



# Career Center Committee Meeting

January 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

### Presentations

Brevard Recovery Works

Wendi Bost

1 – 4

Build an Employee vs. Buy an Employee

Gary Sulski

5 - 6

### Action Items

- Approval of Committee Minutes for October 28, 2019

Nancy Heller

7 - 9

### Discussion/Information Items

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

Jana Bauer

10 - 13

- CAPE Industry Certification Funding List

Jana Bauer

14 – 15

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

Jana Bauer

16 - 18

- “R.I.S.E. Brevard” Leadership Action Project

Jana Bauer

19 - 20

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

Jana Bauer

21

- Strategic Outreach and Awareness Plan Presentation

Denise Biondi  
Thomas LaFlore

- Business Use of CSB Business Services Discussion

Erma Shaver

22 - 23

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

Jana Bauer

24

- Second Quarter Contractor Performance PY 2019-2020

Erma Shaver

25 – 27

- Primary Indicators of Performance

Erma Shaver

28

- Working for Brevard Report Semiannual Report

Jana Bauer

29

<ul style="list-style-type: none"> <li>▪ Objective 5: Develop and implement Marketing &amp; Outreach to businesses and career seekers so that they are aware and utilize CSB's services. <ul style="list-style-type: none"> <li>◦ Quarterly Multimedia Outreach Matrix and Presentation</li> </ul> </li> <li>▪ Attendance Roster</li> <li>▪ <i>Adjourn</i></li> </ul>	<p>Jana Bauer</p> <p>Denise Biondi</p> <p>Nancy Heller</p>	<p>30</p> <p>31 – 32</p> <p>33</p>
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*Pursuant to the provisions of the Americans with Disabilities Act, any person requiring special accommodations to participate in this meeting is asked to advise CareerSource Brevard at least 48 hours prior to the meeting by contacting Lyn Sevin at (321) 394-0507. Persons who are hearing or speech impaired can contact Lyn Sevin through the Florida Relay Service by dialing 7-1-1*

***Upcoming Meetings***

**January 2020**

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

**February 2020**

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

**March 2020**

No meetings

**April 2020**

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

**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



## Brevard Recovery Works

National Emergency Health Crisis  
Opioid Substance Use  
United States Department of Labor Grant  
Serving Dislocated Workers



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NORA D. VOLKOW, MD  
DIRECTOR,  
NATIONAL INSTITUTE ON DRUG ABUSE (NIDA)

Addiction is defined as a chronic, relapsing  
**brain disease** that is characterized by  
**compulsive** drug seeking and use,  
**despite harmful consequences.**

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How is a disease defined?

Five Criteria for Disease Classification

- 1. Pattern of Symptoms
- 2. Chronic
- 3. Progressive
- 4. Subject to Relapse
- 5. Treatable

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### Facts

It is estimated that there were 534,000 overdose related deaths in the U.S. this past decade.

The epidemic has overtaken both [car crashes](#) and [gun violence](#) as leading causes of deaths nationwide, and it now causes for [more deaths every year than AIDS](#) did at its peak.

US drug overdose deaths in this decade exceed the [number of battle deaths](#) the country suffered in World War I and World War II combined.



Source: Opioid Overdose Decade War on Drugs Dan Vergano 12/16/2019

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### Facts

More than 23 million Americans in long term recovery.

They hold jobs, are neighbors and contribute to society.

We want to support these individuals, and their family members, in helping to maintain recovery.

**Meaningful employment is a critical pillar.**



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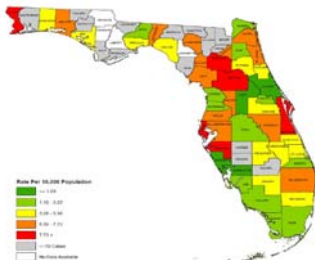
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Emergency Medical Services Controlled Substance Overdose Report  
Second Quarter 2019  
April - June

Total Drug Overdose (Fatal and Non-Fatal)



- One of 6 critical impacted Counties in
- 7.73 Overdoses per 10K
- 9 Fatalities



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**Resources**

3 Passionate Career Counselors  
1 Resourceful Job Developer  
.50 Outreach Specialist  
Program Manager

Majority of funding to provide assistance with:

Individual Training Account (ITA) (Credential)  
On-the-Job (Learning )  
Humanitarian (Temporary Work)



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**Goals**

Serve Individuals and Family Members Impacted



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**Goals**

Educate the Community and Employers about this  
"Hidden Talent" opportunity.



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## Goals

Provide resources and assistance to public and non-profit agencies.



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## Samples of Synergy



Brevard Opioid Task Force



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## QUESTIONS?



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**We are Demand-driven**

**Secrets To Building an Employee**

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**Hiring the Right People**

**Buying an Employee**

For someone making \$40,000 a year, there's \$20,000 to \$30,000 in recruiting and training expenses.

