



# Career Center Committee Meeting

January 24, 2023

8:30 am – 10:00 am CSB Boardrooms

[Click here to join the meeting](#) Or call in (audio only) [+1 561-486-1414,,996376323#](#)

## Attendees:

Nancy Heller (Chair), Shawn Beal, Lorri Benjamin, Robert Gramolini, Brian Jaskiewicz, Leslie Jones, Laura Koursaris, Jimmy Lane, Karen Locke, Travis Mack, Nuno Mana, Theodore Pobst, Pamela Reed, Monica Shah, Holly Tanner

## Agenda

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<b>Call to Order</b>	Nancy Heller	
<b>Roll Call</b>	Marina Stone	
<b>Public Comment</b>	Nancy Heller	
<b>Spotlight Presentations</b>		
Show Me the Money	James Watson/ Amberstar Bush	1 - 5
<b>Action Items</b>		
▪ Approval of Committee Minutes for October 25, 2022	Nancy Heller	6 - 8
▪ Guidelines for Formula Funding Usage PY 22-23	Jana Bauer	9 – 10
<b>Reports</b>		
President's Report	Marci Murphy	
<b>Discussion/Information Items</b>		
<b>Q2 Career Center Efforts Presentation (Objectives 1, 2, and 3)</b>	Caroline Joseph-Paul	11 – 17
▪ CAPE Industry Certification List Brief	Jana Bauer	18 - 19
<b>Q2 Business Engagement Presentation (Objectives 1 and 4)</b>	Thomas LaFlore	20 – 22
▪ Business Use of CareerSource Brevard (CSB) Business Services Brief	Erma Shaver	23 - 24
<b>Q2 Multimedia Outreach Presentation &amp; Matrix (Objectives 2 and 4)</b>	Denise Biondi	25 – 30
<b>Q2 Performance Reporting Presentation and Analysis (Objective 3)</b>	Erma Shaver	31 – 34
▪ Second Quarter Contractor Performance Brief		35 - 37
▪ Primary Indicators of Performance Brief		38
▪ Letter Grade Scorecard		39
<b>Prompt to Complete Feedback Survey</b>	Amberstar Bush	
<b>Strategies and Goals Matrix</b>	Amberstar Bush	40 – 42
Attendance Roster		43
<b>Adjourn</b>	Nancy Heller	

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## ***Upcoming Meetings***

### **February 2023**

6<sup>th</sup> Finance Committee-11:00am

6<sup>th</sup> Executive Committee-4:00pm

16<sup>th</sup> Board of Directors Retreat-8:30am-11:30am  
(TBD)

### **March 2023**

No meetings

### **April 2023**

11<sup>th</sup> Industry Workforce Committee-8:30am

25<sup>th</sup> Career Center Committee-8:30am

### **May 2023**

1<sup>st</sup> Finance Committee-3:30pm

1<sup>st</sup> Executive Committee-4:00pm

18<sup>th</sup> Board of Directors -8:30am

### **June 2023**

No meetings



**Show Me the Money**  
*New Grants and Funding Opportunities*

Career Center Committee

January 24, 2023



**WORKFORCE RECOVERY TRAINING PROGRAM**  
*previously awarded grant*

**Funding Source:** DEO/HUD/CDBG

**Award:** \$2,049,784

**Duration:** March 2020 – June 2023

**Target:** Low-to-Moderate Income  
 Individuals

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

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



# GET THERE FASTER – SALESFORCE ACADEMY

recently awarded grant

**Funding Source:** CareerSource Florida

**Award:** \$923,305

**Duration:** January 2022–September 2023

**Target:** Low-Income Returning Adult Learners and Youth

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

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



# AARP FOUNDATION BACK TO WORK 50+ PROGRAM

previously awarded grant

**Funding Source:** AARP Foundation

**Award:** \$25,000

**Duration:** August 2022 - December 2022

**Target:** Back to Work 50+ Participants & Outreach

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

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

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



## AARP FOUNDATION BACK TO WORK 50+ PROGRAM

*recently awarded grant*

**Funding Source:** AARP Foundation

**Award:** \$60,000

**Duration:** January 2023 - December 2023

**Target:** Back to Work 50+ Participants & Employer Outreach

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

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

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



## FLORIDA ATLANTIC WORKFORCE ALLIANCE

*recently awarded grant*

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

**Award:** \$3,000,000

**Duration:** October 2022 – November 2024

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

**Purpose:** A tri-regional partnership with CS Flagler/Volusia and CS Research Coast, to assist eligible participants with training, support services and placement in the offerings available from local school district career and technical education (CTE) programs, adult education providers, local Florida College systems institutions, and other training vendors in support of aviation/aerospace, defense/advanced manufacturing and cybersecurity.

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



# NON-CUSTODIAL PARENT EMPLOYMENT PROGRAM

*recently awarded grant*

**Funding Source:** State of Florida

**Award:** \$1,349,860.54

**Duration:** January 2023 – June 2023

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

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

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



# NON-CUSTODIAL PARENT EMPLOYMENT PROGRAM

*recently awarded grant*

## Program Design

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



# HURRICANE 2022 SEASON

*Anticipated grant*

**Funding Request:** \$3,850,000

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

## Current Restoration Needs include:

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



## Q & A

**Thank you!**

**Jim Watson**  
Senior Program Manager

**Amberstar Bush**  
Program & Compliance Specialist



# CareerSource Brevard

Career Center Committee

October 25, 2022

## Minutes

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

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

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

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

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

**Guests in Attendance:** There were no guests in attendance.

### Call to Order:

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

### Public Comment:

There was no public comment.

