



Career Center Committee Meeting

January 26, 2021

8:30 A.M. – 10:00A.M.

[Link: Join Microsoft Teams Meeting](#)

Attendees:

Nancy Heller (Chair), Robert Gramolini, Shawn Beal, Lorri Benjamin, Lynn Brockwell-Carey, Marcia Gaedcke, Juanita Jackson, Brian Jaskiewicz, Laura Koursaris, Travis Mack, Theodore Pobst, Jennifer Sugarman

Agenda

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<i>Adjourn</i>	Nancy Heller	

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 Lyn Sevin at (321) 394-0507. Persons who are hearing or speech impaired can contact Lyn Sevin through the Florida Relay Service by dialing 7-1-1

Upcoming Meetings

January 2021

26th Career Center Committee-8:30am

February 2021

1st Finance Committee-3:30pm

1st Executive Committee-4:00pm

25th Board of Directors-8:00am

March 2021

No meetings

April 2021

13th Industry Workforce Committee-8:30am

15th Board of Directors-8:00am

27th Career Center Committee-8:30am

May 2021

3rd Finance Committee-3:30pm

3rd Executive Committee-4:00pm

20th Board of Directors Retreat-8:00am-12pm (TBD)

June 2021

No meetings

RAPID CREDENTIALING INITIATIVE

EASTERN FLORIDA STATE COLLEGE

GOVERNOR'S EMERGENCY EDUCATION RELIEF (GEER) FUND - FL DEPT OF EDUCATION

- Rapid Credentialing Initiative (May 2020 – Sept. 2022)
 - EFSC: \$916,804 + \$229,201 match = \$1,146,005
 - Short-term training programs (40 programs - complete in one year or less)
 - Stackable credentials
 - Prepare individuals for the workplace (Health Sciences, Public Safety, Workforce Programs)

RAPID CREDENTIALING PERFORMANCE

- **Credentials issued: 382**
 - 2020 summer: 106
 - 2020 fall: 276
- **Top Programs**
 - Emergency Medical Technician
 - Fire Fighter
 - Patient Care Assistant
 - Accounting Tech Specialist
- **Current Enrollment (Spring 2021): 282**

COVID & THE COLLEGE

- **CARES Act Funds**
 - Assist with expenses related to the disruption of operations
 - Student Support (food, housing, course materials, technology, healthcare, childcare)
 - \$4.4 million in scholarships
- **Course Formats (F2F, Hybrid, Online)**
- **Enrollment trends**
- **Protocols**



Veterans' Program Mission

To promote and maximize the employment of Florida's veterans, utilizing the complete menu of Career Center resources.

With special focus on veterans with significant barriers to employment (SBE)

DVOP's and LVER's

- **Palm Bay** – DVOP: Scott Silvia – U.S. Air Force
 DVOP: Maja Karacsony – U.S. Air Force
 LVER: Wilfredo Quiles – U.S. Army
 LVER: Greg Tudor – U.S. Marines

- **Rockledge** – DVOP: Mike Carter – U.S. Air Force
 DVOP: Thomas Thompson – U.S. Army
 LVER: Peter Wynter – U.S. Navy
 LVER: Raul Santana – U.S. Air Force

- **Titusville** – DVOP: Glen Robinson – U.S. Air Force

Roles and Responsibilities

Veterans' Employment Representatives:

Disabled Veterans Outreach Program (DVOP) Specialists	Local Veterans Employment Representatives (LVER)
<ul style="list-style-type: none"> ➤ Facilitate services to veterans with barriers to employment and with special workforce needs through case management (in accordance with policies determined by Secretary of Labor) ➤ Do not provide services to any other population. 	<ul style="list-style-type: none"> ➤ Conduct outreach to employers to assist veterans in gaining employment ➤ Conduct seminars and job search workshops ➤ Facilitate employment, training and placement services furnished to veterans under the applicable State employment service delivery systems

Activities and Outreach

Disabled Veterans Outreach Program (DVOP) Specialists	Local Veterans Employment Representatives (LVER)
<p>Activities and services to prepare Veterans for employment, match them with support services and reduce/eliminate barriers include:</p> <ul style="list-style-type: none"> ➤ Outreach ➤ Assessment ➤ individual/Career Counseling ➤ Referral to supportive services ➤ Referral to job-focused and outcome-driven training, certification, etc. ➤ Job Development ➤ Job Referrals, Resume, Mock Interviews ➤ Maintain up-to-date Network Guide 	<p>Employer outreach and facilitation activities include:</p> <ul style="list-style-type: none"> ➤ Planning/participating in recruiting events and job fairs ➤ Conducting job searches and workshops, in conjunction with employers ➤ Promoting credentialing and licensing opportunities ➤ Informing federal contractors of their obligations to list their openings with the A.J.C network and the process to recruit qualified veterans ➤ Coordinating with unions, apprenticeship programs and businesses to promote and secure employment and training programs

DVOP Outreach

DVOP staff will conduct outreach to locate veterans with special needs at the following organizations and/or activities:

- Vet Centers, VA Medical Centers and Outpatient Clinics
- Satellite offices
- HVRP Projects: Cocoa, and Palm Bay
- Homeless Shelters
- Community based and civic organizations
- Veterans' Service Organizations
- Veteran Service Officers (VSO) offices
- Workforce Partners and Service Providers
- Veterans' Affairs Educational Coordinators
- Faith-Based Organizations
- Venues and locations where veterans congregate
- Universities, Colleges and Community Colleges to solicit Veterans Administration (VA) Work-Study Assistants
- Provide Individualized Career Services to recently separated veterans

Veterans Serviced July 1, 2020 – Dec 31, 2020:

- 940 Veterans
- 9,719 Personalized Services
- 184 Veterans Employed

LVER's Services Provided PY July 1, 2020 – Dec 31, 2020:

- Employer Outreach:
 - Total Employers: 1,008
 - Total Services: 3,621
- Jobs Posted in Employ Florida:
 - Total Employers: 100
 - Total Jobs: 250

Paychecks for Patriots Job Fair:

- Hosted on November 18th
- Virtual event
- 46 employers participated
- 68 job seekers attended, 36 Veterans
- 1 hire reported day after event



Questions

CareerSource Brevard

Career Center Committee

October 27, 2020

Minutes

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

Members in Attendance:

Robert Gramolini (Acting Chair), Shawn Beal, Lorri Benjamin, Lynn Brockwell-Carey, Juanita Jackson, Brian Jaskiewicz, Laura Koursaris, Travis Mack, Theodore Pobst and Jennifer Sugarman

Members Absent: Marcia Gaedcke and Nancy Heller

Staff in Attendance:

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

Guests in Attendance:

Chakib Chehadi, Ahmanee Collins-Bandoo, Julie Berrio, Marvetta Gordon, Linda Hadley, Caroline Joseph-Paul, Angie Londoño, Michele McAlpin, Jessica Mitchell, Sally Patterson and Kristine Wolff of CareerSource Brevard (CSB) Career Centers

Call to Order:

Robert Gramolini (Acting Chair) called the meeting to order at 8:33 am at CareerSource Brevard (CSB). Introductions were made.

Public Comment:

There was no public comment.

Reports:

Marci Murphy, President of CSB, welcomed Theodore (Ted) Pobst, Regional Administrator for the Division of Blind Services and Lorri Benjamin, Director of Adult Education for the Brevard Public School System as new members to the committee. She also shared that through September our Career Centers served 3,864 people in-person and virtually we served 5,974 with workforce services and on-line workshops. The national unemployment average in August was 8.4%, Florida was 7.4% and Brevard County was 6.2%. Brevard's diverse economy could be playing a positive factor in this rate. An update on the current state of CSB operations during the COVID pandemic, our local and state unemployment rates and provided insight on the Governor's newly launched program – "Get There Florida." This is a workforce education initiative to raise awareness of short-term but high-value career and technical education programs.

Presentation:

Community Leaders in Action

A presentation was shared on Community Leaders in Action, a community-wide initiative that is emerging in Brevard County. Both Wells Fargo and the Florida College Access Network provided grants to CSB to host kickoff discussions surrounding the ALICE population, the gaps in services and potential development of a pilot program to provide more wrap-around services regarding workforce development and education. To date, a steering committee has been developed with 14 unique community-based partners.

