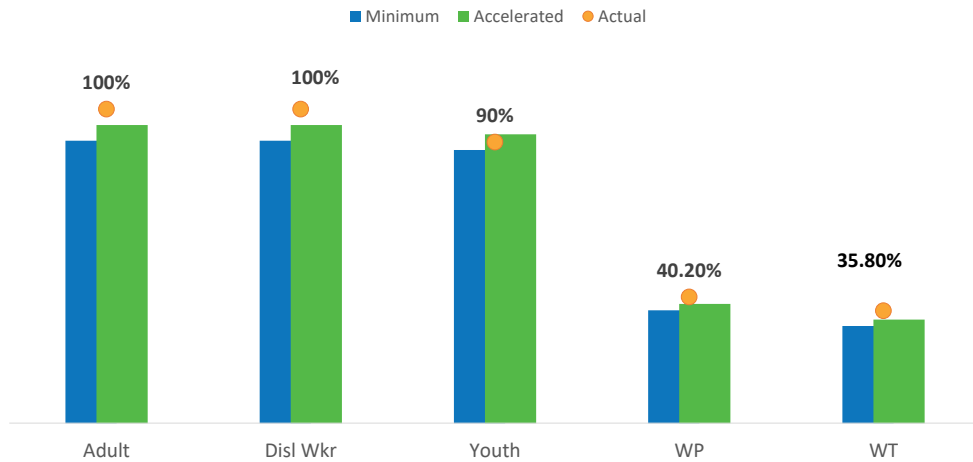


The Gold Circle indicates the Actual Performance Attained

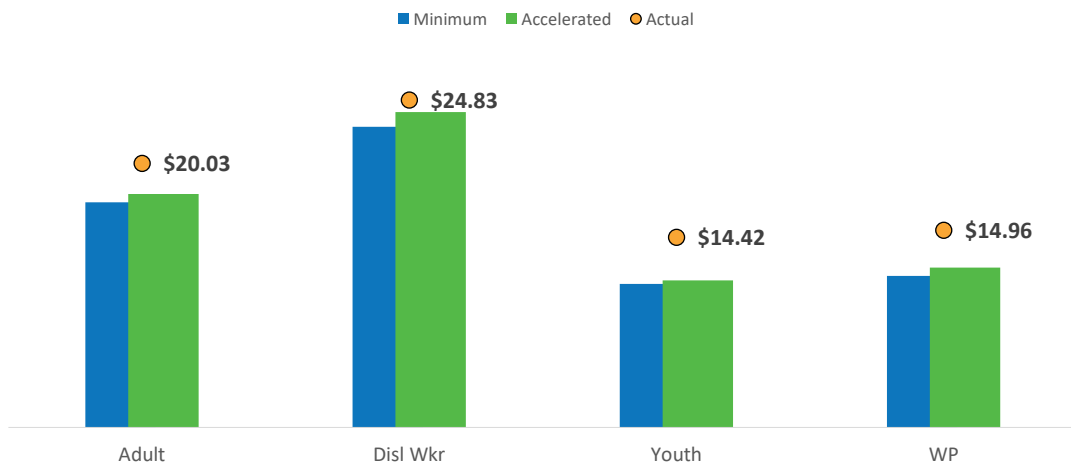
Actual Performance labels are shown in **black text** if the measure met or exceeded Minimum or Accelerated and in **red text** if actual performance fell below the minimum goal.