### Spotlight Presentations:

#### Second Chance Recovery-Friendly Programs and Support

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

### Action Items:

#### Approval of Career Center Committee Minutes of July 26, 2022

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

#### Guidelines for Formula Funding Usage PY 22-23

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



**President's Report:**

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

**Discussion/Information Items:**Q1 Career Center Efforts Presentation

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

Q1 Business Engagement Presentation

A presentation was shared that highlighted CSB Recruiting Events, Job Fairs, Workshops, Presentation and Panels and Business Learning Events along with a Fact Sheet for July 1, 2022, through September 30, 2022.

Q1 Multimedia Outreach Matrix

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

Q1 Performance Reporting Presentation and Analysis

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

First Quarter Contractor Performance for PY22-23

The CSB/C2 GPS contract is cost reimbursement for direct program costs, however; profit is withheld from the Contractor until measurable performance outcomes are achieved. The Contractor did not meet the required number of measures to be eligible to earn dollars for Element A. They were successful in exceeding the performance criteria to be paid on Element B. Performance Measures for PY22-23 have been redesigned to better align with the Letter Grade Performance that has been established by the State.

Primary Indicators of Performance

Common Measures were established under WIA and are still required by the Workforce Innovation and Opportunity Act (WIOA). Data was shared showing past performance and actual performance, along with PY22-23 goals. All performance goals were met or exceeded for the 4th quarter.

PY 22-23 Career Center Standards Results

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

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

Strategies and Goals Matrix

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

**Adjourn:**

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

Respectfully submitted,

Reviewed by,

{signature on file}  
Marina Stone

11/22/22  
Date

{signature on file}  
Nancy Heller, Chair

11/22/22  
Date



January 24, 2023

## **Action Brief**

### **Guidelines on Formula Funding Usage for Program Year (PY) 2022-23**

#### **Background**

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

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

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

PY 2021-2022 GUIDELINES & PERFORMANCE DATA					
Training Mix			Customer (Trainee) Mix		
Type of Training	Goal	Performance	Customer Category**	Goal	Performance
Work Based Training (WBT)*	50%	32%	Unemployed workers	50%	47%
Individual Training Accounts (ITA)	50%	68%	Employed workers	25%	23%
			Underemployed workers	25%	30%
<small>* On the Job Training (OJTs), Work Experience (WE), Incumbent Worker Training (IWT)            ** Persons listed as employed would be considered by many to be 'underemployed.' A single mom making \$10/hr 40 hours a week is not "low income" and would only be considered underemployed if she was working below her skill level.</small>					

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

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

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

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

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

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

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

## **Recommendations**

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

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

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

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

## **Action**

Review and approve the staff recommended guidelines for PY 2022-23 and transmit this item to the Board of Directors for consent action approval at their February meeting.

# Career Center Efforts

Career Center Committee

January 24, 2023

Caroline Joseph-Paul, Managing Director

## Q2- Highlights

### Q2 - Key Targets

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

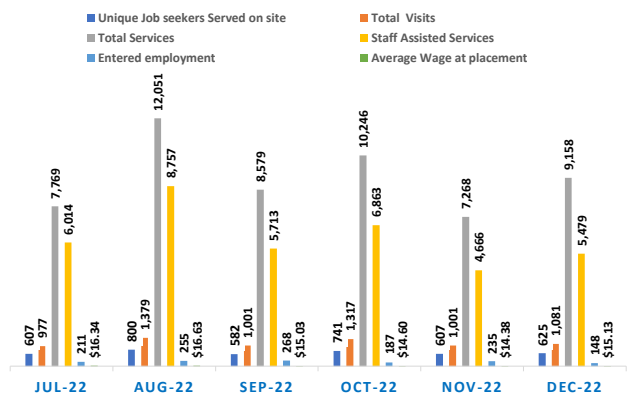
Services Provided - **26,672**

Staff Assisted Services - **83%**

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

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

### SUMMARY



Q1

vs

Q2

## Q2 WIOA Program – Adult Enrollment - Employment – Average Wage

### Q2 - Highlights

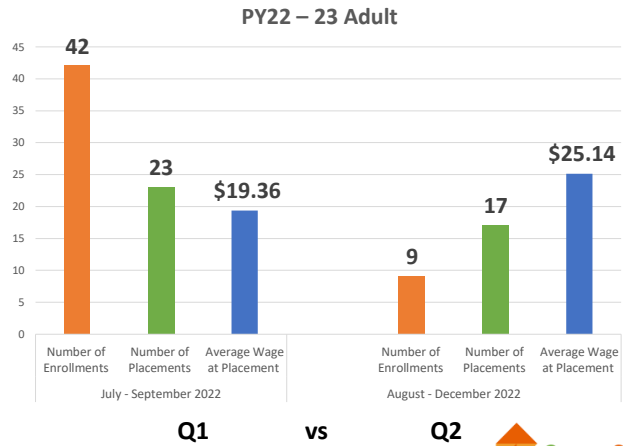
Adult funding for scholarships almost expended. Staff continue to work with customers seeking training opportunities.

