



Board of Directors Meeting
February 16, 2023 – 8:30am-9:30am
CSB Boardroom Rockledge or Virtually

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Or call in (audio only) [+1 561-486-1414](tel:+15614861414) Phone Conference ID: 143 620 142#

Attendees: Frank Abbate, Shawn Beal, Mary Jane Brecklin, Colleen Browne, Randy Fletcher, Lloyd Gregg (Chair), Nancy Heller, Art Hoelke, Karen Houston, Brian Jaskiewicz, Traci Klinkbeil, Karen Locke, Travis Mack, Nuno Mana, Mike Menyhart, Wayne Olson, Kirsten Patchett, 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*

<i>Call to Order</i>	<i>Lloyd Gregg</i>	<u>Page No.</u>
<i>Roll Call</i>	<i>Holly Paschal</i>	
<i>Public Comment</i>		
<i>Presentations:</i>		
A. Audit Report Presentation/Approval	<i>James Moore</i>	1 – 2
B. Outcomes From DOL COVID Funding	<i>Steve Howard</i>	
<i>Action Items:</i>		
A. Formula Funding Mix PY 22-23	<i>Jana Bauer</i>	3 – 4
<i>Consent Action Items:</i>		
A. Board of Directors Meeting Minutes – 11/17/22		5-7
<i>Committee Chair Reports:</i>		
A. Industry Workforce Committee	<i>Mike Menyhart</i>	
B. Career Center Committee	<i>Nancy Heller</i>	
C. Finance Committee	<i>Colleen Browne</i>	
D. President’s Report	<i>Marci Murphy</i>	
<i>Information Items</i>		
A. Grow the Resources of the Board		8 - 11
B. Second Quarter Contractor Performance		12 - 14
C. Business Use of CSB Services		15 - 16
D. CAPE Certifications		17 - 18
E. Primary Indicators of Performance		19
F. Quarterly Multimedia Outreach		20 – 22
G. Financial Reports (Charts 1, 2, & 3)		23 – 27
H. Committee Meeting Minutes		
a. Executive Committee – 11/7/22 & 2/6/23		28 - 32

b. Finance Committee – 2/6/23	33 – 35
c. Industry Workforce Committee – 10/11/22	36 – 37
d. Career Center Committee – 10/25/22	38 – 40
I. Presentations at Committee meetings	41 - 68
<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:

March 2023

No meetings

April 2023

11th Industry Workforce Committee-8:30am

25th Career Center Committee-8:30am

May 2023

1st Finance Committee-3:30pm

1st Executive Committee-4:00pm

18th Board of Directors Retreat-8:00am-12pm (TBD)

June 2023

No meetings



February 16, 2023

Action Brief

Program Year 2021-2022 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, 2022. 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, 2022, 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 over Major Federal Programs, 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, 2022.

**BREVARD WORKFORCE DEVELOPMENT BOARD, INC.
SCHEDULE OF FINDINGS AND QUESTIONED COSTS
FOR THE FISCAL YEAR ENDED JUNE 30, 2022**

A. SUMMARY OF AUDIT RESULTS

1. The auditor's report expresses an unmodified opinion on the financial statements of the Brevard Workforce Development Board, Inc.
2. No significant deficiencies or material weaknesses relating to the audit of the financial statements are reported in the independent auditor's report on internal control over financial reporting and on compliance and other matters based on an audit of financial statements performed in accordance with *Government Auditing Standards*.
3. No instances of noncompliance material to the financial statements of Brevard Workforce Development Board, Inc. were disclosed during the audit.
4. No significant deficiencies or material weaknesses relating to the audit of the major federal award programs are reported in the independent auditor's report on compliance for each major program and on internal control over compliance required by the Uniform Guidance.
5. The independent auditor's report on compliance for each major federal awards program of Brevard Workforce Development Board, Inc. expresses an unmodified opinion.
6. There were no audit findings relative to the major federal awards tested for Brevard Workforce Development Board, Inc.
7. **Uncorrected and Corrected Misstatements.** All items stated were adjustments to prior completed financial statements.
8. Other Significant Matters, Findings or Issues.
 - Approval of Payroll – Prior to May 6th, 2022 copies of check stubs were being signed by the President. After May 6th 2022 copies of check stubs were no longer sent and the President started signing the payroll journal from that date forward.
 - Grant Revenue Reconciliation – Prior period adjustments were made. Going forward DEO grant funding will be reconciled to the MIP accounting system.

FINDINGS - FINANCIAL STATEMENTS AUDIT – 2022-001 Journal Entry Review

Finding: Criteria: internal controls over financial reporting should include processes that require journal entries made to the accounting system of sub-ledgers be reviewed and approved by an individual other than the individual responsible for preparing the journal entry.

Corrective Action: The Finance Director and Accounting Technician will review and approve of each other's journal entries.

Action: Recommendation the full Board's approval of the 21-22 audit.



February 16, 2023

Action Brief

Approve the Career Center Committee’s Recommendations for Program Year (PY) 2022-23

Background

The guidelines for formula funding usage are reviewed every year with the purpose of ensuring that CareerSource Brevard (CSB) is focusing on programs that are the most effective for businesses and the job seekers. This review considers the unemployment rate, other economic factors, previous expenditures and funding availability for the program year. The focus of the guidelines are the following metrics:

- **Training Mix** which refers to the type of training provided for businesses and job seekers
- **Customer/Trainee Mix** which refers to the employment status of the customer

The following chart provides an overview of Program Year (PY) 2021-2022, guidelines and performance.

PY 2021-2022 GUIDELINES & PERFORMANCE DATA					
Training Mix			Customer (Trainee) Mix		
Type of Training	Goal	Performance	Customer Category**	Goal	Performance
Work Based Training (WBT)*	50%	32%	Unemployed workers	50%	47%
Individual Training Accounts (ITA)	50%	68%	Employed workers	25%	23%
			Underemployed workers	25%	30%

* On the Job Training (OJTs), Work Experience (WE), Incumbent Worker Training (IWT)
 ** Persons listed as employed would be considered by many to be ‘underemployed.’ A single mom making \$10/hr 40 hours a week is not “low income” and would only be considered underemployed if she was working below her skill level.

The “Guidelines & Performance Data” chart above shows how CSB measured up to the guidelines we created for the last PY. The data shows that we were able to assist more customers in ITA training than Work-based training. The delivery of Work-based training was heavily impacted by the lack of people available for work.

Program Year 2021-2022 proved to be another unique year for workers, job seekers and employers. As the unemployment rate continued to fall in the State of Florida, and more specifically, Brevard County, employers struggled to fill vacancies and retain their existing

workforce. Current trends still show that employers are focused on “growing” their existing workforce through training and upskilling.

Under-performance shown above for Work-Based Training funding was a direct result of the lower unemployed and unengaged workforce. On-the-Job Training (OJT’s), the majority of work-based training contracts, represent new hires, in which there was a shortage of workers since the onset of the pandemic. CSB still managed to spend over \$200k in training contracts to assist Brevard businesses.

For PY 2022-2023, Brevard County’s unemployment rate remains low which equates to less individuals looking for work. Therefore, ITA training offerings are prominent to allow individuals who are underemployed the chance to upskill and lead to more self-sufficient employment opportunities. Programs such as on-the-job training and work experience don’t serve employed workers, therefore in a time of low unemployment, the mix has been adjusted to reflect the focus.

Based on the current conditions and trends, staff believes that the training mix balance should remain with WBT (30%) and ITA (70%) for this PY. This balance will allow flexibility to provide both WBT and ITA’s to assist job seekers and businesses.

For the Trainee Mix, staff is recommending to modify the guidelines to reflect a larger focus on underemployed workers. Due to the current economic climate that includes a low unemployment rate, we are still seeing a trend with employers to grow and promote their own talent by offering training opportunities for their existing staff, as well as individuals having a strong desire to enhance their skills to lead to more self-sufficient employment opportunities. CSB will continue to utilize training funds in a way that best serves both our jobseekers and employers.

Recommendations

Staff recommends the following for the **Training Mix** PY 2022-23:

- 30% Work-based Training (OJTs, Work Experience, Employed Worker)
- 70% Individual Training Accounts (ITA’s)

Staff also recommends the following for the **Job Seeker Customer Mix** for 2022-23:

- 35% on unemployed workers
- 50% on the underemployed
- 15% on employed worker training

Action

Approve the Career Center Committee’s recommendation for the formula funds guidelines for PY 2022-23.

CareerSource Brevard
Board of Directors Meeting
November 17, 2022

MINUTES

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

Members Absent: Frank Abbate, Randall Fletcher, Travis Mack, Mark Mullins, and Monica Shah.

Staff Present: Jana Bauer, Denise Biondi, Lynn Hudson, Thomas LaFlore, Marci Murphy, Holly Paschal, Lois Thomas, Kimberly Weatherby, and Jeff Witt.

Guests: Wendi Jo Bost (Brevard County Public Library), and Tim Castro.

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

Chair, Lloyd Gregg introduced the new board members, Karen Locke, Karen Houston, Nuno Mana, Cordell Rolle, Holly Tanner, and Monica Shah. Mr. Gregg explained that Monica Shah is on vacation and is not currently present. Everyone welcomed the new members.

Public Comment: There was no public comment.

Lloyd Gregg informed the board that immediately after the meeting, there will be another meeting with the EDC and asked the EDC President Lynda Weatherman if she would like to share a few words regarding the meeting content. Lynda Weatherman shared information regarding the purpose of the Community Choice Conversation meeting and thanked everyone for their willingness to participate.

Board Recognitions:

Kimberly Weatherby introduced Wendi Jo Bost, the Director of Library Services from the Brevard County Library Systems and recognized the library for its partnership with CSB. Wendi Jo Bost thanked CSB and shared information regarding the types of services that the library partners with CSB on.

Lois Thomas recognized job seeker Timothy Castro who participated in the AARP Program at CSB and obtained employment with Embrarer. Timothy Castro shared his experience as a job seeker at CSB and stated that going to CSB was one of the best decisions he ever made because it helped him to earn a certificate in the aerospace industry which ultimately assisted him with securing employment in the aviation industry.

Art Hoelke thanked CareerSource Brevard for their assistance with helping job seekers and shared information on FourBlock Group that Knight's Enterprise is working with. He explained that FourBlock is a community of veterans and employers who work together to help veterans transition into the workforce. Art informed Ms. Murphy that he will share more information on the organization after the meeting.

Presentations:

Jana Bauer presented an overview of CareerSource Brevard Performance Measures to include details on the workforce boards Letter Grades.

Action Items:

Related Party Contracts

Monica Shah indicated before the meeting that she had a conflict of interest and needed to abstain from discussion and voting. Staff presented a Related Party Contract with Southeast Petro Distributors Inc. and CSB.

Motion to approve Related Party Contract with Southeast Petro Distributors Inc. in an amount not to exceed \$25,000 made by Mike Menyhart and seconded by Nancy Heller. Motion passed unanimously with Monica Shah abstaining. The Related Party Contract will be sent to the Department of Economic Opportunity for approval. Monica Shah was not in attendance.

Cordell Rolle indicated before the meeting that he had a conflict of interest and needed to abstain from discussion and voting. Staff presented a Related Party Contract with Rolle IT LLC and CSB. Motion to approve Related Party Contract with Rolle IT LLC in an amount not to exceed \$50,000, made by Amar Patel and seconded by Kirsten Patchett. Motion passed unanimously with Cordell Rolle abstaining. The Related Party Contract will be sent to the Department of Economic Opportunity for approval.

Executive Director Salary

Chair, Lloyd Gregg brought the topic of the Executive Director's salary as an action item and shared with the board that he has spoken with other workforce board regions as well as conducted research on the wages of the other workforce board President's in order to recommended that the board increase the salary of the CSB Executive Director, Marci Murphy by ten percent. Lloyd Gregg also shared that Marci Murphy is a very successful and effective President and asked the board if they would vote on this salary increase action item. Motion to approve a ten percent salary increase for CSB Executive Director, Marci Murphy, made by Mary Jane Brecklin and seconded by Colleen Browne. Motion passed unanimously.

Consent Action Items

Consent action item presented included Board of Director meeting minutes for August 18, 2022 and Special Board Meeting Minutes for September 6, 2022. Motion to approve Consent Action Item made by Colleen Browne and seconded by Nancy Heller. Motion passed unanimously.

Reports

Mike Menyhart gave a report on the Industry Workforce Committee meeting held on October 11, 2022.

Nancy Heller gave a report on the Career Center Committee meeting held on October 25, 2022.

Marci Murphy gave a follow-up of Jana Bauer's presentation CareerSource Brevard Performance Measures and informed the board that CSB earned a Letter Grade of an -A and thanked the staff and contractor for their hard work in achieving this excellent Letter Grade.

Marci Murphy thanked the new board members for their support and shared that the new members attended a two hour board training and completed their Form 1 Financial Disclosure forms.

Marci Murphy gave the President's report and informed that Florida Atlantic Workforce Alliance Grant (FAWA) was assembled by Governor DeSantis with the goal of making Florida the number one state in the nation for workforce education by 2030. Marci Murphy shared the updates of what the FAWA group has been working on to include utilizing a 9 million dollar WIOA funding that the workforce boards received in October. She stated that funding will be used to support developing the talent pipeline and helping to provide training funds for the Aerospace, Aviation, Manufacturing, IT/Cybersecurity industries, and helping businesses with training dollars for OJT's and employed worker training.

