



# Career Center Committee Meeting

April 28, 2020

8:30 A.M. – 10:00A.M. CSB Boardroom

(Teleconference 321-394-0707)

## Attendees:

Nancy Heller (Chair), Jeffrey Arnott, Shawn Beal, Lynn Brockwell-Carey, Marcia Gaedcke, Robert Gramolini, Juanita Jackson, Robert Jordan, Laura Koursaris, Travis Mack, Jennifer Sugarman

## Agenda

Page No.

### Call to Order

Nancy Heller

### Introductions

Nancy Heller

### Public Comment

Nancy Heller

### President's Report

Marci Murphy

### Presentations

CSB Transition to Virtual Services

Ahmanee Collins-Bandoo/

1 – 5

Building Community Based Partnerships

Jana Bauer

6 – 9

### Action Items

- Approval of Committee Minutes for January 28, 2020
- Regional Targeted Occupations List for 2020-2021

Nancy Heller

10 – 12

Erma Shaver /Don Lusk

13 - 19

### Discussion/Information Items

MOU/IFA Agreements with Mandated Partners

Jana Bauer

20 – 21

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

Jana Bauer

22 – 26

- Objective 2: Finding Hidden Talent for Brevard's Businesses in a competitive employer job market.

Jana Bauer

27 – 29

- Objective 3: Offer the highest quality of services to Businesses to meet their workforce needs.

Jana Bauer

30 – 31

- Strategic Outreach and Awareness Plan Presentation

Denise Biondi/  
Thomas LaFlore

32 – 40

- Objective 4: Create a data-centered environment to measure the success of CareerSource Brevard's services.

Jana Bauer

41

- Third Quarter Contractor Performance PY 2019-2020

Erma Shaver

42 – 44

- Primary Indicators of Performance

Erma Shaver

45

- Objective 5: Develop and implement Marketing & Outreach to businesses and career seekers so that they are aware and utilize CSB's services.

Jana Bauer

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- Quarterly Multimedia Outreach Matrix

Denise Biondi

47 – 48

- Attendance Roster
- *Adjourn*

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*

#### **May 2020**

4<sup>th</sup> Governance/Finance Committee-3:00pm  
 4<sup>th</sup> Executive Committee-4:00pm  
 21<sup>st</sup> Board of Directors -8:00am

#### **June 2020**

No meeting

#### **July 2020**

14<sup>th</sup> Industry Workforce Committee-8:30am  
 28<sup>th</sup> Career Center Committee-8:30am

#### **August 2020**

3<sup>rd</sup> Finance Committee-3:30pm  
 3<sup>rd</sup> Executive Committee-4:00pm  
 20<sup>th</sup> Board of Directors-8:00am

#### **September 2020**

No meetings

#### **October 2020**

13<sup>th</sup> Industry Workforce Committee-8:30am  
 27<sup>th</sup> Career Center Committee-8:30am

#### **November 2020**

2<sup>nd</sup> Finance Committee-3:30pm  
 2<sup>nd</sup> Executive Committee-4:00pm  
 19<sup>th</sup> Board of Directors-8:00am

#### **December 2020**

No meetings

#### **January 2021**

12<sup>th</sup> Industry Workforce Committee-8:30am  
 26<sup>th</sup> Career Center Committee-8:30am

#### **February 2021**

1<sup>st</sup> Finance Committee-3:30pm  
 1<sup>st</sup> Executive Committee-4:00pm  
 20<sup>st</sup> Board of Directors-8:00am

#### **March 2021**

No meetings

#### **April 2021**

13<sup>th</sup> Industry Workforce Committee-8:30am  
 27<sup>th</sup> Career Center Committee-8:30am

#### **May 2021**

3<sup>rd</sup> Finance Committee-3:30pm  
 3<sup>rd</sup> Executive Committee-4:00pm  
 21<sup>st</sup> Board of Directors Retreat-8:00am-12pm (TBD)

#### **June 2021**

No meetings



# The Transition to Virtual Career Services

1

## VIRTUAL CAREER SERVICES

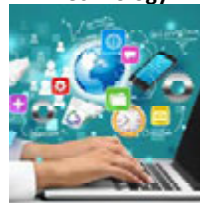
### Planning



### Communication



### Technology



### Staff Training



### Implementation



### Impact



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## Planning

- CSB President and Managing Director initial discussions regarding COVID-19 crisis and potential transition to virtual services:
  - CSB President assembled joint steering committee
  - Managing Director coordinated with C2GPS Leadership
- Career Center Leadership developed a Service Continuation Plan:
  - Career Center Staff job duties
  - Career services provided
  - Delivery methods
  - Telework Survey was sent to all Career Center staff (Interest/Tech resources)
- Partnered with CSB Board team to evaluate the plan:
  - Vice President of Operations
  - IT Department
  - Communications Department



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## Communication/Technology

- Cisco Jabber (Soft Phone):
  - Employer & Customer contact
  - Internal staff contact
- Skype for Business:
  - Team meetings
  - Customer appointments
- Chatline:
  - Real time response from CSB staff
  - CSB website navigation assistance
- Textline:
  - Appointment reminders
  - Follow-ups



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## Communication/Technology

- **Staff access:**
  - CSB laptops were issued to staff for telework
  - Hotspots provided to staff without internet access
  - Headphones issued for minimal distractions
  - VPN licenses installed on CSB laptops for improved connection
- **Customer access:**
  - CSB Website including customer inquires
  - Social Media
  - Moodle Learning Platform
    - Customer Orientations
    - Pre-employment Workshops
    - Quizzes to assess understanding
    - Requests for additional assistance



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## Staff Training

- **Program/Quality Managers conducted focused trainings by job function to include, but not limited to:**
  - Applying for Reemployment Assistance (RA) Benefits
  - Utilizing EFM efficiently (Messaging Center, Job Matching & Referrals)
  - Virtual Case Management (Eligibility, Contacts & Activities)
- **IT Department provided training to all staff:**
  - Accessing Remote Desktop
  - Conference calls
  - Phone Operator console
- **Developed Staff Resources for Virtual Services:**
  - Recorded How-To videos
  - Commonly Asked Questions grid
  - Created work instructions and checklists



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# Implementation

## Key Dates

- **March 5<sup>th</sup> – 18<sup>th</sup>** – Creation of the local COVID-19 committee and planning for virtual services
- **March 19<sup>th</sup> – 23<sup>rd</sup>** – Intensive Staff Training
- **March 24<sup>th</sup>** – Virtual Career Center Operations began
- **March 24<sup>th</sup> – Present** – On-going

## Virtual Career Services

### Job Seeker Services

- Assistance with RA Claims
- Re-employment & Reduction in Force Videos on CSB website
- Job Search assistance and Referrals
- Pre-Employment Workshops
  - Essential Soft Skills
  - Resume Development
  - Interview Preparation
- Case Management

### Business Services

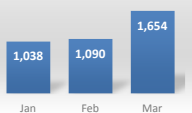
- Reduction in Force support
- Job Postings
- Finding talent to fill openings
- Critical COVID-19 employer information



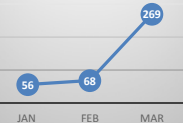
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# Impact

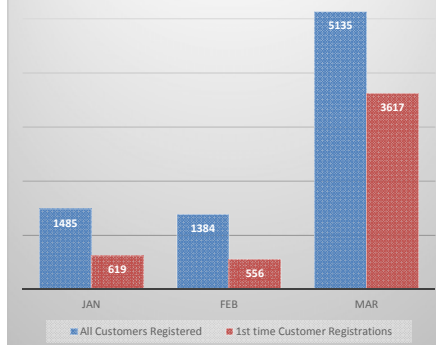
CSB Operator Calls



CSB Chat Line Requests



EFM Customer Registrations



The significant increase in Reemployment requests due to COVID-19 has directly impacted the number of customer inquiries and EFM registrations.



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# Q & A

Thank you!

Ahmanee Collins-Bandoo  
Manager- Data Analysis, Reporting and Quality Assurance





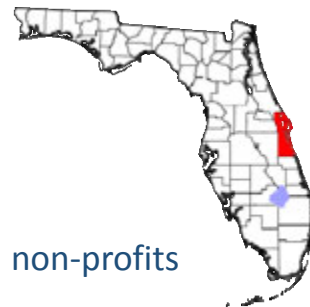
## Partnership Services with CareerSource Brevard



1

### Goals of Community Based Outreach

- Refer job seeker customers to the Career Centers
- Driving hidden talent to CSB's doors
- Establishing and/or re-establishing partnerships with non-profits and faith-based organizations
- Fostering those relationships, providing services which meet their needs, measuring the outcomes



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## Restructuring for Community Based Outreach

- Established new online referral process  
<https://careersourcebrevard.com/partner-referrals>
- Revamped tracking mechanisms for capturing customer data in-center
- Development of Partnership Benefits Flyer



### PARTNERSHIP BENEFITS

With each partnership established, together we are empowering customers to improve their employability!  
Our collaborative cross-referral efforts will bring valuable resources, supportive services and employment opportunities to the community.

Below are the various ways CareerSource Brevard recognizes partners.

#### SPOTLIGHT YOUR SERVICES

Become a featured partner to be spotlighted on CareerSource Brevard's website, social media channels, and career center lobby televisions.

#### SHARE YOUR EXPERTISE

Your organization will have the opportunity to educate our customers and staff on your services, by serving as subject matter experts, offering presentations, conducting workshops, and participating on panels.

#### OUTREACH OPPORTUNITIES

Reach new clients by showcasing your services at CareerSource Brevard job fairs or recruitment events, or chat with us about sponsoring an event.

#### COMMUNITY RECOGNITION

Partners have the opportunity to be recognized quarterly and annually at CareerSource Brevard Board and Committee meetings.

#### PARTNER WITH US TODAY:

Call Foy Staley at 321-394-0513 or email [fstaley@careersourcebrevard.com](mailto:fstaley@careersourcebrevard.com).

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## Visits

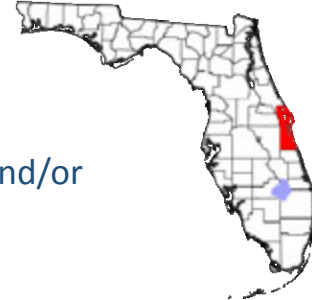
- On-Site Visit with Leadership
- Discussion topics include;
  - Organization's clientele, challenges, priorities, needs from partners
  - CSB overview of business model, career center team, jobseeker demographics and services, business services, grant programs and partnership opportunities.



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## Follow Up

- Partners are added to Constant Contact database  
*Ensures organization receives all marketing collateral*
- On-Site orientation to CSB with organization's staff and/or customers (if requested)
- Monthly communication with CBO staff  
*During COVID-19, communication is weekly.*



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## Current Performance

From July 1, 2020 – Present:

- Received **133** partner referrals
- Conducted visits with **26** different organizations
- Hosted **3** partners county-wide for an in-center staff orientation
- Conducted **6** off-site "Introduction to CSB Services" Orientations
- Launched the Quarterly Partner Program!



