



# Career Center Committee Meeting

October 24, 2024

9:00 am – 10:30 am CSBFV Rockledge Boardroom

[Click here to join the meeting](#) **Or call in (audio only)** +1 561-486-1414,,683831320#

## Attendees:

Savannah Griffin (Chair), Lorri Benjamin, Sarah Dougherty, Serena Fisher, Erica Flores, Robert Gramolini, Kennedy Jacobs, Kevin Jolly, Leslie Jones, Tory Lovelace, Nuno Mana, Lou Paris, Nancy Peltonen, Brian Rademacher, Tyler Sirois, Les Vail

## Agenda

*Page No.*

<b>Call to Order</b>	Savannah Griffin	
<b>Roll Call</b>	Marina Stone	
<b>Public Comment</b>	Savannah Griffin	
<b>Spotlight Presentations</b>		
Rapid Response	Kimberly Weatherby	1 – 5
<b>Action Items</b>		
<ul style="list-style-type: none"> <li>▪ Approval of Committee Minutes for April 23, 2024</li> </ul>	Savannah Griffin	6 - 8
<b>Reports</b>		
Executive Director's Report	Marci Murphy	
<b>Discussion/Information Items</b>		
Q1 Career Center Efforts Presentation (Objectives 1, 2, and 3)	Caroline Joseph-Paul	9 - 18
Business Engagement Presentation (Objectives 1 and 4)	Thomas LaFlore	19 - 25
<ul style="list-style-type: none"> <li>▪ Apprenticeship</li> </ul>	Melissa Byers	26 - 27
Q1 Multimedia Outreach Presentation (Objectives 2 and 4)	Denise Biondi	28 - 30
Q1 Performance Reporting Presentation and Analysis (Objective 3)	Erma Shaver	31 - 36
<ul style="list-style-type: none"> <li>▪ First Quarter Contractor Performance Brief</li> </ul>	Erma Shaver	37 - 40
<ul style="list-style-type: none"> <li>▪ Primary Indicators of Performance Brief</li> </ul>	Erma Shaver	41 - 42
<ul style="list-style-type: none"> <li>▪ Letter Grade Performance Measurements</li> </ul>	Erma Shaver	43 - 44
Strategies and Goals Matrix	James Watson	45 - 47
<b>Adjourn</b>	Savannah Griffin	

*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 Flagler Volusia at least 48 hours prior to the meeting by contacting Holly Paschal at (321) 394-0507. Persons who are hearing or speech impaired can contact Holly Paschal through the Florida Relay Service by dialing 7-1-1*

## ***Upcoming Meetings***

### **October 2024**

10<sup>th</sup> Industry Workforce Committee-9:00am  
24<sup>th</sup> Career Center Committee-9:00am

### **November 2024**

4<sup>th</sup> Finance Committee-3:00pm  
4<sup>th</sup> Executive Committee-4:00pm  
12<sup>h</sup> Board of Directors Retreat-8:30am  
21<sup>st</sup> Tri-County Consortium-2:00pm

### **December 2024**

No meetings

### **January 2025**

No meetings

### **February 2025**

10<sup>th</sup> Industry Workforce Committee-9:00am  
24<sup>th</sup> Career Center Committee-9:00am

### **March 2025**

3<sup>rd</sup> Finance Committee-3:00pm  
3<sup>rd</sup> Executive Committee-4:00pm  
13<sup>th</sup> Board of Directors-9:00am  
20<sup>th</sup> Tri-County Consortium-2:00pm

### **April 2025**

No meetings

### **May 2025**

6<sup>th</sup> Industry Workforce Committee-9:00am  
20<sup>th</sup> Career Center Committee-9:00am

### **June 2024**

2<sup>nd</sup> Finance Committee-3:00pm  
2<sup>nd</sup> Executive Committee-4:00pm  
12<sup>th</sup> Board of Directors-9:00am  
26<sup>th</sup> Tri-County Consortium-2:00pm



## Rapid Response Overview

Kimberly Weatherby  
Rapid Response Coordinator  
10/24/2024



### Funding Source

**FloridaCommerce** allocates funding for Rapid Response initiatives across all 21 regions of CareerSource Florida.

Each region is responsible for hiring a dedicated Rapid Response Coordinator to manage and implement these initiatives effectively.