**Industries:**

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

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

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



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

### Q2 Highlights

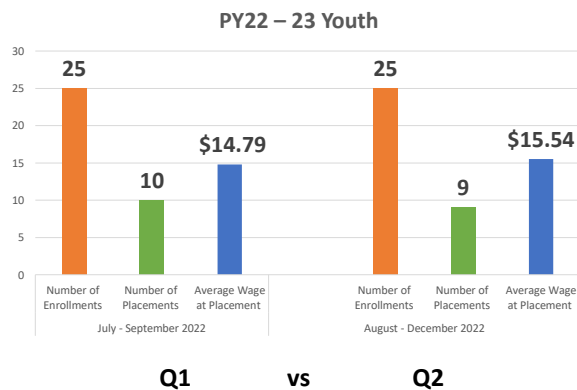
110 young adults enrolled

**Industries:**

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

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

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



## Q2 Other Program Highlights

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

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

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

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

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



## Q2 Other Program Highlights

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

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

**GOAL – 50 Participants**

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



## Q2 Hiring Events

### Job Fair Events Summary

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

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



## Q2 Job Seeker Workshops

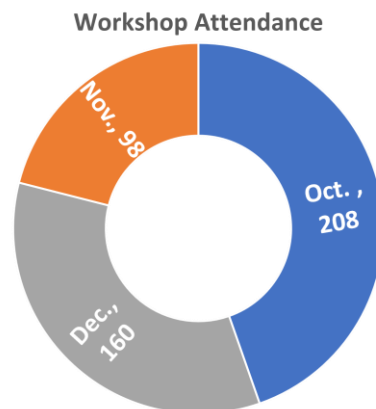
### Q2 - Highlights

**466** jobseekers attended various workshops

#### Top 5 workshops:

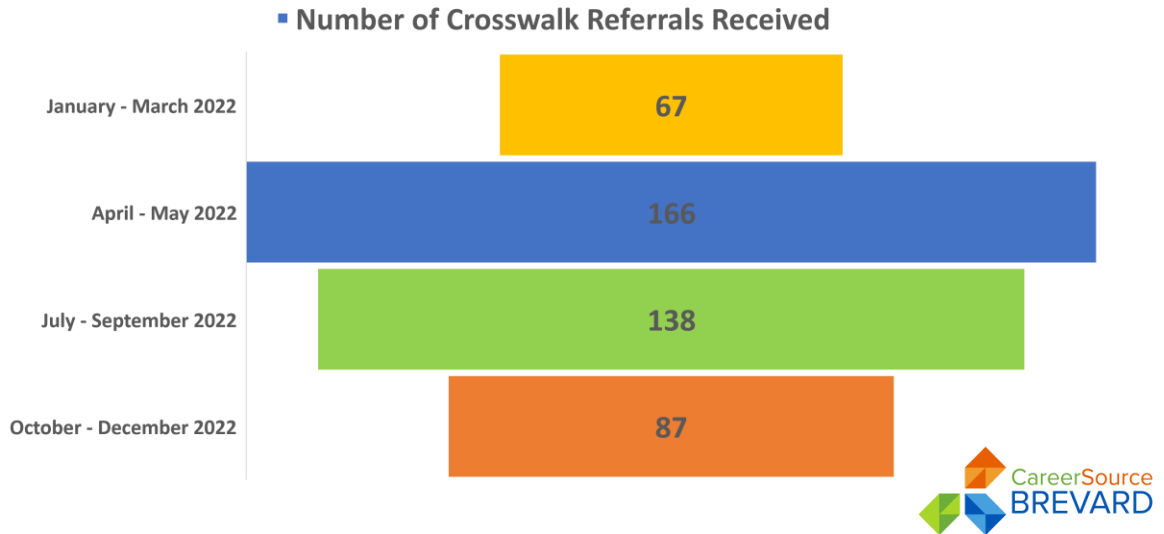
- Resume Writing & Resume Lab (58)
- Preparing for the Interview (51)
- Ask the Recruiters (29)
- AARP Back to Work 50+ Workshop Series (26)
- Education & Training Opportunities (21)
- How to Answer the Most Common Interview Questions (21)

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





# Community Partner Engagement Crosswalk Agency Referral



# Q2 - Community Partner Engagement Crosswalk Agency Referral

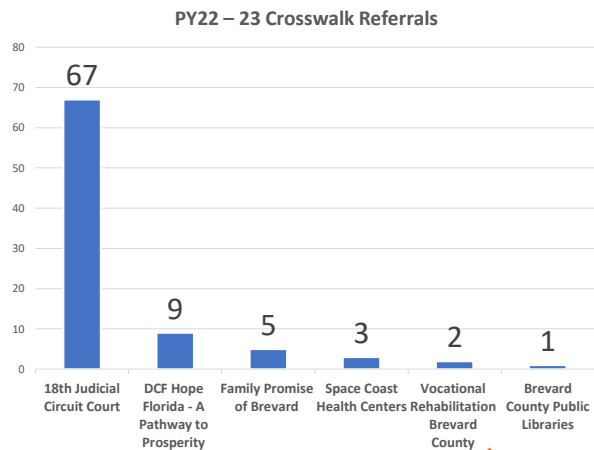
## Q2 - Oct-Dec 2022

New Referrals - 87

Year To Date - 225

Continued focus on:

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



## Q1 – What Are Customers Saying Customer Satisfaction Survey Results

506 SURVEYS COMPLETED (YTD 1025)

### TOP 5 SERVICES RECEIVED

*Job Search Assistance*

*Applying for Reemployment/Filing weekly claims*

*Job Readiness/Orientations, Workshops etc.*

*Appointment w/CSB staff*

*Veteran Employment Services*

### TOP 5 WAYS CUSTOMERS HEARD OF CSB

*Walk-ins*

*CSB's website*

*DEO/Reemployment*

*CSB Staff*

*Family/Friends*



## Q2 - Customer Satisfaction Survey Results

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



## Customer Satisfaction Survey – Sample Responses

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

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

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



**Thank you!**

*Caroline Joseph-Paul, Managing Director*



## **Information Brief**

### **CAPE Industry Certification Funding List**

#### **Background**

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

#### **Florida Credentials Review Committee**

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

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

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

#### **2022-2023 Local Submissions**

CareerSource Brevard partnered with Brevard Public Schools – Career and Technical

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

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

### **New Review Process and Timeline**

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

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

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

# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## Recruiting Events

20 Onsite Events

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



# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## Job Fairs - 6 Events & Partnerships

One Senior Place hosted on Oct. 20<sup>th</sup>

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

Manufacturing Showcase & Job Fair hosted at Manufacturing Training Ctr on Oct. 25<sup>th</sup>

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

Super Tuesday Virtual Job Fair on Oct. 25<sup>th</sup>

- 4 Employers
- 16 jobseekers

**MFG DAY**  
MANUFACTURING SHOWCASE  
JOB FAIR  
Tuesday, October 25<sup>th</sup>  
7:00 pm to 8:00 pm  
Hear from local business leaders and community members  
Meet hiring managers who are ready to hire  
For all your job & company needs  
CONTACT: 321.594.7500

**Economic Development Commission**  
1320 Chesapeake Ave, Cocoa FL 32922

**SENIOR JOB & VOLUNTEER FAIR**  
Thursday, October 20, 2022  
10:00 am to 12:30 pm  
at One Senior Place, 2085 Squires Hill Road, Viera

**senior partner**  
BREVARD  
AARP Foundation  
BACK TO WORK 50+

# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## Job Fairs - 6 Events & Partnerships

- Mega Senior Expo & Job Fair on Nov. 2nd**
  - 10 Employers and 37 community partners
  - Over 800 jobseekers and volunteers
- Paychecks for Patriots Job Fair on Nov. 30th**
  - 55 Employers and community partners
  - 360 jobseekers & 109 Veterans
- BTW50+ Job Fair on Dec. 1st**
  - 30 Employers & partners
  - 142 jobseekers & 17 Vets



## Business Learning Events

Educating Brevard Businesses

### Business Learning Event

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



# Presentations & Panels

Offering businesses and career seekers quality workforce services

## Business Learning Event

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



# Fact Sheet

Business Services Provided July 1, 2022 through December 31, 2022







January 24, 2023

## **Discussion Brief**

### **Business Use of CareerSource Brevard (CSB) Business Services**

#### **Background**

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

<b>Goal</b>	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.
<b>Objective</b>	Offer the highest quality of services to Businesses to meet their workforce needs.
<b>Strategies</b>	Track & Improve Business Engagement Activities

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

#### **Count of Employers That Received a Service**

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

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

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

#### **Count of All Services Received**

This chart measures and tracks the number of CSB services that a business uses. The services are broken into job orders and all other services (reduction in force services,

salary information, labor market information, employed worker training, On-the-Job Training, job fairs, interview space resources, applicant pre-screening, etc.). A business can use these services as much as needed and each use counts as a unit of service. The table also presents the data by industry areas that correspond to the “communities” that CSB uses to provide services to all customers. The 2021-22 Program Year results are as follows:

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

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

**Analysis**

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

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

Work-based training was down during PY 21-22. One reason was the low unemployment; OJT’s are reserved for new hires unless we are doing an upgrade OJT (which is rare). The very low unemployment rate limits the ability to train new employees.

PY 21-22 also had limited OJT training dollars in formula funds because of the increased number of Individual Training Accounts (ITA’s) that were funded. IWT’s are up indicating that employers are making every effort to retain and upskill the workers they currently have and additional funding via the FAWAA grant will allow us to offer more training opportunities in PY 22-23.

**Discussion**

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

- In your business, what services do we offer now that you find most helpful?
- Are there any other services you would like to see us offer that could help your business?

## Communications & Marketing Highlights (July – December 2022)

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

### Get There Faster, Salesforce Training

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

### SkillUp Brevard, Online Training

Jobseeker & employer campaign

### NextGen Program for Young Adults

Jobseeker & employer campaign  
<https://bit.ly/3j91biR>



## Communications & Marketing Highlights (July – December 2022)

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

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

189 events in six months!