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# Community Impact

**Take Stock in Children of Brevard**  
February 27

Last Saturday, we had our Soft Skills Workshop with CareerSource Brevard. It was extremely informative and we appreciate the time CareerSource Brevard took to teach our students these important skills. After the underclassmen had some fun as we did a fashion show and a trivia game and the seniors started the process of signing up for @buncollege! We also gave out some awesome prizes. Thank you to Pizza Gallery, Cinema World, Oaks 10 Theaters, Cocoa Beach Aerial Adventures, Starbucks, Galaxy Skateway, and Lighthouse Cove Mini Golf for your donations!  
#takestockinchildren #takestockofbrevard #takestockbrevard #brevardcounty #brevardpublicschools #spacecoast



**Careersource Brevard**  
January 28

Thank you Take Stock in Children of Brevard!  
"We love being a CareerSource Brevard partner and are excited to connect our students and families to the plethora of resources that CSB provides. CSB fits perfectly with the mission of TSIC by helping us break the cycle of poverty and change the lives of Brevard students through post-secondary education, training, and vocational pathways." #CSB #tsic #partner



You, Wend Jr Best, Denise Blanch Board and 3 others 1 Share

**Love Center Church, Inc.**  
Yesterday at 12:50 PM

For those of you who've been touched by the economic impact of COVID-19, Love Center Church has partnered with CareerSource Brevard. If you need assistance finding a job please inbox us. And we'll do our best to get you the help you need. #PleaseShare



10 Shares

# CareerSource Brevard

Career Center Committee

January 28, 2020

## Minutes

### **Members in Attendance:**

Nancy Heller (Chair), Jeff Arnott, Shawn Beal (via teleconference), Lynn Brockwell-Carey, Robert Gramolini, Robert Jordan (via teleconference) and Laura Koursaris

**Members Absent:** Marcia Gaedcke, Juanita Jackson, Travis Mack, Jennifer Sugarman

### **Staff in Attendance:**

Marci Murphy, Wendi Bost, Judy Blanchard, Denise Biondi, Lisa Fitz-Coy, Thomas LaFlore, Don Lusk, Erma Shaver, Foy Staley, Marina Stone and Gary Sulski

### **Guests in Attendance:**

Caroline Joseph-Paul, Julie Berrio, Marvetta Gordon, Bob Knippel, Angie Londoño, Jessica Mitchell and Holly Paschal (via teleconference) of CareerSource Brevard (CSB) Career Centers

### **Call to Order:**

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

### **Public Comment:**

There was no public comment.

### **Presentations:**

#### Brevard Recovery Works

A presentation was shared detailing the Brevard Recovery Works program, facts about opioid substance use and addressing the resources and goals of the program.

#### Build an Employee vs. Buy an Employee

A presentation showing the concept of building vs. buying an employee was shared.

### **Action Items:**

#### Approval of Career Center Committee Minutes of October 28, 2019

Motion to approve the Minutes from the October 28, 2019 meeting was made by Robert Jordan. Robert Gramolini seconded the motion. The motion passed unanimously.

Thomas LaFlore joined the meeting.

## **Discussion/Information Items:**

Jeff Arnott noted that he thinks there could be a beneficial partnership with the Aeroflex grant and Brevard Public School's Adult Ed Pre-Apprenticeship. Judy Blanchard will follow up.

### CAPE Industry Certification Funding List

The Florida Career and Professional Education (CAPE) Act was created to provide a statewide planning partnership between the business and education communities to attract, expand and retain targeted talent. Each year, course recommendations by local workforce boards and school districts are reviewed by several State of Florida entities. This year each region had to submit their previous year's recommendations along with their new ones. 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. The 2020-2021 local submission of recommended and not recommended courses were shared.

### Community Based Outreach

Jeff Arnott would like to participate in the Community Based Outreach Project as a referring partner. Staff will connect with Brevard Adult Education Center.

### "R.I.S.E. Brevard" Leadership Action Project

Lead Brevard's Class of 2020 Leadership Action Project (LAP) is designed to allow participants to gain leadership experience while working together on a need identified by a community agency. CSB's project, titled "R.I.S.E Brevard" was selected and is focused on producing an image campaign in an effort to change or influence local employer's perspectives on hiring individuals with a criminal background. Goals, tasks and progress to date was shared.

### Strategic Outreach and Awareness Plan

Staff shared a PowerPoint presentation of the 2<sup>nd</sup> Quarter highlights of CSB's outreach efforts and outcomes along with photos and collateral.

### Business Use of CSB Business Services Discussion

A year-over-year comparison of the number of employers served and the number of services received along with the "% changed" was shared. An analysis was provided. Discussion ensued and it was noted that several local business are hiring recruiters of their own and OJT's are a great way to see that employees 'fit' the position and culture of the company.

### Second Quarter Contractor Performance PY 2019-2020

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 and missed only 2 of the 18 measures. Data was shared and C2GPS was paid all withheld costs for the second quarter of PY19-20. Measures for this program year have been reviewed and revised where necessary to ensure continuing improvement.

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. All performance goals were met or exceeded for the 1<sup>st</sup> quarter of PY19-20.

Working for Brevard Report Semiannual Report

An infographics was presented, entitled “Working for Brevard” which showed businesses served, services provided to businesses and measuring successes, along with the unemployment rate, on –the-job training, veterans served and recruiting events Jeff Arnott would like a digital jpeg to share on Brevard Adult Ed website. The Communications Department will email a copy for sharing.

Quarterly Multimedia Outreach Matrix

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

Ms. Murphy shared that committee members will receive an invitation to the next Board of Directors meeting being held on February 20, 2020 which will include breakfast, and a facilitator who will lead exercises to help with CSB’s strategic plan and vision for the next 3 years. Please attend if you can.

**Adjourn:**

There being no further discussion or business, Nancy Heller (Chair) adjourned the meeting at 9:51am.

Respectfully submitted,

Reviewed by,

{signature on file}  
Marina Stone

01/30/20  
Date

{signature on file}  
Nancy Heller (Chair)

01/30/20  
Date

## Action Brief

### Regional Targeted Occupations List for 2020-2021

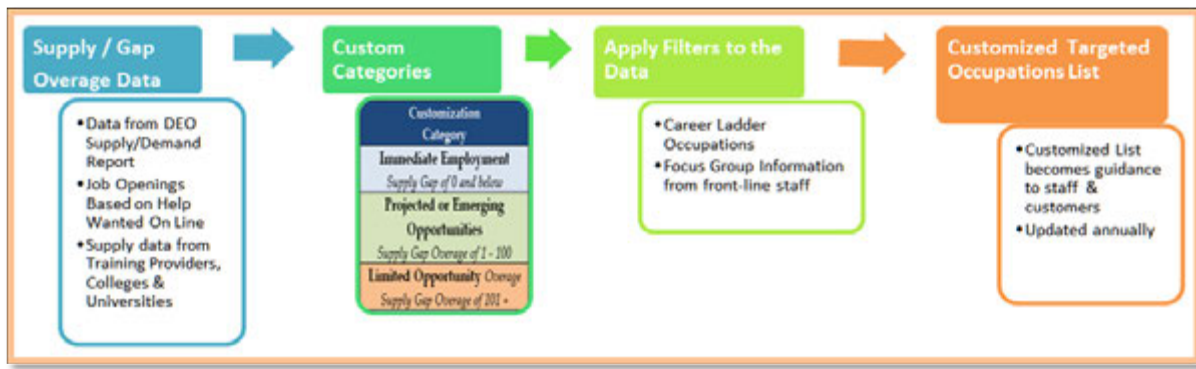
#### Background

CareerSource Brevard (CSB) is required to produce and publish the Regional Targeted Occupations List (RTOL) on an annual basis. This brief completes the local activity required to create the list. This includes the following:

<b>REGIONAL TARGETED OCCUPATIONS LIST (RTOL) DEVELOPMENT PROCESS</b>		
Step/ Time Line	Activity	Resources Used/Action Required
<b>1</b>  Early March <input checked="" type="checkbox"/>	<b>Establish Draft Regional Targeted Occupations List</b>	<ul style="list-style-type: none"> <li>Review Statewide/Regional TOL</li> <li>Internal Review by Industry Relations, Program Managers and Staffing Specialists</li> <li>Utilize Labor Market Information (LMI) from multiple sources.</li> </ul>
<b>2</b>  Mid- March <input checked="" type="checkbox"/>	<b>Key Partner &amp; Training Vendor Filtering</b>	Solicit Feedback from <ul style="list-style-type: none"> <li>Training Vendors</li> <li>School District</li> <li>Other Economic &amp; Business entities</li> </ul>
<b>3</b>  Late March <input checked="" type="checkbox"/>	<b>Alignment with Economic Development Priorities</b>	Determine how occupations fit with LWDB 13 Key Industry Analysis which include: <ul style="list-style-type: none"> <li>Florida Targeted Industries</li> <li>Florida Infrastructure Industries</li> <li>Local Economic Development Priorities</li> </ul>
<b>4</b>  April <input checked="" type="checkbox"/>	<b>Business &amp; Industry Filtering</b>	Solicit Feedback from the following groups: <ul style="list-style-type: none"> <li>Eastern Florida State College Industry Councils</li> <li>Training Vendors provide CIP to SOC crosswalk information when available and pertinent.</li> </ul>
<b>5</b>  April <input checked="" type="checkbox"/>	<b>Customization</b>	<ul style="list-style-type: none"> <li>See Section below for description of this process.</li> </ul>
<b>6</b>  May/ June	<b>Final Approval by the CareerSource Brevard Board of Directors</b>	<ul style="list-style-type: none"> <li>Consent Action Item at the May/June BOD Meeting</li> </ul>
<b>7</b>  June	<b>Final Actions</b>	<ul style="list-style-type: none"> <li>Post final RTOL on website by June 30<sup>th</sup>.</li> </ul>

Denotes competed activities

The following chart shows the customization process used to create the RTOL.



## Recommendation

The PY 2020-2021 RTOL is attached. Feedback from community partners, educators and staff was received and reviewed. There are a few changes to the RTOL based current employment trends and data:

### Added to RTOL

211094	2	<b>Community Health Worker</b>
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### Changed to Blue – Growing

131071	2	<b>Human Resources Specialist</b>
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### Changed to Green (Projected or Emerging)

499071	3	Maintenance and Repair Workers, General
311014	3	Nursing Assistant
131023	1	<b>Purchasing Agents, Except Wholesale, Retail, Farm</b>
151142	1	<b>Network and Computer Systems Architects &amp; Admin.</b>
119039	1	<b>Fitness and Wellness Coordinators</b>
132011	1	<b>Accountants and Auditors</b>
291071	1	Anesthesiologist Assistants
274011	1	Audio and Video Equipment Technicians
292031	1	Cardiovascular Technologists and Technicians

### Changed to Peach (Limited Opportunity)

512022	2	Electrical and Electronic Equipment Assemblers
436012	2	Legal Secretaries
512022	2	Electrical and Electronic Equipment Assemblers
519061	2	Inspectors, Testers, Sorters, Samplers & Weighers
151131	2	Computer Programmers
512092	2	Team Assemblers
518031	2	Water and Wastewater Treat. Plant and Sys. Oper.
292051	2	Dietetic Technicians
119081	2	Lodging Managers
271025	2	Interior Designers
272022	2	Coaches and Scouts (Director of Athletics)

### Removed from RTOL

413011	2	Advertising Sales Agents
119199	3	Loss Prevention Manager

In addition, the 2020-21 RTOL no longer includes the career ladder designations. This allows occupations appearing in the peach color (limited opportunity) to be funded by CareerSource Brevard as long as staff can clearly delineate a career path to self-sufficiency.

## Action

Approve the attached RTOL and authorize staff to transmit to the Board of Directors for review and approval.