Ms. Murphy shared that she signed a contract with Lightcase for the studies in Labor Market Overview, Sector Analysis, Talent Supply Analysis, Skills Analysis and the K-12 Talent Supply Rollup services which will be used for the executive summary and recommendations. Reports will be in phases with the last report completed in 24 weeks, and the plan is to present this at the first regional Alliance Consortium Meeting.

Ms. Murphy reported that Space Florida is hosting a statewide sector strategies workgroup today for the Aerospace Industry and informed that both she and the CSB Chair, Lloyd Gregg have been asked to attend and she has been asked to give a brief update on the FAWA grant. She informed that the governor and others across the state realize that Florida needs to get behind this sector and work towards helping Aerospace companies find talent as they look towards moving to or expanding in Florida, and the workgroup will continue to meet as

reports are developed to document and then address business concerns. Outcomes from this workgroup will help to improve the talent pipeline in Brevard.

Ms. Murphy shared that she will be attending the Launching Your Workforce through Apprenticeships event held at the Astronauts Memorial Foundation, and will be reading Governor Ron DeSantis's Proclamation for this week to be Apprenticeship Awareness and Appreciation Week in Florida.

Ms. Murphy informed that she has been meeting with Brevard's legislative delegation this quarter to include, the Chair of the County Commission, Commissioner Zonka, Commissioner Rita Pritchett, Representative Randy Fine, Senator Tom Wright, Representative Tyler Sirois, and Senator Debbie Mayfield. The meetings were centered around three items, Re-Alignment to include a copy of the CSB's white paper on the uniqueness of the Space Coast, FAWA grant, and Access to Lightcast Labor Reports that can be shared with legislators and their constituents if needed.

Ms. Murphy informed that CSB will be applying for hurricane dollars due to Hurricane Ian and Nicole and explained to the board that CSB is the organization that the State turns to for assistance with other regions when it comes to hurricane dollars, and CSB's Senior Program Manager, Jim Watson is the person who is advising the other regions. She gave background information on how the funding is received and how it is used with details of how past hurricane dollars were spent and some of the accomplishments of the hurricane funding.

Ms. Murphy recognized board member Colleen Browne and shared that Keiser University was ranked number one in the county in providing social mobility to its students according to US News & World Report's 2023 Best Colleges ranking, the nation's leading college rankings list.

Information Items:

Information items presented included Grow the Resources of the Board, Contractor Performance, Primary Indicators of Performance, Career Center Standards, Quarterly Multimedia Outreach, Financial Reports, Committee meeting minutes and Committee meeting presentations.

Other Business:

There being no further business, the meeting was adjourned at 9:37am.

Submitted by,

Reviewed by,

(Signature on file)
Holly Paschal

November 18, 2022
Date

(Signature on file)
Lloyd Gregg

November 18, 2022
Date



REVISED
01/30/23

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: Health Emergency Dislocated Worker Grants in Response to COVID-19 Outbreak</p> <p>Time Frame: 04/13/20 – 03/31/23</p> <p>Funding Source: USDOL / National Dislocated Worker</p>	\$4,249,999		<p>Additional funding (\$1.25M) was received bringing the total to \$4,249,999. This grant is extended until March 31, 2023, and additional funds are being requested in support of the extension.</p> <p>Staff are working with Aging Matters, Early Learning Coalition, Second Harvest Food Bank, City of Palm Bay Housing Dept., Daily Bread, Central Brevard Sharing Center, Catholic Charities of Central Florida, City of Melbourne Housing & Urban Improvement, Macedonia Community Development, Brevard County Housing and Human Services Department, Community of Hope, Brevard Neighborhood Development Coalition, Habitat for Humanity of Brevard Inc.</p> <p>Total activity:</p> <ul style="list-style-type: none"> • 113 Participants Enrolled • 49 Employment at Exit 	James Watson
<p>Grant Name: Department of Economic Opportunity Community Development Block Grant – Disaster Recovery (DR)</p> <p>Workforce Recovery Training Program Time Frame: 3/01/2020 – 06/30/2023</p> <p>Funding Source: DEO/ HUD/CDBG</p> <p>Partner(s): Listed in Grant</p>	\$2,049,784	The target is low to moderate income individuals. The grant allows CSB expand existing programs to provide training in construction trades, including roofing, masonry, carpentry, concrete finishing, plumbing, HVAC, electricity, heavy equipment operations, carpet laying, glass/window installation, plastering and welding.	<p>RebuildFL United Academy Heavy Equipment and Safety Training Program is currently in its 9th session with a total of 9 participants. Classes are averaging between 9-10 participants each month. The program focuses on Nationally recognized certifications for Earth Moving Equipment, Mobile Elevated Work Platforms, Forklifts, and safety training, including OSHA 10 and Fall Protection.</p> <p>Since its first training cohort in August, the program has had 91 participants with a graduation rate of 89% and training continues to be held on a monthly basis.</p>	James Watson
Grant Name: USDOL Apprenticeship Expansion	40 ToolingU Licenses and	CareerSource Brevard (CSB) in partnership and	CSB has access to 40 Aero-Flex training licenses from ToolingU	Thomas LaFlore

GRANTS (Federal, State Local Competitive and Non-competitive)				
Resource Information	Amount Awarded	Grant Focus	Current Status	Staff Lead
<p>Grant – Growing Advanced Manufacturing Apprenticeship Across America (GAMAAA)</p> <p>Time Frame: July 15, 2019 – July 15, 2023</p> <p>Funding Source: HIB Funds; Subrecipient of West LA (CA) Workforce Investment Board</p> <p>Enroll and train 40 jobseekers into AeroFlex Pre-Apprenticeship Program</p>	\$20K for Administration	<p>collaboration with the West LA (CA) WIB will continue to train jobseekers in a very successful, employer-driven pre-apprenticeship program that has been proven to support industry needs in California and Florida. The Aero-Flex Pre-Apprenticeship program meets the workforce development needs common to our region’s aerospace and aviation manufacturing industry partners. This unique training program provides a Soft Skills component, Core technical learning and Real-World employment via an On-the-Job training option.</p>	<p>SME and has expended 12 of them. A Subrecipient Agreement with the South Bay Workforce Investment Board was executed in March 2021 to continue to train jobseekers in the Aero-Flex Program. As of January 30th, we have enrolled 25 jobseekers, 12 of them have completed the online training, and 7 have received the CMFGA Certification. We are well on track to reach our goal.</p>	
<p>Grant Name: Substance Use Disorder (SUD) Navigator Grant</p> <p>Time Frame: 05/06/21-08/31/23</p> <p>Funding Source: DEO Wagner-Peyser 7 (b)</p> <p>Partner(s): Local agencies involved in SUD treatment & services</p>	\$156,520	<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>Recent highlights through December 2022 include:</p> <ul style="list-style-type: none"> • Four employer-focused events • Six jobseeker-focused events • Three SUD Navigator Webinars with DEO • One community outreach event 	Beatrice Boursiquot
<p>Grant Name: “Get There Faster” Salesforce Academy Program Grant</p> <p>Time Frame: 10/01/21 – 09/30/23</p>	\$923,305.97	<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</p>	<p>Salesforce training to WIOA eligible adults and youth has held 3 Cohorts with a total of 35 Enrolled and 32 Graduated. Interested students are paired with Projects to be completed for Employer Worksites, providing the student with up</p>	Amberstar Bush

GRANTS (Federal, State Local Competitive and Non-competitive)				
Resource Information	Amount Awarded	Grant Focus	Current Status	Staff Lead
<p>Funding Source: CareerSource Florida</p> <p>Partner(s): Brevard Public Schools Adult and Community Education, Brevard Public Schools Career and Technical Education, PepUp Tech</p>		<p>development, a highly desired skillset in the current workforce on a nationwide scale. The grant will fund up to 50 participants for training, work experience and supportive services.</p>	<p>to 240hrs of hands-on experience at \$17hr. Information sessions about this grant program continue weekly, and the newest cohort started January 9, 2023. January's Cohort will serve as a pilot to a new design option made available by the training provider which pairs students to hands-on training experience within the first 10 weeks of the Virtual Technical Training program. Participants can choose to attend courses virtually at their residence or under supervision of an instructional aide at Brevard Adult & Community Education's South Area Educational Center in Melbourne.</p>	

UNRESTRICTED REVENUES (Non-governmental funding, Fee for service, Foundation and Corporate giving programs)				
Resource Information	Amount Awarded	Grant Focus	Current Status	Staff Lead
<p>Grant Name: Ticket to Work (TTW) Program</p> <p>Time Frame: Indefinite</p> <p>Funding Source: Social Security Administration</p> <p>Partner(s): Vocational Rehabilitation</p>	<p>\$322,357 To Date</p>	<p>Focused on eligible TTW customers who want to return unsubsidized employment using the Employment Network (EN).</p>	<p>There were no new TTW participants in the 4th quarter PY 21-22. We received payments of \$2,945 for 21-22 for a cumulative total of \$322,357.</p> <p>Staff continue to collaborate with eligible customers who are interested in work or training. EN continues to progress at a modest pace. A slight uptick in July lends to a more promising 22-23.</p>	<p>James Watson</p>
<p>Grant Name: Tobacco Free Florida</p> <p>Time Frame: Indefinite</p> <p>Funding Source: Bureau of Tobacco Free Florida</p> <p>Partner(s): Florida Department of Health</p>	<p>\$54,271.50 To Date</p>	<p>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.</p>	<p>This agreement provides unrestricted revenue.</p> <p>Receipts for PY22-23 second quarter- (07/1/22-09/30/22) is \$75.00.</p>	<p>Marina Stone</p>
<p>Grant Name: Wells Fargo Supportive Services for Community Empowerment</p>	<p>\$20,000</p>	<p>The focus of this grant is to assist participants in our program with support services needed to ensure successful job placement. Services can</p>	<p>CSB has moved to a reloadable cash card tracking system for these incentives. To date, \$1,400 remain in available funds for incentives.</p>	<p>Jana Bauer</p>

UNRESTRICTED REVENUES (Non-governmental funding, Fee for service, Foundation and Corporate giving programs)

Resource Information	Amount Awarded	Grant Focus	Current Status	Staff Lead
<p>Time Frame: 10/01/2018 - 11/01/2021</p> <p>Funding Sources: Wells Fargo</p> <p>Partners(s): NA</p>		<p>consist of transportation assistance, clothing to create a good first impression, and test preparation fees, etc.</p>		
<p>Grant Name: AARP BTW50+ Skill Accelerator 50+ Workforce Initiative</p> <p>Time Frame: 12/16/2021 – 7/31/2022</p> <p>Funding Sources: AARP Foundation</p> <p>Training Partner: PepUp Tech</p>	<p>\$30,000</p>	<p>This grant focuses on providing skills training for BTW50+ participants and alumni by creating a certification focused short-term training program to help them get on the pathway to high quality, in-demand jobs. According to 10K, the established market demand growth for Salesforce talent grew by 328% for North America, from 2020 to 2021. Funds will be provided to support instructional costs for BTW50+ participants and alumni to gain valuable digital skills training, through SkillUp Brevard, as a precursor to entering a small, exclusive cohort-style Salesforce System Administrator Training Program operated by PepUp Tech.</p>	<p>CSB Enrolled 10 Individuals into the 10-Week Virtual Salesforce Academy Training. A total of 9 have successfully completed the training, while 4 of the individuals are currently participating in paid hands-on experience at \$17hr and 1 has accepted full-time employment with an entry level wage of \$70,000 a year.</p>	<p>Jana Bauer</p>



February 16, 2023

Information Brief

Second Quarter Contractor Performance PY 2022-2023

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 (14 of 17 for quarters 1 & 2, 16 of 20 for quarter 3 and 17 of 21 for quarter 4)
- **Element B:** Contractor must meet accelerated performance on 50% of the measures (9 of 17 for quarters 1 & 2, 10 of 20 for quarter 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 2022-23 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 22-23						
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 (98%)		
Adult Average Wage at Placement	107% (\$17.01)	111% (\$17.73)	Exceeded (121.6%)	Exceeded (146.3%)		
Adult Retention at 12 Months	86%	88%	Exceeded (89.3%)	Exceeded (88.0%)		
Adult Credential Attainment Rate	77%	79%	Exceeded (84.8%)	Exceeded (88.9%)		
Adult Measurable Skills Gain	Q1 - 45% Q2 - 55% Q3 - 65% Q4 - 77%	Q1 - 50% Q2 - 60% Q3 - 70% Q4 - 79%	Missed (21.7%)	Exceeded (61.1%)		
WIOA Dislocated Worker Measures						
Disl. Wkr. Entered Employment Rate	90%	95%	Exceeded (100%)	Exceeded (100.0%)		
Disl. Wkr. Average Wage At Placement	143% (\$22.75)	150% (\$24.00)	Exceeded (253.3%)	Exceeded (213.3%)		
Disl. Wkr. Retention at 12 Months	90%	92%	Missed (88.9%)	Missed (88.2%)		