Online Job Board Fees    Background Check    Staffing Company Fees

Relocating Fees    Trying Referrals

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**The Building Blocks**

Strengthen America's Pipeline  
Expand our Region's Workforce

- On-The-Job Training
- Employed Worker Training
- Pre-Apprenticeship & Apprenticeship Opportunities
- Customized Training

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### Benefits of Building an Employee

1. Promote a better understanding of the company culture with its shared values, beliefs, habits, and attitudes along with accepted norms of behavior.
2. Develop trust between the new hire and the management and foster a more productive work atmosphere.
3. There's a clearer picture of the new hire's roles and responsibilities.
4. Faster integration of the new hire into the organization and increase productivity in his work.
5. Increase new hire engagement, motivation and retention, also reduce attrition & turnover of employees. Accelerate pathways to growth and productivity of the new hire and the organization.



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### Partnership = Success



Building on what CSB does.

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# CareerSource Brevard

Career Center Committee

October 29, 2019

## Minutes

### **Members in Attendance:**

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

**Members Absent:** Marcia Gaedcke and Travis Mack

### **Staff in Attendance:**

Judy Blanchard, Jana Bauer, Denise Biondi, Lisa Fitz-Coy, Don Lusk, Erma Shaver and Marina Stone

### **Guests in Attendance:**

Caroline Joseph-Paul, Ahmanee Collins-Bandoo, Marvetta Gordon, Bob Knippel, Angie Londoño and Michelle McAlpin 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:**

Jennifer Sugarman joined the meeting.

#### 2019 Summer Youth Employment Recap

A presentation showing the 2019 Palm Bay Junior to Jobs (J2J) Summer Youth Program with a video testimonial student was shared. The committee requested the presentation be sent to them.

Jeff Arnott joined the meeting.

#### Strategic Outreach and Awareness Plan

Staff shared a Powerpoint presentation of the last four month recap of CSB outreach efforts and outcomes along with photos of the collateral. The committee also requested this presentation be sent to them.

Robert Jordan joined the meeting via teleconference.

### 2019 – 2020 Measures and Performance Standards

A presentation was shown of the new 2019-2020 new measures and performance standards that the contractor and the region will be responsible for.

#### **Action Items:**

##### Approval of Career Center Committee Minutes of June 11, 2019

Motion to approve the Minutes from the June 11, 2019 meeting was made by Jennifer Sugarman. Shawn Beal seconded the motion. The motion passed unanimously.

##### Guidelines on Formula Funding Usage for PY 19-20

The guidelines for formula funding usage is 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. Staff recommended the Training Mix of 50% work-based training, 50% individual training accounts, and a Job Seeker Customer Mix of 60% unemployed, 30% underemployed and 10% employed worker training for PY 19-20. Shawn Beal made a motion to approve staff recommendation for the training funds usage mix. Robert Gramolini seconded the motion. Motion passed unanimously.

#### **Discussion/Information Items:**

##### Career Center Standards Review

The Career Center Standards is a review instrument adopted by the Board to review our One-stop operator for compliance and is a piece of their performance payout in their contract. Specifically, criteria was established by the State and the Local Region that address effectiveness, physical and programmatic accessibility, and continuous improvement of one-stop centers. Each career center was rated in 5 key quality indicator areas. The overall rating for PY 18-19 was 99.6%. Current and historical data was shared.

##### Committee Goal Status

Staff reviewed the matrix of the Career Center Committee including the Goal, Objectives, Strategies, Actions, Timeframes and Status of each strategy. The committee requested the current ESOL schedule.

##### End of Year Contractor Performance Results

The CSB Workforce Operations 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. The Contractor succeeded in meeting or exceeding the performance criteria to be paid all withheld costs for the fourth and final quarter of PY2018-2019.

##### 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 4<sup>th</sup> quarter of PY18-19.

Jeff Arnott left the meeting.



First Quarter Contractor Performance PY2019-2020

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 was paid all withheld costs for the first quarter of PY19-20. Data was shared.

Working for Brevard Report Semiannual Report

An infographic 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

Economic Community Impact Annual Report

An infographic entitled Economic and Community Impact Report was shared which shows that over \$11.6 million was invested in employment and training services which translates to a \$114 million infusion of wages in Brevard County.

Quarterly Multimedia Outreach Matrix

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

**Adjourn:**

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

Respectfully submitted,

Reviewed by,

{Signature on file}      11/07/19  
Marina Stone                      Date

{signature on file}                      11/07/19  
Nancy Heller (Chair)                      Date