1	ITA Permitted
2	ITA Permitted
3	ITA NOT Permitted (See Key)

## 2020-21 Regional Targeted Occupations List



SOC	B/W Code <sup>1</sup>	Occupation <sup>2</sup>	Annual Percent Growth	Annual Openings	2019 Hourly Wage		Training Code <sup>3</sup>
					\$ Entry	\$ Mean	
132011	1	<b>Accountants and Auditors</b>	1.67	83	21.99	35.72	5
113011	3	<b>Administrative Services Managers</b>	1.56	376	31.21	49.63	4
173021	2	Aerospace Engineering and Operations Technicians	4.0	28	34.92	34.92	3
172011	1	<b>Aerospace Engineers</b>	0.51	30	37.63	52.95	5
493011	2	<b>Aircraft Mechanics and Service Technicians</b>	0.47	11	19.63	29.71	3
512011	2	Aircraft Structure, Surfaces, Rigging, and Systems	N/R	N/R	14.29	21.90	3
532022	2	Airfield Operations Specialists	N/R	N/R	15.00	25.00	4
532011	2	Airline Pilots, Copilots, and Flight Engineers	2.48	15	45.87	88.88	4
291071	1	Anesthesiologist Assistants	N/R	N/R	24.62	41.67	5
173011	2	Architectural and Civil Drafters	1.00	176	16.33	24.73	3
119041	1	Architectural and Engineering Managers	0.44	38	52.37	70.21	5
274011	1	<i>Audio and Video Equipment Technicians</i>	1.84	638	12.61	19.22	3
493021	1	<b>Automotive Body and Related Repairers</b>	1.51	21	13.78	21.54	3
493023	1	Automotive Service Technicians and Mechanics	1.25	62	11.99	17.95	3
492091	2	Avionics Technicians	N/R	14	20.41	26.98	3
119041	2	Biofuels/Biodiesel Technology Product Dev. Mgrs.	1.4	10	20.41	14.04	4
194021	2	Biological Technicians	N/R	N/R	N/R	N/R	4
172031	2	Biomedical Engineers ( <i>Includes Technician</i> ) <sup>4</sup>	N/R	N/R	N/R	N/R	4
433031	2	Bookkeeping, Accounting, and Auditing Clerks	2.0	68	11.64	16.04	4
472021	2	Brickmasons and Blockmasons	4.49	227	11.43	16.37	3
493031	1	<b>Bus &amp; Truck Mechanics and Diesel Engine Specialists</b>	1.35	18	16.37	22.18	3
432031	2	Bus Driver, Transit & Intercity	1.38	N/R	14.32	19.01	3
131199	1	<b>Business Operations Specialists, All Other</b>	1.24	67	20.90	32.42	4
517011	2	Cabinetmakers and Bench Carpenter	N/R	N/R	13.06	20.66	3
535021	2	Captains, Mates, and Pilots of Water Vessels	N/R	N/R	30.75	37.38	3
292031	1	Cardiovascular Technologists and Technicians	2.70	17	13.12	22.50	3
435011	2	Cargo and Freight Agents	1.60	413	13.04	21.18	3
472031	2	Carpenters	2.32	238	11.78	18.04	3
472051	2	Cement Masons and Concrete Finishers	2.45	11	12.85	16.45	3
351011	2	Chefs and Head Cooks	1.42	N/R	20.42	25.75	3
194031	2	Chemical Technicians	N/R	N/R	14.67	19.19	4
111011	2	<b>Chief Executives</b>	0.65	11	42.43	80.81	5
399011	3	Childcare Workers	N/R	N/R	10.67	11.28	3
172051	1	<b>Civil Engineers</b>	1.27	10	26.71	39.96	5
131031	2	<b>Claims Adjusters, Examiners, and Investigators</b>	0.46	696	18.88	29.23	3
272022	2	Coaches and Scouts ( <i>Director of Athletics</i> )	N/R	N/R	18.01	21.05	4
532012	1	<b>Commercial Pilots</b>	1.89	49	30.61	51.21	3
2011094	2	<b>Community Health Worker</b>					
131041	2	<b>Compliance Officers, Exc. Safety, Agri, Constr &amp; Tranp.</b>	1.21	389	17.25	29.94	3
113021	2	<b>Computer and Information Systems Manager</b> ( <i>Computer Cyber-Security Information Specialist</i> )	0.85	N/R	46.48	67.73	5
172061	1	<b>Computer Hardware Engineers</b>	0.03	24	32.98	45.91	5
151143	2	<b>Computer Network Architects</b>	0.22	17	23.11	38.06	3
151152	2	<b>Computer Network Support Specialists</b>	0.26	371	19.17	25.56	3
151199	1	<b>Computer Occupations, All Other</b>	N/R	82	23.97	39.78	3
151131	2	<b>Computer Programmers</b>	0.96	34	30.04	43.20	3
151121	1	<b>Computer Systems Analysts</b>	0.68	34	27.18	42.26	4
151151	3	<b>Computer User Support Specialists</b>	0.29	34	20.96	26.09	3
492011	2	Computer, ATM, and Office Machine Repairers	N/R	N/R	12.32	14.75	3

1	ITA Permitted
2	ITA Permitted
3	ITA NOT Permitted (See Key )

## 2020-21 Regional Targeted Occupations List



514011	2	Computer-Controlled Machine Tool Operators Metal & Plastic	17.2	55	15.90	17.44	3
474011	2	<b>Construction and Building Inspectors</b>	2.28	343	17.71	25.92	3
472061	2	Construction Laborers	23.80	378	13.59	XXX	3
119021	2	<b>Construction Managers</b>	1.51	18	25.92	42.47	4
352014	1	Cooks, Restaurant	17.80	97	9.53	13.79	3
273043	2	Copy Writers (Web Content)	N/R	N/R	N/R	N/R	5
333012	2	Correctional Officers and Jailers	.18	62	16.54	21.33	3
131051	1	<b>Cost Estimators</b>	1.78	46	18.15	25.73	3
537021	2	Crane and Tower Operators	0.39	12	21.23	39.63	3
151141	1	<b>Database Administrators (Database Security Admin.)</b>	1.65	658	25.63	40.74	4
319091	2	Dental Assistants	1.91	30	12.99	17.53	3
292021	2	<b>Dental Hygienists</b>	2.21	23	24.61	30.31	4
333021	2	Detectives and Criminal Investigators	N/R	N/R	20.42	24.65	3
292032	2	<b>Diagnostic Medical Sonographers</b>	4.07	270	21.51	28.80	3
292051	2	Dietetic Technicians	N/R	N/R	10.87	13.98	3
291031	1	Dietitians and Nutritionists	19.80	18.83	29.43	28.21	5
173019	2	Drafters, All Other	N/R	N/R	13.54	17.29	3
472081	2	Drywall and Ceiling Tile Installers	2.88	11	11.52	15.03	3
512022	2	Electrical and Electronic Equipment Assemblers	N/R	N/R	N/R	N/R	3
492094	2	Electrical and Electronic Repairers, (Commercial & Industrial Equip)	N/R	21	17.25	24.19	3
173023	1	<b>Electrical and Electronics Engineering Technicians</b>	0.78	50	20.16	29.60	4
172071	1	<b>Electrical Engineers</b>	1.02	36	36.83	51.83	5
499051	2	<b>Electrical Power-Line Installers and Repairers</b>	N/R	N/R	17.35	27.20	3
472111	2	<b>Electricians</b>	2.09	44	12.87	20.57	3
512023	2	Electromechanical Equipment Assemblers	0.69	15	18.25	27.89	3
172072	1	<b>Electronic Engineers, Except Computers</b>	.83	56	33.91	48.24	5
492097	2	Electronic Home Entertainment Equipment Installers and Repairers	1.90	152	11.04	16.24	3
252021	2	<b>Elementary School Teachers, Except Special Education</b>	1.23	177	21.50	26.96	5
119161	2	Emergency Management Directors	N/R	N/R	32.12	47.00	4
292041	2	Emergency Medical Technicians and Paramedics	2.30	11	12.53	15.88	4
172199	2	Engineers, All Other (Mechatronics)	N/R	N/R	38.91	55.29	5
192041	2	<b>Environmental Scientists &amp; Specialists, Including Health</b>	2.40	11	18.63	28.79	5
436011	3	<b>Executive Secretaries and Administrative Asst.</b>	1.25	33	15.79	20.99	3
512091	2	Fiberglass Laminators and Fabricators (Composites)	N/R	N/R	12.50	14.84	3
332011	2	Fire Fighters	1.24	33	13.99	19.46	3
431011	1	First-Line Superv. of Office and Admin. Support Workers	N/R	32	16.36	24.60	4
471011	1	<b>First-Line Supervisors of Constr. Trades and Extraction Workers</b>	N/R	N/R	18.75	25.26	4
351012	1	First-Line Supervisors of Food Preparation & Serving Wkrs.	N/R	112	11.39	17.22	3
491011	1	<b>First-Line Supervisors of Mechanics, Installers, and Repairers</b>	1.46	27	22.38	30.94	3
411012	1	<b>First-Line Supervisors of Non-Retail Sales Wkrs.</b>	0.71	21	22.96	36.50	3
391021	2	First-Line Supervisors of Personal Service Workers	1.12	13	12.71	19.88	3
511011	2	<b>First-Line Supervisors of Production &amp; Oper. Wkrs.</b>	0.10	12	18.91	29.45	3
411011	1	First-Line Supervisors of Retail Sales Workers	1.14	240	13.13	20.23	3
531031	1	<b>First-Line Supervisors of Transportation and Material-Moving Machine and Vehicle Operators</b>	N/R	N/R	20.46	29.76	3
371012	2	First-Line Supv. of Landscaping, Lawn Svc,& Groundskeeping	1.74	567	13.08	19.75	3