Elements of Contractor Performance Earnings - PY 22-23						
Measures						
Objective/Criteria	Minimum	Accelerated	1st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Disl. Wkr. Credential Attainment Rate	72%	75%	Exceeded (90.5%)	Exceeded (91.3%)		
Disl. Wkr. Measurable Skills Gain	Q1 - 55% Q2 - 60% Q3 - 70% Q4 - 75%	Q1 - 60% Q2 - 65% Q3 - 75% Q4 - 80%	Missed (33.3%)	Exceeded (81.8%)		
WIOA Youth Measures						
Youth Entered Employment Rate	90%	95%	Exceeded (100%)	Met (90.9%)		
Youth Average Wage At Placement	68.3% (\$10.90)	70% (\$11.15)	Exceeded (97.9%)	Exceeded (95.0%)		
Youth Retention at 12 Months	81.5%	83%	Exceeded (83.3%)	Met (81.8%)		
Youth Credential Attainment Rate	70%	73%	Missed (56.7%)	Missed (69%)		
Youth Measurable Skills Gain	Q1 - 40% Q2 - 50% Q3 - 60% Q4 - 65%	Q1 - 45% Q2 - 55% Q3 - 65% Q4 - 68%	Missed (17.2%)	Exceeded (61.9%)		
Wagner Peyser Measures						
WP Entered Employment Rate	36%	38%	Exceeded (39.6%)	Exceeded (41.8%)		
WP Average Wage at Placement	72% (\$11.44)	76% (\$12.15)	Exceeded (102.1%)	Exceeded (95.9%)		
Welfare Transition Measures						
Entered Employment Rate	TBD	TBD				
Reduction in Public Assistance	TBD	TBD				
Training Services						
Training Enrollment Rate	TBD	TBD				
Grants and Special Projects Measured Annually						
Performance on Special Projects and Grants	80%		N/A	N/A	N/A	N/A

Element A				
Met the minimum percentages set on 14 out of 17 (Q1 & Q2), 16 out of 20 (Q3) and 17 out of 21 (Q4) Performance Measures established in Attachment F	No – Met Minimum on 12 of 17	Yes – Met Minimum on 15 of 17		
Element B				
Met the accelerated percentages set on 9 out of 17 (Q1 & Q2), 10 out of 20 (Q3) and 11 out of 21 (Q4) established in Attachment F	Yes – Met Accelerated on 12 of 17	Yes – Met Accelerated on 13 of 17		

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

Performance Measure Revisions for PY 22-23

The performance measures for PY 22-23 have been redesigned to better align with the Letter Grade Performance that has been established at the State.

While many of the measures have remained the same, three (3) measures focused on Measurable Skills Gains have been redefined and calculations methods updated, and three (3) measures focused on Credential Attainments have been added. These revisions ensure positive performance results on Federal measures and on the Letter Grades.

Board staff reviewed all existing measures to analyze and identify which measures may be either hurting or having little impact on our letter grade performance. Such measures were removed to allow focus in the most effective areas. These measures included Customer Engagement, New Job Seekers and Referral to Placement Ratio.

We are developing three additional measures (Reduction in Public Assistance, Welfare Transition Entered Employment, Training Enrollment) to be added by the end of the second quarter pending the availability of additional information on calculation method and data sources from the state.

Second Quarter Performance is typically lower in some areas due to the nature of the measures and this is definitely the case for the Youth Credential Attainment as youth credentials are often in the form of course completion which doesn't happen until later in the school year.

The Retention Measure for Dislocated Workers was also missed for the second quarter. Two of the seventeen customers had a negative impact on this measure because they could not be located for follow-up.

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

Informational 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			
<u>Industry</u>	<u>PY 20-21</u>	<u>PY 21-22</u>	<u>% Change from PY 20-21</u>
Total All Industries	3,484	2,404	-30.99%
Construction	860	617	-28.26%
Health Care	957	612	-36.05%
General	1,653	1,170	-29.22%
Aerospace	106	82	-22.64%

For PY 2021-22, there was an overall 30.99% decrease in the number businesses served across all industries. Within the individual communities served (Construction, Health Care, General and Aerospace), changes consisted of -28.26%, -36.05%, -29.22% and -22.64% respectively.

Count of All Services Received

This 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 2021-22 Program Year results are as follows:

PY 21-22 ALL SERVICES RECEIVED				
<u>Industry</u>	<u>Job Orders</u>	<u>All Other Services</u>	<u>Total</u>	<u>% Change from PY 20-21</u>
Total All Industries	10,598	41,815	52,413	-9.38%
Construction	3,092	11,790	14,882	+3.74%
Health Care	3,040	10,778	13,818	-20.72%
General	4,456	19,236	23,692	-8.95%
Aerospace	2,134	2,155	4,289	+51.66 %

The number of services being provided to current business (total all industries) customers decreased overall by 9.38% compared to the previous year. Within the individual communities, Construction, Health Care, General and Aerospace saw changes of +3.74%, -20.72%, -8.95% and +51.66%, respectively.

Analysis

The data presented in this brief is captured through our Employ Florida (EF) state database and only addresses part of the analysis. CSB’s focus and business model for addressing employer’s needs continues its shift to sector strategy work, consortium meetings and subcommittee work, partner meetings, apprenticeship meetings, etc. These aren’t being captured in EF because there are no codes.

Services provided have decreased as we move from the effects of the pandemic to a more strategic outreach to meet letter grade measures. The number of people in the workforce has decreased dramatically during and post-pandemic; employers are still trying to find talent, and this is reflected in the steady use of recruiting events & job fairs.

Work-based training was down during PY 21-22. 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 21-22 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 FAWAA grant will allow us to offer more training opportunities in PY 22-23.

Information Brief

CAPE Industry Certification Funding List

Background

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. The primary purpose of the Florida CAPE Act is to respond to Florida's workforce needs by providing rigorous and relevant curriculum opportunities to middle and high schoolers, provide career-themed courses that articulate to postsecondary-level coursework and industry certifications, and provide residents with access to high-demand, high-wage careers. Each year, all recommendations by local workforce boards and school districts are reviewed by CareerSource Florida, the Florida Department of Education and the Department of Economic Opportunity. Reviewers consider academic rigor, within an industry that addresses a critical local or statewide economic need, linked to an occupation that is included in the workforce system's targeted occupations list; or linked to an occupation that is identified as emerging. Department of Education reviews the list of recommendations and makes the final determination on certifications eligible for the CAPE Industry Certification Funding List. Inclusion on this list means that career academies can be created or continued. For school districts, certifications on the funding list provide additional weights for FTE funding calculations and bonus funding to be provided to teachers whose instruction leads to industry certification attainment.

Florida Credentials Review Committee

With the implementation of the Reimaging Education and Career Help (REACH) Act, a new committee, the Florida Credentials Review Committee, has been established. The Committee includes private and public sector leaders in business, workforce development, education and government. The Committee is tasked with five (5) primary duties including;

- Establish a definition of credentials of value and create a framework of quality
- Establish timely processes
- Establish Classification of Instructional Program (CIP) code to Standard Occupational Classifications (SOC) code linkages.
- Identify data elements necessary to collect information on credentials
- Develop a returned-value funding formula

The Framework of Quality is designed to evaluate credentials for inclusion on the Master Credentials List, formally known as the CAPE Industry Certification List. In November 2022, the Committee opened up an application window for certifications to be considered on the 2022-2023 Master Credentials List, including submissions for *postsecondary* certifications.

2022-2023 Local Submissions

CareerSource Brevard partnered with Brevard Public Schools – Career and Technical

Education, Brevard Public Schools – Adult and Community Education, Eastern Florida State College and Space Coast Consortium Apprenticeship Program to submit the following for Brevard:

BPS Career and Technical Education	<ul style="list-style-type: none"> - Informational Technology Specialist (ITS) – Computational Thinking - Informational Technology Specialist (ITS) – Artificial Intelligence - Informational Technology Specialist (ITS) – Data Analytics - Informational Technology Specialist (ITS) – Cybersecurity - Communication Skills for Business English for IT Certification - Professional Communication Certification - Fundamentals of Industry 4.0 - Fundamentals of Fluid Power – Pneumatics - Fundamentals of Fluid Power - Hydraulics - Fundamentals of Robotics - Fundamentals of Mechanical Systems - Fundamentals of Sensor Technology - Fundamentals of PLCs, Allen Bradley/Siemens - Certified Industry 4.0 Associate – Fundamentals - ParaPro Certification - HBI PACT HVAC Certification
BPS Adult and Community Education	<ul style="list-style-type: none"> - Bloomboard Paraprofessional Portfolio
Eastern Florida State College / Space Coast Consortium Apprenticeship Program	<ul style="list-style-type: none"> - National Coalition of Certification Centers (NC3)

New Review Process and Timeline

Submissions from the November application window are currently undergoing an extensive evaluation process by the Credentials Review Committee. A timeline with deliverables is listed below:

Timeline	Deliverable(s)
February 2023	<p>On or near 2/9 – Credentials Review Committee meets to adopt Master Credentials List for state of Florida.</p> <p>On or near 2/10 – Application window for credentials not included in initial evaluation for Master Credentials List opens.</p> <p>TBD – CareerSource Florida Board meeting to approve delivery of Master Credentials List to State Board of Education.</p>
March 2023	3/22 – State Board of Education meets and votes on Master Credentials List.
May 2023	Credentials Review Committee meets to adopt new credentials to the Master Credentials List that meet the Framework of Quality.

Updates will be provided at the next Career Center Committee Meeting following the CareerSource Florida Board Meeting in February.

Information Brief

Primary Indicators of Performance

Background

Common Measures were established under Workforce Investment Act (WIA) and are still required by the Workforce Innovation and Opportunity Act (WIOA). While incentive monies will not be tied to meeting these common measures, there are sanctions tied to missing the same measure two years in a row to include completing a Performance Improvement Plan. New contractor measures have been designed to closely match most of the federal measures maintaining the focus on performance in these areas.

Below is the most recent report that shows past performance along with our actual performance through the 1st quarter of PY 2022-23. Also shown are our goals for PY 2022-23. All performance goals were met or exceeded for the 1st quarter except Adult Measurable Skills Gain (missed by .4%) and Dislocated Worker Median Earnings (missed by 1.6%).

July 2022-September 2022 Performance

Primary Performance Indicator (PPI)	Performance 2019-2020	Performance 2020-2021	Performance 2021-2022	PY 22-23 Q1 Performance	PY22-23 Performance Goals
Adults:					
Entered Employment Rate (2 nd Qtr. after Exit)	89.1%	88.9%	83.5%	83.3	90.4
Employment Retention Rate (4 th Qtr. after Exit)	87.0%	88.50%	92.6%	92.0	86.1
Median Earnings (2 nd Qtr. after Exit)	\$8,097	\$8,745	\$8,927	\$8,884	\$8,837
Credential Attainment Rate	78.7%	85.2%	82.9%	85.2	77.0
Measurable Skills Gain	N/A	75%	75.0%	67.2	75.0
Dislocated Workers:					
Entered Employment Rate (2 nd Qtr. after Exit)	91.8%	87.9%	93.9%	94.1	90.1
Employment Retention Rate (4 th Qtr. after Exit)	88.7%	92.4%	86.3%	88.0	90.2
Median Earnings (2 nd Qtr. after Exit)	\$10,174	\$12,574	\$10,006	\$10,456	\$11,831
Credential Attainment Rate	61.1%	69.4%	89.3%	89.3	72.2
Measurable Skills Gain	N/A	83.0%	79.3%	72.0	75.0
Youth Common Measures:					
Entered Employment Rate (2 nd Qtr. after Exit)	80.2%	82.6%	80.2%	81.5	83.5
Employment Retention Rate (4 th Qtr. after Exit)	85.6%	78.5%	85.7%	85.2	81.5
Median Wage 2nd Quarter After Exit	N/A	\$3,643	\$4,423	\$4,413	\$3,855
Credential Attainment Rate	70.3%	73.0%	73.9%	77.6	70.0
Measurable Skills Gain	N/A	66.2%	75.0%	66.7	65.3
Wagner-Peyser:					
Entered Employment Rate (2 nd Qtr. after Exit)	68.8%	61.9%	63.8%	62.7	65.6
Employment Retention Rate (4 th Qtr. after Exit)	65.4%	62.9%	63.0%	65.10	64.2
Median Earnings (2 nd Qtr. after Exit)	\$5,459	\$5,468	\$6,152	\$6,262	\$6,002
Not Met (less than 90% of negotiated)	Met (90-100% of negotiated)		Exceeded (greater than 100% of negotiated)		

Quarterly Multimedia Outreach (October – December 2022)

OWNED Media

CSB “owned” multi-channel media tactics (social media, direct email, video, print, and web) are used daily to educate and inform target audiences about its mission, and the benefits of its no-cost programs and services.

View social media efforts by following us!

<https://www.linkedin.com/company/careersourcebrevard/>

<https://www.facebook.com/careersourcebrevard>

<https://twitter.com/csbrevard>

<https://www.youtube.com/user/careersourcebrevard>

https://www.instagram.com/careersource_brevard/

Jobseeker services messaging. Share with jobseekers and referring partners: legislators, community & workforce, and media.

- **Daily promotions:** Hot Jobs, virtual and in-person workshops, job fairs, local employer recruiting events, skills training, supportive services and resources, career tips, jobseeker success stories & testimonials.
- **Program initiatives highlighted this quarter:** Young Adult work and learn program, Adults over 50 Senior expo and job fair, Manufacturing job fair, Veteran job fair <https://bit.ly/3v26TWz> , SkillUp online training, Salesforce training <https://bit.ly/3YyFJEh> , RISE re-entry workshops, National Apprenticeship week, Rebuild Florida construction training grant awareness, <https://bit.ly/3OccNwa> .