## Career Center Committee

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

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

Strategies	Actions	Timeframes	Status
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>• Nov. 5<sup>th</sup> - IT Consortium</li> <li>• Nov. 6<sup>th</sup> – AARP Employer Panel</li> <li>• Nov. 13<sup>th</sup> – DOL H1-B Grantee Conference, Washington D.C.</li> </ul>
	Form partnerships to help identify the training needs of local businesses		<p><b><u>CEO Roundtable Event – Aug. 2019</u></b>            CSB partnered with CEO Nexus and Florida High Tech Corridor to present “Build an Employee” vs “Buy an Employee” to 26 CEO’s in Brevard. The presentation shared the need for employers to get involved with training their potential new hires and existing employees. Among some of the benefits for doing so were customizing the training to their products, training them on their culture and providing a clearer picture of the new hire’s role and responsibility. From the 26 CEO’s, CSB has conducted over 12 OJT’s and EWT’s with their businesses.</p> <p><b><u>EDC Quarterly Meeting – Dec. 4<sup>th</sup></u></b>            CSB was the premier sponsor for the EDC Quarterly Meeting held at the Space Coast Health Center for Collaboration. The Industry Relations team attended, and the IT Sector Strategy Program Manager conducted a presentation to approximately 45 EDC Board of Directors on “Building an Employee” vs. “Buying an Employee.” Lynda Weatherman, President and CEO of the EDC, echoed the same message. We need to train our employees and we need the support of the employers in what that training looks like.</p>

			<p><b><u>Brevard Business News – Dec. 4<sup>th</sup></u></b>  On December 4<sup>th</sup>, the VP of Industry Relations and Aerospace Business Liaison conducted an interview with BBN, focusing on the Aeroflex program.</p> <p><b><u>Society of Information Managers – Dec. 10<sup>th</sup></u></b>  The Information Technology Business Liaison networked at the Society of Information Managers (SIM) holiday meeting.</p> <p><b><u>Patrick Air Force Base Tech Expo – Dec. 11<sup>th</sup></u></b>  The Information Technology Business Liaison attended Patrick AFB Tech Expo to share information about CSB’s America’s Promise Grant (APG).</p> <p><b><u>Florida Institute of Technology – Dec. 18<sup>th</sup></u></b>  The Information Technology Business Liaison met with Florida Institute of Technology to discuss the Cybersecurity program and possible partnerships with Brevard IT Consortium (BIC) and America’s Promise Grant (APG).</p> <p><b><u>AeroFlex Pre-Apprenticeship Program</u></b>  Industry Relations staff met with FloridaMakes and SpaceTec (the Registered Apprenticeship sponsor of the Space Coast Consortium Apprenticeship) to discuss the mapping of the technical instruction and work based learning included in our new AeroFlex pre-apprenticeship to determine like competencies that allows for FDOE registration and most importantly, credit for prior learning.</p> <p>The first cohort of trainees (three) successfully finished training in November and are being marketed for employment opportunities. A dedicated Career Counselor has been hired to support this program and will work directly with identified jobseekers through the training tracks and facilitate employment opportunities.</p> <p>The program goal is to place 12 into training and 12 into employment including Apprenticeship programs.</p>
<p>Improve the lives of Brevard County’s Youth &amp; Young Adult population by offering services &amp; programs that benefit this</p>	<p>Work with Brevard Public School’s to facilitate the addition and robust usage of Vocational</p>	<p>Ongoing</p>	<p><i>See CAPE Industry Certification Funding List Brief</i></p>

<p>population &amp; prepare them for the workforce.</p>	<p>and CAPE Academies.</p>		
	<p>Effectively run the NextGen young adult program and supply youth with innovative services to help them enter the workforce.</p>	<p>Ongoing</p>	<p><b><u>NextGen</u></b>  <b>PY19-20, through January 9, 2020:</b></p> <ul style="list-style-type: none"> <li>• 144 carryover cases, 92 new enrollments for a total of 236 cases (out of 350).</li> <li>• 35 enrollments since last quarter</li> <li>• Remaining enrollment goal: 114 new customers.</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.</p>
	<p>Work with Cities and organizations in Brevard County to offer work readiness training and/or a Summer Jobs program.</p>	<p>Ongoing</p>	<p><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>.</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. No further planning has been occurred.</p> <p><b><u>City of Titusville – Program TBD</u></b>  A planning meeting was held during the week of January 20<sup>th</sup> to discuss development of a potential 2020 program.</p>
<p>Work with other Workforce Boards and Organizations to find innovative processes/ collaborations around Career Seekers that can be shared.</p>		<p>Ongoing</p>	<p><b><u>C2 Management Training and Retreat</u></b>  C2 Global Professional Services, LLC held its Management Training &amp; Retreat for the 1<sup>st</sup> time in Cocoa Beach, FL Oct 23 – Oct 25, 2019. Each year, C2 GPS hosts a leadership retreat and invites the company’s key leadership team and Workforce Board’s Executive Directors/Presidents of the contract they manage throughout the state of Texas and Florida. This year, select frontline staff were also invited to participate. Chakib Chehadi, President/CEO of C2 GPS led the retreat.</p> <p>Over 85 individuals (from Texas &amp; Brevard combined) participated in a 2.5 day experience entitled “Connect – Engage-Change Lives” with specific focus on quality, technology, sharing of best practices entitled “Engaging &amp; Transforming Our Communities”, staff C2 Value Awards &amp; Community Partner</p>