Action Items:

Approval of Career Center Committee Minutes of July 28, 2020

Motion to approve the Minutes from the July 28, 2020 meeting was made by Jennifer Sugarman. Brian Jaskiewicz seconded the motion. The motion passed unanimously.

Guidelines on Formula Funding Usage for PY20-21

The guidelines for formula funding usage are reviewed every year with the purpose of ensuring that CSB is focusing on programs that are the most effective for businesses and the job seekers. For PY 20-21, for the training mix, staff recommended 50% work-based training and 50% individual training accounts. For the Job Seeker Customer Mix, staff recommended 70% on unemployed workers, 20% on the underemployed and 10% on employed worker training. Motion to approve staff recommendation of the new Guidelines for Formula Funding Usage as presented for PY 20-21 by Shawn Beal, Brian Jaskiewicz seconded the motion and it passed unanimously.

Discussion/Information Items:

Committee Goal Status

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

PY20-21 Career Center Standards Review

Annual Career Center Standards Review was shared with the committee. The review was conducted of all centers and the result was an overall score of 98.9%.

Quarterly Multimedia Outreach Matrix

A chart showing the quarterly activities of the Outreach Department was shared.

Performance Measures Presentation

A presentation was shared which provided a description of each federal, state and local measure tied to CSB's performance. Staff reviewed each measure and what it means in terms of the federal, state and local definitions respectively.

First Quarter Contractor Performance PY20-21

The CSB/C2 GPS contract is cost reimbursement for direct program costs, however; profit is withheld from the Contractor until measurable performance outcomes are achieved. The Contractor succeeded in meeting or exceeding the performance criteria for 15 of the 18 measures. Data was shared and C2GPS was paid all withheld costs for the First Quarter of PY20-21.

Primary Indicators of Performance

Common Measures were established under WIA and are still required by the Workforce Innovation and Opportunity Act (WIOA). Data was shared showing past performance and actual performance, along with PY20-21 goals. All performance goals were met or exceeded for the fourth quarter of PY19-20.

Continuous Improvement Performance Initiative

The Continuous Improvement Performance Initiative (CIPI) Measures are those developed under the guidance of CareerSource Florida and align with CSF’s corporate goals. These measures are used for awarding performance incentive monies to regional workforce boards. The initiative includes three key metrics with additional credit for serving individuals with barriers to employment and for providing staff-assisted, high-value services to business establishments. The committee reviewed the data for PY 19-20 and for the first quarter. To date CSB has received \$49,225 of the incentive dollars allocated to PY 19-20 performance

Q1-2020 Job Fair and Recruiting Events Presentation

A presentation was shared that provided an overview of Industry Relations efforts for last quarter including recruiting events, job fairs, workshops, presentations and panels. Highlights include a CSB/EDC partnership virtual job fair with 13 CPT students and 6 businesses attending, a business learning event for soft skills training, and an upcoming veterans-focused job fair on November 18th titled “Paychecks for Patriots.” A Fact Sheet was also provided for the First Quarter of PY20-21.

Adjourn:

There being no further discussion or business, Robert Gramolini (Acting Chair) adjourned the meeting at 9:52 am.

Respectfully submitted,

Reviewed by,

{signature on file} 11/10/20
Marina Stone Date

{signature on file} 11/10/20
Robert Gramolini (Acting Chair) Date

Career Center Committee

GOAL: Create a Career Center Model that is one of the top choices for career seekers and businesses in Brevard by offering quality workforce products and services.

Objective 1: Offer the highest quality of services to Career Seekers to enable them to become the talent that the businesses need.

Strategies	Actions	Timeframes	Status
Identify, measure and implement the training needs of local businesses.	Measure & analyze the effectiveness of the training programs offered to career seekers through CSB.	July 2021	Annual update to be provided in July 2021.
	Measure, analyze, & implement training solutions based on the impacts of COVID-19 to businesses and jobseekers.	January 2021	<p>Management staff continues to monitor labor market information from several new sources; a Department of Economic Opportunity Reemployment Assistance Dashboard that provides number of claimants, claims paid and associated industry of employment, as well as DEO's new labor market and economic data platform- Florida Insight provides an overview of key economic indicators including statistics on current employment, unemployment, wages and labor force participation.</p> <p>On December 1, Marci Murphy participated in a webinar hosted by the Federal Reserve Bank of Atlanta - Using Labor Market Data to Drive Workforce Strategies. Several panelists offered information and resources on what we've seen in the economy this year and provided a good foundation upon which we can use labor market data to align investments, drive coordination and support workers moving into quality career pathways. This information has been shared with the CSB team and will be used for future planning purposes.</p> <p><i>See Rapid Credentialing Initiative through Eastern Florida State College Presentation</i></p>
	Implement the training needs for career seekers in the construction industry.	Ongoing	<p><u>Construction Occupations Training Grant</u> With the assistance of DEO Workforce Services staff, CSB was able to work through the penalty clause barriers included in the original agreement. The revised agreement has been reviewed by CSB and will be executed ASAP. Upon execution, CSB will begin pre-implementation activities. It is expected that CSB would begin enrolling training participants by March 15.</p>
Demonstrate examples of effectively cross walking real-time Industry data to Career Counselors,		Ongoing	<i>See Healthcare Sector Strategy Update Presentation</i>

recruiters, and jobseekers.			
<p>Convening industry partners and training providers to promote ongoing discussions and events around industry and sector workforce needs focused on assisting career seekers.</p>		<p>Ongoing</p>	<p><u>Ask the Recruiter Panel Discussions</u> CSB has begun hosting “Ask the Recruiter” panel discussion workshops, designed to equip job seekers who are unemployed or underemployed with effective strategies to succeed in their job campaign. It’s a chance to hear from local employers throughout various sectors in Brevard County, offering valuable career insight to attendees. All attendees also can ask questions and receive feedback. Topics of discussion include effective networking, personal marketing, accessing and applying for job openings, creating effective accomplishment-based resumes, what to do before, during and after interviews, and how to combat job search fatigue.</p> <p><u>CareerSource Florida</u> CSF has earmarked funding to contract with an administrator to move forward with implementing and facilitating four key sector task forces, beginning in February. This will be a statewide initiative about identifying where there might be holes in career pathways, short-term credentials, etc. A CSB staff member was part of the proposal review team for the service provider selected to administrate this.</p> <p><u>Partnership with EDC</u> CSB Industry Relations and contractor staff continue to collaborate with the EDC to better leverage CPT student and graduate participation in the OJT program or with job placement assistance. Career Center Staff and the Business Liaisons hosted a Webinar on September 14th for the September 30 class and on January 20 for the January 25 class. These webinars include a review of CSB services, OJT overview and scheduled workshops dedicated for CPT students to participate in. CSB again provided a dedicated outreach effort (EF jobseeker registrant blast, social media, website) for the upcoming January CPT class. CSB efforts yielded the referral of 21 jobseekers (14 accepted) to the EDC for participation.</p> <ul style="list-style-type: none"> • Since CPT program inception (2016), CSB has hosted/supported 20 recruiting events dedicated solely (or a portion of the time) to CPT graduates with multiple manufacturers. • Since program inception, CSB has funded \$267,565 in manufacturing OJTs for jobseekers into employment and \$114,910 in ITA training scholarships (CPT and industry-related trainings). • CSB Business Liaison facilitated a private EDC CPT Virtual Job Fair on December 14 for current students and graduates of the CPT program in which 4 employers participated and 8 CPT attendees.