Two Highlights:

#### Manufacturing Showcase and Job Fair

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



#### Paychecks for Patriots, Veteran Job Fair

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

# Communications & Marketing Highlights (July – December 2022)

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

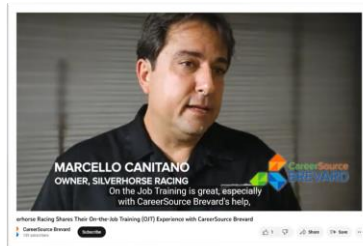
## Get a Jump Start (2) Campaigns

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



## Testimonial Videos

- **Employer Workforce Services**
  - Silverhorse Racing
    - <https://youtu.be/ssAJAntJISM>
- **Young Adult Program**
  - Hanna Peterson
    - [https://youtu.be/eH\\_bxUb9yJY](https://youtu.be/eH_bxUb9yJY)



# Communications & Marketing Highlights (July – December 2022)

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



## Florida Today

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



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

## Florida Politics: Sunburn daily news

- Florida Atlantic Workforce Alliance 3M grant

## Brevard Business News

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

## EverythingBrevard.com

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

## 98.5 The Beach radio

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

## Hometown News

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

## Space Coast Daily

- Dassault Falcon Jet expansion

# Communications & Marketing Highlights (July – December 2022)

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

## CareerSource Brevard Website

### Unique visitors

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

### Top viewed pages, consistent this PY

- Hot Jobs & SSI wages calculator

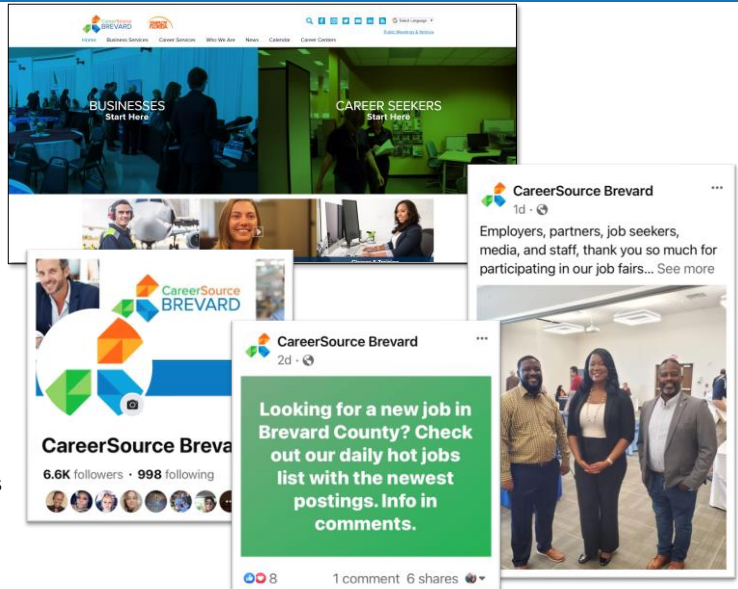
### Top sources of traffic, in order

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

## CareerSource Brevard Social Media

### Followers (Facebook, LinkedIn, Twitter, Instagram)

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





## Quarterly Multimedia Outreach (October – December 2022)

### OWNED Media

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

#### View social media efforts by following us!

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

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

<https://twitter.com/csbrevard>

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

[https://www.instagram.com/careersource\\_brevard/](https://www.instagram.com/careersource_brevard/)

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

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

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

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

### EARNED Media

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

**Print, broadcast, and digital media coverage quarterly highlights:**

**Florida Today:** Monthly coverage

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

**Florida Politics Sunburn daily news**

## Quarterly Multimedia Outreach (October – December 2022)

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

### Brevard Business News:

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

### Space Coast Daily:

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

### EverythingBrevard.com:

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

### 98.5The Beach radio:



HOT JOBS NOW  
REV ALEC Mixdown



CAREER SOURCE  
VETS DAY.mp3

### Helping Seniors of Brevard

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

### Viera Voice:

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

### Hometown news:

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

## PAID Media

*Buying media reaches audiences beyond those familiar with CSB services.*

### Paid media campaigns this quarter included:

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



## Quarterly Multimedia Outreach (October – December 2022)

### State-Funded Media

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

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

### Community Partner Outreach & Engagement

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

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

### Website & Social Media Analytics

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

#### Website

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

#### Social Media (Facebook, LinkedIn, Twitter, Instagram)

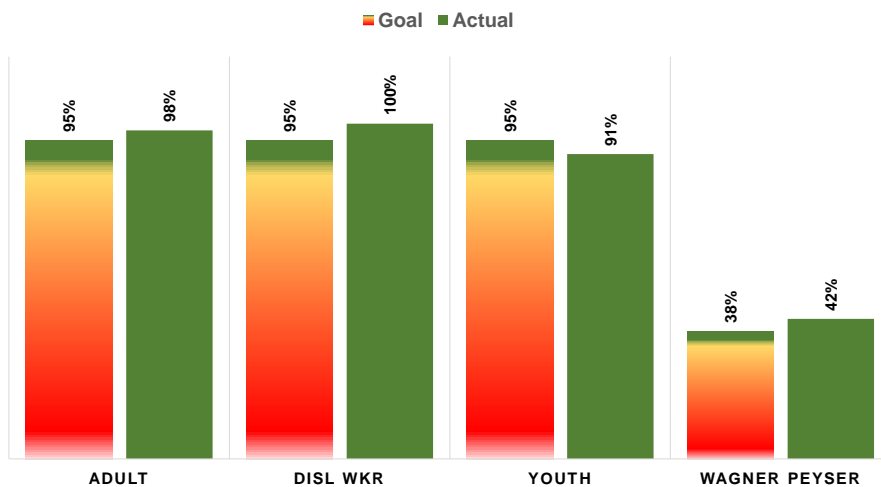
- **13,779 total followers** year over year showing significant growth
  - 409 new followers, 248 previous quarter due to organic (non-paid) growth!
  - Top referring social media site: Facebook