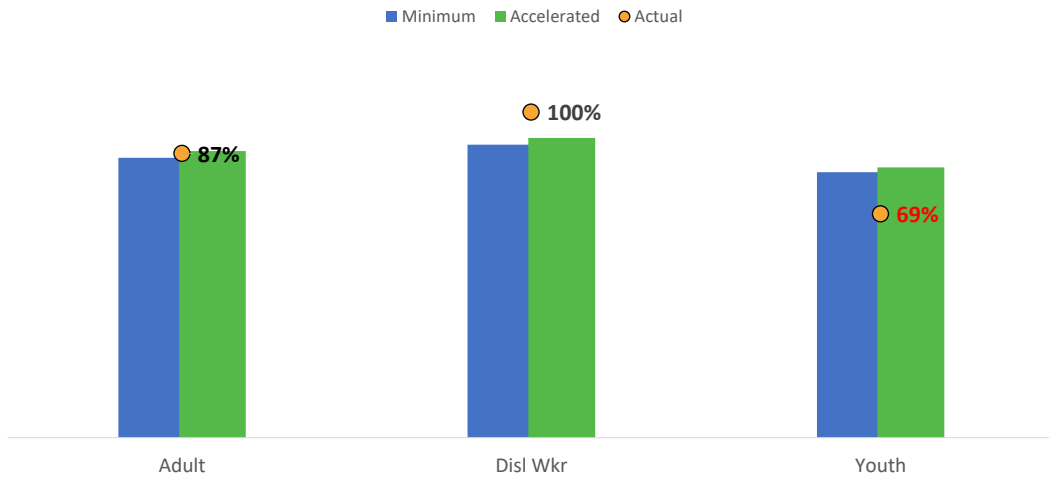
Entered Employment Rate – Q2



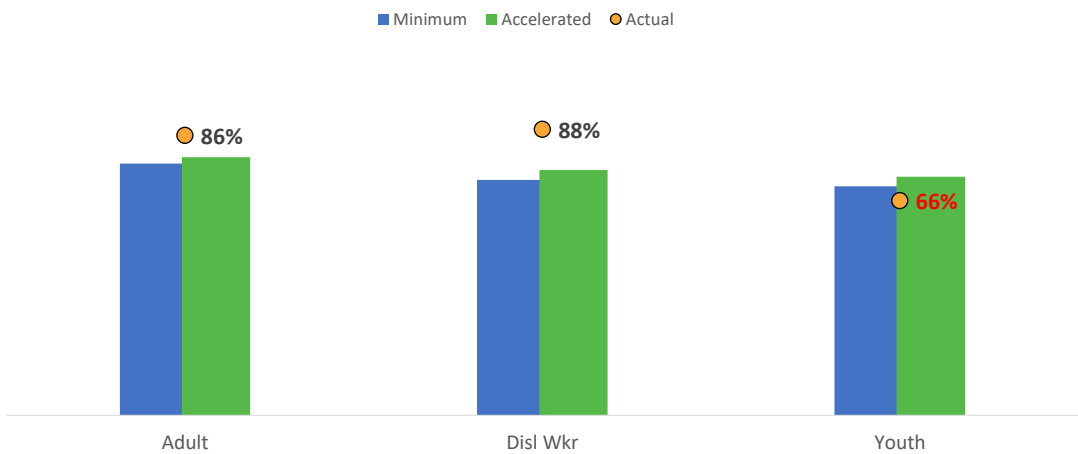
Average Hourly Wage Rate – Q2



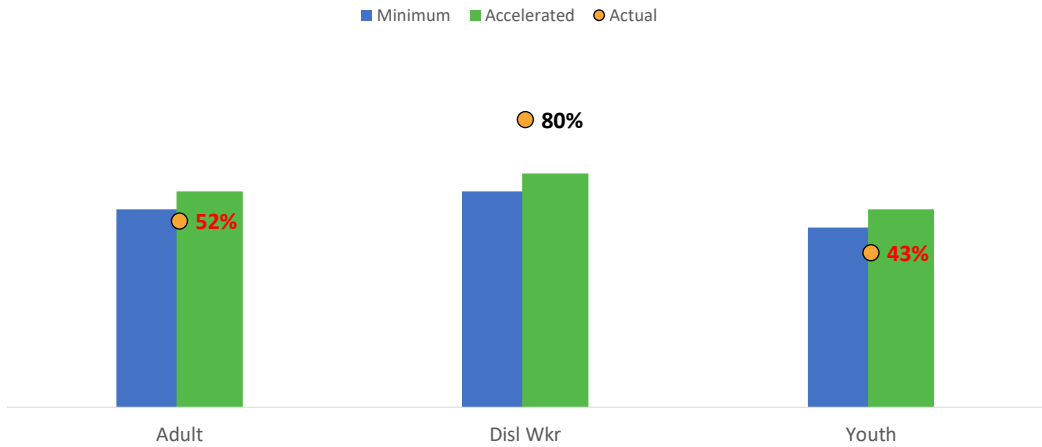
1 Year Retention Rate – Q2



Credential Attainment Rate – Q2



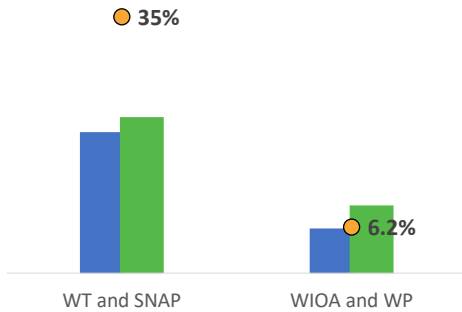
Measurable Skills Gain Rate – Q2



Additional Measures Q2

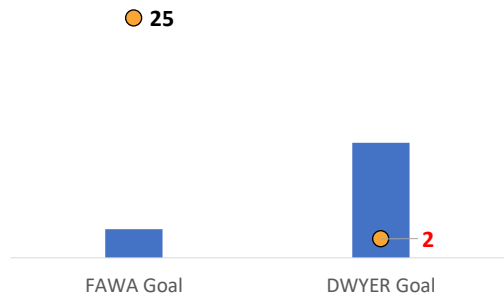
Enrolled in Work Related Training

Legend: Minimum (Blue), Accelerated (Green), Actual (Orange circle)



FAWA and DWYER Goals

Legend: Goal (Blue), Actual (Orange circle)



Contractor Performance – Q2

Missed – 4 of 20 Measures

Attained or Exceeded Minimum Performance – 16 of 20 Measures

Attained or Exceeded Accelerated Performance – 13 of 20 Measures



Questions?



Hope Florida Initiative

- Spearheaded by First Lady Casey DeSantis and implemented by the Florida Department of Children & Family (DCF).
- Goal – Create a pathway for Floridians to accomplish the American Dream.
- Opportunity for community agencies to come together to be a part of solution by leveraging & maximizing resources for Floridians in need.



Hope Florida - Community Collaboration

It is a multi-agency effort that serves as a connection point for community collaboration between:

- a. Public and private sector,
- b. Faith-based communities,
- c. Nonprofits & government entities and soon
- d. Employers

Hope Florida Navigators guide Floridians on an individualized path to prosperity, economic self-sufficiency, and hope.



Who Benefits from a Pathway to Prosperity?

Who Benefits?

Individuals who may be facing challenges, including:

- a. Children aging out of foster care,