# Immediate Assistance



The Rapid Response Program provides crucial support to businesses experiencing difficulties.



Rapid Response teams quickly coordinate services to provide immediate aid to companies and their affected workers. This can include on-site services at the affected company.



By developing tailored strategies, the program aims to help companies stabilize their operations and improve their financial health, thereby preventing potential layoffs and ensuring workforce retention.



# Customized Services

The program offers a range of services tailored to the needs of both employers and employees.  
For workers, this can include:



Reemployment Assistance Benefits



Recruitment & Job Fairs



Career Counseling & Job Search Assistance



Resume Preparation Assistance



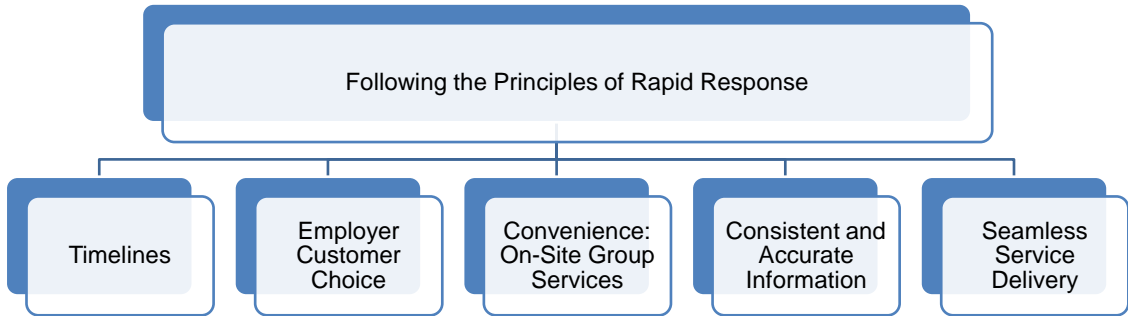
Interviewing Skill Workshops



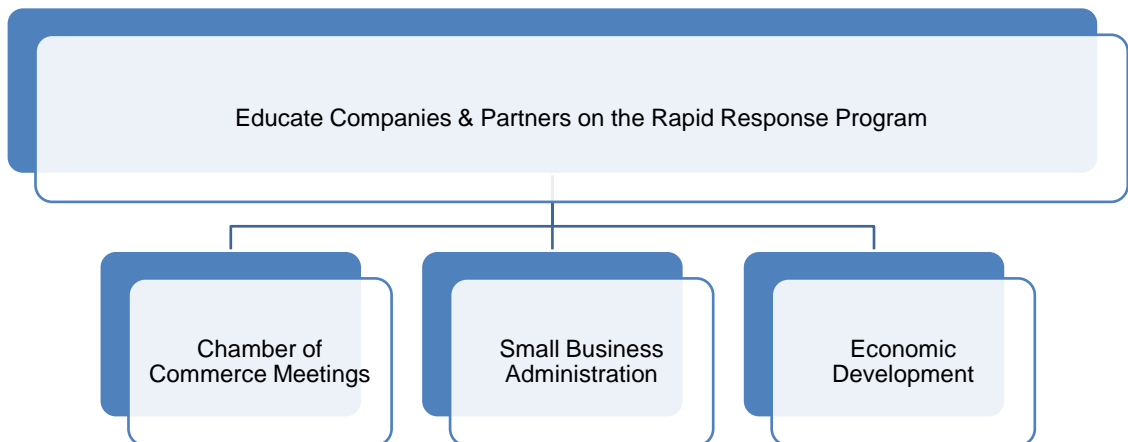
Education & Training Opportunities



# Customized Services



# Outreach



# Finding Who Needs Support



Use reports and technology to find struggling companies



Dun & Bradstreet - Econovue to review health and credit of companies



Burning Glass Labor Market Reports



# Strategies



## Key Layoff Aversion Strategies & Solutions to Stay Open

### Upskilling

Training for staff to gain certifications and adapt to new technologies

Training for managers and supervisor to assume new responsibilities

Short Time Compensation

Temporary Furloughs



# Thank you!

**Kimberly Weatherby**  
Rapid Response Coordinator  
Region 27  
321-394-0590  
[kweatherby@careersourcebfv.com](mailto:kweatherby@careersourcebfv.com)