		<p>recognition/awards, and internal talent development.</p> <p>There were 2 panel discussions – one centered around understanding business needs &amp; maximizing business engagement and another session on understanding local workforce trends &amp; their vision for quality workforce systems</p> <p>In an effort to better understand (1) how to attract customers (supply) and (2) how to better utilize staff talent to meet the business needs, Celina Shands, Founder/CEO of Fully Capacity Marketing &amp; Co-Founder of Business U, Inc. and Christine Bosworth, Ed.D., Co-Founder/CEO of Business U, Inc. did presentations &amp; facilitated discussions on “Using Psychographic Data to Maximize Impact of Workforce Outreach Campaigns” and “Serving Our Demand Side Customers – Integrating Career Counselors as part of a High Performing Business Engagement Team”.</p> <p>There we several breakout sessions where teams engaged in discussions on staff engagement, contingency/succession planning, investing in children &amp; parents – strategies on developing quality childcare &amp; workforce systems, and virtual one stop system.</p>
<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><b><u>Titusville Career Center Job Club Launch</u></b>  A new series of workshops has launched covering a variety of topics such as cover letters, best answers to standard interview questions, getting interviews, sharing of successes and struggles, and most importantly, building a network for support during the job search process. Through the concerted efforts of the Career Solutions Facilitator, Career Counselors, Recruiters, and Customer Solutions Representatives, eleven (11) customers attended the 1<sup>st</sup> meeting and as of 12/17/19, eleven (11) of the original participants were able to secure employment! The contractor has future plans to launch this countywide.</p>



January 28, 2020

## Information Brief

### CAPE Industry Certification Funding List

#### Background

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

#### 2020-2021 Local Submissions

Annually, CareerSource Brevard partners with the Brevard Public Schools district Career and Technical Education Director for all submissions. For the upcoming 2020-2021 school year, all industry credentials (new and existing) had to be submitted for review and consideration. A total of 63 were submitted of which 51 were recommended. Of the 12 that were denied, 10 were previously funded. CSB and BPS are working together to state a case for each. The comprehensive list of Brevard County submissions is below.

Recommended	
Microsoft Office Specialist Associate	Autodesk Certified Professional - AutoCAD
Adobe Certified Associate - After Effects	Autodesk Certified Professional - Inventor
Adobe Certified Associate - InDesign	Autodesk Certified User - 3ds Max
Adobe Certified Associate - Photoshop	Autodesk Certified User - AutoCAD
	Autodesk Certified User - Inventor

Recommended	
Adobe Certified Associate (ACA) - Dreamweaver Adobe Certified Associate (ACA) - Flash/Animate Adobe Certified Associate (ACA) - Illustrator Adobe Certified Associate (ACA) - Premiere Pro Aerospace/ Aircraft Assembly (AAA) ASE Auto Maintenance and Light Repair (G1) ASE Entry-level - Auto: Automatic Transmission/Transaxle (AT) ASE Entry-level - Auto: Automobile Service Technology (AS) ASE Entry-level - Auto: Brakes (BR) ASE Entry-level - Auto: Electrical/Electronic Systems (EE) ASE Entry-level - Auto: Engine Performance (EP) ASE Entry-level - Auto: Engine Repair (ER) ASE Entry-level - Auto: Heating and Air Conditioning (AC) ASE Entry-level - Auto: Manual Drive Train and Axles (MD) ASE Entry-level - Auto: Suspension and Steering (SS) ASE Entry-level - Collision: Mechanical and Electrical (ME) ASE Entry-level - Collision: Non-structural Analysis and Damage Repair (NS) ASE Entry-level - Collision: Painting and Refinishing (PR) ASE Entry-level - Collision: Structural Analysis and Damage Repair (SR)	Autodesk Certified User - Revit Architecture Certified Food Protection Manager (ServSafe) Certified Medical Administrative Assistant Certified Nursing Assistant (CNA) Chief Architect Certified Apprentice Child Development Associate (CDA) HVAC Excellence Employment Ready - Electrical HVAC Excellence Employment Ready - Heat Pump HVAC Excellence EmploymentReady - Air Conditioning Microsoft Office Specialist Expert Microsoft Technology Associate - HTML5 Application Development Fundamentals Microsoft Technology Associate - Intro to Programming using HTML and CSS Microsoft Technology Associate - Intro to Programming using JavaScript MSSC Certified Production Technician (CPT) NATEX001 Air Conditioning Service Technician NCATT Aerospace/Aircraft Assembly (AAA) Private Pilot Ground School QuickBooks Certified User Unity Certified Associate Unity Certified Associate Unity Certified User: Programmer Wastewater Treatment Plant Operator Level C Water Treatment Plant Operator
Not Recommended	
Certified Solidworks Associate – Academic* Certified Solidworks Associate – Academic* Certified SOLIDWORKS Professional – ACADEMIC* Emergency Medical Responder* Entrepreneurship and Small Business FANUC Certified Robot Operator - 1 (FCR-01)* Florida Automobile Dealers Association (FADA) Certified Technician*	Maritime Transportation Associate National ProStart Certificate of Achievement* NCCER HVAC - Level 1 (Secondary)* Pre-Apprenticeship Certificate Training (PACT), Building Construction Technology* UAS Safety Certification: Level 1*