- b. Parents and families who need assistance,
- c. Pregnant mothers contending with substance use disorder
- d. Individuals on public benefits.

Services Offered by Hope Navigators

Helping individuals:

- a. Identify their immediate goals & barriers to prosperity.
- b. Make referrals to local, community-based partners.
- c. Provide one-on-one support to develop a plan to achieve economic self sufficiency.



Pathway to Prosperity – Referral to Workforce

- Workforce boards recently received funding to provide career services to economically disadvantaged adults referred. CSB notified in Oct. 2023.
- The Hope Navigators refer customers to CareerSource Brevard via our Crosswalk Agency Referral portal.
- Since April 2022, CSB has received 64 referrals (5 referrals from October – January 12, 2024) * *Grant participants will be tracked in Employ Florida.*
- Career Advisors meet with those referred to:
 - Assess skills/work history & barriers to employment;
 - Discuss career/employment goals;
 - Develop an employment plan;
 - Provide access & scholarships to participate in skills-based training resulting in certificates and credentials; and
 - Refer participants to local employers for job/career placement.





Career Center Efforts

Career Center Committee

January 23, 2024

Caroline Joseph-Paul, Senior Managing Director



Q2 - Impact at-a-Glance (Universal Job Seeker Services)



2,627 registered job seekers including 45.8% (1204) newly registered individuals (3246/42,8% or 1389 respectively for Q1)



2,497 unique customers served (2,904 Q1)



4,468 total visits (5,217 Q1)



32,608 total services job seekers received (38,236 Q1)