1	ITA Permitted
2	ITA Permitted
3	ITA NOT Permitted (See Key)

## 2020-21 Regional Targeted Occupations List



119039	1	Fitness and Wellness Coordinators	2.63	97	30.43	37.64	5
119051	1	<b>Food Service Managers</b>	1.10	26	17.25	31.56	4
194092	2	Forensic Science Technicians	N/R	N/R	N/R	N/R	4
170329	2	Fuel Cell Technicians	N/R	N/R	18.56	29.97	3
119061	1	<b>Funeral Service Managers</b>	N/R	N/R	23.75	29.19	4
517021	2	Furniture Finisher	9.10	65	10.65	13.40	3
111021	2	<b>General and Operations Managers</b>	1.20	36	30.26	56.95	4
472121	2	Glaziers	1.96	293	13.89	17.80	3
271024	2	Graphic Designers	0.29	37	14.01	21.50	4
292099	2	Health Technologists and Technicians, All Other	2.11	215	13.48	21.13	3
319099	3	Healthcare Support Workers, All Other	N/R	N/R	N/R	N/R	3
499021	2	Heating, Air Cond. & Refrigeration Mechanics & Installers	1.48	27	15.14	19.96	3
533032	1	Heavy and Tractor-Trailer Truck Drivers	1.59	71	12.52	17.87	3
519198	2	Helpers--Production Workers ( <i>Forklift Operator and Dock Wkr.</i> )	N/R	N/R	N/R	N/R	3
537041	2	Hoist and Winch Operators	N/R	N/R	N/R	N/R	3
131071	3	<b>Human Resources Specialist</b>	1.22	22	15.82	26.46	4
172112	1	<b>Industrial Engineers</b> ( <i>Human Factors &amp; Ergonomics</i> )	0.66	26	26.37	42.42	5
499041	2	Industrial Machinery Mechanics ( <i>Crane Maintenance Tech.</i> )	2.91	15	14.19	21.09	5
151122	1	<b>Information Security Analysts</b> ( <i>Cyber-security Specialist</i> )	2.51	151	23.72	37.95	3
519061	2	Inspectors, Testers, Sorters, Samplers & Weighers	N/R	N/R	12.48	19.05	3
259031	2	Instructional Designers and Technologists	N/R	N/R	19.22	28.14	5
271025	2	Interior Designers	1.88	215	11.73	22.30	3
273091	2	Interpreters and Translators	3.76	162	11.22	19.97	4
373011	2	Landscapers & Grounds Keeping Workers	12.90	10.65	11.47	14.01	3
436012	2	Legal Secretaries	1.41	456	12.74	18.77	3
292061	2	Licensed Practical and Licensed Vocational Nurse	2.45	62	18.03	20.98	3
533033	1	<i>Light Truck or Delivery Services Drive</i>	N/R	59	10.59	14.64	3
132072	1	<b>Loan Officers</b>	2.37	42	18.08	28.98	4
119081	2	Lodging Managers	N/R	N/R	16.96	18.98	4
131081	2	<b>Logisticians</b>	2.76	17	22.26	34.92	5
514041	2	Machinists	1.26	10	13.26	20.73	3
292035	1	<b>Magnetic Resonance Imaging Technologists</b>	2.53	152	23.61	29.64	3
372012	3	Maids & Housekeeping Cleaners ( <i>Environmental Services Aide</i> )	8.0	1.636	10.87	13.36	N/R
499071	3	Maintenance and Repair Workers, General	1.14	70	10.87	16.07	3
131111	2	<b>Management Analysts</b>	1.92	49	29.61	44.98	5
173029	2	Manufacturing Production Technicians	N/R	N/R	24.02	33.16	4
172121	1	Marine Engineers & Naval Architects	N/R	N/R	15.85	25.88	5
131161	2	<b>Market Research Analysts and Marketing Specialists</b>	3.87	17	15.85	28.90	5
537199	2	Material Moving Workers, All Other	8.5	2150	10.89	13.36	3
173027	2	<b>Mechanical Engineering Technicians</b>	N/R	N/R	21.13	31.17	4
172141	1	<b>Mechanical Engineers</b>	0.27	27	26.95	41.01	5
292012	2	Medical and Clinical Laboratory Technician	N/R	N/R	11.40	15.75	4
292011	1	Medical and Clinical Laboratory Technologists	16.1	N/R	21.25	29.76	4
119111	1	<b>Medical and Health Services Managers</b>	2.27	69	36.17	70.20	5
319092	2	Medical Assistants	N/R	N/R	10.87	13.36	3
319093	2	Medical Equipment Preparers	17.8	N/R	13.54	16.55	3
499062	2	Medical Equipment Repairers	3.03	180	13.19	20.17	3
292071	2	Medical Records and Health Information Technicians	2.13	444	11.68	17.33	4
436013	2	Medical Secretaries	3.54	53	12.99	14.99	3
319094	2	Medical Transcriptionists	2.0	N/R	13.68	15.23	3

1	ITA Permitted
2	ITA Permitted
3	ITA NOT Permitted (See Key)

## 2020-21 Regional Targeted Occupations List



131121	2	<b>Meeting &amp; Convention Planners</b>	3.26	217	14.78	23.72	4
211023	2	Mental Health & Substance Abuse Social Wkrs.	19.20	N/R	18.99	21.07	5
252022	1	<b>Middle School Teachers, Exc. Special &amp; Voc. Educ.</b>	2.40	21	22.59	29.92	5
493042	2	<b>Mobile Heavy Equipment Mechanics, Except Eng.</b>	2.06	12	15.92	21.81	3
514061	2	Model Makers, Metal and Plastic ( <i>Composites</i> ) <sup>5</sup>	N/R	N/R	10.87	13.79	3
514072	1	Molding, Coremaking and Casting Machine Setters, Operators. Tenders, Metals and Plastic ( <i>Composites</i> ) <sup>5</sup>	N/R	N/R	10.87	13.79	3
493051	2	Motorboat Mechanics and Service Technicians	N/R	N/R	12.42	17.45	3
151142	1	<b>Network and Computer Systems Architects &amp; Admin.</b>	2.12	41	24.23	36.45	4
311014	3	Nursing Assistant ( <i>C.N.A.</i> )	N/R	N/R	12.87	14.36	3
299011	2	Occupational Health and Safety Specialists ( <i>Industrial Hygiene</i> )	N/R	N/R	21.23	31.25	4
312011	2	<b>Occupational Therapy Assistants</b>	N/R	N/R	17.79	26.05	4
472073	2	Operating Engineers & Other Construction Equipment Oper.	2.38	12	13.61	19.23	3
292081	2	Opticians, Dispensing	1.75	158	12.24	18.08	4
472141	2	Painters, Construction and Maintenance	N/R	N/R	10.83	15.98	3
519122	2	Painters, Transportation Equipment	N/R	N/R	15.68	17.56	3
232011	1	Paralegals and Legal Assistants	2.41	11	15.13	18.71	3
292052	1	Pharmacy Technicians	N/R	29	11.94	15.42	3
319097	2	Phlebotomist	N/R	N/R	11.61	13.54	3
173029	2	Photonics Technicians	N/R	N/R	14.95	24.65	3
312021	1	<b>Physical Therapist Assistants</b>	3.65	242	21.40	28.00	4
472151	2	Pipelayers	2.75	282	11.89	16.68	3
472152	2	<b>Plumbers, Pipefitters, and Steamfitters</b>	2.32	27	15.28	21.76	3
333051	2	Police and Sheriff's Patrol Officers	1.03	91	17.78	23.08	3
435031	2	Police, Fire, and Ambulance Dispatchers	1.35	N/R	13.95	19.53	3
252011	3	Preschool Teachers, Except Special Education	N/R	N/R	8.47	10.79	4
435061	2	Production, Planning, and Expediting Clerks	N/R	N/R	N/R	N/R	2
119141	2	Property, Real Estate, and Community Assoc.Managers	0.34	14	14.23	23.07	3
292053	3	Psychiatric Technician	10.1	N/R	10.00	12.65	3
131023	1	<b>Purchasing Agents, Except Wholesale, Retail, Farm</b>	0.95	45	20.35	30.58	4
194099	2	Quality Control Analysts	14.0	N/R	11.90	13.65	3
113051	2	Quality Control Systems Managers ( <i>Industrial Prod. Mgr.</i> )	N/R	N/R	39.15	47.92	4
291124	1	Radiation Therapists	14.90	N/R	37.29	26.74	3
292034	2	<b>Radiologic Technologists</b>	1.74	20	19.68	26.55	4
251193	2	Recreation and Fitness Studies Teachers. Post Sec.	N/R	N/R	22.78	31.36	5
291141	1	<b>Registered Nurses</b>	1.56	212	23.51	30.82	4
291126	2	<b>Respiratory Therapists</b>	2.60	331	22.61	27.58	4
472181	2	Roofers	2.18	17	14.43	18.08	3
535011	2	Sailors and Marine Oilers	N/R	N/R	10.46	12.53	3
112022	3	<b>Sales Managers</b>	1.08	12	35.78	65.56	5
414012	1	<b>Sales Rep., Wholesale and Mfg, Non-tech.</b>	1.03	62	14.32	27.89	3
414011	1	<b>Sales Rep., Wholesale and Mfg, Technical &amp; Scientific</b>	0.80	29	22.92	46.88	3
151199	2	Search Marketing Strategists ( <i>Social Media Marketing</i> )	N/R	N/R	23.93	33.93	3
252031	2	<b>Secondary School Teachers, Exc. Special &amp; Voc. Ed.</b>	1.38	15	21.87	30.22	5
492098	2	Security and Fire Alarm Systems Installers	1.52	354	16.48	20.40	3
339032	2	Security Guard	1.42	57	9.36	12.63	3
472211	2	Sheet Metal Workers	1.49	281	13.19	18.70	3
435071	2	Shipping, Receiving and Traffic Clerks	N/R	N/R	10.87	12.93	3

1	ITA Permitted
2	ITA Permitted
3	ITA NOT Permitted (See Key )



## 2020-21 Regional Targeted Occupations List

211093	1	Social and Human Service Assistants ( <i>Inclusive of CPS, CAC, CRSS, CRPS,,CBHT</i> )	1.22	35	12.00	15.79	3
151132	1	<b>Software Developers, Applications</b>	1.96	148	32.95	47.53	4
151133	1	<b>Software Developers, Systems Software</b>	0.47	29	37.59	53.36	5
472231	2	Solar Photovoltaic Installers	N/R	N/R	N/R	N/R	3
474099	2	Solar Thermal Installers & Technician	N/R	N/R	N/R	N/R	3
472221	1	<i>Structural Iron and Steel Worker</i>	2.13	687	14.48	20.48	3
292055	2	Surgical Technologists	1.79	229	15.40	18.98	3
173031	2	Surveying and Mapping Technicians	1.85	191	13.37	19.30	3
537121	2	Tank Car, Truck, and Ship Loaders	N/R	N/R	N/R	N/R	3
259041	2	Teacher Assistants	N/R	N/R	10.87	11.22	3
512092	2	Team Assemblers	N/R	N/R	N/R	N/R	3
273042	2	Technical Writers	N/R	N/R	10.87	13.36	5
492022	2	<b>Telecommunications Equip. Installers &amp; Repairers</b>	0.34	399	16.21	23.96	3
472044	2	Tile and Marble Setters	3.59	16	11.67	15.08	3
514111	2	Tool and Die Makers	N/R	N/R	15.79	23.81	3
131151	2	<b>Training and Development Specialists</b>	1.75	40	19.71	30.32	5
536061	2	Transportation Inspectors (Aviation)	N/R	N/R	N/R	N/R	3
113071	2	Transportation Managers	N/R	N/R	30.14	48.33	4
339093	2	Transportation Security Screeners	2.13	36	15.41	17.96	3
113071	2	Transportation, Storage and Distribution Managers	19.6	51	30.14	48.33	4
113071	2	Transportation, Storage, and Distribution Managers	2.76	10	22.26	34.65	4
516093	2	Upholsterers	16.0	N/R	10.00	11.65	3
292056	2	Veterinary Technologists and Technicians	N/R	N/R	11.75	14.72	4
251194	1	<b>Vocational Education Teachers, Postsecondary</b>	2.92	12	20.27	26.85	4
518031	2	<b>Water and Wastewater Treat. Plant and Sys. Oper.</b>	N/R	N/R	15.90	20.06	3
474099	2	Weatherization Installers and Technicians	2.9	10	10.87	12.62	3
151134	1	<b>Web Developers</b>	1.73	255	18.66	29.60	3
514121	2	Welders, Cutters, Solderers, and Braziers	1.23	19	12.80	18.27	3
517042	2	Woodworking Machine Setters, Operators, and Tenders	039	N/R	N/R	N/R	3

B/W Code	CUSTOMIZATION KEY		
1	<b>IMMEDIATE EMPLOYMENT</b> (SUPPLY GAP: 0 & Below)	<b>GROWING NOW</b>	Individual Training Account (ITA) PERMITTED
2	<b>PROJECTED TO RECOVER</b> OR <b>EMERGING OPPORTUNITIES</b> (SUPPLY GAP: 1-131)	<b>RECOVERY NEXT 2-3 YEARS</b> OR <b>EXPECTED TO GROW</b>	ITA PERMITTED
3	<b>LIMITED OPPORTUNITY</b> (SUPPLY GAP: 132+)	<b>STATIC OR SHRINKING</b>	ITA is <b>NOT</b> Permitted unless a path to self-sufficiency can be delineated in the participants Individual Employment Plan (IEP) or when included as a part of a Sector Strategy Project.