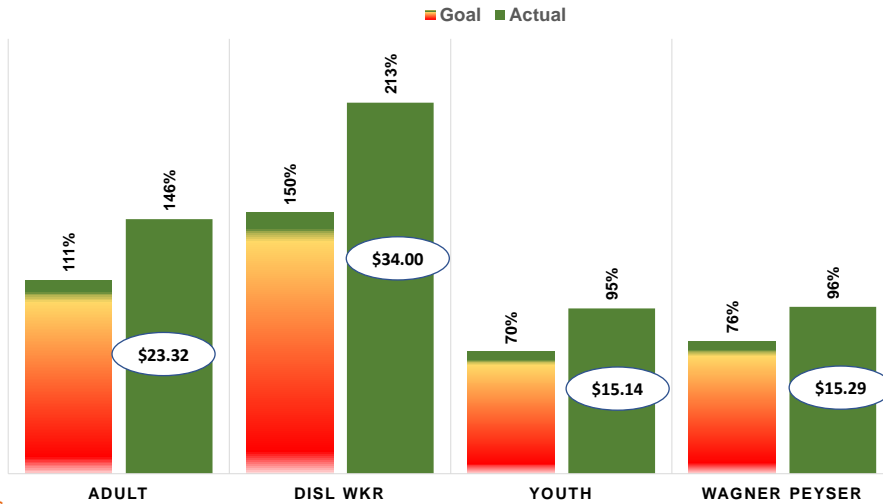
## How is the Contractor Doing?