Business services messaging. Share with employers and referring partners: legislators, community & workforce, and media.

- **Daily promotions:** virtual and in-person business learning events, CSB-hosted employer recruiting events, talent attraction job fairs, employee retention skills training, supportive services, and resources, grant and collaborative partner news, employer success stories & testimonials. These efforts support CSB’s Sector strategy initiatives (Aerospace/Aviation/Advanced Manufacturing, Information Technology, Hospitality, Healthcare, and Construction)
- **Quarterly highlights:** Launching Your Workforce Through Apprentices event, RISE business learning event, Employer-led recruiting events, Manufacturing, Veteran, Virtual job fairs for talent attraction; SkillUp, Salesforce, Soft Skills, Rebuild Florida construction training and Young Adult work and learn program <https://bit.ly/3j91biR> , Healthcare and Aerospace business consortiums.

EARNED Media

“Earned” media is the result of relationship building with traditional media outlets as well as community and workforce partners, and customers and employers who have a following CSB can provide services to. This no-cost media expands CSB’s opportunity to raise awareness of its no-cost programs and services.

Print, broadcast, and digital media coverage quarterly highlights:

Florida Today: Monthly coverage

- [Data indicates leveling out job-market](#)
- [Brevard Employment Market, CSB Veteran Job Fair](#)
- [Florida Atlantic Workforce Alliance 3M grant](#)
- [Paychecks for Patriots pre-event promotion](#)
- [Paychecks for Patriots covering the event](#)
- [Dassault Falcon Jet Expansion](#)

Florida Politics Sunburn daily news

Quarterly Multimedia Outreach (October – December 2022)

- o [Florida Atlantic Workforce Alliance 3M grant](#)

Brevard Business News:

- o CSB business workforce services
- o Construction apprenticeships career fair
- o Paychecks for Patriots veteran job fair
- o Mega senior expo adds CSB job fair
- o Florida Atlantic Workforce Alliance 3M grant
- o CSB events to the community calendar
- o CSB and City of Palm Bay job fair
- o Money management workshops with United Way

Space Coast Daily:

- o Dassault Falcon Jet expansion
- o [CSB's Deserine reps CSB--partner appreciation:](#)

EverythingBrevard.com:

- o [Paychecks for Patriots veteran job fair, pg. 51](#)
- o [CSB in Calendar of events](#)

98.5The Beach radio:



HOT JOBS NOW
REV ALEC Mixdown



CAREER SOURCE
VETS DAY.mp3

Helping Seniors of Brevard

- o [Radio show with CSB's Lois Thomas, AARP Back to Work 50+ program and Senior job fair](#)

Viera Voice:

- o [Facebook Live - CSB's Lois Thomas, AARP Back to Work50+ senior job fair](#)

Hometown news:

- o [Mega senior expo adds CSB job fair](#)
- o [CSB events to community calendar](#)
- o [CSB and City of Palm Bay host job fair](#)
- o [Money Management workshop with United Way](#)
- o [Florida Atlantic Workforce Alliance \(FAWA\)](#)

PAID Media

Buying media reaches audiences beyond those familiar with CSB services.

Paid media campaigns this quarter included:

- **BBN** ad for Veterans Job Fair
- **Video Success stories**, Silverhorse Racing one of 5 videos created for multimedia use. <https://youtu.be/ssAJAntJISM>
- **DMV waiting room videos:** ReBuild Florida Construction Training Grant, General jobseeker programs and services. <https://bit.ly/3OfIFkL>
- **Brevard Public School's "Headlines" e-newsletter ads:** Florida Rebuild Construction Training Grant, General jobseeker programs and services <https://careersourcebrevard.com/jumpstart>
- **Space Coast Area Transit (SCAT) interior bus ads:** ReBuild Florida Construction Training Grant program, General Jobseeker programs and services.
- **Facebook** paid ad for Paychecks for Patriots
- **Print** AARP, Military and MFEA event display banners, table runners,
- **Partner co-op outreach:** Florida makes partner with MakeMore Summit



Quarterly Multimedia Outreach (October – December 2022)

State-Funded Media

Florida's cooperative outreach program supports Florida's workforce system by offering a unified brand, outreach toolkit and annual outreach campaigns to help promote workforce programs and services to targeted audiences.

- **General workforce services video** State-crafted with CSB logo -- used this quarter <https://www.youtube.com/watch?v=ME5yxwYpue8>

Community Partner Outreach & Engagement

Additional outreach efforts not detailed in this report, or the committee goals matrix include efforts to support Brevard's workforce, economic, education, business, and community partners.

- Apprenticeship Kick-off Industry Forum CSB's Melissa Byers speaks at launch of Florida Solar Energy Apprenticeship program
- [CSB hosts Cocoa Beach Chamber of Commerce, Marci and Thomas present current workforce trends and more.](#)

Website & Social Media Analytics

Daily updates with industry-relevant posts, fresh content, refinements to highest performing keywords and messaging of the CSB home site and social channels is required to maintain good Search Engine Optimization (SEO) and increase followers and engagement.

Website

- **Monthly news posts:**
 - <https://careersourcebrevard.com/13-resume-tips-that-will-help-you-land-that-job/>
 - <https://careersourcebrevard.com/careersource-brevard-and-commhit-host-apprenticeship-business-learning-event-in-cape-canaveral/>
 - <https://careersourcebrevard.com/14-job-interview-tips/>
 - <https://careersourcebrevard.com/floridas-minimum-wage-increases-to-11-00-per-hour/>
- **Unique visitors** 48,828 current, 54,786 previous six months, matching 2019
- **Unique visitors this quarter:** 18,615 current, 28,133 previous quarter
- **Top viewed pages** Hot Jobs & SSI wages calculator, consistent this PY
- **Top sources of traffic, in order this quarter**
 - Direct (clicking bookmarked link, flyer, etc.)
 - Organic search (SEO)
 - Social Media (#1 Facebook)
 - Referral (CareerSource Florida top referrer)

Social Media (Facebook, LinkedIn, Twitter, Instagram)

- **13,779 total followers** year over year showing significant growth
 - 409 new followers, 248 previous quarter due to organic (non-paid) growth!
 - Top referring social media site: Facebook



February 16, 2023

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, 2022 and ending on December 31, 2022.

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 2022-2023 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

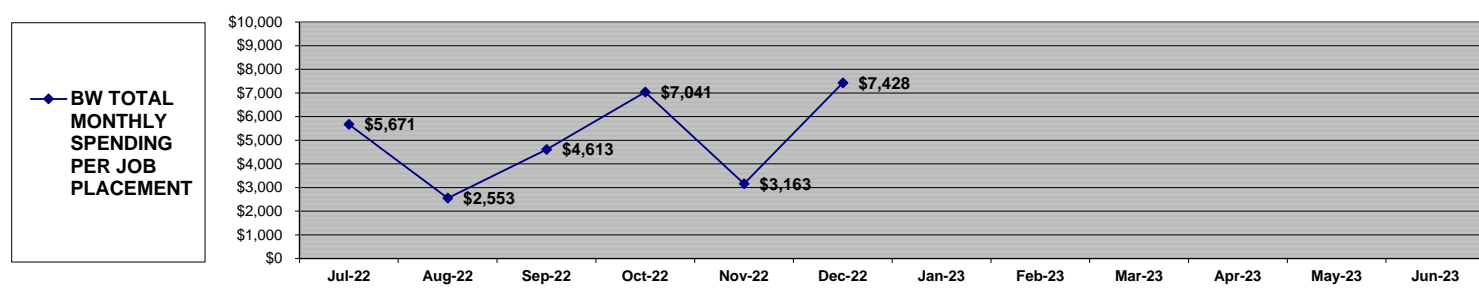
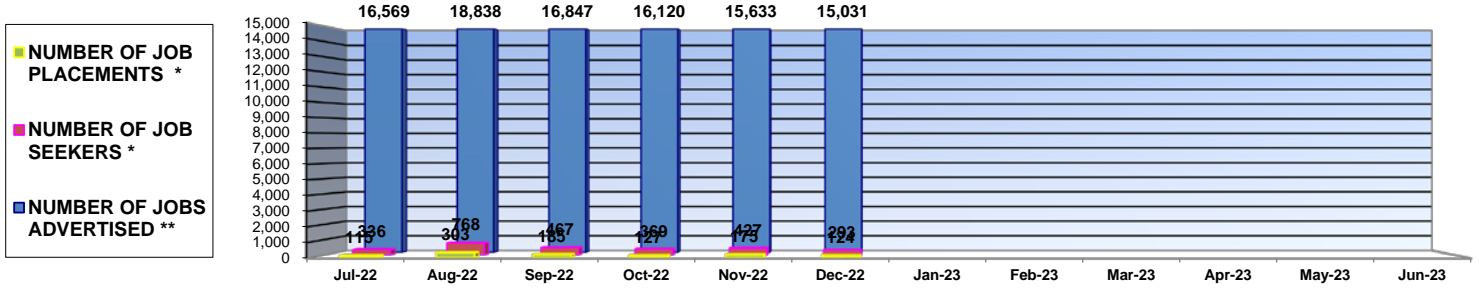
As of December 31, 2022

Revenue PY 2022 - 2023	Annual Budget	WIOA Adult	WIOA Youth	WIOA Disl Wkr	Welfare Transition	NEG Grants	Other Grants	INDIRECT POOL
Carry In Funds From PY 21 - 22	435,336	155,370	-	101,106	178,860	-	-	
PY 22 - 23 Base Awards	11,500,327	759,459	655,959	647,003	1,259,647	1,816,699	6,361,560	
PY 22 - 23 Supplements / Transfers	650,337	650,000	-	(449,663)	450,000	-	-	
Award Total - Available Funds	12,586,000	1,564,829	655,959	298,446	1,888,507	1,816,699	6,361,560	
LESS planned Carryover For PY 23 - 24	(2,112,000)	-	-	-	-	-	(2,112,000)	
Total Available Revenue	10,474,000	1,564,829	655,959	298,446	1,888,507	1,816,699	4,249,560	

Expenditures								Total Expenditures - 12/31/22	% of Budget - 12/31/22	
Staff Salaries/Fringe Benefits	1,401,800	91,958	61,100	28,296	131,937	100,402	272,401	686,094	48.9%	274,147
Program Operations/Business Services	592,900	33,643	22,354	10,353	48,270	36,734	99,661	251,015	42.3%	55,933
Infrastructure/Maintenance Related Costs	872,700	52,883	35,137	16,272	75,874	57,739	156,653	394,558	45.2%	15,414
IT Costs/Network Expenses	407,000	15,151	10,067	4,662	21,738	16,542	44,879	113,039	27.8%	2,363
Contracted One-Stop Services	3,569,000	281,208	237,542	42,792	457,617	214,978	452,731	1,686,868	47.3%	-
Customer Training Activities	2,798,100	319,048	4,430	22,992	24,439	348,282	368,793	1,087,984	38.9%	-
Customer Support Services	100,000	4,475	9,475	225	11,333	-	10,456	35,964	36.0%	-
Indirect Cost (Budgeted at 7% of Direct)	732,500	74,567	17,892	11,398	40,413	67,654	135,933	347,857	47.5%	(347,857)
TOTAL EXPENDITURES	10,474,000	872,933	397,997	136,990	811,621	842,331	1,541,507	4,603,379	44.0%	-

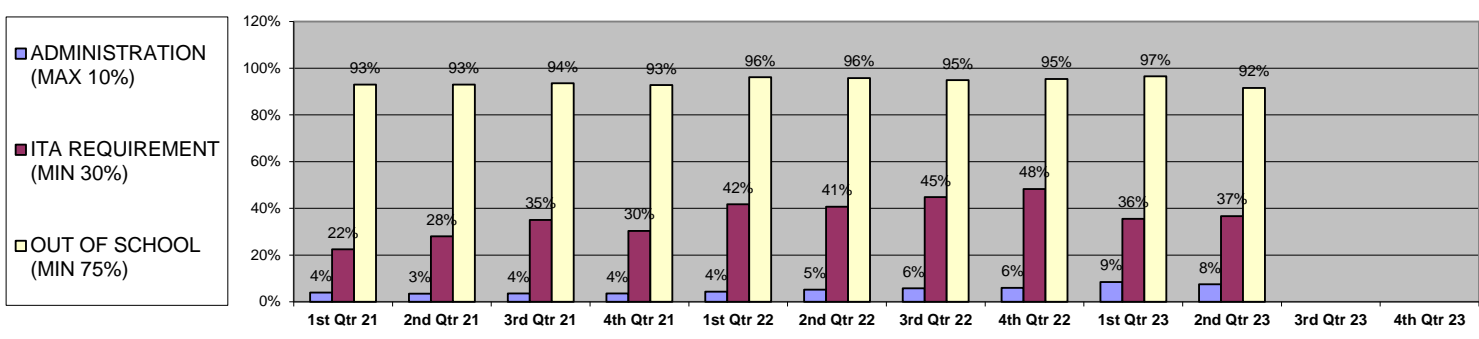
REMAINING AVAILABLE FUNDS		691,896	257,962	161,456	1,076,886	974,368	2,708,053			
% OF FUNDS EXPENDED BY GRANT THROUGH 12/31/22		55.8%	60.7%	45.9%	43.0%	46.4%	36.3%			