<sup>1</sup> B/W Code is provided for those who do not have access to color prints of this document. Each B/W Code corresponds to the customization key below and in the header of this document.

<sup>2</sup> **BOLDED** Occupations denote High Skill High Wage (HSHW) designation by the Florida Department of Economic Opportunity.

<sup>3</sup> Training Codes: 3 (Post-Secondary Adult Vocational Certificate), 4 (Community College Credit/Degree), or 5 (Bachelor's Degree)

<sup>4</sup> (*Italics*) Denotes supplemental information requested by industry or business.



April 28, 2020

## *Information Brief*

### **MOU/IFA Agreements with Mandated Partners**

#### Background

Under the Code of Federal Regulations and WIOA, there is a requirement for the one-stop system to include mandated partners within the local area. Many of these mandated partners are enclosed under the funding streams CSB receives and administers directly, but there are (6) additional partners within the community including; Florida Department of Education Vocational Rehabilitation, Florida Department of Education Division of Blind Services, AARP Foundation for the Senior Community Services Employment Program (SCSEP), Eastern Florida State College (for postsecondary level Career and Technical Education), Brevard Adult Education (for Adult Education and Family Literacy Act), and the Brevard County Housing and Human Services (for the Community Services Block Grant). WIOA also requires that these partners pay a portion of the cost of infrastructure and non-personnel costs such as rental of facilities, utilities, maintenance and technology. Each mandated partner must have an Agreement that establishes a fair share contribution to the system. At the direction of guidance released by US DOL, CareerSource Brevard has restructured all MOU's to now include Infrastructure Funding Agreements as one blended Agreement.

#### New Cost Allocation Methodology

CSB has elected to utilize partner representation as the determining factor for calculating each individual partner's infrastructure costs. Partners are defined as either on-site (partner staff are present in career center(s)) or direct-linkage (partner staff are available through technology). All costs are calculated in terms of FTE counts.

In order to be transparent, CSB created an On-Site Partner Representation Schedule (see next page) and attached to each individual Agreement. Partners are also required to fill out a Reconciliation Planning Form, which will be reconciled at the end of each program year. Partners are able to contribute to their infrastructure costs through cash, in-kind and third-party donations.

The Agreements are all contained in the four-year plan and approved by the Board of County Commissioners.

**MEMORANDUM OF UNDERSTANDING & INFRASTRUCTURE FUNDING AGREEMENT  
ONE-STOP SERVICE DELIVERY SYSTEM**

**Attachment B – Partners On-Site Representation Schedule**

<b>CareerSource Brevard One-Stop Career Center Partner On-Site Representation Schedule PY 19-20</b>						
<b>Required Program Partner</b>	<b>Governance</b>	<b>Local Grantee</b>	<b>Total # of FTES</b>	<b>Weekly Staff Hours</b>	<b>% of Total FTES</b>	<b>Partner Contribution</b>
Adult, Dislocated, Youth Formula Grants	DOL	CSB	24.35	974	29.5%	\$362,478
NEG Grants	DOL	CSB	12.67	506.80	15.3%	\$188,607
Pathways	DOL	CSB	4.41	176.40	5.3%	\$65,648
Wagner Peyser & MFEA	DOL	CSB	9.90	396	12.0%	\$147,373
RESEAC / UC*	DOL	CSB	3.76	150.40	4.6%	\$55,972
Veteran Program (DVOP)	DOL	CSB	5.00	200	6.1%	\$74,431
LVER	DOL	CSB	4.00	160	4.8%	\$59,545
Welfare Transition	HHS/TANF	CSB	12.75	510	15.4%	\$189,798
SNAP Employment & Training	HHS	CSB	1.16	46.40	1.4%	\$17,268
Senior Community Employment Service Program	DOL	AARP Foundation	3.03	121.20	3.7%	\$45,105
Adult Education and Family Literacy	DOE	Brevard Public Schools – Adult Education	1.13	45.20	1.4%	\$16,821
Career and Technical Education**	DOE	Eastern Florida State College	0.10	4	0.1%	\$1,489
Vocational Rehabilitation**	DOE	Vocational Rehabilitation	0.10	4	0.1%	\$1,489
Division of Blind Services**	DOE	Florida Division of Blind Services	0.10	4	0.1%	\$1,489
Housing and Human Services**	DEO	Brevard County Board of County Commissioners	0.10	4	0.1%	\$1,489
		<b>TOTALS</b>	<b>82.56</b>	<b>3,302.40</b>	<b>100%</b>	<b>\$1,229,000</b>

**Infrastructure Contribution**

Estimated Cost per FTE = Estimated IFA Budget Total / Total FTES

Estimated Cost per FTE = \$14,890

**Direct Linkage (DL) Infrastructure Contribution**

Direct Linkage is defined as a minimum of 4 hours/week (.1 FTE) of time for access through technology.

Direct Linkage = \$1,489

**Estimated Partner Infrastructure Contribution**

Estimated Cost per FTE x Partner total #FTES

**Notes:**

\*\* Direct Linkage Partners

\*Unemployment Compensation to be determined

## 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
Increase the skills needed in the labor force to meet the demands of local and regional businesses.	Measure & analyze the effectiveness of the training programs offered to career seekers through CSB.	June 2020	No updates at this time.
	Demonstrate examples of effectively cross walking real-time Industry data from CSB's sectors and Business Liaisons to staffing specialists & Recruiters to be utilized by career seekers.	Ongoing	<p><b><u>Business Services Quarterly Presentations</u></b></p> <ul style="list-style-type: none"> <li>• Mar. 3<sup>rd</sup> – Embraer “Self Branding Awareness” Workshop – Hosted by the employer, CSB job seekers and staff were trained on how to better understand today’s job and labor market, and the tools available for self-branding.</li> </ul>
	Form partnerships to help identify the training needs of local businesses		<p><b><u>Aerospace Workforce Workshop – Jan. 30<sup>th</sup></u></b>            Industry Relations staff hosted an Aerospace Workforce Workshop at the Canaveral Port Authority offices to continue to design and develop customized workforce solutions to meet the talent needs of the aerospace industry. Attended by 21 employers and 16 partners, work groups focused on developing industry career pathways, one of the previous identified priority needs.</p> <p><b><u>Healthcare Business Learning Event – Feb. 6<sup>th</sup></u></b>            Sponsored by the Brevard Healthcare Workforce Consortium Soft Skills Committee and CSB, the primary focus of the event was to help strengthen the leadership skills for Supervisors in healthcare. Keys to Talent Management was presented to promote patient care quality and workforce retention. The event was attended by 18 healthcare business leaders and feedback on what their problem areas in business was discussed amongst the group and collected for further consultation.</p>



		<p><b><u>Apprenticeship for Talent Development Panel – Feb. 10<sup>th</sup></u></b>  At the request of CareerSource Florida, the VP of Industry Relations participated on the panel hosted by the International Economic Development Council in Orlando. Accompanied by representatives of Lockheed Martin and Northrop Grumman, presentations centered on the Aero-Flex Pre-Apprenticeship training program and how CSB is partnering with these employers to help develop technical and engineering talent to support the Aerospace Industry.</p> <p><b><u>Manufacturing Training/Apprenticeship Pathways Panel – Feb. 12<sup>th</sup></u></b>  VP of Industry Relations participated on the panel hosted by the EDC and MASC at the MASC member meeting, highlighting the Aero-Flex Pre-Apprenticeship training program offered by CSB.</p> <p><b><u>Aero-Flex Business Learning Event – Mar. 4<sup>th</sup></u></b>  Industry Relations staff hosted this event to provide an in-depth overview of CSB’s Aero-Flex Pre-Apprenticeship training program for the Aerospace and Advanced Manufacturing industries. The event offered a history of the program, how the training delivery and modules are structured, along with a Q&amp;A period. The event was attended by 11 employers and 9 partners. Staff is following up with employers to offer one/one meetings to define their required, unique training outlines for jobseeker cohort participation.</p> <p><b><u>Brevard Business News – Mar. 17<sup>th</sup></u></b>  VP of Industry Relations and Construction Business Liaison were interviewed to highlight the sector work focused on this growing industry and its workforce needs.</p> <p><b><u>Aero-Flex Pre-Apprenticeship Program</u></b>  CSB Communications, in partnership with a contracted Marketing/Outreach firm, have created an extensive jobseeker and employer engagement campaign with associated support collateral. Employer meetings continue (group and one/one) with staff to foster program partners. Staff dedicated to jobseeker recruitment and assessment have fine-tuned the</p>
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			<p>on-line application process and are working to vet and prepare jobseekers for cohort training and follow-on employment.</p> <p><b><u>Local College Access Network (LCAN)</u></b>  The purpose of the LCAN grant is to develop a community alliance to address the employment skills gap by supporting individuals with training preparation, training access and completion of training beyond high school. This is so individuals will qualify for jobs with self-sustaining wages and employers are able to hire candidates who possess the skills needed. Funding was received on Jan. 6. Listed below are activities that have transpired this quarter.</p> <ul style="list-style-type: none"> <li>• Coordinated transportation and attended the Florida College Access Network meeting on Student Led Initiatives Jan. 22<sup>nd</sup> with Macedonia Education Technology &amp; Career Academy and Take Stock in Children partners. Held a follow up meeting with Brevard Public School partners Feb. 5<sup>th</sup>.</li> <li>• Funded a portion of TABE Boot Camp and TEAS Prep sessions to help 30 healthcare training candidates access training by strengthening basic skills to meet program enrollment and scholarship requirements. This fund allocation was previously leveraged to promote the acquisition of the additional \$10,000 in Home Health Aide training scholarship resources.</li> <li>• Collaborative planning efforts are in progress with the Workforce Round Table meeting. Grant funding designations will support the venue and promotional expenses. An event date of May 19<sup>th</sup> was established.</li> <li>• The degree attainment profile for Brevard was recently updated and can be viewed here <a href="http://floridacollegeaccess.org/wp-content/uploads/2020/03/Brevard2020.pdf">http://floridacollegeaccess.org/wp-content/uploads/2020/03/Brevard2020.pdf</a></li> </ul>
Improve the lives of Brevard County's Youth & Young Adult population by offering services & programs that benefit this population & prepare them for the workforce.	Work with Brevard Public School's to facilitate the addition and robust usage of Vocational and CAPE Academies.	Ongoing	On Feb. 11 <sup>th</sup> , one of the contractor's Customer Solutions Facilitators facilitated 4-30 minute sessions on resume development to 45 students & 30 parents at the Titusville High School College & Career Night.
	Effectively run the NextGen young	Ongoing	<b><u>NextGen</u></b> PY19-20, through Mar. 25 <sup>th</sup> :

	adult program and supply youth with innovative services to help them enter the workforce.		<ul style="list-style-type: none"> <li>• <b>149 carryover cases, 115 new enrollments for a total of 264 cases (out of 350).</b></li> <li>• <b>26 enrollments since last quarter</b></li> <li>• <b>Remaining enrollment goal: 86 new customers.</b></li> </ul> <p><b><u>Summer Earn and Learn</u></b> Planning has begun for the 2020 program. Foundations Training will occur the week of June 8<sup>th</sup>, and the program is budgeted to host up to 40 students. <b>Planning is currently on hold due to COVID-19.</b></p>
	Work with Cities and organizations in Brevard County to offer work readiness training and/or a Summer Jobs program.	Ongoing	<p><b><u>City of Palm Bay – Juniors to Jobs (J2J)</u></b> Planning has begun for 2020. J2J is expected to host 25 students this year between City of Palm Bay and private business worksites. The Foundations Training dates are set for June 4-5<sup>th</sup>, with Interview Day on June 9<sup>th</sup>. <b>Due to COVID-19, the City is currently determining if the J2J program will occur in the summer of 2020. Should the program continue, appropriate plans will be modified as needed.</b></p> <p><b><u>City of Cocoa – Cocoa Works</u></b> The City has provided CSB with verbal commitment of a 2020 program, hosting up to 14 students. <b>Planning has begun but has been placed on hold due to COVID-19. The City is currently determining if the Cocoa Works program will occur in the summer of 2020. Should the program continue, appropriate plans will be modified as needed.</b></p> <p><b><u>City of Titusville</u></b> The City confirmed they will be hosting a program and would like for CSB to pre-screen students for NextGen eligibility, however all further planning is currently on hold due to COVID-19.</p>
Work with other Workforce Boards and Organizations to find innovative processes/ collaborations around Career Seekers that can be shared.		Ongoing	<p>Florida’s Workforce Boards have come together and have been sharing information regularly during this pandemic. Items utilized and shared to help each region include but are not limited to the following:</p> <ul style="list-style-type: none"> <li>• COVID-19 condition plan</li> <li>• Press Releases</li> <li>• COVID-19 Website layouts</li> <li>• Moodle platform for online workshops</li> <li>• E-Signature solutions</li> <li>• Online appointment software</li> <li>• Virtual Job Fair platforms</li> <li>• Virtual meeting tools</li> </ul>