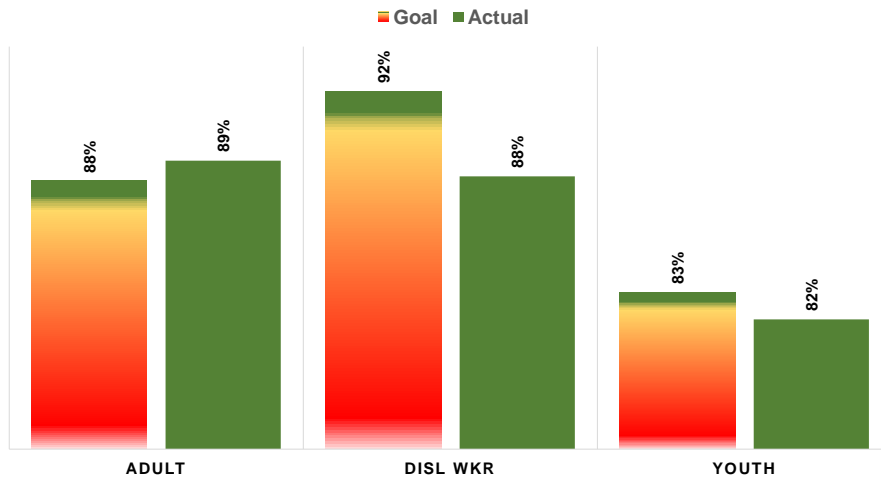
# Entered Employment Rate Q2



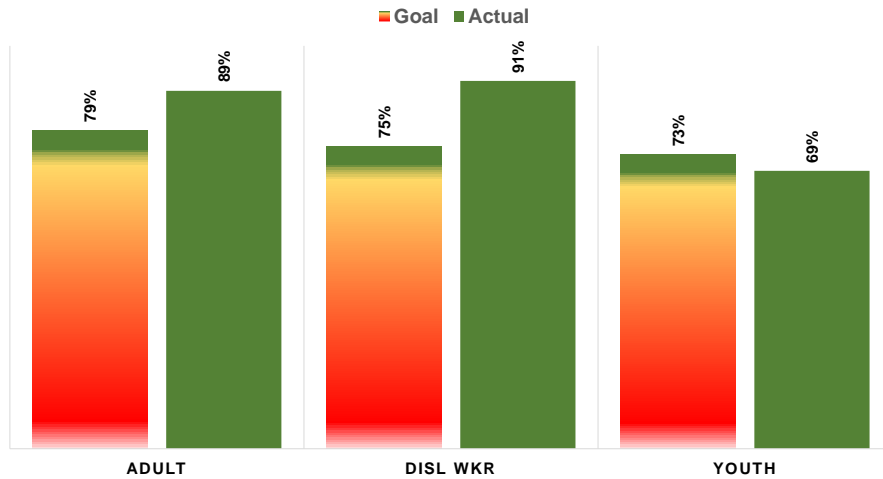
## Average Hourly Wage Rate – Q2



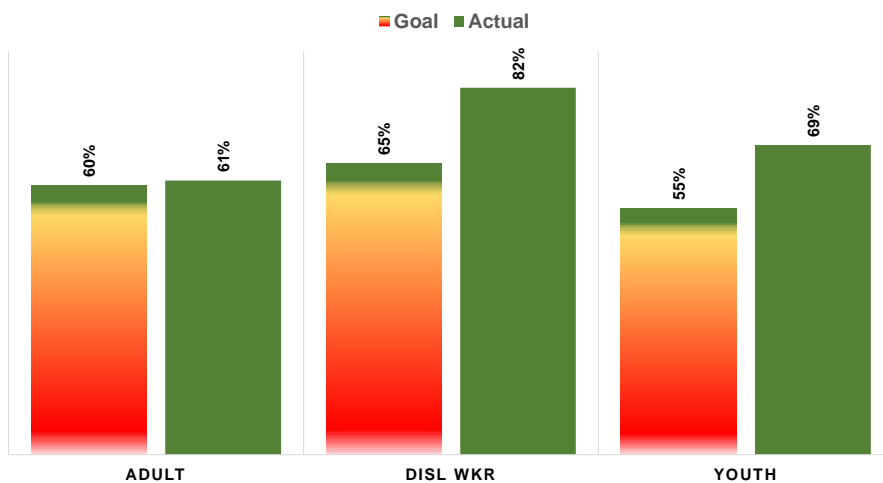
## 1 Year Retention Rate – Q2



## Credential Attainment Rate – Q2



## Measurable Skills Gain Rate – Q2



## Questions?

**MEASURE**

**PERFORMANCE**





January 24, 2023

## Information Brief

### Second Quarter Contractor Performance PY 2022-2023

#### Background

The CSB Workforce Operations (Career Centers) contract is cost reimbursement for direct program costs; however, profit is withheld from the Contractor until measurable performance outcomes are achieved. Payments of withheld costs are available to the Contractor to earn on a quarterly basis. Payment of withheld profit uses a performance measurement model based on the following elements:

- **Element A:** Contractor must meet minimum performance on 80% of the measures (14 of 17 for quarters 1 & 2, 16 of 20 for quarter 3 and 17 of 21 for quarter 4)
- **Element B:** Contractor must meet accelerated performance on 50% of the measures (9 of 17 for quarters 1 & 2, 10 of 20 for quarter 3 and 11 of 21 for quarter 4)
- **Element C:** Meeting or exceeding a minimum score of 75 on a Board performance evaluation related to programmatic monitoring results.

#### PY 2022-23 Performance Results

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

Elements of Contractor Performance Earnings - PY 22-23						
Measures						
Objective/Criteria	Minimum	Accelerated	1st Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
<b>WIOA Adult Measures</b>						
Adult Entered Employment Rate	90%	95%	Exceeded (100%)	Exceeded (98%)		
Adult Average Wage at Placement	107% (\$17.01)	111% (\$17.73)	Exceeded (121.6%)	Exceeded (146.3%)		
Adult Retention at 12 Months	86%	88%	Exceeded (89.3%)	Exceeded (88.0%)		
Adult Credential Attainment Rate	77%	79%	Exceeded (84.8%)	Exceeded (88.9%)		
Adult Measurable Skills Gain	Q1 - 45% Q2 - 55% Q3 - 65% Q4 - 77%	Q1 - 50% Q2 - 60% Q3 - 70% Q4 - 79%	Missed (21.7%)	Exceeded (61.1%)		
<b>WIOA Dislocated Worker Measures</b>						
Disl. Wkr. Entered Employment Rate	90%	95%	Exceeded (100%)	Exceeded (100.0%)		
Disl. Wkr. Average Wage At Placement	143% (\$22.75)	150% (\$24.00)	Exceeded (253.3%)	Exceeded (213.3%)		
Disl. Wkr. Retention at 12 Months	90%	92%	Missed (88.9%)	Missed (88.2%)		

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

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

Element C	
Met a minimum score of 75 or higher on the CSB performance evaluation related to the annual state programmatic monitoring results	N/A

**Performance Measure Revisions for PY 22-23**

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

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

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

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

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

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

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

## Information Brief

### Primary Indicators of Performance

#### Background

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

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

#### July 2022-September 2022 Performance

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





# Program Year 2022-2023 (1<sup>st</sup> Quarter)

**B**

LETTER GRADE

**84.99%**

FINAL SCORE

Metric (Category)	Weight	Numerator	Denominator	Rate (%)	YOY Rate Difference	Target (%)	Target Met (%)	Weighted Performance (%)
Participants with Increased Earnings (Employment and Training Services, Self-Sufficiency)	.25	3,114	6,850	45.46		45.00	100.00	25.0
Reduction in Public Assistance (Employment and Training Services, Self-Sufficiency)	.25	1,090	2,684	40.61		35.00	100.00	25.00
Employment and Training Outcomes (Employment and Training Services)	.20	16	18	88.89		100.00	88.89	17.78
Participants in Work-Related Training (Training Services)	.10	531	7,202	7.37		25.00	29.48	2.95
Continued Repeat Business (Business Services)	.05	2,162	7,235	29.88		35.00	85.37	4.27
Year-Over-Year Business Penetration (Business Services)	.05				-8.73	100.00	0.00	0.00
PY 2020-2021 Business Penetration		4,116	14,814	27.78				
PY 2021-2022 Business Penetration		2,910	15,278	19.05				
Completion-to-Funding Ratio (Employment and Training Services)	.10	7.96	2.95	100.00		100.00	100.00	10.00
Exiters: Local Board (N)/Statewide (D)		7,154	\$89,854	7.96				
Budget: Local Board (N)/Statewide (D)		\$4,643,504	\$157,402,477	2.95				
Extra Credit: Serving Individuals on Public Assistance (Employment and Training Services, Self-Sufficiency)	Up to 0.05 points	1,382	4,135	33.42				0.00
							<b>FINAL SCORE</b>	<b>84.99</b>