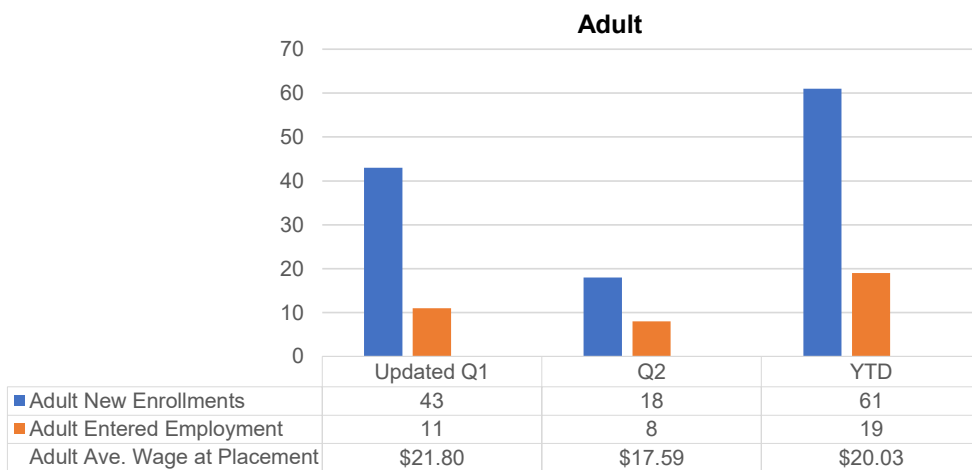


645 entered employment w/recorded average wage **\$14.14**

Q2 – Staff Focus/Actions at-a-Glance

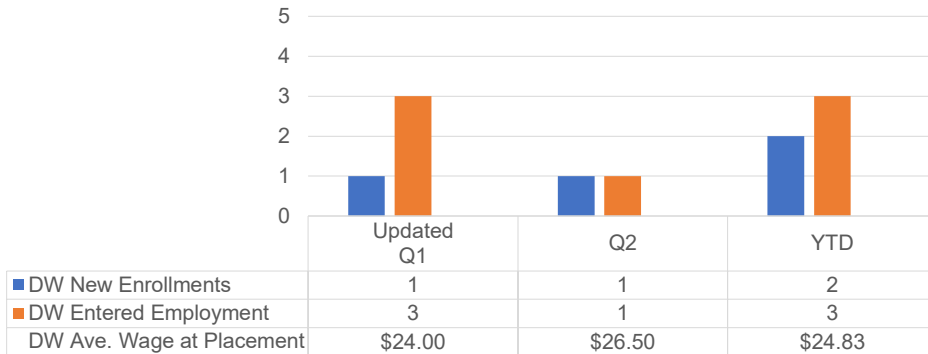
- Outreach & connect job seekers to the various job fairs and recruiting events.
- Provide job search assistance, guidance, & support to job seekers.
- Operationalize new grant – Hope Florida – A Pathway to Prosperity project.
- Engage & recruit job seekers for various on-going grant funded projects including but not limited to:
 - Certified Nursing Assistant training (partnership with Dwyer Workforce Development)
 - Non-Custodial Parent Employment program
 - NDWG Hurricane Grant (temporary job placement)
 - NextGen Young Adult program
- Follow up with participants enrolled in various funded programs.
- Document & celebrate customer progress & success.

Q2 - Workforce Innovation & Opportunity Act WIOA Adult Metrics



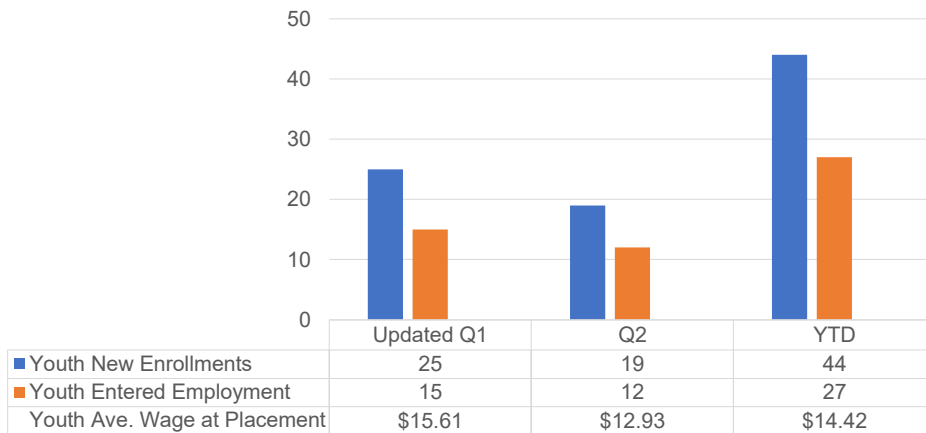
Q2 - Workforce Innovation & Opportunity Act WIOA Dislocated Worker Program Metrics