*\*Previously funded.*

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

Strategies	Actions	Timeframes	Status
<p>Develop processes and strategies to outreach to the community to bring in more job seekers.</p>		<p>Ongoing</p>	<p><u><b>Community-Based Outreach Team Launch</b></u>            During the months of October and November, CSB's board-led Community-Based Outreach (CBO) Team assembled and began diving into current systems, processes and tracking mechanisms for partner referrals. It was quickly recognized that improvements could be made, so the team worked with IT to build an electronic referral form for ease of submission from the referring partner. Upon submission, this information is disseminated to all three centers, and the center responds to the referral within (2) business days to book an appointment with the customer. Previously, partners were utilizing paper forms and scanning.</p> <p>Staff also worked with the contractor to build a process that will measure referrals from CBO for those customers walking through the door.</p> <p>Staff worked with communications to develop a partnership benefits flyer showcasing the recognition our partners may receive when referring clients. The first quarterly partner spotlights will begin in January featuring two new partners, Goodwill and Take Stock in Children.</p> <p>Between Career Center staff and the CBO team, 18 outreach visits were conducted from Nov – Jan.</p> <ul style="list-style-type: none"> <li>• 11/13 – Take Stock in Children</li> <li>• 11/13 – Wings of Grace Ministry</li> <li>• 11/14 – Brevard Health Alliance</li> <li>• 11/19 – Windover Oaks</li> <li>• 11/20 – Goodwill</li> <li>• 11/21 – Space Coast Recovery</li> <li>• 11/26 – South Brevard Sharing Center</li> <li>• 12/2 – Brevard Adult Education</li> <li>• 12/3 – Clear Pond Estates</li> <li>• 12/3 – My Community Cares</li> <li>• 12/4 – Aspire Health Partners</li> <li>• 12/5 – Brevard Cares</li> <li>• 12/5 – Brevard County Library System (Reference Supervisors)</li> </ul>



			<ul style="list-style-type: none"> <li>• 12/10 – Ready for Life</li> <li>• 12/12 – Brevard Achievement Center</li> <li>• 12/12 – Brevard County Library System (Youth Services Supervisors)</li> <li>• 12/12 – Family Promise</li> <li>• 1/8/20 – Links of Hope</li> </ul> <p>To bolster staff’s knowledge on Brevard County’s community resources, through the efforts of the Community Outreach Team, the contractor is inviting more community agencies to come to the career center to provide an overview of their services to career center staff. In December 2019, Brevard County Clerk of Courts did a presentation at all 3 centers. Goodwill Industries Inc. is scheduled to do similar presentations January 29 &amp; 30, 2019. CSB staff are currently working with Wings of Grace Ministry and Space Coast Recovery to plan on-site orientations to our services, and with Take Stock in Children to participate in a large event in February.</p> <p>To date, we have received 105 referrals from partner agencies for this program year.</p> <p><b><u>Wells Fargo Workforce Roundtable</u></b>  CSB has been awarded a \$5,000 grant by Wells Fargo to host a workforce roundtable with key partners in the community to discuss creating site-based programs to pilot, with the ultimate goal of impacting the movement of workforce in our low-to-moderate income communities. A team of two board staff have been assigned to this project and have begun planning with the Wells Fargo representative. Currently, staff are coordinating the date, facility and facilitator for the event.</p>
Develop plans to increase our footprint with the following Special Populations: Latino Ex-Offenders Mature Workers Under Employed Recovering Substance Abuse		Ongoing	<p><b><u>Latino Population – Hurricane Maria</u></b></p> <ul style="list-style-type: none"> <li>• 140 individuals to date have attended a Welcome Workshop (Talleres de Bienvenida)</li> <li>• The hurricane Maria grant has been extended, however no additional funds have been provided at this time. Remaining funds will be used to host additional workshops for the community to showcase CSB services.</li> </ul> <p><b><u>Ex-Offenders</u></b>  <i>See “R.I.S.E. Brevard” Leadership Action Project Info Brief</i></p>