			<p>Ongoing efforts are in place for promoting these students in OJT opportunities.</p> <p><u>FloridaMakes and MASC</u></p> <ul style="list-style-type: none"> • CSB partnered with MASC to host a Virtual Manufacturing Job Fair on October 8 using CSB’s Premier Virtual platform. There was a total of 25 participants of manufacturers and community partners with 97 job seekers in attendance. MASC arranged video tours from manufacturers around the county as well. • Business Liaisons participated in discussion meetings of the Technician Boot Camp project organized by the FloridaMakes Business Advisor. The meetings involved discussions of training/certifications needed for manufacturers in electronic component/wire harnessing companies. Education partners (EFSC, BPS Adult Education, BPS CTE & STRAC Institute) collaborated to develop a curriculum with hands-on training and certification to bring more resources to the central and north part of the county. A proposed training curriculum of 2 semesters (16 weeks each) was developed based on outcomes of the meetings. Continued efforts are focused on a site location, dates & training times, marketing and funding resources for individuals interested in this training. <p><u>Healthcare Industry Convenings</u></p> <p>CSB hosted a Combined Staffing and Education Committee Meeting on November 4. Topics discussed include talent pipeline event schedule and addressing job quality for retention. Guest speakers from Trumont and My CNA Jobs provided an overview of their CNA apprenticeship program and final preparations were discussed for the CNA Career and Training Fair.</p> <p><u>Aerospace Industry Convenings</u></p> <p>CSB, in partnership with Space Florida and the Space Coast EDC, will be hosting a virtual Aerospace Consortium on February 4 to address the priority of workforce issues identified in last year’s gatherings. Outcomes of this meeting will be shared at the next committee meeting.</p> <p><u>IT Industry Convenings</u></p> <p>CSB hosted an IT Consortium using Microsoft Teams on December 3 to discuss IT occupation pathways, future leadership to support consortium, FL High Tech Corridor support, Florida’s Workforce Education initiative, Educational Partners & latest updates in IT sector. A total of 43 registered.</p>
Improve the lives of Brevard County’s	Work with Brevard Public School’s to facilitate the	Ongoing	<p><i>See CAPE Industry Certification Funding List Brief</i></p> <p>Business Liaison assisted in obtaining detailed LMI for proposals of FDOE’s Advanced Manufacturing Career</p>

<p>Youth & Young Adult population by offering services & programs that benefit this population & prepare them for the workforce.</p>	<p>addition and robust usage of Vocational and CAPE Academies.</p>		<p>Pathways grant for applications from BPS's CTE and Adult Education Dept. and Space Coast Consortium Apprenticeship Program Director.</p>
	<p>Effectively run the NextGen young adult program and supply youth with innovative services to help them enter the workforce.</p>	<p>Ongoing</p>	<p><u>NextGen</u> PY 20-21 through January 1, 2021:</p> <ul style="list-style-type: none"> • 84 carryover cases • 61 enrollments this program year, for a total of 145. <p>The team continues to outreach to young adult job seekers through a number of ways, including:</p> <ul style="list-style-type: none"> • EFM Messaging • Co-enrolling SNAP participants • Faith-based outreach • Adult Education students • Various community agencies • In-reach through co-workers • Outreach to parents • Spanish Speakers • High schools for ISY
	<p>Work with Cities and organizations in Brevard County to offer work readiness training and/or a Summer Jobs program.</p>	<p>Ongoing</p>	<p>No new updates.</p>
<p>Ensure that measurable continuous improvement is being utilized throughout the CareerSource Brevard organization.</p>	<p>Sustain Customer focused, high performing services to the general public.</p>	<p>Ongoing</p>	<p><u>Customer Engagement and Assistance with Employment-Related Services</u></p> <ul style="list-style-type: none"> • Staff assisted 544 (30.16%) of the 1,804 customers served this quarter w/securing employment w/average wage of \$14.61. • Based on DEO's Monthly Management Report, during the months of October and November 2020, Brevard ranked 4th in both months in Wagner-Peyser Entered Employment rate (the number of assisted with finding employment). • Between July – November, 727 Brevard customers secured employment. CSB ranked 5th in the state after Region 12/CS Central Florida = 811, Region 21/CS Palm Beach County= 1,016; Region 16/CS Pasco Hernando = 1,057, and Region 23/CS South Florida = 2,029. <p>Managers/Supervisors continue to work with staff both in teams and individually to review individual contributions,</p>

			<p>identify gaps in service delivery, develop workable strategies to engage more customers despite work search waivers, and provide just in time coaching to increase production and success.</p> <p><u>Customer Satisfaction Results</u></p> <ul style="list-style-type: none"> • October 2020 – 192 customers completed, 97.34% indicated they either strongly or moderately agreed that their overall experience with CSB has been satisfactory. • November 2020 – 129 customers completed, 97.64% indicated they either strongly or moderately agreed that their overall experience with CSB has been satisfactory. • December 2020 – 147 customers completed, 98.18% indicated they either strongly or moderately agreed that their overall experience with CSB has been satisfactory. <p><u>Case Management</u></p> <ul style="list-style-type: none"> • Adult Program (WIOA) – 16 of 16 files closed due to employment w/average wage of \$19.58. • Dislocated Worker Program (WIOA) – 11 of the 12 files were closed due to employment w/average wage of \$25.71. • NextGen Young Adults (WIOA Youth) – 25 of 25 files were closed positively (employment, education, or entered military). • Welfare Transition Program July -November 2020 – 161 participants entered employment w/average wage of \$12.37. Although the work requirement waiver is still in place, staff continue to reach out to TANF recipients to help them secure employment and/or additional training to increase technical skills leading to higher wages.
	Develop and implement a consultative approach for customer intake in the career centers.	July 2021	No new updates.



Healthcare Sector Strategy Update

Industry Workforce Committee
January 12, 2021



Brevard Healthcare Workforce Consortium (BHWC) and CareerSource Brevard (CSB) Healthcare Team Meetings

BHWC Meetings:

- Soft Skills Committee, October 14, 2020
- Combined Staffing and Education Committee, November 4, 2020
- Virtual Certified Nursing Assistant Career and Training Fair, November 19, 2020

CSB Healthcare Team Meetings:

- October 16, 2020
- November meeting canceled due to scheduling conflicts
- December 18, 2020



SMART Goals Addendum 6, Quarter 18 Results

Goals		Quarter 18 10/1/2020- 12/31/2020	Quarter 19 1/1/2021- 3/31/2021	Quarter 20 4/1/2021- 6/30/2021	Quarter 21 7/1/2021- 9/30/2021	Performance Measure 9/30/2021
1. Develop Talent Campaign Tool Kit	Goal	1	0	0	0	1
	Actual	1				1
2. METCA – ECC Recruitment Fairs for CNA	Goal	0	1	0	1	2
	Actual	0				0
3. TABE Boot Camp(s) to Serve 20 CNA Candidates	Goal	10	0	10	0	20
	Actual	0				0
4. TEAS Prep Academy to Serve 10 LPN to RN	Goal	10	0	0	0	10
	Actual	5				5
5. METCA-ECC Mentoring	Goal	10	5	5	5	25
	Actual	5	0	0	0	5
6. C.N.A. or P.C.A. Training Completion	Goal	5	5	5	5	20
	Actual	0				0
7. Faculty, Teacher, Or Staff Workshop + Tool Kit Receipt	Goal	25	15	0	0	40
	Actual	4				4

Virtual Certified Nursing Assistant Career and Training Fair

Results of the November, 14-day Outreach Campaign

Goal: Raise jobseeker awareness of healthcare career pathways by starting your career as a CNA

Multimedia tactics included:

- Paid and earned media with Facebook ads
- Earned media with Twitter, LinkedIn and Instagram
- Industry partner collaboration
- E-mail direct mail & Website

Campaign Results

Paid FB ads:

- 2,987 people reached- (ad impressions)
- 58% Female, 42% male
- Largest demo aged 55-65+
- Smallest demo aged 18-24
- 36 clicked on the ad for more information
- \$25 total spend

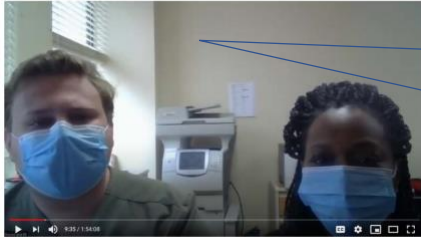
Outcomes from all tactics:

- 73 event sign ups, 50% from direct email messaging
- 25+ event participants logged in
- 9 jobseekers new to CSB and now engaged

Campaign Recommendation:

Move paid media to Instagram to reach younger audience

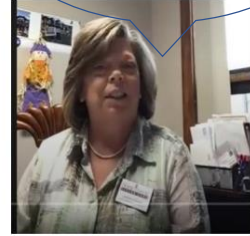
Virtual CNA Career and Training Fair Outcomes



CNAs Eli and Renee from Cape Canaveral Hospital

Renee: I received a card yesterday, "In 2018 you took care of me like Jesus..."
Eli: I was with him in his last moments, holding his hand and letting him know he is cared for.