MONTHLY JOBS REPORT & BW SPENDING PER JOB PLACEMENT



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

ANNUAL SPENDING CAPS BY QUARTER



Category	1st Qtr 21	2nd Qtr 21	3rd Qtr 21	4th Qtr 21	1st Qtr 22	2nd Qtr 22	3rd Qtr 22	4th Qtr 22	1st Qtr 23	2nd Qtr 23	3rd Qtr 23	4th Qtr 23
PROGRAM SPENDING:												
ADMINISTRATION (MAX 10%)	141,733	265,662	391,282	541,892	151,800	313,374	485,854	678,148	193,893	350,822		
PROGRAM ACTIVITIES	3,406,579	7,349,980	10,565,082	14,532,965	3,373,255	5,690,997	7,883,208	10,647,132	2,085,113	4,297,046		
CUSTOMER SPENDING:												
STATE ITA COSTS (MIN 30%)	110,878	217,060	420,757	699,459	156,560	267,019	459,397	639,159	166,003	321,652		
OTHER PROGRAM COSTS	382,653	556,526	780,536	1,609,109	218,239	389,341	565,417	685,024	300,929	554,620		
YOUTH SPENDING:												
IN-SCHOOL	16,784	13,071	29,987	46,927	6,131	12,987	24,277	30,364	6,362	32,212		
OUT-OF-SCHOOL (MIN 75%)	221,929	172,829	439,803	603,788	153,264	296,093	450,860	624,636	178,134	347,893		



CURRENT YEAR FEE FOR SERVICE ACTIVITIES (7/1/2022 - 12/31/2022)

Unrestricted Balances: Cash on Hand \$225,954 Certificates of Deposit \$76,352 Total \$302,306

	Healthcare Ambassador Program		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		% of Revenue
Revenue												
Grant Awards	\$ 18,881	100.0	\$ 28,456	100.0	\$ 2,500	100.0	\$ -	0.0	\$ -	0.0	\$ 49,837	92.0
Contract Revenue	-	0.0	-	0.0	-	0.0	225	5.3	-	0.0	225	0.4
Sponsorship Revenue	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0
Donated Revenue	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0
Charges For Services	-	0.0	-	0.0	-	0.0	3,994	94.7	-	0.0	3,994	7.4
Website Licenses	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0
Interest Earnings	-	0.0	-	0.0	-	0.0	-	0.0	119	100.0	119	0.2
Total Revenue	\$ 18,881	100.0	\$ 28,456	100.0	\$ 2,500	100.0	\$ 4,219	100.0	\$ 119	100.0	\$ 54,175	100.0
Expenses												
Personnel	\$ 7,739	41.0	\$ 5,400	19.0	\$ -	0.0	\$ -	0.0	\$ 1,300	1092.4	\$ 14,439	26.7
Travel / Training	-	0.0	984	3.5	-	0.0	-	0.0	288	242.0	1,272	2.3
Outreach	-	0.0	8,300	29.2	-	0.0	-	0.0	2,954	2482.4	11,254	20.8
Software	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0
Supplies	250	1.3	-	0.0	-	0.0	-	0.0	1,269	1066.4	1,519	2.8
Equipment	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0
Professional Services	-	0.0	-	0.0	-	0.0	-	0.0	225	189.1	225	0.4
Customer Training	-	0.0	4,080	14.3	-	0.0	-	0.0	-	0.0	4,080	7.5
Customer Support	8,000	42.4	1,600	5.6	-	0.0	-	0.0	2,100	1764.7	11,700	21.6
Indirect Costs	2,892	15.3	3,108	10.9	-	0.0	-	0.0	789	663.0	6,789	12.5
Total Expenses	\$ 18,881	100.0	\$ 23,472	82.5	\$ -	0.0	\$ -	0.0	\$ 8,925	7500.0	\$ 51,278	94.7
Net Profit (Loss)	\$ -	0.0	\$ 4,984	17.5	\$ 2,500	100.0	\$ 4,219	100.0	\$ (8,806)	-7400.0	\$ 2,897	5.3

CareerSource Brevard (CSB)
Executive Committee Meeting
November 7, 2022

MINUTES

Members in Attendance: Colleen Browne, Nancy Heller (virtual), Lloyd Gregg (Chair)(virtual), and Mike Menyhart (virtual).

Members Absent: Mary Jane Brecklin.

Staff in Attendance: Melissa Byers, Marci Murphy, Holly Paschal, and Jeff Witt.

Guests: None

Lloyd Gregg called the meeting to order at 4:01pm.

Roll Call

Public Comments: There was no public comment.

Presentations:

Marci Murphy gave a presentation on Letter Grades. Mike Menyhart asked if CareerSource Brevard (CSB) is being graded on itself and Marci Murphy explained how CSB and the other workforce boards are being graded.

Melissa Byers gave a presentation on Apprenticeship Navigator and explained the Apprenticeship Navigator Role and its purpose in the community. Lloyd Gregg asked who the Apprenticeship Navigator position reports to. Marci Murphy explained that Melissa is still the subject matter expert for the Construction industry as well as the Apprenticeship Navigator and reports to the Industry Workforce Relations Vice President Thomas LaFlore. Mike Menyhart and Lloyd Gregg informed that they are aware of apprenticeship opportunities and would share the information with Melissa Byers.

Action Items:

Approval of Executive Committee Minutes

Motion to approve the Executive Committee minutes for August 1, 2022, made by Colleen Browne and seconded by Mike Menyhart. Motion passed unanimously.

Motion to approve the Executive Committee minutes for August 17, 2022, made by Colleen Browne and seconded by Nancy Heller. Motion passed unanimously.

Discussion/Information Items:

Presidents Report

Marci Murphy gave an update on CSB closure information regarding Hurricane Nicole and stated that Brevard County has not decided to close yet. She explained that CSB has a Disaster Action Team (DAT) that met earlier in the morning to discuss our strategy and will follow the closing of Brevard Public Schools.

Ms. Murphy reported on Governor DeSantis' goal of making Florida the number one state in the nation for workforce education by 2030. Ms. Murphy explained the Florida Atlantic Workforce Alliance (FAWA) is part of the initiative to receive 9 million from the WWIOA Governor's set aside. She explained that the following counties are part of the FAWA coalition, Flagler, Volusia, Brevard, Indian River, Martin, and St. Lucy.

Ms. Murphy shared updates on the alignment evaluation of workforce boards and informed that much of her time this past quarter was spent meeting with the community in Brevard County and with staff to share updates on three items to include, the Re-Alignment, the FAWA grant, and access to Lightcast Labor Reports.

Ms. Murphy reported on several meetings that she attended for this last quarter. She also informed that she performed Board Orientation for six of our new board members on October 17th & 20th, 2022.

Lloyd Gregg shared additional actions Marci Murphy has been working on regarding Cape Academies. Lloyd Gregg informed the committee that he will be bringing the topic of a salary increase for the Executive Director, Marci Murphy to a future meeting.

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 informed that we still have the HUD grant, Construction, some licenses for Aeroflex Grant, Substance Use grant, Get There Faster, and Unrestricted revenue (Ticket to Work and Tobacco grants). Marci explained that our Healthcare grant with Healthfirst is currently on hold. She also mentioned the Wells Fargo and AARP grants.

Adjournment:

The meeting adjourned at 4:48pm.

Submitted by,

Reviewed by,

(Signature on file) 11/8/2022
Holly Paschal Date

(Signature on file)
Lloyd Gregg

11/9/2022
Date

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

MINUTES

Members in Attendance: Lloyd Gregg (Chair), Colleen Browne, Mary Jane Brecklin (virtually), Nancy Heller (virtually), Mike Menyhart (virtually).

Members Absent:

Staff in Attendance: Jana Bauer, Thomas LaFlore, Marci Murphy, Holly Paschal, and Jeff Witt.

Guests: None

Lloyd Gregg called the meeting to order at 4:02pm.

Roll Call: Holly Paschal

Public Comments: There was no public comment.

Presentations:

Jana Bauer gave a presentation on Show Me the Money. Ms. Bauer shared the background of the AARP program and that CSB was originally a sub-contractor and is now a "Legacy Partner". She informed the committee of the many new grants CSB has received and the specifics of each grant.

Lloyd Gregg applauded one of the CSB Business Service team member, Business Liaison, Clinton Hatcher for winning the award for the Young Professional of the Year and gave kudos to the Vice President of Business Services, Thomas LaFlore for this success.

Thomas LaFlore gave a presentation on Business Services, At Work in Brevard. Mr. LaFlore shared a job seeker success video with the committee. Miki was the job seeker and 8-KOI was the employer who was highlighted in the video. The video generated a committee discussion on how the apprenticeship program works and how it is used to upskill employees to different positions. Marci Murphy shared with the committee that she is working on having an apprenticeship panel discussion soon and believes it will help the board to better understand the program.

Lloyd Gregg shared that he will be presenting at Astronaut High School.

Action Items:

Approval of Executive Committee Minutes

Motion to approve the Executive Committee minutes for November 7, 2022, made by Colleen Browne and seconded by Mike Menyhart. Motion passed unanimously.

Discussion/Information Items:

Finance Committee Report Out

The Finance Committee Chair, Colleen Browne reported that the audit was shared, and the committee voted to approve the recommendation for the board to accept the Independent Auditor's Report on the financial statements of Brevard Workforce for the program year ending on June 30, 2022.

Presidents Report

Marci Murphy reported on the unemployment rate in Brevard County at 2.2% which is down from 2.6% as reported in November.

An overview of the FAWA Grant was discussed and Ms. Murphy stated that she will be sharing more of the plan and progress to develop and expand the talent pipeline in Brevard for Aerospace and Advanced Manufacturing in the coming months.

Ms. Murphy told the committee about changes in Florida's workforce system which includes the Director at DEO, Dane Eagle, and the Director of CareerSource Florida. Michelle Dennard resigning. She states on February 7th, Adrienne Johnston is expected to be voted in to replace Michelle Dennard. She also informed that the Governor is expected to give his recommendation regarding the workforce alignment by the week of February 20th.

Ms. Murphy informed the Committee that CSB is in beginning stages of developing a relationship with a non-profit organization based in Maryland, also doing business in Texas, named Dwyer Workforce Development which is like CSB they focus on the healthcare pipeline except on a much smaller scale. Like CSB, they also pay for training and case management for disadvantaged people who want to become a CNA. Their students then go work in their facility and other facilities like them in Brevard (assisted living/ nursing homes, etc.) Dwyer Workforce Development also gives scholarships for additional training for LPN's. They are doing some really great things including mentoring the students along the way which equates to an unbelievable retention rate for this profession (97%).

Marci Murphy asked the committee if they had any ideas of topics that they think would be beneficial to present to the board and asked the committee to think about it and get back to her with their ideas.

Lastly,

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.

Adjournment:

The meeting adjourned at 4:59pm.

Submitted by,

Reviewed by,

(Signature on file) 02/08/2023
Holly Paschal

(Signature on file) 02/08/2023
Lloyd Gregg

CareerSource Brevard (CSB)
Finance Committee Meeting
February 6, 2023

MINUTES

The meeting was held in person and virtually.

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

Members Absent:

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

Guests: None

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

Roll Call: Holly Paschal

Public Comments: There was no public comment.

Action Items:

Approval of Finance Committee Minutes

Motion to approve the Finance Committee minutes for August 1, 2022 made by Shawn Beal and seconded by Wayne Olson. Motion passed unanimously.

Audit

Lynn Hudson brought a copy of the James Moore audit for review for approval. Lynn explained the audit and informed the committee that there were no findings relative to the major awards tested. There was one process finding regarding the addition of a second signature approval for Journal vouchers. Motion to approve the Program Year 2021/2022 Audit Summary made by Shawn Beal and seconded by Wayne Olson. Motion passed unanimously.

Discussion/Information Items:

Auditing/Monitoring Activity Report

Marci Murphy gave an overview of the DEO Monitoring Report and explained the findings and the corrective action approval by DEO.

President's Report

Marci Murphy shared her president's report and informed the Committee that she will focus on Labor Market in Brevard County and shared data from two entities. The first entity is the data from the Labor Market Estimating Conference. Ms. Murphy explained that one of their tasks is to look at critical undersupply over 10 years for non-degreed and Associates degree occupations in Florida and Brevard. Ms. Murphy states that CSB plays a prominent role in this area and focuses on two-year degrees as well as short term certifications and informed the committee

that the largest undersupply in Brevard is Nursing Assistants followed by Licensed Practical Nurses, Real Estate Sales Agents, and then Heavy Equipment and Tractor-Trailer Truck Drivers. She states that the State of Florida mimics Brevard County in this area, except Truck Drivers and Real Estate Agents are reversed in the order, but they are both very close in being undersupplied. Ms. Murphy shares a positive that CSB currently spends the majority of scholarship dollars in the Healthcare Industry and CDL licenses.

The next entity Ms. Murphy shared is the 2022 Talent Attraction Scorecard by Lightcast which ranks counties based on education, overall job change, migration, skilled job change, competitive effect (jobs created above or below what is expected), and skilled job openings. Ms. Murphy further explained how Lightcast divides by county size and informed the committee that out of the top ten state rankings, Florida is ranked number one in talent attraction and had the largest net migration of any state in the United States. She shared additional statistics on the rankings of the largest Florida as well as Brevard County scoring in the top 25 and ranking higher than the previous year.