		<p>As of Dec 2019, 36 participants have been enrolled in the RISE program and 12 have secured employment. The goal is to enroll 43 participants and place 20 participants into employment.</p> <p><b><u>Mature Workers</u></b>  CSB has entered its sixth year of operating the AARP BACK TO WORK50+ program in partnership with AARP Foundation to serve job seekers 50+ who are unemployed, underemployed or seeking a career change. The program is designed to rebuild their confidence, identify their transferable skills and refresh their personal branding for today's job market. Last grant year (March – Dec 2019) 204 people attended the orientation workshops, 108 enrolled into coaching and 80 gained employment. This year's goals include 126 attendees to the orientation, 60 enrolled in coaching and 60 gaining employment. CSB is carrying over 20 cases from 2019.</p> <p><b><u>ESOL Courses</u></b>  Spring 2020 ESOL courses began in January at all three centers. These classes are taught in partnership with Brevard Adult Education. For eligible students, CSB will cover the registration. The goal is to improve English for employability and job readiness.</p> <p><b><u>Brevard Recovery Works</u></b>  <i>See Brevard Recovery Works Presentation</i>  As of Dec. 2019, 11 participants have been enrolled. Staff throughout the county are connecting with local area providers who serve individuals in recovery to inform them about CSB's new program and establish/encourage the agencies to refer their customers who are interested in securing workforce services needed to find employment.</p>
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January 28, 2020

## *Information Brief*

### **“R.I.S.E. Brevard” Leadership Action Project**

#### Background

CareerSource Brevard (CSB) submitted a proposal to LEAD Brevard for consideration in the class of 2020 Leadership Action Project (LAP) selection. The LAP’s are designed to allow participants to gain leadership experience while working together on a need identified by each community agency. Participants may use their knowledge, expertise, resources and/or time to assist. CSB’s project, titled “R.I.S.E. Brevard,” is focused on producing an image campaign in efforts to change or influence local employer’s perspectives on hiring an individual with a criminal background.

#### Project Specifics

#### Goals

As part of the project structure, goals have been laid out as a roadmap for the team. They include:

<b>Short-Term Goals</b>	<b>Intermediate Goals</b>	<b>Long-Term Goals</b>
<p>Gather relevant data, statistics and benefits available to employers who hire ex-offenders.</p> <p>Create intriguing and easy-to-understand collateral highlighting the potential benefits to employers and any relevant statistics/success stories in efforts to encourage employers to consider hiring someone with a background issue.</p>	<p>Increase awareness among Brevard County employers about the benefits of hiring ex-offenders.</p>	<p>Compile a list/database of Brevard employers willing to consider hiring ex-offenders.</p>

### **Task Teams**

The team of 10 has divided out into three (3) smaller tasks teams focused on each aspect of the project.

One team will be working on creating a video showcasing an employer who has hired an ex-offender, and the ex-offender employee themselves, to discuss their positive experience.

Another team will be working on creating a “myth-busting” calling card of sorts for CSB’s use. One side will highlight CSB’s overall programs and services, while the other side will work to dispel any myths or concerns employers may have about hiring ex-offenders.

Lastly, one team will be working on organizing an employer learning event to discuss the topic of hiring ex-offenders. The group is planning to tag onto an already existing chamber or SHRM meeting in Brevard. They are also going to work to have a panel including a member of law enforcement (seeking Sherriff Wayne Ivey) to discuss why employing ex-offenders is so important to help reduce recidivism in Brevard. The panel will also include an employer who has hired an ex-offender, an ex-offender who has successfully re-integrated to the community and the workplace, and a CSB staff member.

### **Current Progress**

Overall, the project is going very well. The team has created a survey for employers and tested it out on the current LEAD Brevard class. The survey will then be sent to CSB’s employer contacts.

## 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 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><i>See Business Use of CSB Business Services Discussion Brief</i></p>
Work with other Workforce Boards and Organizations to find innovative processes/ collaborations around Business Services.		Ongoing	<p>The COO's of all 24 workforce regions meet on a monthly basis (in person at CSF board meetings) or via teleconference to discuss common challenges, share best practices and to help identify and define system process improvements. Currently, the group identified the need to have a formal repository of best practices for prosperity and succession planning purposes. A web portal for all to access and use is currently being developed by our SunCoast partners.</p>



January 28, 2020

## 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>	<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>
<b>Objective</b>	<b>Offer the highest quality of services to Businesses to meet their workforce needs.</b>
<b>Strategies</b>	Increase the Skills needed in the labor force to meet the demands of local and regional business.

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

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

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

EMPLOYERS THAT RECEIVED A SERVICE			
<u>Industry</u>	PY 17-18	<u>PY 18-19</u>	<u>% Change from PY 17-18</u>
Total All Industries	2,352	2,446	+3.99%
Construction	644	640	-0.62%
Health Care	583	633	+8.57%
General	1,115	1,159	+3.9%
Aerospace	88	99	+12.5%

For PY 2018-19, there was a 3.99% increase in the number businesses served across all industries. Within the individual communities served (Construction, Health Care, General and Aerospace), changes consisted of -0.62%, +8.57%, +3.9% and +12.5% 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 2018-19 Program Year results are as follows:

PY 18-19 ALL SERVICES RECEIVED				
<u>Industry</u>	<u>Job Orders</u>	<u>All Other Services</u>	<u>Total</u>	<u>% Change from PY 17-18</u>
Total All Industries	7,811	67,587	75,398	-9.8%
Construction	1,388	16,134	17,522	-25.5%
Health Care	2,492	14,208	16,700	+1.4%
General	3,931	37,193	41,124	-5.6%
Aerospace	529	2,083	2,612	-28 %

The number of services being provided to current business (total all industries) customers decreased by 9.8 percent under the previous year. Within the individual communities; Construction, Health Care, General and Aerospace saw changes of -25.5%, +1.4%, -5.6% and -28%, respectively.