After a lay off, my Mom was ill and I cared for her until she passed. The experience inspired me to become a Home Health Aide.



HHA Johanne from Home Instead Senior Care



CNA Brenda from Rockledge Health and Rehab

Don't let anyone discourage you from becoming a CNA, the more you do, it will get easier and more rewarding. Stick it out!



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. The list is published in August. 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.

2021-2022 Local Submissions

Annually, CareerSource Brevard partners with the Brevard Public Schools district Career and Technical Education Director for all submissions. For the upcoming 2021-2022 school year, a total of 96 applications (including duplicates) were submitted across the state, with seven (7) of those applications from Brevard. Brevard's applications included:

- Communication Skills for Business
- Entrepreneurship and Small Business
- IC3 Digital Literacy Certification Gs6 Level 2&3 Bundle
- Microsoft Office 2019 – 365 Expert Bundle
- National Institute for Metalworking Skills (NIIMS) – Job Planning, Benchwork, Layout
- National Institute for Metalworking Skills (NIIMS) – Measurement, Materials and Safety
- Pre-Professional Assessment and Certification in Fashion, Textiles and Apparel

2021-2022 State-Level Review Team Recommendations for Approval

The state-level review team has announced their anticipation of recommending the below certifications for approval at the February CareerSource Florida board meeting. Unfortunately, none of the applications from Brevard are on this preliminary list, however, BPS principals are working to provide additional information requested by CareerSource Florida to further evaluate. The preliminary comprehensive list of recommended certifications statewide is as follows:

- CompTIA Cloud Essentials+
- Medical Assistant
- Microsoft Azure Data Fundamentals
- Microsoft Azure Fundamentals: AZ-900
- Microsoft Technical Certification: Microsoft Azure Fundamentals
- Microsoft Technical Certification: AI Fundamentals
- Microsoft Technical Certification: Azure Data Fundamentals
- Microsoft Technical Certification: Microsoft 365 Fundamentals
- Microsoft Technical Certification: Microsoft Dynamics 365 Fundamentals
- Microsoft Technical Certification: Power Platform Fundamentals
- NCCER Welding – Level 1
- PMI Project Management Ready
- Tech in Surgery – Certified NCCT

The final list will be provided to the CareerSource Florida board for approval in February 2020. An update will be provided at the next meeting.

Objective 2: Outreach and attract hidden talent to expand the labor pool and grow the labor force.			
Strategies	Actions	Timeframes	Status
Build and maintain community-based partnerships to expand CSB's awareness within the community and to reach new job seekers.		Ongoing	<p><u>Community-Based Outreach</u> CSB's Career Counselor-Transitional Services has been working to establish personal rapport and relationships with each of the community-based partners.</p> <p>To date, we have received 50 referrals from partner agencies for this program year.</p> <p><u>Community Leaders in Action - Wells Fargo Workforce Roundtable</u> Since the October committee meeting, the CLA team has met two times (in November and December). A steering committee has been formulated and discussions have harvested incredible collaboration opportunities. One of the partners, Family Promise of Brevard, has partnered with Leadership Brevard for a Community Action Project (CAP) that's focus and goals are aligned with the CLA group. After conversations the past several weeks, these two groups will be merging together to combine efforts to create a one-stop shop for case management, health services, faith connections, training needs and much more!</p> <p><u>COVID-19 NDWG Funding</u> CSB was awarded \$875,000 in NDWG funding to assist government agencies and non-profit organizations whose demand has increased due to COVID-19 with dislocated workers who have lost their job due to the pandemic and have been unemployed 6 of the last 13 weeks. Currently, this grant is assisting Aging Matters, the Early Learning Coalition, Second Harvest Food Bank, Daily Bread, Central Brevard Sharing Center, Catholic Charities of Central Florida, City of Melbourne Housing & Urban Improvement, Brevard Neighborhood Development Coalition and the City of Palm Bay.</p>
Broaden our footprint with special populations.		Ongoing	<p><u>Latino Population – Hurricane Maria</u> CareerSource Brevard continues to promote the <i>Talleres de Bienvenida</i> online for Hispanic Heritage Month to provide online resources for individuals, in Spanish, that teach that about working and living in the region.</p> <p><u>Ex-Offenders</u> We continue to offer our RISE workshop both in-person and have added a virtual RISE workshop utilizing Microsoft Teams for our customers. We have two staff dedicated to the RISE program, a Customer Solutions Representative who conducts the RISE workshops, and a Job Developer who works to advocate for the hiring of ex-offenders to employers in our region. We look forward to continuing to find innovative ways to serve our ex-offender customers and continuing with RISE services. We have had 21 individuals</p>

Objective 2: Outreach and attract hidden talent to expand the labor pool and grow the labor force.

			<p>participate in the RISE workshops since August when the grant ended.</p> <p><u>Mature Workers</u> Current performance through December 31:</p> <ul style="list-style-type: none"> • 241 attended 7 Smart Strategies Workshop (of 126) • 84 enrolled in coaching (of 60) • 65 gained employment (of 60) <p>BTW50+ staff ended the fiscal year for the grant with an Employer Appreciation Event, where over 16 employers and supporting partners were acknowledged for their participation and support of the BTW50+ program. CareerSource also signed a Letter of Agreement to enter into its 7th year as a partner and local sponsor of the BTW50+ program beginning January 1, 2021!</p> <p><u>ESOL Courses</u> ESOL classes for the Fall are scheduled to end January 14 (pushed back due to COVID-19) and the Spring semester began on January 18. Classes continue to be offered virtually, however students enroll, and attend, based on their closest center so if classes resume in person they can attend. An effort to promote ESOL began the week of January 4 and staff have been provided with information and flyers to enroll participants online.</p> <p><u>Brevard Recovery Works</u> As of January 4, there are 110 individuals enrolled in the grant. There are 44 who have entered employment, 10 have entered training and 3 have obtained credentials. In conversations with a Workforce Board in Cleveland it was learned that they too are having trouble getting this population into training. We had 4 individuals in humanitarian jobs that were put on hiatus when funds ran out on November 13. On January 4 one of those individuals went back to work to complete their hours. Two were hired by their site and the other has moved on to find regular employment. Currently there are positions posted for four humanitarian positions. Additionally, the next Notification of Funding was received on December 11 so that CSB can continue to work to achieve grant outcomes.</p>
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<p>Broaden our footprint with the virtual job seeker community.</p>		<p>Ongoing</p>	<p><u>SkillUp Brevard</u> CSB launched SkillUp Brevard in May 2020 with a limited license model. In September, CSB transitioned to unlimited license model thus allowing more job seekers the opportunity to engage in continuous learning. Below are current stats:</p> <p>From May – Sep 2020:</p> <ul style="list-style-type: none"> • 187 licenses issued • 478 courses completed <p>From October – December 2020:</p>
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Objective 2: Outreach and attract hidden talent to expand the labor pool and grow the labor force.			
			<ul style="list-style-type: none"> • 170 licenses issued • 461 courses completed <p>Cumulative Totals:</p> <ul style="list-style-type: none"> • 357 licenses issued • 939 courses completed <p>The top 3 customer selected career pathways include Business (Administrative/Management), Information Technology and Health Care.</p>
Expand outreach and awareness of CSB's services to job seekers.	Engage outreach plan that raises awareness of CSB's business services and career services.	Ongoing	<i>See Multimedia Outreach Presentation and Matrix</i>

Communications & Marketing Highlights July-December 2020

Successful multimedia tactics included video, earned media & partner relations, direct mail, and more.

Brevard Workforce Recovery Assistance Program

Video success stories
Three small businesses in Brevard--their words & how they benefitted from CSB's partnership with the Brevard County Board of Commissioners [BREVARD WORKFORCE RECOVERY ASSISTANCE Program](#)".

Brevard Business News – Featuring Thomas LaFlore: CSB Business services
<https://careersourcebrevard.com/wp-content/uploads/2020/06/BBN-042720.pdf>

And so much more... AARP career workshops for 50+, COVID-19 Response team, Veterans and Manufacturing Virtual Job Fairs, RISE employment program, Brevard Recovery Works career program.