<p>Ensure that measureable continuous improvement is being utilized throughout the CareerSource Brevard organization.</p>	<p>Sustain Customer focused, high performing services to the general public.</p>	<p><i>See CSB Transition to Virtual Services Presentation</i></p> <p><b><u>OSHA 10 Training</u></b>  In Feb. 2020, the Rockledge center hosted an OSHA 10 training for 13 customers countywide. The customers were a mix of RISE, BRW, Next Gen, and Hurricane funding streams. All customers passed the class successfully and will now be certified. This training was classroom-based/included 10 hours of instructions that included specific topics dictated by OSHA and electives based on the needs of the training audience. The 10 hour training itself was at no cost. There was an \$8.00 fee only for each student to get the OSHA card from the University of South Florida. This special training was coordinated with the Executive Director of Sustainable Workplace Alliance (SWA). The overall goal of this training was to assist the residents of Brevard County in securing meaningful and sustainable employment in construction and other related fields.</p> <p><b><u>Mock Interviews for BAC</u></b>  In Feb. 2020, the contractor conducted a special Mock Interview session for the Brevard Achievement Center (BAC) participants at the Rockledge center. It was very successful, and the career counselors were a huge help. The contractor is planning to redesign our BAC courses to create a "roadmap" with more training topics. This will roll out in April.</p>
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Objective 2: Finding Hidden Talent for Brevard's Businesses in a competitive employer job market.			
Strategies	Actions	Timeframes	Status
Develop processes and strategies to outreach to the community to bring in more job seekers.		Ongoing	<p><i>See Building Community Based Partnerships Presentation</i></p> <p><u>Wells Fargo Workforce Roundtable</u> A date of May 19<sup>th</sup> was initially established and the team had solidified the Exploration Tower at Port Canaveral to host the event. However, due to recent COVID-19 events, the event will now be rescheduled to September 22<sup>nd</sup>. An invitation list has been drafted of those C-level executives who have been hand-selected for invitation.</p>
Develop plans to increase our footprint with the following Special Populations: Latino Ex-Offenders Mature Workers Under Employed Recovering Substance Abuse		Ongoing	<p><u>Construction Occupations Training Grant</u> On Feb 26<sup>th</sup>, CSB was notified of an award of funding in the amount of \$2,049,784 for the Construction Occupations Training Grant. This grant serves low to moderate income individuals and allows CSB to expand existing programs to provide training in various construction trades including; roofing, masonry, carpentry, concrete finishing, plumbing, HVAC, electricity, heavy equipment operations, carpet laying, glass/window installation, plastering and welding. Brevard was identified as impacted by Hurricane Irma designated to benefit from this funding. On March 27<sup>th</sup> we received correspondence asking us if there was any changes to our proposed program based on COVID-19. We are awaiting a sub recipient agreement necessary to move forward.</p> <p><u>Latino Population – Hurricane Maria</u> Two additional welcome workshops, Talleres de Bienvenida, were scheduled for April 7<sup>th</sup> and 8<sup>th</sup> at Career Centers, but they have been put on hold due to COVID-19.</p> <p><u>Ex-Offenders</u> <u>First-Ever Brevard County Jail Job Fair</u> In Feb., the contractor facilitated the first-ever job fair at the Brevard County Jail, which was a huge success. The jail selected the inmates who participated in the event, and focused on those getting ready to be released in the next 90 days. Since the inmates are not allowed to use computers, staff worked with the Corporal to create a paper resume template for the inmates to fill out. The jail staff</p>

forwarded these on to CSB staff, who created actual resumes for the inmates. CSB staff then conducted a mock interview visit, helping the inmates prepare for the event (shaking hands, making eye contact, etc). On the day of the event, 5 employers were present with 25-30 men and 25-30 women. Two offers were made on the spot and the employers were pleasantly surprised by the event. There are now discussions about hosting this event on a quarterly basis.

As of March, 43 participants have been enrolled in the RISE program and 17 have secured employment. The goal is to enroll 43 participants and place 20 participants into employment.

Mature Workers

Current performance through April 7<sup>th</sup>:

- 82 attended 7 Smart Strategies (7SS) Workshop (of 126)
- 27 enrolled in coaching (of 60)
- 14 gained employment (of 60)

On Mar. 11<sup>th</sup>, BTW50+ staff participated in the "Helping Seniors of Brevard" radio broadcast, sharing about the BTW50+ program and job search tips for 50+.

BTW50+ staff have been working diligently to plan out the BTW50+ in a virtual setting, beginning with the 7SS workshop and following through to the group cohort coaching. This will be launched at the end of April.

ESOL Courses

A total of 42 students are currently enrolled in Spring 2020 courses. We had planned for interviewing classes, taught by CSB staff to occur in Rockledge and Palm Bay in April of 2020 but these are postponed due to COVID-19. As a result of COVID-19, both ESOL instructors are teaching virtually, with different delivery styles. The Titusville class is attending live virtual sessions, while the Rockledge/Palm Bay class is recording lessons and monitoring when students access their accounts.

Brevard Recovery Works

As of Mar. 23, 44 individuals are enrolled in Brevard Recovery Works. Two are

			<p>participating in Humanitarian jobs with non-profit agencies that are designed to help improve the ability to serve the target population. Three are participating in CPT training. At least one is in an OJT and nine have been placed in employment. There are plans in place to launch 2 webpages, one for jobseekers and one for businesses. New branding has been designed that matches CSB guidelines but provides flexibility with calls to action. In addition a team has been meeting to provide community business learning events.</p>
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Objective 3: Offer the highest quality of services to Businesses to meet their workforce needs.			
Strategies	Actions	Timeframes	Status
Track & improve Business engagement Activities		Ongoing	<p><i>See Strategic Outreach and Awareness Plan Presentation</i></p> <p><b>COVID-19 Response</b>            Industry Relations staff have been promoting re-employment, the CARES Act and Disaster Loans to local businesses in response to the pandemic, as this appears to be one of the biggest resources CSB can offer currently. Businesses are still posting jobs in EF, and work-based training contracts are still being written. All services to businesses, other than personal visits, remain available through virtual services. Over 4300 surveys have been sent out to the business community to offer assistance and follow up for completed surveys. Reduction in Force (RIF) services have been offered to 76 businesses along with a RIF video that was created to post on our website explaining our services. On April 15<sup>th</sup>, the Industry Relations Manager conducted a webinar, "Virtual is our Reality" in partnership with the EDC explaining the virtual services CSB offers to the local business community. On May 19, 2020 there will be a Reverse I.T. Career Fair in efforts to place customers that completed training in entry to mid-level I.T. jobs. The use of the Optimal Resume/Interview platform will allow for employers to get pre-recorded interviews of these APG customers to facilitate a potential match for their businesses. CSB is also very close to procuring a virtual job fair software to host large and small recruiting events to assist employers tap into hidden talent virtually. The Business Services Team is providing up-to-date resources to Brevard businesses on a weekly basis with email blasts that are sent out every Tuesday and located on the Employers tab on the CareerSource Brevard website under COVID-19 updates.</p>
Work with other Workforce Boards and Organizations to find innovative processes/ collaborations around Business Services.		Ongoing	<p>In March, the Business Services Team hosted C2 GPS Business Services contractors to showcase how Brevard supports local employers beyond posting job orders. Six staff attended representing four RWB's in Texas. Guests were educated on Innovative Employer Engagement Practices. They also</p>



			<b>had an opportunity to visit and tour SpaceX, participate in a Business Learning Event and a Recruiting Event to better understand the value-added relationships CSB has with the business community.</b>
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# Strategic Outreach & Awareness

3<sup>rd</sup> Quarter Highlights 2020



# January – March

*Using Digital & Traditional Multimedia Tactics,  
Recruiting Events, & Workshops & Classes to  
Further Business, Industry-Partner & Public Relations*



# Digital & Traditional Multimedia Tactics

Raising awareness of CSB's BUSINESS and JOBSEEKER programs & services

## Social Media & Direct E-mail Marketing

- Brevard Recovery Works
- AARP Back to Work 50+
- ESOL (English as a Second Language)
- Trades Pre-Apprenticeship with Brevard Adult Education
- NextGen



# Digital & Traditional Multimedia Tactics

Raising awareness of CSB's BUSINESS and JOBSEEKER programs & services

## Social Media & Direct E-mail Marketing

- Hot Jobs (Click on HOT JOBS NOW at our website)
- Recruitment Events & Job Fairs



## Digital & Traditional Multimedia Tactics

Raising awareness of Brevard's COMMUNITY & WORKFORCE PARTNERS' news

### Social Media

- **United Way** – Free tax preparation at career centers
- **U.S. Census** – Recruitment events and Census survey
- **Goodwill & Take Stock in Children** – Featured community partners



“ *CareerSource Brevard is an ideal partner ... The ability to share client referrals has helped to maximize services for those most in need within Brevard County.* ”

## Digital & Traditional Multimedia Tactics

Raising awareness of CSB's BUSINESS and JOBSEEKER programs & services

### Collateral & Website Enhancements

- **NextGen**-- Flyer
- **RISE** – Survey and Flyer templates
- **Brevard Recovery Works** – Flyer & webpage  
 Click here to view:  
<https://careersourcebrevard.com/career-services/education-and-training/brevard-recovery-works>



# Digital & Traditional Multimedia Tactics

Raising awareness of CSB's BUSINESS and JOBSEEKER programs & services

## Multimedia Campaign

- **Aero-Flex Pre-Apprenticeship Campaign**
  - Employer and jobseeker digital & print collateral
  - Spotify audio and digital advertising – **Click here to listen:**  
[https://careersourcebrevard.com/wp-content/uploads/2020/04/337-AERO-FLEX-SPOTIFY-30-SEC\\_1.mp3](https://careersourcebrevard.com/wp-content/uploads/2020/04/337-AERO-FLEX-SPOTIFY-30-SEC_1.mp3)
  - Brevard Business News employer ads
  - Employer and jobseeker event signage
  - Webpages – **Click the links below to view the employer & jobseeker pages**  
<https://careersourcebrevard.com/business-services/training-programs/aero-flex>  
<https://careersourcebrevard.com/career-services/education-and-training/aero-flex-pre-apprenticeship>