Dislocated Worker Program



Q2 - Workforce Innovation & Opportunity Act WIOA Youth Program (NextGen) Metrics

Youth (NextGen)



Q2 – Connecting & Engaging Young Adults NextGen) Outreach Activities

Hosted orientations/workshops at the following locations:

- Brevard Prevention
- Ways for Life
- West Shore High School
- Brevard Adult Ed – Cocoa
- Family Promise (Firehouse)
- Eau Gallie High School
- Viera High School
- Westshore Jr/Sr High School



Q2 –AARP BACK TO WORK 50+ Activities

128 jobseekers served through various workshops including 2 AARP BACK TO WORK 50+ Coaching Overview & 3 Core workshop series geared specifically to 50 years and older job seekers.

Outreach & other events:

- 10/17/2023 – Hosted AARP BACK TO WORK 50+ Job & Resource Fair – 113 job seekers attended.
- 11/2/2023 – Hosted virtual Employer Roundtable & Business Learning event – 20 attended.
- 11/3/2023 – Participated in Senior Job & Volunteer Fair @ One Senior Place
- 11/15/2023 – Participated in Mega Senior Expo & Job Fair @ the Melbourne Auditorium



Q2 - Job Seeker Workshops

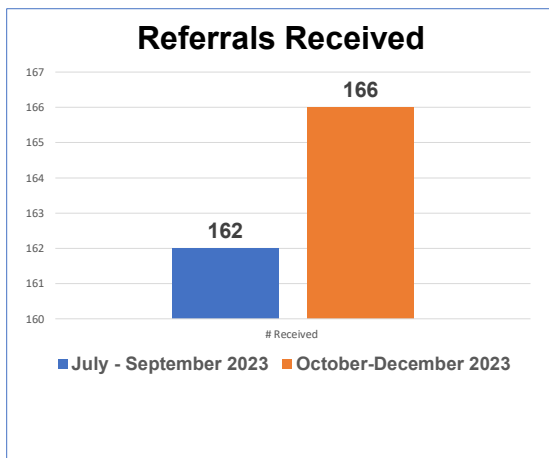
1,016 jobseekers served through various workshops.

Including:

- **272** Brevard County Adult & Community Education students via zoom (Employability skills development workshops)
- **26** Jobseekers attended “Ask the Recruiters Q & A Panel Discussions. (Plus, an additional 27 attendees that included employers)



Q2 - Community Partner Engagement Crosswalk Agency Referral



Top 3 Referring Agencies:

- 18th Judicial Circuit Court (108)
- FL. Dept. of Revenue Child Support (22)
- WAYS for Life (7)
- Brevard CARES (6)
- Brevard County Libraries (5)

Other Activities in December 2023:

- In partnership with the Brevard Homeless Coalitions, 3 Crosswalk training sessions were hosted at CareerSource Brevard for local community partners.

Q2 – What Are Customers Saying? Customer Satisfaction Survey Results

SURVEYS COMPLETED = 354

- **99.72% (354)** of the respondents visited the centers
- **How did they hear about CareerSource Brevard?**
 - 40.11% (142) Walk-ins
 - 15.54% (55) CSB's website
 - 14.41% (51) Family/Friends

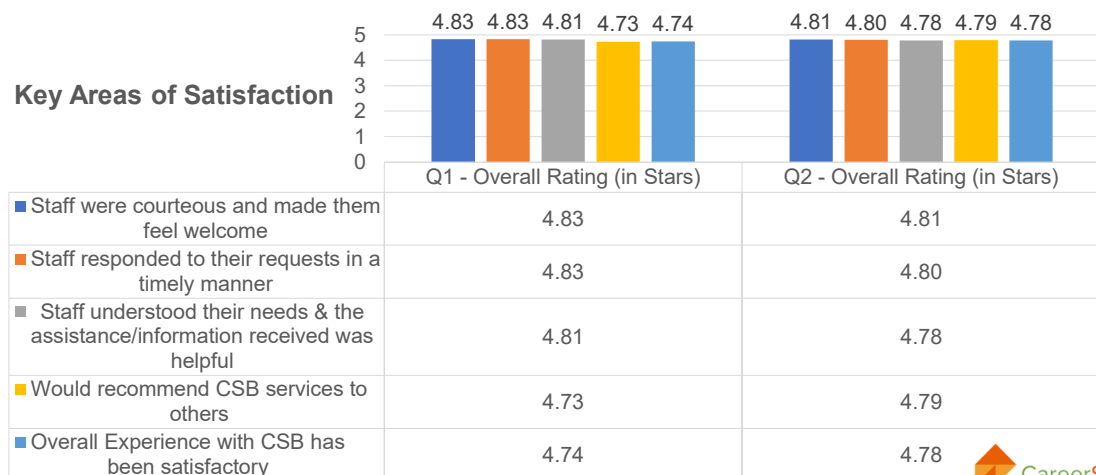
Top 3 Services received during visit:

1. Job Search assistance/Job Screening & Referral (33.90%)
2. Job Readiness such as orientation, Workshops etc. (25.71%)
3. Applying for Reemployment Benefits/Filing Weekly Claim (20.62%)



Q2 – Customer Satisfaction Survey Results

Key Areas of Satisfaction



Q2 - Customer Satisfaction Survey Sample Responses

Dave is a terrific instructor. His workshops are very informative, and his delivery is excellent

James and Richard very very professional and kind help me with my application process really happy with the results

This service is a great resource for all career levels. Michael, my career coach is extremely knowledgeable and helpful. Will most definitely recommend.

Excellent staff. Sincere, Knowledgeable, and Professional.

They have been extremely helpful. I have been impressed with the eagerness to help me get employed again.



Thank you!

Caroline Joseph-Paul, Managing Director





Strategic Outreach & Awareness July to December 2023 Highlights

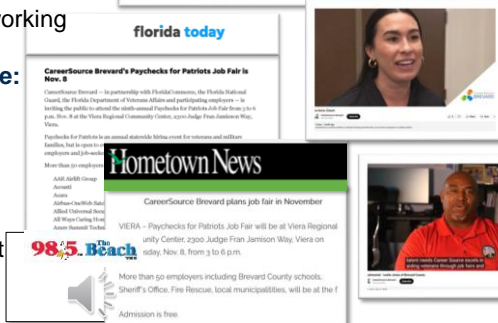
Engaging digital and traditional multimedia strategies to further business, jobseeker and industry partner relations.

Paychecks for Patriots: Annual Veteran Job Fair Multimedia Campaign

Connecting 338 career seekers (98 veterans) with 55 employers.

Outreach to Businesses & Career Seekers

- **Event Flyer:** Digital and print.
- **Email Marketing:** Weekly sends to career seekers and community partners.
- **Social Media:** Paid ads on Facebook and organic multi-channel posts & toolkit for employers.
 - LVER award news leveraged to build trust in CSB!
- **Business Testimonial Videos:** Businesses and community partners share the benefits of working with CSB and hiring veterans.
- **Key Media & Community Event Coverage:**
 - Brevard's community event calendars
 - Florida Today event announcement
 - FloridaCommerce e-news
 - 98.5 The Beach event PSA
 - Brevard Business News
 - Hometown News event announcement
- **Web/Google/SEO:** Event added to CSB's Google business profile and CSB website.





Show Me the Money
Excelling Grants With Increased Funding

February 5, 2024



1

AARP FOUNDATION BACK TO WORK 50+ PROGRAM

Funding Source: AARP Foundation

Award: \$60,000

Increased Award By: \$60,000

Duration: January 2023 - December 2023

Awarded Again: January 2024 - December 2024

Target: BACK TO WORK 50+ Participants & Employer Outreach

Purpose: To support the BTW50+ program, marketing, and operations.

We are proud to announce that CareerSource Brevard will continue to offer the BACK TO WORK 50+ program in partnership with the AARP Foundation for the 2024 program year. This program has been a success for 7 years, helping older workers find employment opportunities and skills training. Our dedication and performance have earned us the recognition and trust of the AARP Foundation, which has selected us as one of the 6 partners out of 16 to carry on this valuable service.