The collage includes three items:

- COVID-19 Assistance Program Webpage:** A screenshot of a webpage titled "COVID-19" from CareerSource Brevard. It details the Workforce Recovery Assistance Program, eligibility criteria (small businesses with fewer than 50 employees), and frequently asked questions. A "PROGRAM PARTNER" logo for Brevard County is also visible.
- Brevard Business News Article:** A screenshot of a news article from CareerSource Brevard's "BBN BREVARD BUSINESS NEWS" section. It features a photo of Thomas LaFlore and discusses the virtual capabilities of CareerSource Brevard's industry relations manager.
- Video Thumbnail:** A video thumbnail titled "Taking Action" with the subtitle "Workforce Recovery Assistance Program PANDEMIC 2020". It shows a person working at a computer.

6th Annual State Co-Op Multimedia Campaign

Goal: Raise business awareness of COVID-related workforce resources and services

The Business "Help is Here" campaign addressed the need for, and raised awareness of, resources available during the pandemic.

The multimedia outreach campaign included:

- Paid LinkedIn and Google Display Ads triggering weekly email sequence to responders guiding them to a dedicated **Business Help landing page** to request contact from CSB via **contact form**.
- CSB outreach staff supported this campaign with **non-paid social media and e-media** efforts.

Campaign results-to-date:

- **2,087,192 ad impressions** (number of times the ads were viewed)
- **2,791 ad clicks** (number of times people clicked on the ads to learn more)
- **3,564 landing page visits**
- **43 other clicks on the landing page** (engaged with different areas on the page)
- **4 leads generated** (number of folks who completed the web form and received the email sequence)
- **CSB staff are engaged with these leads**

The advertisement features a man in a white shirt and blue face mask walking. The text reads "FIND BUSINESS RESOURCES here" with "here" in a blue script font. At the bottom, it says: "Whether your business needs help recruiting highly skilled talent, training existing employees, retaining talent or all three, CareerSource Brevard can help. Our team of business professionals offers the resources you need."

6th Annual State Co-Op Multimedia Campaign

Goal: Jobseeker attraction and awareness of urgent workforce resources and services

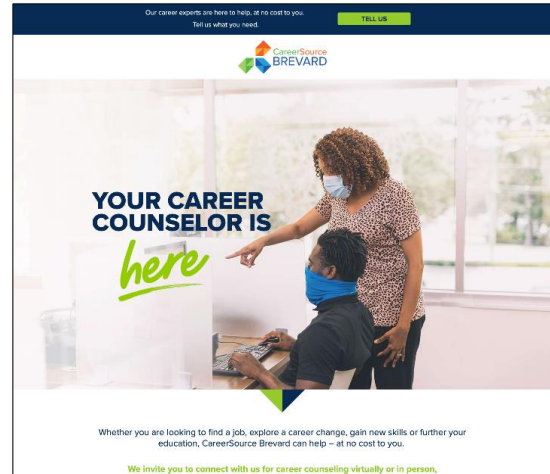
The Jobseeker “Help is Here” campaign addressed the need for, and raised awareness of, resources needed during the pandemic.

The multimedia outreach campaign included:

- Paid Facebook & Instagram display ads triggering weekly email sequence to responders, guiding them to a dedicated **Career Seekers Help landing page** to request contact from CSB via **contact form**.
- CSB outreach staff supported this campaign with **non-paid social media and e-media** efforts.

Campaign Results to-date:

- **281,992 ad impressions** (number of times the ads were viewed)
- **1,524 ad clicks** (number of times people clicked on the ads to learn more)
- **1,645 landing page visits**
- **906 other clicks on the landing page** (engaged with different areas on the page)
- **182 leads generated** (number of folks who completed the web form and received the email sequence)
- **CSB staff are engaged with these leads.**



Impact by the Numbers

Metrics for CSB home website and social media platforms



CareerSource Brevard Website:

66,775 unique visitors visited 101,226 times

- **Top viewed page:** Reemployment Assistance FAQs: 28,626 pageviews
- **Top sources of traffic:** Web search, Facebook, & Community partners

CareerSource Brevard Social Media:

11,799 followers across Facebook, LinkedIn, Twitter & Instagram

- **247 New followers** since July
- **Relaunched Instagram** with weekly posts to help engage more young adults





Quarterly Multimedia Outreach (October – December 2020)

Non-Paid CSB-led Social Media Marketing & CSB-led Direct (Email) Marketing

Facebook, Twitter, LinkedIn, Constant Contact: *a daily collaborative effort to spotlight and/or share CSB’s workforce, economic, education, business and community partners’ news as well as educating and informing CSB’s followers about programs and services offered.*

Please follow 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/

- **Partner news shared:** Brevard County, Brevard County Board of County Commissioners, Brevard Cities and Chambers of Commerce, Brevard Achievement Center, EDC, weVenture, Eastern Florida State College, Brevard 211, Brevard Public Schools, Brevard Adult Education, Family Promise of Brevard, Serene Harbor, United Way, Florida College Access Network, Brevard Public Libraries, and ongoing local, regional and state, business community and workforce industry partner shares--raising awareness of services and resources to those impacted by COVID-19.
- **Sharing CSB events, programs & services:** Daily Hot Jobs, “Help is Here”: jobseeker and business recovery campaign, Brevard Recovery Works: serving those impacted by substance use and AARP: employer partner recognition event and jobseeker workshops. Virtual Manufacturing Job Fair, Paychecks for Patriots Virtual Job Fair, Smoking Cessation and RISE: serving those with law-involved backgrounds. Skillup Brevard-Metrix Learning event, Hurricane Maria: serving evacuees from Puerto Rica with orientations and career services in Spanish. IT business consortium event, Healthcare business consortium event and CNA talent attraction event. Brevard County Workforce Recovery Assistance program and generalized COVID-19 recovery services for jobseekers and businesses.

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

Earned Multi—Media Coverage through Press & Partner Relations

Local, Regional and State Multi-Media Relations: *An ongoing collaborative effort communicating relevant workforce news to be recognized as Brevard’s key resource for workforce development issues and trends.*

- **CSB events, programs and services:**

Weekly digital, broadcast and print news coverage: Brevard Business News featuring CSB’s Thomas LaFlore and CSB’s business services, Florida Today, Spotlight Brevard, Space Coast Daily, Hometown News, The Beach radio and Beachland Community spotlight, Destination Brevard.

As well as social media shares: City of Cape Canaveral, City of Palm Bay, Palm Bay Area Chamber of Commerce, City of Melbourne, Brevard Public Libraries, Percepta, Manpower, Healthfirst, Grace United Church, Purpose Recovery, Launch Credit Union and Executive Jets.

Community Partner Outreach Events/Programs

Additional outreach efforts not detailed in this report or the committee goals matrix: *Ongoing collaboration to share CSB’s Partner/Employer/Job seeker news and events: strengthening community partner customer referrals to CSB.*

- CareerSource Florida shares CSB’s County Recovery Grant success video with their social media followers and Board of Directors.
- The State of Florida (DEO) continues to issue COVID-19 Updates and includes CSB’s messaging about resources offered.