## Analysis

The data presented in this brief is captured through our Employ Florida (EF) state database and only addresses part of the analysis. CSB’s focus and business model for addressing employer’s needs has taken a slight shift to sector strategy work, consortium meetings and subcommittee work, partner meetings, apprenticeship meetings, etc. These aren’t being captured in EF because there are no codes. CSB has forced some of the activities into the workshop code and have asked CareerSource Florida to add Support Service codes but there has been no movement on this yet. Additionally with the focus at the State level changing in 2014 from quantity to quality, CSB has followed that philosophy and believes a satisfied customer is the best advertisement for the services we provide.

With regard to the reductions in “All Services Received”, a portion of the reduction can be attributed to low unemployment rate which has made it more difficult to find and refer qualified candidates to job orders. While CSB is working on finding “hidden talent” to fill job openings, we are also doing less prescreening because many employers want to view every applicant’s resume.

## Discussion

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

- What innovative approaches are you or your organizations using to attract needed talent?
- What programs do you believe would be beneficial to making sure new hires or existing employees become quickly proficient? (OJT, Work Experience, Internships, Employed Worker Training, etc.)

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

Strategies	Actions	Timeframes	Status
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 Second 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	<i>See Working for Brevard Report</i>





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

## Information Brief

### Second 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)		
Customer Engagement	75%	85%	Met (77%)	Met (79%)		
<b>Entered Employment Rate</b>						
Adults	90%	95%	Exceeded (%100)	Exceeded (%99)		
Dislocated Workers	90%	95%	Exceeded (%100)	Exceeded (%100)		
Welfare Transition	30%	35%				
Wagner Peyser	38%	42%	Exceeded (43%)	Met (41%)		
Short Term Veteran	38%	42%	Met (39%)	Met (40%)		
<b>Average Wage at Placement</b>						
Adult	\$17.01	\$17.73	Missed (\$16.64)	Missed (\$16.35)		
Dislocated Worker	\$18.59	\$19.31	Exceeded (\$22.80)	Exceeded (\$26.52)		
Welfare Transition	\$10.01	\$10.65				

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

Element A				
Met the minimum percentages set on 15 out of the 19 Performance Measures established in Attachment F	<b>Yes – Met Minimum on 16 of 18</b>			
Element 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>			
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 Contractor missed 2 of the 18 measures applicable to the second quarter performance.

- The New Job Seeker Measure is continuing to be analyzed and processes reviewed to ensure we are reaching the target populations.
- The Adult Average Wage at Placement is indicative of serving the hardest to serve customers that are resulting in more entry level jobs especially during the holiday season.

Staff will continue to monitor, analyze and report performance in all areas.

## 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 1st quarter of PY 2019-20. Also shown are our goals for PY 2019-20. All performance goals were met or exceeded for the 1st quarter.

#### July 2019-September 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%	94.7%	86.2%
Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)	82.4%	83.6%	89.3%	91.5%	83.5%
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$6,650	\$6,993	\$7,496	\$8,272	\$7,200
Credential Attainment Rate	57.6%	58.7	N/A	90.6%	65.0%
<b>Dislocated Workers:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	87.8%	74.4%	85.7%	84.5%	83.2%
Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)	81.5%	76.1%	88.2%	86.4%	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	77.80%	65.0%
<b>Youth Common Measures:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	63.8%	64.3%	79.2%	83.5%	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	74.7%	75.5%
Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)			78.3	82.8%	67.2%
<b>Wagner-Peyser:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	65.5%	63.8%	69.1%	63.8%	63.2%
Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)	60.8%	62.3%	70.7%	63.9%	64.2%
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$5,238	\$5,268	\$5,165	\$5,664	\$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>		