Figures regarding the unemployment rate were also shared, noting a decrease from 2.6% to 2.2% in November.

An overview of the FAWA Grant was discussed and Ms. Murphy stated that she will be sharing more of the plan and progress to develop and expand the talent pipeline in Brevard for Aerospace and Advanced Manufacturing in the coming months.

Ms. Murphy told the committee about changes in Florida's workforce system which includes the Director at DEO, Dane Eagle, and the Director of CareerSource Florida, Michelle Dennard resigning. She states on February 7th, Adrienne Johnston will be voted in to replace Michelle Dennard. She also informed that the Governor is expected to give his recommendation regarding the workforce alignment by the week of February 20th.

Financial Reports

Lynn Hudson explained the financial reports to include the CSB budget which includes several new grants. Ms. Hudson states that CSB has spent approximately 44% by mid-year. She states CSB is meeting all spending caps. Amar Patel stated that we should be mindful of stretching our indirect cost based on increased grants and revenue because we budgeted 7% and are now at 8.2%, and asked Marci Murphy if the Finance Committee needs to give the board the ability to change the percentage of indirect amount budgeted. Marci Murphy explained that she is authorized to make changes throughout the year with oversight from the Finance Committee. Marci also states that we are attempting to stay below 10% and agreed that we will keep an eye on this percentage as the year progresses.

Vendor Payment Report

Staff reviewed the Vendor Payment report from October 1, 2022, through December 31, 2022.

Adjournment:

The meeting adjourned at 3:53pm.

Submitted by,

Reviewed by,

(Signature on file)

Holly Paschal

2/08/2023

Date

(Signature on file)

Colleen Browne

2/08/2023

Date

CareerSource Brevard

Industry Workforce Committee

October 11, 2022

Minutes

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

Members in Attendance: Mike Menyhart (Chair), Kristen Bakke, Art Hoelke, Jeffrey Jurinak, Frank Margiotta, Trudy McCarthy, Nancy Peltonen, D. Travis Proctor and Rachel Rutledge

Members Absent: Traci Klinkbeil, Rohit Ghosh, Karen Houston, Kirsten Patchett and Cordell Rolle

Staff in Attendance: Marci Murphy, Thomas LaFlore, Jana Bauer, Denise Biondi, Amberstar Bush, Melissa Byers, Lisa Fitz-Coy, Clinton Hatcher, Jodi Jackson, Michelle Jones, Deserine Morgan, Lori Robinson, Marina Stone and Kimberly Weatherby

C2 Staff in Attendance: Chakib Chehadi, Caroline Joseph-Paul, John Bonsignore, Marvetta Kay Gordon, Linda Hadley, Melissa Janssen, Angie Londono, 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 8:34 am and roll call was taken.

Public Comment:

There was no public comment.

Presentation:

A presentation was shared about the Apprenticeship Navigator Role which is a new role for CSB. The role was defined, regional actions were also defined along with what this new role is currently working on.

A presentation on the Healthcare Data from Consortium and Skills Gaps (by Lightcast) was shared on the nursing occupational insights for Brevard County. A plethora of data was highlighted on Certified Nursing Assistants, Licensed Practical Nurses and Registered Nurses. Also presented was the Healthcare Consortium highlights including a panel discussion, brainstorming session topics and feedback from those attending the event.

Rachel Rutledge joined the meeting.

Action Items:

Approval of Workforce Operations Committee Minutes of July 12, 2022

Motion to approve the Minutes from the July 12, 2022 meeting was made by D. Travis Proctor. Frank Margiotta seconded the motion. The motion passed unanimously.

Reports:

Marci Murphy introduced new committee members. She shared information on the Florida Atlantic Workforce Alliance (FAWA) Grant. CSB partnered with CS Flagler/Volusia and CS Research Coast and received 9M in funding which is equally divided into 3M per region. The funding will be used to support developing the talent pipeline and helping to provide training funds for folks in Aerospace, Aviation, Manufacturing and IT/Cybersecurity. The REACH Act was discussed in which CS Florida has contracted with Ernst & Young LLP to conduct research and discovery to increase collaboration and cooperation among state businesses and education community and progress that has been made. She also shared the May unemployment rate in Brevard is at 2.7% and that there are currently 5.7M more job openings than unemployed workers. A possible solution for businesses is to tap into a data pool of ‘Missing Workers’ formerly labeled as ‘previous job hunters’ to understand why this group left the market and to adopt recruitment efforts and work arrangements that ease their barriers. Discussion ensued.

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. Mr. Jurinack asked if it was possible to share the Health First presentation/initiative entitled “Come Grow with Us” with the committee members.

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, 2022 through September 30, 2022.

Multimedia Outreach Presentation and Matrix

The Outreach Department shared a matrix of social media, direct email marketing and paid advertising and other activities from the first quarter of PY 2022-2023 covering July 2022 through September 2022.

Adjourn:

There being no further discussion or business, Mike Menyhart adjourned the meeting at 10:01am.

Respectfully submitted,

Reviewed by,

signature on file 11/15/22
Marina Stone Date

signature on file 11/15/22
Mike Menyhart, Chair Date

CareerSource Brevard

Career Center Committee

October 25, 2022

Minutes

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

Members in Attendance: Nancy Heller Chair, Shawn Beal, Lorri Benjamin, Robert Gramolini, Brian Jaskiewicz, Laura Koursaris, Karen Locke, Theodore Pobst, Pamela Reed and Holly Tanner

Members Absent: Leslie Jones, Jimmy Lane, Travis Mack, Nuno Mana, Monica Shah

Staff in Attendance: Marci Murphy, Jana Bauer, Thomas LaFlore, Denise Biondi, Amberstar Bush, Lisa Fitz-Coy, Marina Stone and James Watson

C2 Staff in Attendance: Chakib Chehadi, Caroline Joseph-Paul, Ahmanee Collins-Bandoo, John Bonsignore, Marveta Gordon, Linda Hadley, Bob Knippel, Angie Londono, Sally Patterson, Taciana Raders and Aaron Smith of CareerSource Brevard (CSB) Career Centers

Guests in Attendance: There were no guests in attendance.

Call to Order:

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

Public Comment:

There was no public comment.

Spotlight Presentations:

Second Chance Recovery-Friendly Programs and Support

A presentation was shared highlighting the program and helping to get this population back to work. This is another untapped resource for employers. The presentation highlighted the RISE Program and the Brevard Recovery Works Program, along with the Substance Use Disorder Navigator Grant. Community Partners and Employers Connections and activities for PY 2021- 2022 including a success story were also shared.

Action Items:

Approval of Career Center Committee Minutes of July 26, 2022

Motion to approve the Minutes from the July 26, 2022, meeting was made by Shawn Beal. Robert Gramolini seconded the motion. The motion passed unanimously.

Guidelines for Formula Funding Usage PY 22-23

The guidelines for formula funding usage are reviewed every year to ensure that CSB is focusing on programs that are most effective for businesses and job seekers. Staff recommended 30% Work-based Training (OJT)s, Work Experience, Employed Worker) and 70% Individual Training Accounts (ITA's) for the Training Mix PY 2022-23: Staff also recommended the Job Seeker Customer Mix for 2022-23 of 50% on unemployed workers, 25% on the underemployed and 25 % on employed worker training. Motion to approve staff recommendation guidelines for PY 2022-23 and to move this item to the CSB Board of Director's consent agenda was made by Brian Jaskiewicz. Shawn Beal seconded the motion. The motion passed unanimously.

President's Report:

Marci Murphy introduced new committee members. She shared information on the Florida Atlantic Workforce Alliance (FAWA) Grant. CSB partnered with CS Flagler/Volusia and CS Research Coast and received 9M in funding which is equally divided into 3M per region. The funding will be used to support developing the talent pipeline and helping to provide training funds for folks in Aerospace, Aviation, Manufacturing and IT/Cybersecurity. The REACH Act was discussed in which CS Florida has contracted with Ernst & Young LLP to conduct research and discovery to increase collaboration and cooperation among state businesses and education community and progress that has been made. She also shared the May unemployment rate in Brevard is at 2.7% and that there are currently 5.7M more job openings than unemployed workers. A possible solution for businesses is to tap into a data pool of 'Missing Workers' formerly labeled as 'previous job hunters' to understand why this group left the market and to adopt recruitment efforts and work arrangements that ease their barriers.

Discussion/Information Items:

Q1 Career Center Efforts Presentation

During the first quarter of PY22-23, C2 GPS shared a presentation on continuous improvement, focus and accomplishments, enrollment and employment data, summer jobs program, community partnerships, job seeker workshops and specific program data was shared. A snapshot of the various activities, new initiatives that have occurred, customer engagement and feedback results were shared. Brian Jaskiewicz requested data show comparison numbers from previous years or quarters, so that progress can be seen or action may be taken.

Q1 Business Engagement 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, 2022, through September 30, 2022.

Q1 Multimedia Outreach Matrix

The Outreach Department highlighted quarterly activities from July 2022 through September 2022. Metrics for the CSB website and social media platforms were shared. Brian Jaskiewicz requested web analytics data show comparison numbers from previous years or quarters to make more meaningful assessments.

Q1 Performance Reporting Presentation and Analysis

A visual presentation of data was shared about performance measures including Quarter 1 entered employment rate, average hourly wage, retention rate and measurable skills gains.

First Quarter Contractor Performance for PY22-23

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 did not meet the required number of measures to be eligible to earn dollars for Element A. They were successful in exceeding the performance criteria to be paid on Element B. Performance Measures for PY22-23 have been redesigned to better align with the Letter Grade Performance that has been established by the State.

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 PY22-23 goals. All performance goals were met or exceeded for the 4th quarter.

PY 22-23 Career Center Standards Results

The Career Center Standards is a review instrument adopted by the Board to assess our One-Stop operator for compliance of WIOA established criteria. The overall rating for PY 22-23 was 100%,

which shows a strong commitment to provide all-inclusive and consistent services to all three centers.

Strategies and Goals Matrix

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

Adjourn:

There being no further discussion or business, Nancy Heller, Chair adjourned the meeting at 10:08am.

Respectfully submitted,

Reviewed by,

{signature on file}
Marina Stone

11/22/22
Date

{signature on file}
Nancy Heller, Chair

11/22/22
Date



Business Services

At Work in Brevard

Meeting the Needs of Brevard Businesses



Recruiting Services



Employee Training



Labor Market Analysis



Grant Opportunities





Recruiting Services

Job Postings & Job Fairs

- Over 500 jobs posted in EF since July 1st
- Paychecks for Patriots Event
- AARP Job Fair
- 1,400+ people place in jobs!



Success Story

On December 5th, Raul (LVER) sent DVOPs an email with job description of a Federal Contractor posted; Pad Safety Supervisor. Warren (DVOP) sent Raul the resume of Leighton H., that was forwarded to the employer. The hiring manager interviewed Leighton that week.

Raul was notified on December 15th the vet was hired by the primary contractor Metis Technology Solutions on that day, making \$60k!



Meet Miki

<https://youtu.be/5wexbLGMm9Q>





Training Program Overview

Work Based Training Opportunities

On The Job Training (OJT)

- Employer wants to train a new hire

Incumbent Worker Training (IWT)

- Employer identifies a current staff member(s) missing a skill or requirement
- Retention or promotion is catalyst for training

Work Experience (WE)

- Used to provide experience to jobseekers learning new field
- CANDIDATE DRIVEN

Online Metrix Learning

Provet Assessments

- Timed tests to determine a candidate's knowledge, skills and abilities on specified material.

SkillSoft Courses

- Retain employees by bridging skill gaps
- 6,000+ courses
- 120+ skill tracks

Continuing Education Units (CEU)

- Continuing education courses and Inservice training

Industry Specific Courses

- A useful tool for all industries



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Leaders in the Distribution Industry grow their business and retain their talent by providing industry-specific skills training and valuable certifications. Learning includes:

Key Courses:

- Warehouse Distribution Knowledge
- Basic Warehouse Knowledge
- Forklift Operation
- Product Picking/ Pallet
- Shipping and Receiving Check Lists
- DOT 1: Hazardous Materials, Tanks
- DOT 2: Packaging, Labeling, Marking, and Placarding
- DOT 3: Shipping Papers
- DOT 4: Loading and Storage
- DOT: Construction Requirements (OS and OSHA)

Safety Training:

- Warehouse Safety Orientation
- Hazardous Waste Identification and Storage
- Safety in the Warehouse
- Warehouse Safety
- Best Safety and Loss Prevention

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Contact the CareerSource Brevard at employeeservices@careersourcebrevard.com and a business services team will get you started!

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120+ SKILL TRACKS
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- Business Strategy for the Post-pandemic Economy
- Logistics: From Order to Last Mile
- Introduction to Last Mile Service and Manufacturing Operations
- SAP Logistics Modules
- Last Mile Retail Transportation
- The Impact of Environmental Change on Business
- Pricing Models and Characteristics of Implementing Sustainability Initiatives

Safety Training:

- Emergency Preparedness in the Warehouse
- Protective Material Handling and Storage
- 4PL: Hazard Class Identification/Classification
- Last Mile Safety Impact: Transportation and Storage
- DOT: Hazmat
- Multiple Hazmat: Transportation by Ground

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Employees can take industry-specific courses that will help prepare them for certification in a variety of fields.

CLASIS IN SPANISH
Traduce los contenidos en español en cualquier momento en español.