Quarterly Multimedia Outreach (October – December 2020)

<p>Paid Multimedia Promotions/ Tactics</p>	<p>Brand awareness to all CSB audiences: <i>Ongoing effort to communicate timely and relevant workforce programs and services to targeted audiences and be recognized as Brevard’s key resource for workforce development issues and trends.</i></p> <ul style="list-style-type: none"> • Brevard Business News (BBN): Ads informing businesses about CSB’s Covid recovery services a part of the “Help is Here” multimedia co-op campaign) • Facebook/Instagram: Ads encouraging attendance to CSB’s HealthCare sector strategy CNA learning and skills training partner event. • Program collateral: One main and three short videos created showcasing employers and their employees who took advantage of the Brevard Recovery Assistance Grant program. https://careersourcebrevard.com/business-services/workforce-recovery-assistance-program Corporate pocket folders for business services. “How to post a job on EF”, directional flyer for business.
<p>Website</p>	<ul style="list-style-type: none"> • Content development and enhancements: Ongoing updates: increase SEO through industry-relevant posts, fresh content (pages updates), refinements to highest performing keywords and messaging based upon analytics • Quarterly program page enhancements: Dedicated COVID-19 information and resource page, https://careersourcebrevard.com/news/covid-19 dedicated Hot Jobs page, https://careersourcebrevard.com/career-services/hot-jobs-now Web contact form enhancements (lead generation), event calendar enhancements https://careersourcebrevard.com/events and more.
<p>State-Funded Multimedia Campaigns</p>	<p>Sixth annual CareerSource Florida co-op outreach program: State dollars provided CSB with funds to produce two outreach campaigns. For Businesses, CSB leveraged the best practices, graphics and outcomes of the state’s “Help is Here” B to B Covid relief campaign to serve Brevard’s businesses impacted by the pandemic. For jobseekers and the underemployed, CSB adapted the state’s business campaign to target local jobseekers impacted by the pandemic. Both campaigns highlight the programs and services available to businesses and jobseekers at this stage of COVID-19 recovery and beyond.</p> <ul style="list-style-type: none"> • Help is here Local Business Awareness Campaign: This 30-day November campaign launched with LinkedIn and Google Display Ads which triggered a weekly email sequence to responders guiding them to a dedicated Business Services web page to request contact from CSB’s business services team and job posting support. CSB outreach staff supported this campaign with non-paid social media and e-media efforts. Our top line goal to raise businesses’ awareness of workforce services. <ul style="list-style-type: none"> Results-to-date of the campaign are as follows: <ul style="list-style-type: none"> ○ 2,087,192 ad impressions (number of times the ads were viewed) ○ 2,791 ad clicks (number of times people clicked on the ads to learn more) ○ 3,564 Business landing page visits https://careersourcebrevard.com/business-help/ ○ 43 other clicks on the landing page (engaged with different areas on the page) ○ 4 leads generated (number of folks who completed the web form and received the email sequence) ○ Staff engaging with respondents • Help is Here Local Unemployed/Underemployed Talent Attraction Campaign: This 30-day November campaign launched with a series of Facebook & Instagram ads that serve up the CSB Career Services web page guiding them to a dedicated jobs seeker web page to share their needs and contact information for staff follow up. Additionally, this campaign was



Quarterly Multimedia Outreach (October – December 2020)

boosted with non-paid social media and e-media efforts. Our top line goal to increase awareness/engagement with new-to-CSB jobseekers.

Results-to-date of the campaign are as follows:

- 281,992 ad impressions (number of times the ads were viewed)
- 1,524 ad clicks (number of times people clicked on the ads to learn more)
- 1,645 Career Services landing page visits <https://careersourcebrevard.com/job-help/>
- 906 other clicks on the landing page (engaged with different areas on the page)
- 258 other clicks on the landing page
- 182 leads generated (number of folks who completed the web form and received the email sequence)
- Staff engaging with respondents

Objective 3: Maintain a data centered environment to measure the success of CareerSource Brevard's services.			
Strategies	Actions	Timeframes	Status
Measure and track CSB's Federal, State and Career Center Contract measures to monitor performance and ensure success.	Analyze and present at committee meeting	Ongoing	<p><i>See Second Quarter Contractor Performance PY20-21 Brief</i></p> <p><i>See Primary Indicators of Performance Brief</i></p> <p><i>See Continuous Improvement Performance Initiative Brief</i></p>
	Create and track an online customer feedback mechanism housed on the CSB website.	January 2021	<i>See CareerSource Brevard Customer Portal Brief</i>



January 26, 2021

Information Brief

Second Quarter Performance PY 2020-2021

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 (17 of 21 for quarters 1-3 and 18 of 22 for quarter 4)
- **Element B:** Contractor must meet accelerated performance on 50% of the measures (10 of 21 for quarters 1-3 and 11 of 22 for quarter 4)
- **Element C:** Meeting or exceeding a minimum score of 75 on a Board performance evaluation related to programmatic monitoring results.

PY 2020-21 Performance Results

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.

Elements of Contractor Performance Earnings - PY 20-21						
Measures						
Objective/Criteria	Minimum	Accelerated	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Customer Services						
Brand New Job Seekers with Extra Credit	1,650 per Qtr.	1,800 per Qtr.	Exceeded (1978.5)	Missed (1,164.3)		
Customer Engagement	75%	85%	Missed (67%)	Missed (72%)		
Entered Employment Rate/Positive Outcome						
Adults	90%	95%	Exceeded (100%)	Exceeded (100%)		
Dislocated Workers	90%	95%	Exceeded (100%)	Exceeded (95%)		
Youth	90%	95%	Exceeded (100%)	Exceeded (100%)		
Welfare Transition*	33%	38%	Exceeded (65%)	Exceeded (56%)		
Wagner Peyser	37%	40%	Missed (22%)	Missed (28%)		
Short Term Veteran	38%	42%	Met (38%)	Met (39%)		

Average Wage at Placement						
Adult	\$17.01	\$17.73	Exceeded (\$19.42)	Exceeded (\$19.71)		
Dislocated Worker	\$18.59	\$19.31	Exceeded (\$19.35)	Exceeded (\$23.07)		
Youth	\$10.90	\$11.15	N/A	Exceeded (\$11.32)		
Welfare Transition*	\$10.01	\$10.65	Exceeded (\$13.09)	Exceeded (83%)		
Wagner Peyser	\$11.44	\$12.15	Exceeded (\$15.71)	Exceeded (\$15.68)		
Retention at 12 Months						
Adult	80%	85%	Met (81%)	Met (81.1%)		
Dislocated Worker	80%	85%	Exceeded (95%)	Exceeded (97.1%)		
Youth	72%	75%	Exceeded (75%)	Exceeded (73.3%)		
Measurable Skills Gain						
Adult	55%	60%	N/A	Exceeded (64%)		
Dislocated Worker	55%	60%	N/A	Exceeded (60%)		
Youth	55%	60%	Exceeded (63%)	Missed (48%)		
Quality of Referrals						
Referral to Placement Ratio by Job Seeker	45%	50%	Missed (42%)	Missed (43%)		
Training Services						
PFM Career Training Services	55%	60%	Exceeded (76%)	Missed (49%)		
Grants and Special Projects Measured Annually						
Performance on Special Projects and Grants	N/A	N/A	N/A	N/A	N/A	N/A

* Welfare Transition Measures are based on data available at the time of this report.

Element A				
Met the minimum percentages set on 14 out of the 18 (Q1) and 17 out of 21 (Q2 and Q3) and 18 out of 22 (Q4) Performance Measures established in Attachment F	Yes – Met Minimum on 15 of 18	No – Met Minimum on 15 out of 21		
Element B				
Met the accelerated percentages set on 9 out of the 19 Performance Measures (Q1), 10 out of 21 (Q2 & Q3) and 11 out of 22 (Q4) established in Attachment F	Yes – Met Accelerated on 13 of 18	Yes – Met Accelerated on 13 of 21		
Element C				
Met a minimum score of 75 or higher on the CSB performance evaluation related to the annual state programmatic monitoring results	Measured Annually			

Performance Measure Revisions for PY 20-21

In the wake of COVID-19, the measures for the first quarter of PY 20-21 were kept the same pending better knowledge of the path the services would need to take post lock-down. In September, board staff reviewed and modified the measures for PY 20-21 to ensure the best possible avenue for continuous improvement while making sure we are tracking all necessary measures and continuing to stay on track to meet our federal and state goals. While much is still unknown about the impact of the pandemic, staff have defined measures and negotiated performance expectations based on the best data available.

The unique situation presented by COVID-19 can be seen in the performance for the second quarter. The contractor continues to do a great job of minimizing the impact. Reopening of the Career Centers, expanded virtual offerings, and staff flexibility have all contributed to contractor maintaining optimal performance.

New Customers and Customer Engagement measures were missed. While the volume of incoming customers seems to have leveled off, social distancing, and COVID fears have reduced the number of hands-on, staff assisted services being provided. Performance during the second quarter last year was at 82% (3,030 of 3,681) received a staff assisted service compared to 73% (1,397/1,994) this year.