2024 Expected Performance			
Metric	Grant Goal 2024	Grant Goal 2023	CSB Actual 2023
Enrolled in Coaching	91	77	74
Reported Employment	28	35	47
Average Wage	\$14	\$14	\$18

Award Date	Award Amount
2023	\$60,000
2024	\$60,000
Total Award Amount	\$120,000



2

NON-CUSTODIAL PARENT EMPLOYMENT PROGRAM

Funding Source: State of Florida

Award: \$1,349,860.54

Increased Award By: \$250,000

Duration: January 2023 – June 2023

Extension: From June 2023 to June 2024

Target: Unemployed or underemployed Non-custodial parents who are and having difficulty meeting child support obligations.

Purpose: To support the target population with obtaining and retaining self-sufficient employment and establish a successful pattern of paying child support obligations by providing core services and enhanced/direct participant support.

Expected Performance		
Metric	Grant Goal	CSB Actual
Total enrolled	120	94
Be placed in a new position OR upgrade existing position	56	28
Pay child support for 3 out of 6 months after job placement or upgrade	48	6
Award Date	Award Amount	
01/2023	674,930.27	
09/2023	337,465.14	
10/2023	337,465.14	
12/2023	250,000	
Total Award To-Date	\$1,599,861	



HURRICANE IAN GRANT

Funding Source: US Department of Labor

Funding Requested: \$3,850,000

Increased Award By: \$2,548,150

Duration: September 2022 – September 2024

Target: Current partners include Multiple Departments of Brevard County, City of Cocoa Beach, City of Palm Bay Division of Public Works, Cape Canaveral Seashore National Park, U.S. Fish and Wildlife.

Purpose: To provide temporary jobs to assist with humanitarian aid, clean-up, and restoration activities to the counties affected by Hurricane Ian.

Expected Performance		
Metric	Grant Goal	CSB Actual
Planned Temporary Disaster Relief Employment	195	76
Planned Training Services	75	2
Employed at Closure	125	23
Award Date	Award Amount	
01/2023	\$1,800,000	
05/2023	\$366,000	
07/2023	\$800,000	
08/2023	\$700,000	
09/2023	\$232,150	
10/2023	\$2,500,000	
Total Award To-Date	\$6,398,150	



Manufacturing Month Multimedia Campaign & Job Fair Promotion

Connecting 77 career seekers with 19 employers ready to hire at Job Fair!

Outreach to Businesses & Career Seekers

- **Flyers:** Digital and print.
- **Email Marketing:** Weekly sends to career seekers and community partners.
- **Social Media:** Non-paid multi-channel posts.
- **Video:** Marci Murphy supporting Mack Technologies, recognized as first in Florida to offer Surface Mount Technician Registered Apprenticeship.
- **Key Media & Community Event Coverage**
 - Brevard Business News
 - Florida Today
 - Space Coast Daily
- **Web/Google/SEO:** Event added to CareerSource Brevard's Google business profile and updates to CSB's manufacturing sector strategy page.

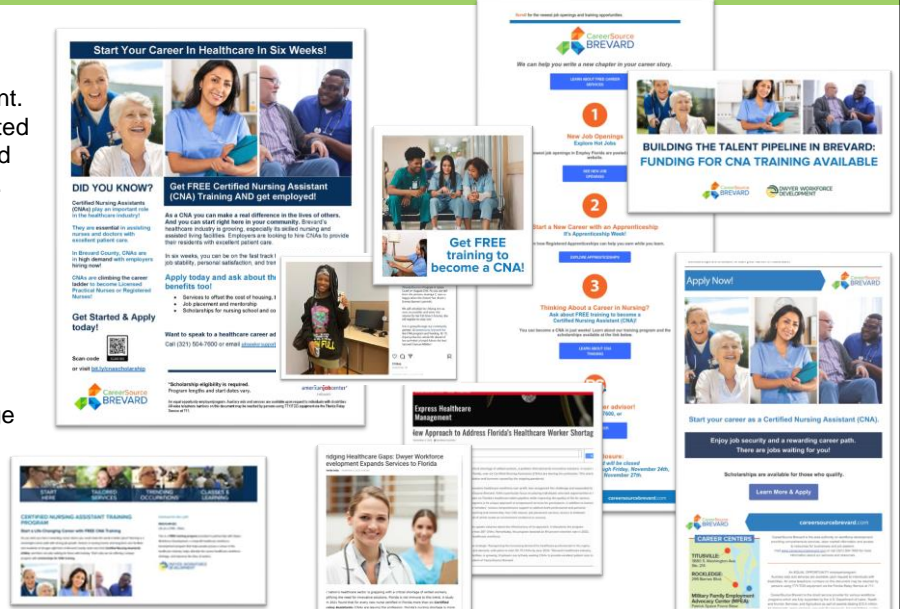


Certified Nursing Assistant Training Multimedia Campaign

In partnership with Dwyer Workforce Development, 23 scholarships were awarded to career seekers!