## 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 2023	No new updates.
	Implement the training needs for career seekers in the construction industry.	Ongoing	<p><b><u>RebuildFL Workforce Recovery Training Program</u></b>            To-date, CSB in partnership with United Academy, has held <b>10 classes</b> for Heavy Equipment and Safety Training, with a total of <b>81 individuals graduated</b>. Participants who complete this program will receive the nationally recognized certifications listed further below. Participants also receive professional development training and support, focusing on job searching, resume writing, and interviewing techniques. Additionally, Guest Employers are invited to connect directly with students on Tuesdays and Thursdays in the classroom.</p> <p>Heavy Equipment Certifications:</p> <ul style="list-style-type: none"> <li>• Excavator Operator</li> <li>• Skid Steer &amp; Front-End Loader Operator</li> <li>• Aerial Boom lift 3b &amp; Scissor Lift 3a Operator</li> <li>• Counterbalance &amp; Rough Terrain Forklifts</li> </ul> <p>Safety Training Certifications: (plus additional trainings)</p> <ul style="list-style-type: none"> <li>• OSHA 10 Hour Construction</li> <li>• Construction New Hire Safety Orientation</li> <li>• Hazard Communication Awareness (HazCom)</li> </ul>
Demonstrate examples of effectively cross walking real-time Industry data to Career Counselors, recruiters, and jobseekers.		Ongoing	<b><i>See Business Engagement Summary Presentation</i></b>
Convening industry partners and training providers to promote ongoing discussions and events around industry and sector workforce needs focused on assisting career seekers.		Ongoing	<b><i>See Business Engagement Summary Presentation</i></b>
Improve the lives of Brevard County's Youth & Young Adult	Work with Brevard Public School's to facilitate the addition	Ongoing	<p><b><i>See Career Center Efforts Presentation</i></b></p> <p><b><i>See CAPE Industry Certifications Brief</i></b></p>

population by offering services & programs that benefit this population & prepare them for the workforce.	and robust usage of Vocational and CAPE Academies.		
	Effectively run the NextGen young adult program and supply youth with innovative services to help them enter the workforce.	Ongoing	<i>See Career Center Efforts Presentation</i>
	Work with Cities and organizations in Brevard County to offer work readiness training and/or a Summer Jobs program.	Ongoing	No new updates.
Ensure that measurable continuous improvement is being utilized throughout the CareerSource Brevard organization.	Sustain Customer focused, high performing services to the general public.	Ongoing	<i>See Career Center Efforts Presentation</i>
	Develop and implement a consultative approach for customer intake in the career centers.	Ongoing	<i>See Career Center Efforts Presentation</i>

<b>Objective 2: Outreach and attract hidden talent to expand the labor pool and grow the labor force.</b>			
<b>Strategies</b>	<b>Actions</b>	<b>Timeframes</b>	<b>Status</b>
Build and maintain community-based partnerships to expand CSB's awareness within the community and to reach new job seekers.		Ongoing	<i>See Career Center Efforts Presentation</i>  <b>COVID-19 NDWG Funding</b> CSB was awarded an additional \$1,250,018.00 for a total of \$4,249,999.88 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, Macedonia Community Development, Space Coast Center for Independent Living, Community of Hope, and <b>North Brevard Charities.</b>
Broaden our footprint with special populations.		Ongoing	<i>See Career Center Efforts Presentation</i>
Broaden our footprint with the virtual job seeker community.		Ongoing	<i>See Career Center Efforts Presentation</i>

<b>Objective 2: Outreach and attract hidden talent to expand the labor pool and grow the labor force.</b>			
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 Q2 Multimedia Outreach Matrix</i>

<b>Objective 3: Maintain 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>
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	<i>See Q2 Performance Reporting Presentation and Analysis</i>  <i>See Second Quarter Contractor Performance PY22-23</i>  <i>See Primary Indicators of Performance Presentation</i>
	Create and track an online customer feedback mechanism housed on the CSB website.	Ongoing	<i>See Career Center Efforts Presentation</i>

<b>Objective 4: Offer the highest quality of services to Businesses to meet their workforce needs.</b>			
<b>Strategies</b>	<b>Actions</b>	<b>Timeframes</b>	<b>Status</b>
Track & improve Business engagement Activities		Ongoing	<i>See Business Engagement Summary Presentation</i>  <i>See Business Use of CareerSource Brevard Business Services Brief</i>
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 Q2 Multimedia Outreach Matrix</i>

# CAREER CENTER COMMITTEE (CCC)

## ATTENDANCE RECORD

PY 2022-2023	JULY	OCT	JAN	APR
Beal, Shawn	A	P		
Benjamin, Lorri	A	P		
Gaedcke, Marcia	A	past		
Gramolini, Robert	P	P		
Heller, Nancy	P	P		
Jaskiewicz, Brian	P	P		
Jones, Leslie	P	A		
Koursaris, Laura	P	P		
Lane, Jimmy	P	A		
Locke, Karen	new	P		
Mack, Travis	A	A		
Mana, Nuno	new	A		
Pobst, Theodore	P	P		
Reed, Pamela	P	P		
Shah, Monica	new	A		
Tanner, Holly	new	P		