Wagner Peyser Entered Employment Rate and Referral to Placement were both missed. This is directly related to the number of customers moving into employment. With many businesses continuing to operate at less than full capacity, the number of universal customers getting jobs was reduced by a little more than 50% below last years numbers. Last year 2,524 had found jobs while this year the number was 1,224. The denominator for 20-21 of 4,343 is about 1,500 less than the same time period last year (5,809).

PFM Career Training Services and Youth Skills Gains were both missed as well. These measures are tied to school and training program type activities that have been slowed during the conversion and adjustment periods related to a changing virtual environment.

Staff will continue to monitor, analyze and report performance in all areas. Of special interest in the coming months will be the Entered Employment Rates and especially retention rates as we work through the economic impact of the virus.

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 and not being eligible for the incentive dollars. New contractor measures have been designed to closely match most of the federal measures maintaining the focus on performance in these areas.

Below is the most recent report that shows past performance along with our actual performance through the 1st quarter of PY 2020-21. Also shown are our goals for PY 2020-21. The goals for Credential Attainment Dislocated Worker and Youth were missed for the 1st quarter. All other performance goals were met or exceeded for the 1st quarter.

July 2020-September 2020 Performance

Primary Performance Indicator (PPI)	Performance 2017-2018	Performance 2018-2019	Performance 2019-2020	PY 20-21 1 st Quarter Performance	PY20-21 Performance Goals
Adults:					
Entered Employment Rate (2 nd Qtr. after Exit)	92.6%	95.0%	89.1%	89.9%	86.5%
Employment Retention Rate (4 th Qtr. after Exit)	89.3%	92.6%	87.0%	86.7%	85.0%
Median Earnings (2 nd Qtr. after Exit)	\$7,496	\$8,017	\$8,097	\$8,171	\$7,500
Credential Attainment Rate	N/A	89.1%	78.7%	80.6%	72.0%
Measurable Skills Gain	N/A	N/A	N/A	79.4%	47.0%
Dislocated Workers:					
Entered Employment Rate (2 nd Qtr. after Exit)	85.7%	84.9%	91.8%	94.1%	86.0%
Employment Retention Rate(4 th Qtr. after Exit)	88.2%	87.5%	88.7%	90.7%	82.0%
Median Earnings (2 nd Qtr. after Exit)	\$6,432	\$8,229	\$10,174	\$11,180	\$7,200
Credential Attainment Rate	N/A	81.00%	61.1%	51.4%	70.0%
Measurable Skills Gain	N/A	N/A	N/A	58.5%	47.0%
Youth Common Measures:					
Entered Employment Rate (2 nd Qtr. after Exit)	79.2%	83.5%	80.2%	81.8%	79.0%
Employment Retention Rate (4 th Qtr. after Exit)	78.3	82.2%	85.6%	88.3%	75.0%
Median Wage 2nd Quarter After Exit	N/A	N/A	N/A	\$3,595	\$3,200
Credential Attainment Rate	N/A	72.5%	70.3%	66.0%	76.5%
Measurable Skills Gain	N/A	N/A	N/A	68.6%	45.5%
Wagner-Peyser:					
Entered Employment Rate (2 nd Qtr. after Exit)	69.1%	63.8%	68.8%	64.6%	65.0%
Employment Retention Rate(4 th Qtr. after Exit)	70.7%	64.8%	65.4%	63.3%	64.2%
Median Earnings (2 nd Qtr. after Exit)	\$5,165	\$5,619	\$5,459	\$5,293	\$5,000
Not Met (less than 90% of negotiated)	Met (90-100% of negotiated)		Exceeded (greater than 100% of negotiated)		

Four measures have been added for PY 20-21 and forward: Measurable Skills Gain for Adult, DW and Youth and a Wage Measure for Youth.

Information Brief

Continuous Improvement Performance Initiative (CIPI)

Background

The Continuous Improvement Performance Initiative (CIPI) Measures are those developed under the guidance of CareerSource Florida and align with CSF’s corporate goals. These measures are used for awarding performance incentive monies to regional workforce boards. The current measures replace the previous Performance Funding Model method beginning with PY 2019-2020. Program Year 2018-2019 was considered the baseline year and was used to set targets for performance. The target or goal is established by adding 10% to the actual performance of the same quarter in the previous year.

The initiative includes three key metrics with additional credit for serving individuals with barriers to employment and for providing staff-assisted, high-value services to business establishments in up to five board-selected industry sectors. The five industries measured for Brevard are: Construction, Healthcare, Manufacturing, Professional, and Information.

CareerSource Florida allocated \$5 million to recognize local workforce board performance on these metrics. CareerSource Brevard’s allotment is just over 2.35% or \$117,500 (estimated maximum amount to be paid out if all measures are met every quarter). This amount is divided evenly by quarter among the three metrics. The performance is earned quarterly and paid out at 6 months and 1 year.

July 2020-June 2021 Performance

Entered Employment Rate 1 st Quarter after Exit				
	Q1 7/1-9/30	Q2 10/1-12/31	Q3 1/1 – 3/31	Q4 4/1 – 6/30
Goal	71.93%	70.52%	N/A	N/A
Actual	N/A	N/A	N/A	N/A
Results	N/A	N/A	N/A	N/A
Participant Training Rate				
	Q1 7/1-9/30	Q2 10/1-12/31	Q3 1/1 – 3/31	Q4 4/1 – 6/30
Goal	45.08%	47.61%	51.75%	48.89%
Actual	49.96%	46.39%	N/A	N/A
Results	<i>MET</i>	Not Met	N/A	N/A
Business Penetration				
	Q1 7/1-9/30	Q2 10/1-12/31	Q3 1/1 – 3/31	Q4 4/1 – 6/30
Goal	738.1	660	790.9	954.8
Actual	1139.40	1118.50	N/A	N/A
Results	<i>MET</i>	MET	N/A	N/A

CareerSource Brevard has received a total of \$19,080 as of December 31, 2020 for FY 20-21 performance and \$49,618 for FY 19-20

July 2019-June 2020 Performance

Entered Employment Rate 1st Quarter after Exit				
	Q1 7/1-9/30	Q2 10/1-12/31	Q3 1/1 – 3/31	Q4 4/1 – 6/30
Goal	75.5%	71.19%	71.92%	69.22%
Actual	76.4%	74.98%	N/A	N/A
Results	MET	MET		
Participant Training Rate				
	Q1 7/1-9/30	Q2 10/1-12/31	Q3 1/1 – 3/31	Q4 4/1 – 6/30
Goal	41.31%	41.43%	45.48%	45.05%
Actual	50.04%	53.24%	59.01%	49.95%
Results	MET	MET	MET	<i>MET</i>
Business Penetration				
	Q1 7/1-9/30	Q2 10/1-12/31	Q3 1/1 – 3/31	Q4 4/1 – 6/30
Goal	763.4	585.1	1085.7	807.4
Actual	1018.4	879.6	1052.3	1185.5
Results	MET	MET	NOT MET	<i>MET</i>



January 26, 2021

Information Brief

CareerSource Brevard Customer Portal

Background

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

Functionality

Customers will have the ability to submit their success stories and provide authorization for publishing (or prohibition of it). Customers would receive an automated “thank you” response each time a success story is added.

Survey collection will provide management with critical data relating to each customer’s experience. The survey will collect data regarding services they received from the career center by including options for the customer to;

- Select specific service(s) he/she received
- Date(s) of service
- Identify a question or two that can be rated regardless of service received. A section will be included where the customer can add a narrative for further explanation, if desired.
- Identify specific system(s) he/she used (Employ Florida, CSB website, person to person/CSB staff, or other). It is important to gather this information in the event of an issue, to determine if such issue(s) pertain to navigation of websites such as Employ Florida or CSB website, or with a person-to-person service he/she may have received. Isolating these instances would allow the right team members to focus on areas they can address/impact positively.
- Recommendations on area(s) he/she believes can be improved. According to Bill Gates, Founder of Microsoft, “Your most unhappy customers are your greatest source of learning.”
- Include an option where the customer can self-identify whether he/she would like to

be contacted to schedule a dedicated one-on-one appointment with staff for individualized services.

- Identify center closest to his/her location and best time for appointment.
- Include an automated “thank you” response each time a survey is completed.