Pinellas - Hillsborough - Palm Bay (321) 328-7228 - www.careersourcebrevard.com





Labor Market Information



Labor Market Analysis

Wage Surveys

Labor Projections

Industry Trends

Research and Statistics



Casting Light with Lightcast

Occupational Analysis

- Positions available, average wage, education requirements, demographics

Industry Analysis

- Top demand jobs within industries
- Top employers within industries
- Compares local industry demographics with national industry

Competitor Benchmarking

- Compare available jobs between employers
- Compare available jobs to industry



Applications of LMI

- Consortiums
- Margaritaville Project
- President's Report
- Provide Wages to Employers





Grant Opportunities



Home Business Services Career Services Special Programs Who We Are News Events Career Centers [Public Meetings & Notices](#)

CareerSource Brevard will be closed on Friday, December 23rd and Monday, December 26th.



EDUCATION AND TRAINING PROGRAMS

Expand your job qualifications and enhance your skills through education and training.

Funding is available for eligible individuals. We receive training funds from different sources allowing us to focus on industries and occupations where employers need skilled workers.

We offer various opportunities for job seekers based on eligibility, suitability and available funding levels.

Training is limited to occupations listed on our [Regional Targeted Occupations List \(RTL\)](#), which is also an excellent resource to research in-demand occupations in Brevard County, Florida. Training may be sponsored for schools and programs listed on our [State-approved training provider list](#).

START HERE to find out about eligibility and options.

- Aero-Flex Pre-Apprenticeship
- Careers in Construction Training
- Skillup Brevard
- Soft Skills Training
- On-The-Job Training
- Work Experience

[Training Services - Apply Here](#)

UPCOMING CLASSES
Visit our [events calendar](#)



Special Grants

Success #1

- AARP participant completed the Salesforce 10-week Training program, she quickly landed a 12-week Paid internship, afterwards customer was offered a Full-time role as an Account Success Manager making \$70,000, she has been employed since October 2022

Success #2

- Get There Faster™ Salesforce Participant completed 10-week training and was recently offered employment with American Express as an Industrial Engineer averaging \$102,000/year where she will be utilizing her Salesforce training. She is due to begin employment January 9, 2023

Success #3

- Amber T. was case managed by WT and Aeroflex Career Advisors, she had some background issues and other barriers to employment but with her motivation and determination, she was offered a position in manufacturing, which was her passion. She was hired at a Paint Prep Tech earning \$16/hr.



Questions?

MEASURING SUCCESS



888

BUSINESSES SERVED



1,460

PEOPLE
PLACED IN
JOBS



11,591

SERVICES PROVIDED
TO BUSINESSES



UNEMPLOYMENT RATE

2.6%

BREVARD'S
UNEMPLOYMENT RATE

NOVEMBER 2022



ON-THE-JOB TRAINING

3 OJTs
CREATED

FOR **3** BREVARD
BUSINESSES

WITH

\$20,000

IN OJT CONTRACTS WRITTEN

RECRUITING EVENTS/ JOB FAIRS

64 Recruiting
Events and
Job Fairs

691 JOB
SEEKERS
ATTENDED

FOR **91** UNIQUE
EMPLOYERS

VETERANS SERVED

625 VETS

5,428 Personalized
Services
Received

146

VETERANS EMPLOYED

Career Center Efforts

Career Center Committee

January 24, 2023

Caroline Joseph-Paul, Managing Director

Q2- Highlights

Q2 - Key Targets

Unique Jobseekers Served – **1,973** (-16 from Q1)

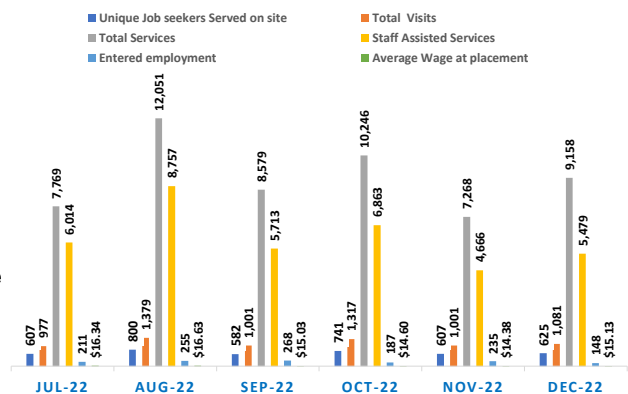
Services Provided - **26,672**

Staff Assisted Services - **83%**

Entered Employment - **570** (-164 from Q1) Could be attributed to impact of hurricanes, holidays, and possibly some economic uncertainty.

Continue to focus on providing critical workforce services to our customers & engaging in various outreach efforts (social media, constant contact, community partner engagement, and other events).

SUMMARY



Q1

vs

Q2

Q2 WIOA Program – Adult Enrollment - Employment – Average Wage

Q2 - Highlights

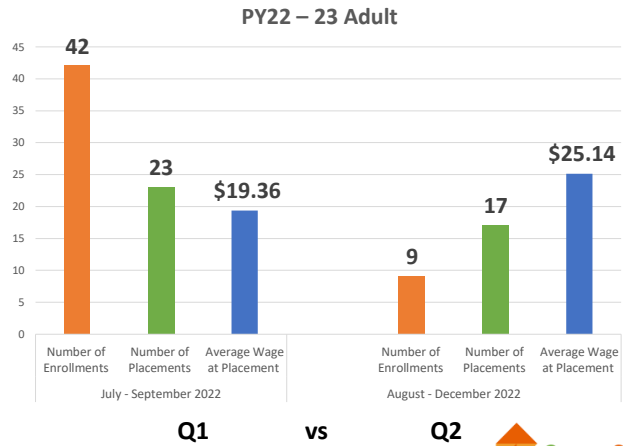
Adult funding for scholarships almost expended. Staff continue to work with customers seeking training opportunities.

Industries:

- Healthcare – 9
- Transportation – 5
- IT & related – 2
- Construction – 1

Highest wage at placement - **\$56.54**
Software Engineer

Success story- 62- year-old AARP Foundation BACK TO WORK 50+ participant who completed Salesforce training program& participated in hands-on training experience secured employment as an Account Success Manager earning \$70K a year.



Q2 WIOA Program – Youth (NextGen) Enrollment - Employment – Average Wage

Q2 Highlights

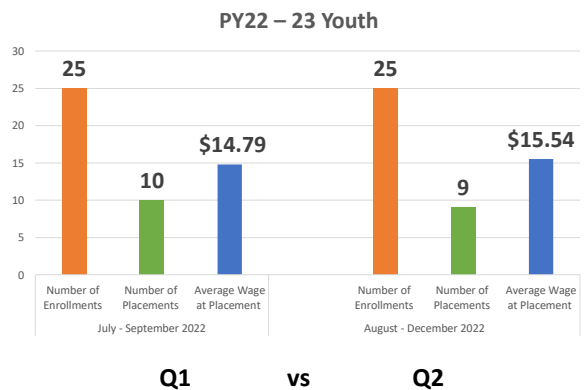
110 young adults enrolled

Industries:

- Healthcare – 3
- Transportation – 1
- Technician (Aerospace) – 2
- Retail/Hospitality - 3

Highest wage at placement - **\$24.50 - LPN**

Focus on recruitment, quality career services, work experience engagement, and placement into employment.



Q2 Other Program Highlights

Florida Rebuild (Heavy Equipment Operator Training) 9/1/2021 to 6/30/2023

Key Targets	Q1	Q2
New Enrollments	24	24
Program to Date (PTD) Served	57	81 (goal 90)
Entered Employment PTD	38	53 (increased by 15)

Employers of our graduates - Brevard County Solid Waste, J&B Solar, Steel Road Group LLC, Keep Brevard Beautiful, Amazon, Pepsi, City of Melbourne, City of Cocoa (\$26.99), etc.

COVID Dislocated Worker Grant (Temporary Employment) 4/13/2020 to 3/31/2023

Key Targets	Q1	Q2
New Enrollments	7	6
Program to Date (PTD) Served	107	113
Entered employment PTD	47	49 (increased by 2)



Q2 Other Program Highlights

Get There Faster (Salesforce Training) 10/1/2021 to 9/30/2023

Key Targets	Q1	Q2
New Enrollments	8	10
Participants to Date (PTD)	22	32
Entered Employment	0	1

GOAL – 50 Participants

Success Story – 48 -year -old dislocated worker participant completed training October 2022, participated in internship program & secured employment as Industrial Engineer 1 on 1/9/2023 with American Express. Base rate \$85K w/potential to earn more based on company's incentive plan. JM previously worked as Business Analyst Consultant earning \$45k.



Q2 Hiring Events

Job Fair Events Summary

Date	Focus	Location	# Employers Attended	# Job Seekers Attended
Oct. 10	Healthcare Related	One Senior Place	19	22
Oct. 25	Partnership w/EDC & BPS/Manufacturing	Adult Ed Cocoa Location	21	54
Nov. 30	Paychecks For Patriots	Viera Regional Community Center	55	360
Dec. 1	AARP Foundation BACK TO WORK 50+	Space Coast Health Foundation	19	142
Total			138	977

Hosted **25** Hiring Events Including 4 Jobs Fairs Held This Quarter



Q2 Job Seeker Workshops

Q2 - Highlights

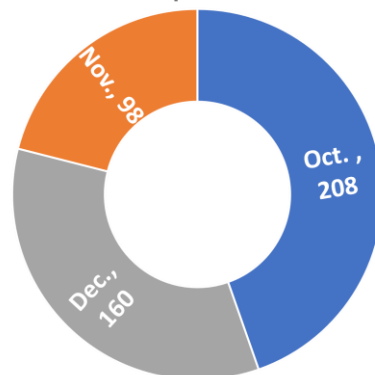
466 jobseekers attended various workshops

Top 5 workshops:

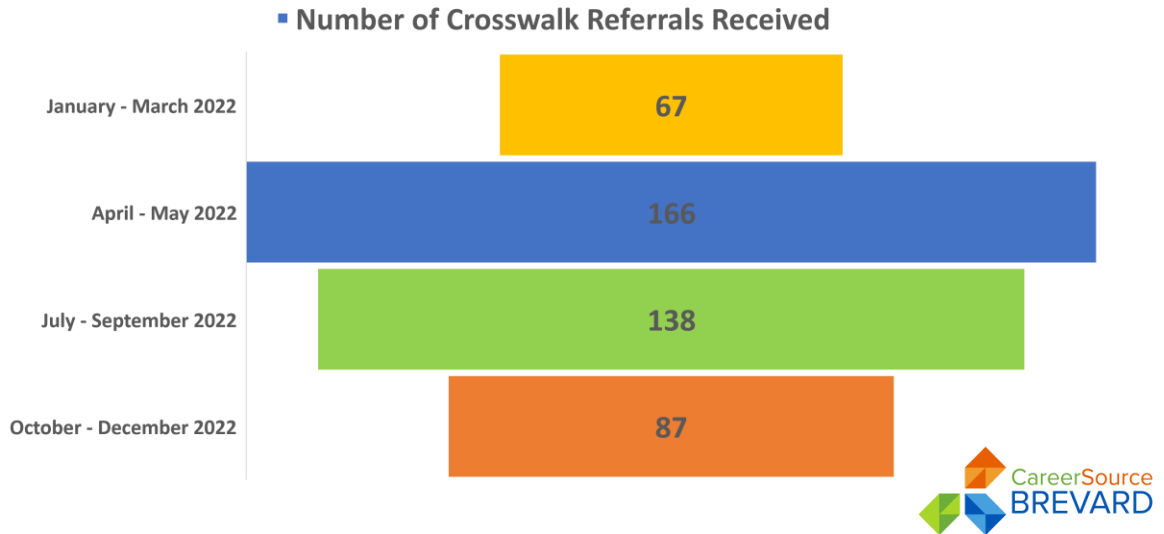
- Resume Writing & Resume Lab (58)
- Preparing for the Interview (51)
- Ask the Recruiters (29)
- AARP Back to Work 50+ Workshop Series (26)
- Education & Training Opportunities (21)
- How to Answer the Most Common Interview Questions (21)

Partnered with Brevard County Adult & Community Education.
Facilitated 2 workshops via Zoom- 107 Attendees

Workshop Attendance



Community Partner Engagement Crosswalk Agency Referral



Q2 - Community Partner Engagement Crosswalk Agency Referral

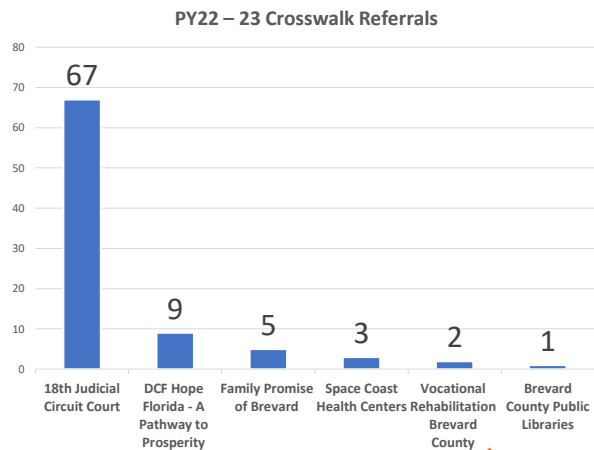
Q2 - Oct-Dec 2022

New Referrals - 87

Year To Date - 225

Continued focus on:

- Providing quality services to the individuals being referred to us
- Connecting with local agencies to encourage their participation in Crosswalk



Q1 – What Are Customers Saying Customer Satisfaction Survey Results

506 SURVEYS COMPLETED (YTD 1025)

TOP 5 SERVICES RECEIVED

Job Search Assistance

Applying for Reemployment/Filing weekly claims

Job Readiness/Orientations, Workshops etc.