# CareerSource Brevard

Career Center Committee

April 23, 2024

## Minutes

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

**Members in Attendance:** Pamela Reed Chair, Shawn Beal, Lorri Benjamin, Robert Gramolini, Leslie Jones, Karen Locke, Tory Lovelace, Nuno Mana, Theodore Pobst and Holly Tanner

**Members Absent:** Jimmy Lane and Monica Shah

**Staff in Attendance:** Marci Murphy, Denise Biondi, Amberstar Bush, Mary Keen, Michelle Jones, Thomas LaFlore, Deserine McArthur, Lori Robinson, Erma Shaver, Marina Stone, James Watson and Kimberly Weatherby

**C2 Staff in Attendance:** Chakib Chehadi, Caroline Joseph-Paul, Julie Berrio, John Bonsignore, Jessica Clements, Linda Hadley, Melissa Janssen, Bob Knippel, Sally Patterson, Kory Sillerud, Aaron Smith and Kristine Wolff of CareerSource Brevard (CSB) Career Centers.

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

### Call to Order:

Pamela Reed, Chair called the meeting to order at 8:33am at CareerSource Brevard (CSB).

### Public Comment:

There was no public comment.

### Spotlight Presentations:

#### C2 GPS Career Center Transition PY 24-25

A presentation was shared outlining what steps have been taken by CareerSource Brevard's One-Stop Operator, C2 GPS, to transition the inclusion of CareerSource Flagler Volusia effective July 1, 2024. Transition plans, goals and meeting content was outlined.

### Action Items:

#### Approval of Career Center Committee Minutes of January 23, 2024

Motion to approve the Minutes from the January 23, 2024, meeting was made by Robert Gramolini. Shawn Beal seconded the motion. The motion passed unanimously.

### President's Report

Marci Murphy shared an update on the consolidation efforts and fiscal agent status. A Request for Proposal for youth services for the Flagler Volusia County areas was released. Unemployment rates were shared from March 2024 and the US was at 3.8%, Florida was at 3.2% and Brevard was at 3.4%. Marci also stated that in February the Palm Bay-Melbourne-Titusville MSA had the second and third highest annual job growth compared to all the metro areas in the state in the Information Technology, Education and Health



Services, Manufacturing and the Mining, Logging and Construction industries. Take aways from Lightcast, a leading labor market analysis organization are the great resignation is running in reverse; normal doesn't feel normal and small companies and service industries are driving growth. Ms. Murphy asked committee members if they were seeking less turnover in their organizations. A few agreed that they were seeing less turnover but they were also experiencing a smaller job candidate pool which lacks quality applicants. Lastly, this is the last committee meeting under the name of CareerSource Brevard. The new entity after consolidation will be CareerSource Brevard Flagler Volusia and will be defined as Region 27. After the interlocal agreement is signed, the governance board will select the new Board of Directors. She foresees postponing first quarter PY24-25 committee meetings and hopes to resume in the second quarter of PY24-25.

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

#### Q3 Career Center Efforts Presentation

During the third quarter of PY23-24, C2 GPS shared a presentation on enrollment, employment and program highlights, metrics, hiring events, job seeker workshops, community partner engagement, and customer satisfaction feedback results.

#### Business Engagement Presentation

A presentation was shared that highlighted CSB Recruiting Events, Job Fairs, Workshops, Presentation and Panels and Business Learning Events. A fact sheet was shared for July 1, 2023– March 31, 2024.

#### Q3 Multimedia Outreach Presentation

The Outreach Department highlighted quarterly activities from July 2023 through March 2024. Analytics for the CSB website and social media platforms were shared. Several multimedia campaigns were discussed.