Measurements

Current plans are to measure results by either having real-time results emailed to the Center Managers distribution list for review and action, if necessary, or by having results stored in a central location where career center leadership can review daily. A demonstration will be provided once the portal is complete.

Objective 4: Offer the highest quality of services to Businesses to meet their workforce needs.			
Strategies	Actions	Timeframes	Status
Track & improve Business engagement Activities		Ongoing	<p><u>Business Metrics</u> From July 1 through December 31: Unique Businesses Served – 1,076 Total Number of Services Provided to Businesses – 9,273</p> <p><i>See Business Use of CSB Business Services Discussion Brief</i></p> <p><i>See Q2-2020 Job Fair and Recruiting Events Presentation</i></p> <p><u>Workforce Recovery Grant</u> This past summer, Brevard County Board of Commissioners approved \$2.25M in CARES Act funding in support of CSB’s proposed Brevard Recovery Assistance Program. This program temporarily (up to 16 weeks) reemployed furloughed or dislocated workers with small businesses (50 employees or less) whose operations were affected by COVID-19. The program ran from late July to December 30, following the Federal timeline criteria of the CARES Act dollars. The program yielded 207 applications, 58 Worksite Agreements were executed, 95 participants placed in jobs representing \$950K+ in funded wages. 72% of participants completing the program were retained by their employer and now permanently back on their payroll. All participants that couldn’t be retained have been contacted by Career Center staff for employment support and services. Post program feedback from businesses and employee participants alike is nothing short of gratitude and appreciation, validating a very successful endeavor.</p> <p>Video: https://youtu.be/KrFCewU6Y8w</p> <p><u>Aero-Flex Pre-Apprenticeship Program</u> Both the FloridaMakes and CSF grants were approved for a performance period extension to March 31. FloridaMakes also provided CSB with an additional \$47K to continue dedicated staff and outreach efforts. 16 jobseekers have been enrolled in the training, 8 have completed and 4 are employed. ToolingU, the technical training provider and sponsor of the AeroFlex Pre-apprenticeship Program, has recently released a new industry recognized credential for a Manufacturing Associate. This is the newest core technical trainings that CSB is enrolling jobseekers into for this program.</p>
Expand outreach and awareness of CSB’s services to businesses.	Engage outreach plan that raises awareness of CSB’s business services and career services.	Ongoing	<i>See Multimedia Outreach Presentation and Matrix</i>



January 26, 2021

Discussion 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 also 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 18-19</u>	<u>PY 19-20</u>	<u>% Change from PY 18-19</u>
Total All Industries	2,446	2,184	-10.7%
Construction	640	580	-9.4%
Health Care	633	549	-13.3%
General	1,159	1,049	-9.5%
Aerospace	99	85	-14.1%

For PY 2019-20, there was an overall 10.7% decrease in the number businesses served across all industries. Within the individual communities served (Construction, Health Care, General and Aerospace), changes consisted of -9.4%, -13.3%, -9.5% and -14.1% 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 2019-20 Program Year results are as follows:

PY 19-20 ALL SERVICES RECEIVED				
<u>Industry</u>	<u>Job Orders</u>	<u>All Other Services</u>	<u>Total</u>	<u>% Change from PY 18-19</u>
Total All Industries	7,254	53,633	60,887	-19.3%
Construction	1,389	13,011	14,400	-17.8%
Health Care	2,424	12,457	14,881	-10.9%
General	3,431	28,143	31,574	-23.2%
Aerospace	519	2,664	3,183	+21.9 %

The number of services being provided to current business (total all industries) customers decreased overall by 19.3 percent compared to the previous year. Within the individual communities; Construction, Health Care, General and Aerospace saw changes of -17.8%, -10.9%, -23.2% and +21.9%, 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 has taken a slight 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. CSB has forced some of the activities into the workshop code and have asked CareerSource Florida to add Support Service codes but there has been no movement on this yet.

Reductions in services provided and in the number of businesses served are a direct result of COVID-19 impact on the needs of businesses during the last months of the PY 19-20 reporting period. Staff will continue to monitor the impact and look for innovative ways to assist businesses in moving beyond the pandemic.

Discussion

CSB is interested in hearing from Board and Committee members on the following questions:

- What innovative approaches are you or your organizations using to recover from the impact of the pandemic?
- What are your future workforce plans? Are you hiring, in a holding pattern or laying off?

Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Recruiting Events

- 4 Onsite Events
 - LF Staffing, AUE, Ayotte Carriers, Thrifty Specialty Produce
 - Appointment Only
 - 22 Job Seekers attended, 1 Veteran
 - 3 second interviews reported

Manufacturing Virtual Job Fair

- Held on October 8th
- Premier Virtual Platform
- 22 employers participated
- 97 job seekers attended

Paychecks for Patriots Job Fair

- Hosted on November 18th
- Virtual event
- 46 employers participated
- 68 job seekers attended, 36 Veterans
- 1 hire reported day after event



Manufacturing Virtual Job Fair

Register today for your virtual employer booth.



Since in-person interviews aren't always ideal,
Virtual Job Fairs are!

Presentations & Panels

Offering businesses and career seekers quality workforce services

Employer Panels

- Held on October 29th, November 10th, December 8th
- Hosted on Microsoft Teams platform, open to all job seekers
- 13 local employers participated
- Over 150 attendees
- Topics included available job openings, resume & interviewing best practices, professional branding, impacts of COVID

Virtual Employer Appreciation Awards Ceremony

- Hosted on December 10th via Microsoft Teams
- Over 20 employers awarded certificates of appreciation for engaging in job clubs, mock interviews and panel discussions
- CSB staff also recognized for contributions
- Immediate feedback extremely positive, employers appreciative of acknowledgements and commitments for future engagement

VIRTUAL CAREER WORKSHOP



Ask the Recruiters
Q&A Panel Discussion



Presentations & Panels

Offering businesses and career seekers quality workforce services

CNA Career and Training Fair

- Held on November 19th, 2020
- Facilitated by Michelle Burke (Bossibly) & Megan Cochran (CSB)
- CNA panel & testimonials, nursing career pathways, training & scholarship info, career opportunities
- 71 registered for Zoom event
- Effective, 3 students attending training as a result



Information Technology Virtual Consortium

- Hosted on December 3rd
- Microsoft Teams meeting
- 43 registered
- IT occupation pathways, future leadership to support consortium, Florida High Tech Corridor support, Florida's Workforce Education Initiative, Educational Partners & latest updates in IT sector



Thursday, December 3rd, 2020
9:00 am – 12:00 pm

[Click Here to Register Today!](#)



Upcoming Events

- **Reverse Recruiting Events-CSB Titusville (January 26th, 27th & 28th)**
- **Aerospace Consortium (February 4th)**

Fact Sheet

Business Services Provided July 1st – December 31st

WORKING FOR BREVARD

MEASURING SUCCESS

1,872
BUSINESSES SERVED

18,733
SERVICES PROVIDED TO BUSINESSES



Jul - Dec 2020



1,710 PEOPLE PLACED IN JOBS

UNEMPLOYMENT RATE

5.3%

BREVARD'S UNEMPLOYMENT RATE NOVEMBER 2020

ON-THE-JOB TRAINING

13 OJTs CREATED
9 BREVARD BUSINESSES

FOR WITH **\$93,781.20** IN OJT CONTRACTS WRITTEN

RECRUITING EVENTS/ JOB FAIRS

14 Recruiting Events and Job Fairs

268 JOB SEEKERS ATTENDED

FOR **69** UNIQUE EMPLOYERS

VETERANS SERVED

940 VETS

9,719 Personalized Services Received

184 VETERANS EMPLOYED

CAREER CENTER COMMITTEE (CCC)

ATTENDANCE RECORD

PY 2020-2021	JULY	OCT	JAN	APR
Beal, Shawn	P	P		
Benjamin, Lorri	new	P		
Brockwell-Carey, Lynn	P	P		
Gaedcke, Marcia	P	A		
Gramolini, Robert	P	P		
Heller, Nancy	P	A		
Jackson, Juanita	A	P		
Jaskiewicz, Brian	P	P		
Koursaris, Laura	P	P		
Mack, Travis	A	P		
Pobst, Theodore	new	P		
Sugarman, Jennifer	P	P		