Appointment w/CSB staff

Veteran Employment Services

TOP 5 WAYS CUSTOMERS HEARD OF CSB

Walk-ins

CSB's website

DEO/Reemployment

CSB Staff

Family/Friends



Q2 - Customer Satisfaction Survey Results

Areas of Interest	Q2	Q1
Staff were courteous and they feel welcome	98.79%	98.43%
Staff responded to their requests in a timely manner	98.58%	98.03%
Staff understood their needs & the assistance/information received was helpful	98.38%	97.64%
Would recommend CSB services to others	98.38%	97.83%
Overall Experience with CSB has been satisfactory	97.98%	97.05%



Customer Satisfaction Survey – Sample Responses

"It was great, staff very helpful and friendly."

"I don't understand how more people aren't talking about this place !"

"From the introduction at the front desk with Ebony who connected me with each employee specialist. from resume specialist Anthony to Dan looking up specific jobs, to applications on Hot Jobs and filling out online applications signing up for Resume work shops with David. Very enjoyable experience. "



Thank you!

Caroline Joseph-Paul, Managing Director



Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Recruiting Events

20 Onsite Events

- 14 unique employers included Hospitality, Security, Manufacturing, Construction, Healthcare, Municipality, Financial, & Staffing Agencies represented
- Appointments & Walk-Ins
- 283 Job Seekers attended, 30 Veterans



Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Job Fairs - 6 Events & Partnerships

One Senior Place hosted on Oct. 20th

- 20 Employers and community partners
- 122 jobseekers/volunteers & 7 Veterans

Manufacturing Showcase & Job Fair hosted at Manufacturing Training Ctr on Oct. 25th

- 21 Employers and community partners
- 54 jobseekers & 9 Veterans

Super Tuesday Virtual Job Fair on Oct. 25th

- 4 Employers
- 16 jobseekers



Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Job Fairs - 6 Events & Partnerships

Mega Senior Expo & Job Fair on Nov. 2nd

- 10 Employers and 37 community partners
- Over 800 jobseekers and volunteers

Paychecks for Patriots Job Fair on Nov. 30th

- 55 Employers and community partners
- 360 jobseekers & 109 Veterans

BTW50+ Job Fair on Dec. 1st

- 30 Employers & partners
- 142 jobseekers & 17 Vets



Business Learning Events

Educating Brevard Businesses

Business Learning Event

- **Apprenticeship Summit** at KSC Astronaut Memorial Ctr on Nov. 18th
- Hosted in partnership with CommHIT, CareerSource Research Coast, CareerSource Flagler/Volusia, Tech Quest & FL DOE
- Panelists included Intermediaries, Employer Benefits & ROI
- Learn about “non-traditional” apprenticeships & funding opportunities
- Real-life testimonials from Apprentices



Presentations & Panels

Offering businesses and career seekers quality workforce services

Business Learning Event

- **Finding & Hiring Hidden Talent**
- Hosted on Dec. 7th at Rockledge Career Ctr
- In-person and Virtual with employer panelists
- The facts, stats and myths surrounding talent with justice involvement.
- How to create a re-entry/recovery friendly workplace
- How businesses are successful in hiring this skilled talent.



Fact Sheet

Business Services Provided July 1, 2022 through September 30, 2022





Show Me the Money
New Grants and Funding Opportunities

Career Center Committee

January 24, 2023



WORKFORCE RECOVERY TRAINING PROGRAM
previously awarded grant

Funding Source: DEO/HUD/CDBG

Award: \$2,049,784

Duration: March 2020 – June 2023

Target: Low-to-Moderate Income
 Individuals

Grant Performance		
Metric	Goal	Current
<i>Participants to be Served</i>	90	91
<i>Employed at Exit</i>	55	58
<i>Participants to be low-to-moderate income</i>	Min. 51%	78%

Purpose: To expand existing programs to provide training in construction trades including roofing, masonry, carpentry, concrete finishing, plumbing, HVAC, electrical, heavy equipment operations, carpet laying, glass/window installation, plastering and welding.



GET THERE FASTER – SALESFORCE ACADEMY

recently awarded grant

Funding Source: CareerSource Florida

Award: \$923,305

Duration: January 2022–September 2023

Target: Low-Income Returning Adult Learners and Youth

Expected Performance		
Metric	Grant Goal	
Individuals Served	60	36
Enrolled in Training	50	36
Participated in Training and Obtained Employment	38	1
Obtained an In-Demand Industry-Recognized Credential	36	33
Enrolled in Work-Based Learning	32	2

Purpose: To implement a workforce training program designed to upskill low-income returning adult learners and youth in high-demand, highly sought-after Salesforce certification training.



AARP FOUNDATION BACK TO WORK 50+ PROGRAM

previously awarded grant

Funding Source: AARP Foundation

Award: \$25,000

Duration: August 2022 - December 2022

Target: Back to Work 50+ Participants & Outreach

Expected Performance		
Metric	Grant Goal	Grant Actual
BTW50+ participants enrolled	18	24
Reported Employment	12	17

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

Key Highlights: Sponsorship of Mega Senior Expo, hosting of BTW50+ Job Fair, expansion of marketing collateral (canopy tents, pull-up banners and tablecloths), and funding (1) hands-on training experience for a Skills Accelerator participant.



AARP FOUNDATION BACK TO WORK 50+ PROGRAM

recently awarded grant

Funding Source: AARP Foundation

Award: \$60,000

Duration: January 2023 - December 2023

Target: Back to Work 50+ Participants & Employer Outreach

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

Program Design: Host 7 cohorts from January – November 2023. Additionally, CSB will host two large job fairs in May and November. Pre-event activities for businesses and jobseekers will occur in March and October. One of the job fairs will be a “first of it’s kind” event, a Jobseeker Showcase.

Expected Performance	
Metric	Grant Goal
Registered for Overview Workshop	210
Participants Coached	77
Reported Employment	35



FLORIDA ATLANTIC WORKFORCE ALLIANCE

recently awarded grant

Funding Source: US Dept. of Labor/WIOA Statewide Funds

Award: \$3,000,000

Duration: October 2022 – November 2024

Target: WIOA-eligible individuals seeking careers in the Aerospace/Aviation, Manufacturing and Cybersecurity industries.

Purpose: A tri-regional partnership with CS Flagler/Volusia and CS Research Coast, to assist 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 systems institutions, and other training vendors in support of aviation/aerospace, defense/advanced manufacturing and cybersecurity.

Expected Performance	
Metric	Grant Goal
<i>Metrics currently being developed</i>	



NON-CUSTODIAL PARENT EMPLOYMENT PROGRAM

recently awarded grant

Funding Source: State of Florida

Award: \$1,349,860.54

Duration: January 2023 – June 2023

Expected Performance	
Metric	Grant Goal
Total enrolled	120
Be placed in a new position OR upgrade existing position	56
Retain employment for 180 days at a minimum of 20 hours per week	48

Target: Non-custodial parents who are unemployed or underemployed 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.



NON-CUSTODIAL PARENT EMPLOYMENT PROGRAM

recently awarded grant

Program Design

- Opportunity to receive funding for first time for existing, effective program
- Partnership with 18th Judicial Court, Department of Revenue and Department of Children and Families to establish referral sources
- Provide participants with:
 - Core Services (case management and standard services)
 - Enhanced Services / Direct Participant Support (training, work-based activities, adult education, ESOL, etc)
 - Supportive Services (transportation assistance, work-related expenses, licensing fees, housing, etc)



HURRICANE 2022 SEASON

Anticipated grant

Funding Request: \$3,850,000

- Current partners include Brevard County Mosquito Control, Brevard County Public Works Road & Bridge Maintenance Landscape Operations, Brevard County Department of Natural Resources, City of Cocoa Beach, City of Palm Bay Division of Public Works, Cape Canaveral Seashore National Park, U.S. Fish and Wildlife.

Current Restoration Needs include:

- Beach restoration for approximately 30 miles (10 miles north end, 20 miles south end)
- Demolition and reconstruction of 15 dune crossovers, including repairing damaged road and waterway signs.
- Repairing/Reconstruction of approximately 36 miles of damaged dikes.
- Clearing and debris removal from approximately 5 miles of ditches.
- Restoration of Turkey Creek Sanctuary by removing downed trees and repairing/reconstruction of approx. 1,000 feet of boardwalk.



Q & A

Thank you!

Jim Watson
Senior Program Manager

Amberstar Bush
Program & Compliance Specialist



Communications & Marketing Highlights (July – December 2022)

Leveraging advertising, direct marketing, internet marketing, sales promotion & public relations

Get There Faster, Salesforce Training

Jobseeker & employer campaign
<https://bit.ly/3YyFJEh>

SkillUp Brevard, Online Training

Jobseeker & employer campaign

NextGen Program for Young Adults

Jobseeker & employer campaign
<https://bit.ly/3j91b1R>



Communications & Marketing Highlights (July – December 2022)

Leveraging advertising, direct marketing, internet marketing, sales promotion & public relations

Job Fairs, Recruiting Events, Business Consortiums, and more.

189 events in six months!

Two Highlights:

Manufacturing Showcase and Job Fair

- Outcomes: 21 on-site employers, 54 jobseekers
- Referrals *in order*: CSB, Facebook, Flyers, Email, Friends, News



Paychecks for Patriots, Veteran Job Fair

- Outcomes: 55 on-site employers, 360 jobseekers, 29% veterans!
- Referrals *in order*: CSB, Friend, Online Facebook, News, Radio <https://bit.ly/3v26TWz>

Communications & Marketing Highlights (July – December 2022)

Leveraging advertising, direct marketing, internet marketing, sales promotion & public relations

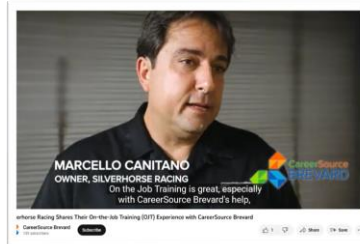
Get a Jump Start (2) Campaigns

- **Construction Training** (Rebuild Florida Grant)
- **CSB General jobseeker services**
 - Space Coast Area Transit (SCAT) interior bus ads
 - DMV waiting room videos
<https://bit.ly/3OccNwa>
 - Brevard Public Schools e-news ads
 - social media and email marketing
 - Google search ads
 - CSB website <https://bit.ly/3OfiFKL>



Testimonial Videos

- **Employer Workforce Services**
Silverhorse Racing
<https://youtu.be/ssAJAntJISM>
- **Young Adult Program**
Hanna Peterson
https://youtu.be/eH_bxUb9yJY



Communications & Marketing Highlights (July – December 2022)

Effective media relations results in “earned” media for CareerSource Brevard

florida today
PART OF THE USA TODAY NETWORK

FLORIDA POLITICS

BBN

everything brevard.com
WE EMPLOY LOCAL WE LOGICAL

98.5 THE BEACH
The Greatest Hit! www.985.com

Hometown News

SPACE COAST DAILY
COM

Florida Today

Monthly coverage re: labor market information, Brevard’s employment rate, community relations, grants and awards, sector strategy initiatives, job fairs and employer support. *A partial list:*



- Florida Atlantic Workforce Alliance 3M grant
- Labor Market Information, talent recruitment & retention
- Brevard employment market, CSB Veteran job fair
- Dassault Falcon Jet expansion
- Paychecks for Patriots Veteran Job Fair

Florida Politics: Sunburn daily news

- Florida Atlantic Workforce Alliance 3M grant

Brevard Business News

- Florida Atlantic Workforce Alliance 3M grant
- CSB business workforce services
- Construction apprenticeships career fair
- Paychecks for Patriots veteran job fair

EverythingBrevard.com

- Florida Atlantic Workforce Alliance 3M grant
- Paychecks for Patriots veteran job fair
- Brevard Adult Ed, solid works pre-apprenticeship

98.5 The Beach radio

- Daily run CSB hot jobs
- Paychecks for Patriots veteran job fair

Hometown News

- Mega senior expo adds CSB job fair
- Florida Atlantic Workforce Alliance 3M grant
- CSB events to the community calendar
- CSB and City of Palm Bay job fair
- Money management workshops with United Way

Space Coast Daily

- Dassault Falcon Jet expansion

Communications & Marketing Highlights (July – December 2022)

CSB website and social media platform metrics, indicators of campaign performance!

CareerSource Brevard Website

Unique visitors

48,828 current, 54,786 previous six months
(#s are consistent to 2019)

Top viewed pages, consistent this PY

- Hot Jobs & SSI wages calculator

Top sources of traffic, in order

- Organic search (SEO)
- Direct (clicking bookmarked link, flyer, etc.)
- Social Media (#1 Facebook)
- Referral (CareerSource Florida top referrer)

CareerSource Brevard Social Media

Followers (Facebook, LinkedIn, Twitter, Instagram)

- 13,779 currently follow CSB: YOY, shows significant growth
- 832 new followers, 1002 previous six months yes, due to paid advertising but mostly organic growth!
- Strongest growth: Facebook