# Media Relations & Press Coverage

Local, regional, and state multimedia relations

## Highlights

- **Spectrum News 13** – Brevard Recovery Works
- **Brevard Business News** – CareerSource Brevard's construction grant
- **98.5 The Beach Radio** – Weekly Hot Jobs PSA, now daily
- **Space Coast Business Magazine** – **Click here to read:**

<https://www.spacecoastbusiness.com/the-gig-economy-the-future-of-workforce-careersource-brevard/>

- **Florida Today** – **Click here to read:**

<https://www.floridatoday.com/story/money/business/2020/01/10/manufacturing-jobs-programs-certificates-cpt-aerospace/4352630002/>



## CareerSource Brevard Annual Report

### PY 2018-2019

**Annual Report Published**  
 Click here to view: <https://csbannualreport.webflow.io/>

## COVID-19 Pandemic Crisis Response

### Multimedia campaign

**Highlights**  
 Comprehensive COVID-19 Webpage - Click here to view:  
<https://careersourcebrevard.com/news/covid-19>  
 Updated daily: Virtual services, important links, community resources, *and more!*

## COVID-19 Pandemic Crisis Response

### Multimedia campaign

#### Highlights

**Weekly e-mail blasts** and ongoing social media posts with information about reemployment assistance, job leads, and other resources. **Click the link below to view.**

**Jobseekers:** <https://conta.cc/2QZxsrB>

**Weekly e-mail blasts** and ongoing social media posts with information about assistance programs, recruitment assistance, and other resources. **Click on the link below to view.**

**Employers:** <https://conta.cc/3dPUcV8>

#### Ongoing outreach to media outlets

**98.5 The Beach:**

**Daily Hot Jobs PSAs – Click here to listen:**

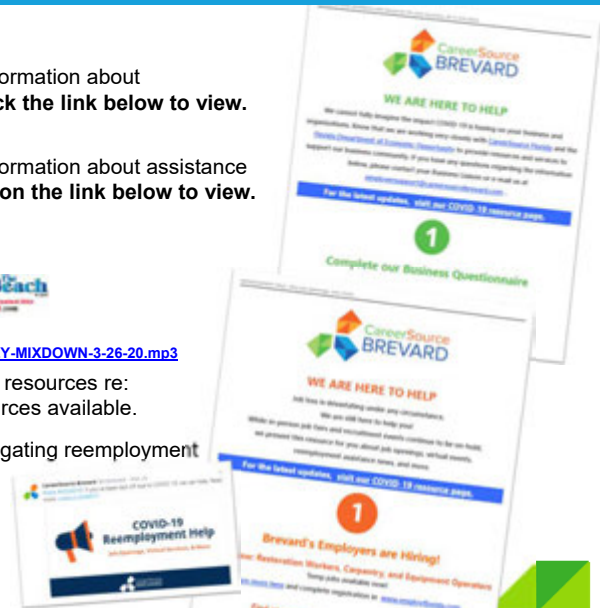
<https://careersourcebrevard.com/wp-content/uploads/2020/04/HOT-JOBS-NOW-DAILY-MIXDOWN-3-26-20.mp3>

**Local news media:** Workforce subject matter experts offering resources re: COVID-19 employment outlook, current job impacts and resources available.

**Easy learning, directional videos** by staff for customers navigating reemployment benefits & reduction in force (RIF), to name a few.

Watch the Reemployment FAQs video: <https://youtu.be/QixiSPuHuNI>

Watch the Reduction in Force (RIF) video: <https://youtu.be/yoxHLBvLxkk>



## COVID-19 Pandemic Crisis Response

### Multimedia campaign

#### Impact by the Numbers



##### Jobseeker customers seeking assistance:

- From March 1 – 14, there were **222 new customers** registered in EmployFlorida
- From March 15 – 30, there were **2,794 new customers**, a **12.5x increase**

##### Businesses seeking assistance:

- As of April 1, **72 businesses** were sent Reduction in Force (RIF) information



##### CareerSource Brevard website:

- From March 1 – March 15, there were **4,291 unique visitors**
- From March 16 – March 30, there were **10,656 unique visitors**, **86% were new**
  - Reemployment FAQ page top viewed page



##### CareerSource Brevard Facebook page:

**March 4 – 31**

- **420% increase** in “people reached”
- **185% increase** in number of times people reacted, commented, or shared posts
- **80% increase** in followers



##### E-mail blasts (Constant Contact):

- **42% open rate**, **21% click through rate** in a recent jobseeker e-mail blast (industry average open rate is 20.42% and click through rate is 7.72%)
- Jobseeker and employer e-mail lists are pulled from EmployFlorida registrations

## State Co-Op Multimedia Campaign 2020

### Planned Program of Work:


**\$41,000 to launch critical campaigns**

**Out-of-State Engineering Talent Attraction & Recruitment Campaign**

- Spring launch still on-schedule despite COVID-19
- Increase reach & engagement and include messaging to support talent-pipeline building and recruitment

**Local Underemployed Talent Attraction Campaign**

- Creative updates underway to showcase training
- Opportunities, up-skilling, and finding a job during COVID-19 pandemic; late spring launch
- Increased reach & engagement and include messaging on apprenticeships



## Recruiting Events, Job Fairs & Workshops

### Offering businesses and career seekers quality workforce services

**Palm Bay Job Fair** Tony Rosa Community Center

- 427 Attendees
- 65 Veteran customers
- 54 Companies attended
- Numerous customers stated they were hired on the spot upon exit

**SpaceX Recruiting Event** Titusville

- Invite Only Event
- 21 Scheduled
- 9 Hired
- Employer extremely pleased with event

**U.S. Census Bureau Recruiting Events** All Offices

- 181 Attendees
- 14 Veteran customers
- 60 Hired
- Training classes were to start in March, canceled due to COVID-19







## Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

### Truelieve Recruiting Event Titusville

- 64 Attended
- 9 Veteran customers
- 35 Hired



### Evicore Recruiting Event Palm Bay

- 134 Attendees
- 4 Veteran customers
- 27 Interviewed
- 15 Hired



### Brevard County Jail Job Fair Sharpes

- Inmates selected released within 90-days of event
- Amazing resumes created from paper template
- Mock interviews conducted prior to event
- 5 Employers
- 50 Job seeker inmates
- 2 Job offers on the spot



## Presentations & Panels

Offering businesses and career seekers quality workforce services

### Aerospace Sector Strategy Program

#### Aerospace Workforce Development Summit event Canaveral Port Authority

- 37 Attendees
- Collaborative Partnership: CareerSource Brevard, Space Florida, Florida Makes, EDC
- Pipeline Development Breakout Sessions
- Ongoing initiative convening businesses to help feed workforce pipeline

#### Hosted C2 Partnership Business Services Team

- 6 Staff from Texas C2 GPS Projects visited Brevard
- Shadowed Business Services Team
- Educated on Innovative Employer Engagement Practices
- SpaceX tour



## Presentations & Panels

Offering businesses and career seekers quality workforce services

### Embraer Branding Workshop Rockledge

- Business engagement service to help community
- Self-branding awareness workshop presented by employer
- Topics included Understanding Today's Job & Labor Market and VA
- 21 job seekers attended

### Healthcare Business Learning Event Rockledge

- Strengthen leadership skills for supervisor
- Keys to Talent Management presented
- "What are your problems" feedback collected
- 24 Attendees

### Aero-Flex Business Learning Event Rockledge

- 20 Attendees (employers & partners)
- 3 Track Pre-Apprenticeship Model discussed
- Flexible work-based learning with subsidies wages
- Follow-up appointments for interested employers scheduled



### Upcoming Events

- I.T. Reverse Job Fair (May 19<sup>th</sup>)
- Annual Job Fair (June 17<sup>th</sup>)



## Your Outreach & Awareness Teams

### Outreach Team

- Denise Biondi – (321) 394-0512 [dbiondi@careersourcebrevard.com](mailto:dbiondi@careersourcebrevard.com)
- Lisa Fitz-Coy – (321) 394-0578 [lfitzcoy@careersourcebrevard.com](mailto:lfitzcoy@careersourcebrevard.com)

### Industry Relations Team Leads

- Judy Blanchard – (321) 394-0567 [jblanchard@careersourcebrevard.com](mailto:jblanchard@careersourcebrevard.com)
- Thomas LaFlore – (321) 394-0537 [taflore@careersourcebrevard.com](mailto:taflore@careersourcebrevard.com)

### Healthcare & Municipalities

- Sheryl Cost – (321) 394-0523 [scost@careersourcebrevard.com](mailto:scost@careersourcebrevard.com)
- Megan Cochran – (321) 394-0543 [mcochran@careersourcebrevard.com](mailto:mcochran@careersourcebrevard.com)

### Aerospace & Aviation

- Judy Blanchard – (321) 394-0567 [jblanchard@careersourcebrevard.com](mailto:jblanchard@careersourcebrevard.com)
- Clinton Hatcher – (321) 394-0685 [chatcher@careersourcebrevard.com](mailto:chatcher@careersourcebrevard.com)

### Information Technology & Professional

- Gary Sulski – (321) 394-0535 [gsulski@careersourcebrevard.com](mailto:gsulski@careersourcebrevard.com)
- John Berardi – (321) 394-0598 [jberardi@careersourcebrevard.com](mailto:jberardi@careersourcebrevard.com)

### Manufacturing & Construction

- Lori Robinson – (321) 394-0532 [lrobinson@careersourcebrevard.com](mailto:lrobinson@careersourcebrevard.com)
- Grace Svitak – (321) 394-0645 [gsvitak@careersourcebrevard.com](mailto:gsvitak@careersourcebrevard.com)

**COVID-19 UPDATE:**  
We're still here to  
assist customers  
virtually!

<b>Objective 4: Create a data centered environment to measure the success of CareerSource Brevard's services.</b>			
<b>Strategies</b>	<b>Actions</b>	<b>Timeframes</b>	<b>Status</b>
Create a method to display CSB's Federal, State and Career Center Contract measures in a simplistic, easy to understand snap shot.	Create, analyze and present at committee meeting	Ongoing	<i>See Third Quarter Contractor Performance PY19-20 Info Brief</i>  <i>See Primary Indicators of Performance Brief Info Brief</i>
Create a method to measure CSB's value to the Brevard Community as a source that is used by career seekers and businesses.	Create and measure	Ongoing	Working for Brevard and Economic Impact Reports to be shared in July.



April 28<sup>th</sup>, 2020

## Information Brief

### Third Quarter Contractor Performance PY 2019-2020

#### 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 18 for quarters 1-3 and 15 of 19 for quarter 4)
- **Element B:** Contractor must meet accelerated performance on 50% of the measures (9 of 18 for quarters 1-3 and 9 of 19 for quarter 4)
- **Element C:** Meeting or exceeding a minimum score of 75 on a Board performance evaluation related to programmatic monitoring results.

#### PY 2019-20 Performance Results

The Contractor succeeded in meeting or exceeding the performance criteria to be paid all withheld costs for the second quarter of PY2019-2020.