## MEASURING SUCCESS

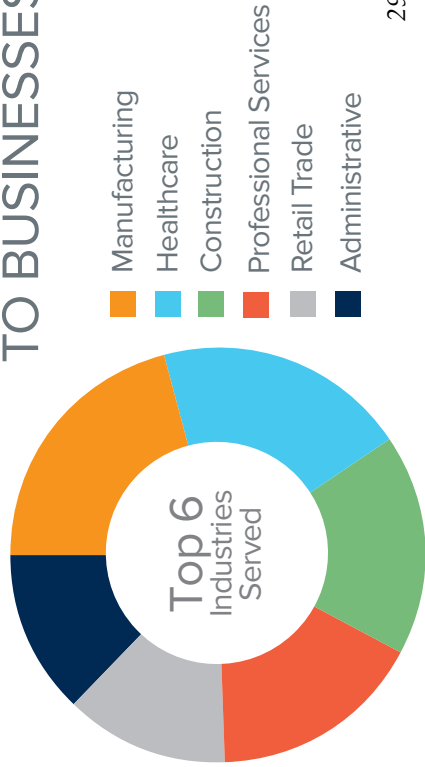


# 1,129

BUSINESSES SERVED

# 26,270

SERVICES PROVIDED TO BUSINESSES



# 2,525

PEOPLE PLACED IN JOBS

### UNEMPLOYMENT RATE

# 2.80%

BREVARD'S UNEMPLOYMENT RATE

AS OF 11/1/2019



### ON-THE-JOB TRAINING

# 22

OJTS CREATED

FOR 19 BREVARD BUSINESSES

WITH

# \$150,887.40

IN OJT CONTRACTS WRITTEN

### RECRUITING EVENTS/ JOB FAIRS

# 113

Recruiting Events and Job Fairs

2,480 JOB SEEKERS ATTENDED

FOR 70 UNIQUE EMPLOYERS

### VETERANS SERVED

# 1,268

VETS

17,257 Personalized Services Received

FOR 271 VETERANS EMPLOYED

VETERANS EMPLOYED

## 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 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 (October – December 2019)

<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> LEAD Brevard event, Space Coast EDC CPT, EFSC training programs, Brevard Adult Ed training programs, United Way tax services, Brevard Public Libraries</li> <li>• <b>CSB events, programs &amp; services:</b> Daily hot jobs, ESOL, Aerospace Workforce Development Strategy Summit, IT Consortium, Paychecks for Patriots Veterans Job Fair, Recruiting events &amp; workshops</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, Spotlight Brevard, The Beach radio and more re: employer’s hot jobs, recruiting events &amp; workshops</li> <li>• <b>Quarterly digital and print news coverage:</b> Florida Today’s Sunday cover story on Manufacturing in Workforce, BBN cover on AeroFlex pre-apprenticeship program, Hometown News on Brevard Recovery Works and RISE programs, Space Coast Business on IT sector Strategy, CS Florida’s annual report on customer successes, Everything Brevard magazine on remaining employable, Space Coast Daily radio on resources available at CSB, Eau Gallie library FB kudos: How to Adult, Brevard Adult Ed Twitter kudos on Pre-apprentice program, Manufacturing Month-EDC-County Commissioners’ recognition, Embraer kudos</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>• <b>Lead Brevard Community and Conversation:</b> Event sponsor/panelist</li> <li>• <b>Space Coast EDC event:</b> Sponsor /speaker on ITS sector strategy APG grant program</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 Apprenticeships and workforce services to help recruit, hire, train, and retain talent</li> <li>• <b>Program collateral:</b> Ongoing creation of flyers, pocket cards, etc., to encourage jobseeker and referral partner engagement to support all CSB programs</li> <li>• <b>Multimedia outreach campaign</b> for Aero-flex Apprentice and Pre Apprentice Program, creative complete end December, employer campaign launch January with jobseeker campaign to follow</li> <li>• <b>Working for Brevard Fact Sheet:</b> Updated the CSB infographics-style flyer for multimedia use</li> <li>• <b>2018/19 Annual Report:</b> Digital version to launch 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 to increase SEO through industry-relevant posts, ongoing fresh content (pages updates), ongoing refinements to highest performing keywords and messaging based upon analytics, ongoing ADA adjustments</li> <li>• <b>Quarterly program page enhancements:</b> AARP 50+, CSB Community Business Partner Program, Aero-Flex, Soft Skills, Events Calendar</li> </ul>
<p><b>State-Funded Multimedia Campaigns</b></p>	<p><b>Out-of-State Engineering Talent Attraction &amp; Recruitment Campaign:</b> Now in our 5<sup>th</sup> year, this campaign will re-launch in the spring guided by past outcomes and using highest performing creative and targeting parameters as well as adding more information about CSB’s partner placement support to include and Aerospace/advanced manufacturing</p>



## Quarterly Multimedia Outreach (October – December 2019)

apprenticeship awareness programs. Goals include using additional state funds for employer support to increase campaign engagement, and CSB counselor engagement with engineer talent.

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

**Talent Attraction Campaign:**

Now in our 2<sup>nd</sup> year, this successful local campaign will re-launch in the spring guided by past outcomes and using highest performing creative and targeting parameters as well as adding information about Aerospace/advanced manufacturing pre apprentice and apprenticeship awareness. Goals include increased campaign engagement, CSB counselor engagement and walk-in traffic.

**Local Business Engagement/Introduction to Key Sector Services Campaign:**

Last reported \$10,400 was added to the state's co-op grant for CSB to raise awareness of the AeroFlex pre-apprentice program and other key business services. In October, the state agreed boards could inject these funds into current campaigns if it offered a better ROI than creating a new campaign. This is what CSB will do.



# CAREER CENTER COMMITTEE (CCC)

## ATTENDANCE RECORD

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