Outreach to Businesses & Career Seekers

- **Program Flyer:** Digital and print.
- **Email Marketing:** Three targeted email marketing campaigns and one lead generation campaign.
- **Social Media:** Organic multi-channel posts.
- **Key Media Coverage**
 - Florida Daily
 - Express Healthcare management
- **Web/Google/SEO:** SEO-optimized program landing page with lead generation form, resulting in 300+ leads to-date, and updates to healthcare sector strategy page.

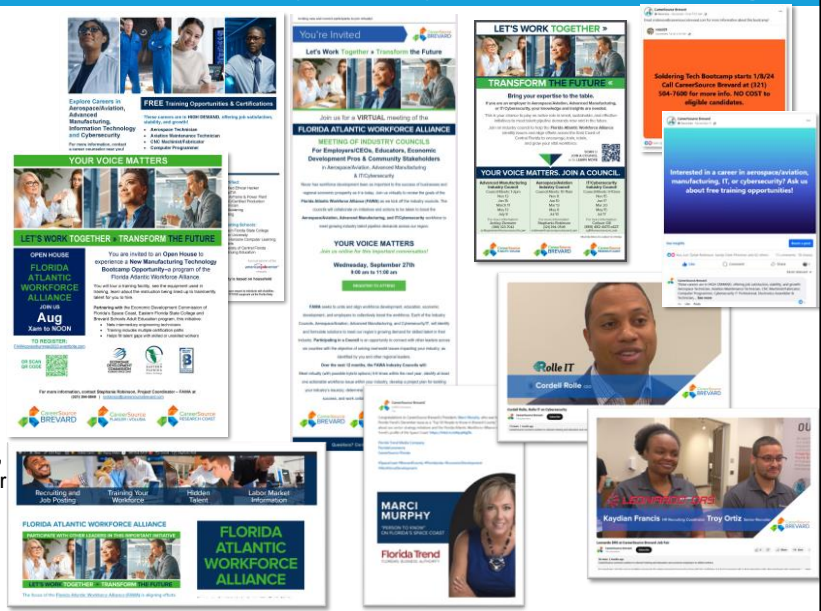


Florida Atlantic Workforce Alliance Multimedia Campaigns

Tri-Regional effort building talent in Aerospace/Aviation, IT/Cybersecurity, & Advanced Manufacturing

Outreach to Businesses & Career Seekers

- **Program Flyer:** Digital and print.
- **Email Marketing:** To businesses, community partners, and career seekers.
- **Advertising:** BBN and Florida Trend.
- **Social Media:** Non-paid multi-channel posts.
- **Business Testimonial Videos:** Businesses appreciate CSB's talent attraction support.
- **Key Media Coverage:**
 - Florida Trend, Marci Murphy "Top 50 People to Know in Brevard County".
 - Florida Today
 - Brevard Business News
- **Web/Google/SEO:** Program landing page, career seeker training, and business sector strategy page updates.
- **Outcomes-to-date:**
 - 56 Businesses collaborating
 - 15 Career seekers seeking training



Website, Social, and Email Marketing Analytics

OCTOBER-DECEMBER 2023. Powered by paid and non-paid (organic) advertising.



Website:

- **Unique visitors 50,903 (steady year-over-year increase)**
- **Top viewed pages**
 - Hot Jobs
 - Career services main page
 - Career services pathway to finding a job page
- **Top sources of traffic to our website**
 - Direct (Typed in our web address)
 - Organic search (Google, Bing, etc.)
 - Paid search (Google Ad grant)



Social Media:

- 555 new followers: steady year-over-year organic increase as compared to nonprofits our size
- Top referring site: Facebook
- Strongest follower growth: Facebook with LinkedIn a very close second!

Constant Contact Emails:

- Employers average email open rate: 35%, average email click rate: 2.5% (above industry average!)
- Career Seekers average email open rate: 38%, average email click rate: 5% (above industry average!)