<b>Elements of Contractor Performance Earnings - PY 19-20</b>						
<b>Measures</b>						
Objective/Criteria			1st Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
	Minimum	Accelerated				
Brand New Job Seekers with Extra Credit	1,800 per Qtr.	1,950 per Qtr.	Met (1,859)	Missed (1,643)	Exceeded (4,423)	
Customer Engagement	75%	85%	Met (77%)	Met (79%)	Missed (72%)	
<b>Entered Employment Rate</b>						
Adults	90%	95%	Exceeded (%100)	Exceeded (%99)	Exceeded (98%)	
Dislocated Workers	90%	95%	Exceeded (%100)	Exceeded (%100)	Exceeded (98%)	
Welfare Transition	30%	35%	Exceeded (38%)	Exceeded (39%)	Exceeded (39%)*	
Wagner Peyser	38%	42%	Exceeded (43%)	Met (41%)	Met (41%)	
Short Term Veteran	38%	42%	Met (39%)	Met (40%)	Exceeded (42%)	
<b>Average Wage at Placement</b>						
Adult	\$17.01	\$17.73	Missed (\$16.64)	Missed (\$16.35)	Missed (\$16.82)	

<b>Elements of Contractor Performance Earnings - PY 19-20</b>						
<b>Measures</b>						
<b>Objective/Criteria</b>			<b>1st Quarter</b>	<b>2<sup>nd</sup> Quarter</b>	<b>3<sup>rd</sup> Quarter</b>	<b>4<sup>th</sup> Quarter</b>
	<b>Minimum</b>	<b>Accelerated</b>				
Dislocated Worker	\$18.59	\$19.31	Exceeded (\$22.80)	Exceeded (\$26.52)	Exceeded (\$24.91)	
Welfare Transition	\$10.01	\$10.65	Exceeded (\$11.71)	Exceeded (\$14.66)	Exceeded (\$11.79)*	
Wagner Peyser	\$11.44	\$12.15	Exceeded (\$12.80)	Exceeded (\$14.09)	Exceeded (\$13.60)	
<b>Retention at 12 Months</b>						
Adult	80%	85%	Met (81%)	Met (81%)	Met (82%)	
Dislocated Worker	75%	80%	Exceeded (86%)	Exceeded (90%)	Exceeded (93%)	
Youth	70%	73%	Exceeded (72%)	Exceeded (77%)	Exceeded (77%)	
<b>Quality of Referrals</b>						
Referral to Placement Ratio by Job Seeker	50%	55%	Missed (43%)	Met (54%)	Met (50%)	
<b>Training Services</b>						
PFM Career Training Services	55%	60%	Missed (68%)	Exceeded (%67)	Exceeded (71%)	
<b>WIOA Youth</b>						
Positive Outcome Rate	90%	95%	Exceeded (100%)	Exceeded (100%)	Exceeded (100%)	
Measurable Skills Gain	55%	60%	Exceeded (69%)	Exceeded (%73)	Exceeded (72%)	
<b>Measured Annually</b>						
Performance on Special Projects and Grants	N/A	N/A	N/A	N/A	N/A	

\* Welfare Transition Measures are based on data available at the time of this report. Data was only available through February 29, 2020.

<b>Element A</b>				
Met the minimum percentages set on 14 out of the 18 (Q1-3) and 15 out of 19 (Q4) Performance Measures established in Attachment F	<b>Yes – Met Minimum on 16 of 18</b>	<b>Yes – Met Minimum on 16 of 18</b>	<b>Yes – Met Minimum on 16 of 18</b>	
<b>Element B</b>				
Met the accelerated percentages set on 9 out of the 19 Performance Measures established in Attachment F	<b>Yes – Met Accelerated on 12 of 18</b>	<b>Yes – Met Accelerated on 11 of 18</b>	<b>Yes – Met Accelerated on 13 of 18</b>	

Element C	
Met a minimum score of 75 or higher on the CSB performance evaluation related to the annual state programmatic monitoring results	<b>Not Measured until End of Year</b>

### **Performance Measure Revisions for 2019-20**

Measures for PY 19-20 have been reviewed and revised where necessary to ensure continuing improvement and that we are working with the best information possible to serve as a leading indicator for state and federal incentive based measures.

The unique situation with the Corona Virus can be seen in the above performance measures where the number of new customers increased by more than 169% with the bulk of those occurring in the latter part of March.

The Contractor missed 2 of the 18 measures applicable to the second quarter performance.

- The influx of customers and the necessary closures of the career centers late in the quarter led to a decrease in the Customer Engagement performance causing that measure to be missed for the first time this program year.
- The Adult Average Wage at Placement while indicative of serving the hardest to serve customers that are resulting in more entry level jobs in the earlier part of the quarter and limited placements toward the end of the quarter due to employer closures and layoffs will most likely continue to decrease.

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, Wage Rates and especially retention rates as we work through the economic impact of the virus.

## Information Brief

### Primary Indicators of Performance (formerly known as Common Measures) Watch Brief

#### 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 2nd quarter of PY 2019-20. Also shown are our goals for PY 2019-20. All performance goals were met or exceeded for the 2nd quarter.

#### July 2019-December 2019 Performance

Primary Performance Indicator (PPI)	Performance 2014-2015	Performance 2015-2016	Performance 2017-2018	PY19-20 Performance	PY19-20 Performance Goals
<b>Adults:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	86.9%	83.9%	92.6%	88.0%	86.2%
Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)	82.4%	83.6%	89.3%	91.7%	83.5%
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$6,650	\$6,993	\$7,496	\$9,063	\$7,200
Credential Attainment Rate	57.6%	58.7	N/A	90.0%	65.0%
<b>Dislocated Workers:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	87.8%	74.4%	85.7%	88.7%	83.2%
Employment Retention Rate(4 <sup>th</sup> Qtr. after Exit)	81.5%	76.1%	88.2%	88.7%	79.2%
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$6,312	\$7,621	\$6,432	\$8,320	\$6,850
Credential Attainment Rate	56.4%	43.2	N/A	79.2%	65.0%
<b>Youth Common Measures:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	63.8%	64.3%	79.2%	80.9%	72.0%
Attainment of a Degree or Certificate	56.2%	67.8%	N/A	N/A	N/A
Credential Attainment Rate	85.3%	76.5%	N/A	76.4%	75.5%
Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)			78.3	85.7%	67.2%
<b>Wagner-Peyser:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	65.5%	63.8%	69.1%	65.1%	63.2%
Employment Retention Rate(4 <sup>th</sup> Qtr. after Exit)	60.8%	62.3%	70.7%	63.4%	64.2%
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$5,238	\$5,268	\$5,165	\$5,577	\$5,100
<b>Not Met (less than 90% of negotiated)</b>	<b>Met (90-100% of negotiated)</b>		<b>Exceeded (greater than 100% of negotiated)</b>		

**Objective 5: Develop and implement Marketing & Outreach to businesses and career seekers so that they are aware and utilize CSB's services.**

Strategies	Actions	Timeframes	Status
Develop a comprehensive portrait of CSB's business services and career services that includes relevant analytics and data.	Engage outreach plan that raises awareness of CSB's business services and career services.	Ongoing	<p><i>See Strategic Outreach and Awareness Plan Presentation</i></p> <p><i>See Quarterly Multimedia Outreach Matrix</i></p>





## Quarterly Multimedia Outreach (January – April 2020)

<p><b>Non-Paid Social Media Marketing &amp; Direct (Email) Marketing</b></p>	<p><b>Facebook, Twitter, LinkedIn, Constant Contact:</b> <i>a daily effort to 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.</i></p> <ul style="list-style-type: none"> <li>• <b>Partner news shares:</b> All county chambers, EDC, Eastern, Brevard Achievement Centers, United Way, U.S. Census, and so much more</li> <li>• <b>CSB events, programs &amp; services:</b> Daily hot jobs, ESOL, Job Fairs, Recruiting events &amp; workshops, business learning events, COVID-19 virtual services outreach campaign</li> </ul>
<p><b>Media Relations &amp; Press Coverage</b></p>	<p><b>Local, Regional and State Multi-Media Relations:</b> <i>Ongoing effort to communicate timely and relevant workforce news to appropriate news outlets and be recognized as Brevard’s key resource for workforce development issues and trends.</i></p> <ul style="list-style-type: none"> <li>• <b>CSB events, programs and services:</b> Weekly digital and print news coverage with Brevard Business News (BBN), Florida Today, Space Coast Business Magazine, Spotlight Brevard, The Beach radio and more re: employer’s hot jobs, recruiting events &amp; workshops, COVID-19 virtual services multimedia outreach campaign</li> <li>• <b>Other CSB brand digital and print news coverage:</b> CSB brand messaging re: COVID-19</li> </ul>
<p><b>Community Partner Outreach Events/Programs</b></p>	<p><b>Additional outreach efforts not detailed in committee goals matrix:</b> <i>Ongoing collaboration with and sharing of, CSB’s Partner/Employer/Job seeker news and events.</i></p> <ul style="list-style-type: none"> <li>• Spotlighting key community partners, including Goodwill of Central Florida and Take Stock in Children</li> <li>• CSB brand messaging re: COVID-19</li> </ul>
<p><b>Multimedia Promotions/Tactics</b></p>	<ul style="list-style-type: none"> <li>• <b>Brevard Business News (BBN):</b> Paid ads to inform the business community about Aero-Flex Program and CSB’s workforce services to help recruit, hire, train, and retain talent.</li> <li>• <b>Program collateral:</b> Ongoing creation of pocket cards, brochures, web pages, flyers, etc... to encourage jobseeker and referral partner engagement in CSB programs.</li> <li>• <b>Multimedia outreach campaigns:</b> <ul style="list-style-type: none"> <li>○ Aero-flex Apprentice and Pre Apprentice Program, a campaign was created and launched targeting employers, community partners, and jobseekers.</li> <li>○ Brevard Recovery Works, website updates, and other multimedia to reach community partners, employers, and jobseekers and to fill humanitarian jobs.</li> <li>○ AARP Back to Work 50+, website updates, and multimedia updates to reach jobseekers and community partners</li> <li>○ RISE program branded materials.</li> <li>○ MFEA collateral for customer support</li> <li>○ NextGen, collateral and multimedia outreach to reach youth</li> <li>○ COVID-19</li> </ul> </li> <li>• <b>2018/19 Annual Report:</b> Digital version launched February 1, 2020</li> </ul>
<p><b>Website</b></p>	<ul style="list-style-type: none"> <li>• <b>Content development and enhancements:</b> Ongoing updates: increase SEO through industry-relevant posts, fresh content (pages updates), refinements to highest performing keywords and messaging based upon analytics, ADA adjustments.</li> <li>• <b>Quarterly program page enhancements:</b> Aero-Flex employer and Jobseeker pages, Brevard Recovery Works, Events Calendar, Dedicated COVID-19 information and resource page and more.</li> </ul>



## Quarterly Multimedia Outreach (January – April 2020)

**State-Funded  
Multimedia  
Campaigns**

**Out-of-State Engineering Talent Attraction & Recruitment Campaign:** Creative updates underway, Spring launch still on schedule despite COVID-19.

**Local Unemployed/Underemployed/Introduction to Key Industry Sectors –**

**Talent Attraction Campaign:** Creative updates underway to now include more real-estate spent on training, upskills, and finding a job due to impacts of COVID-19. Late spring launch.

# CAREER CENTER COMMITTEE (CCC)

## ATTENDANCE RECORD

PY 2019-2020	OCT	JAN	APR	
Angelastro, Joe		resigned 10/19		
Arnott, Jeff	P	P		
Beal, Shawn	P	P		
Brockwell-Carey, Lynn	P	P		
Gaedcke, Marcia	A	A		
Gramolini, Robert	P	P		
Heller, Nancy	P	P		
Jackson, Juanita	P	A		
Jordan, Robert	P	P		
Koursaris, Laura	P	P		
Mack, Travis	A	A		
Sugarman, Jennifer	P	A		