#### Q3 Performance Reporting Presentation

A visual presentation of data was shared about performance measures including Quarter 2 entered employment rate, average hourly wage, retention rate, credential attainment rate and measurable skills gains.

#### Q3 Contractor Performance PY 2023-2024

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

#### Primary Indicators of Performance

Common Measures are required by the Workforce Innovation and Opportunity Act (WIOA). Data was shared showing past performance along with actual performance through the second quarter of PY23-24. Goals for PY23-24 were also shared. All performance goals were met or exceeded for the second quarter of PY23-24 except the Youth Credential Attainment and Youth Measurable Skills Gain.

#### Letter Grade Performance Scorecard

The letter grade scoresheet was shared for the second quarter of PY 2023-2024 with a grade of B and score of 86.46%.

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, Pamela Reed, Chair adjourned the meeting at 9:50am.

Respectfully submitted,

Reviewed by,

{signature on file}  
Marina Stone

05/01/24  
Date

{signature on file}  
Pamela Reed, Chair

05/01/24  
Date



# Career Center Efforts

Career Center Committee

October 2024

*Caroline Joseph-Paul, Senior Managing Director*



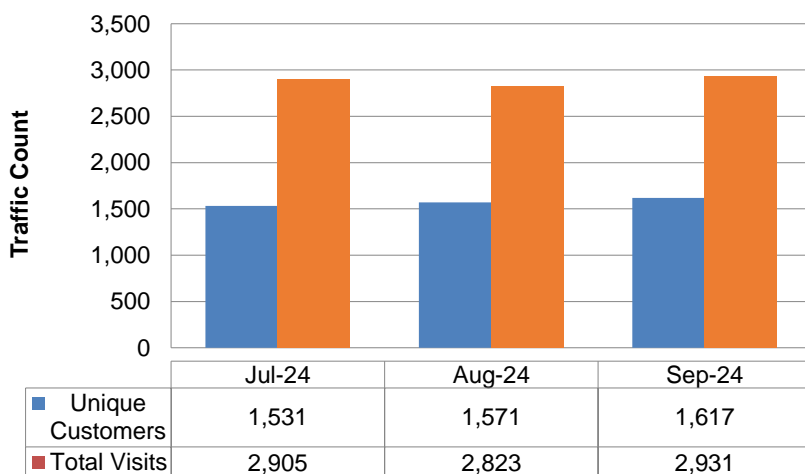
## Q1 – Major Accomplishment Consolidation - One Team ~ Region 27!



## Q1 – Major Accomplishments

- Successfully transitioned CareerSource Flagler Volusia team members.
- Deputy Director of Continuous Improvement & Program Managers led efforts in training (including cross-training) staff to ensure unified service delivery/productivity.
- Center Leadership hosted roundtable discussions to ensure team members had a place to voice concerns as we merged. From this,
  - One on One conversations are being held for a more intimate discussion.
  - Center Managers and Supervisors are conducting weekly standup meetings to ensure guidance is reinforced and a continuous conversation with staff happen.
- Team members are focused on advancing our customers and continuous improvement.
- Center leadership has transitioned to normalcy focusing on customer excellence, quality, and performance.
- Deputy Director of Workforce Operations & Partnership continues to lead efforts to re-engage community partners/build partnerships.
- October 7 - Standardized career center hours of operation across the region.

## Q1 – Access to Universal Job Seeker Services

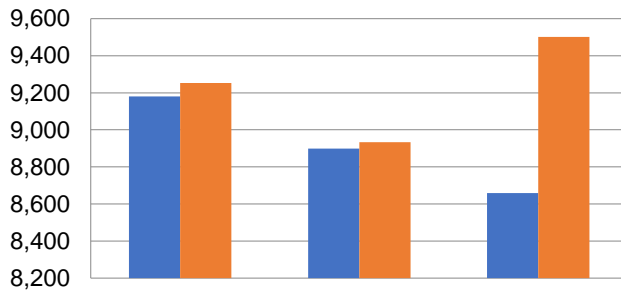


### Walk-In Traffic

- **4,719** unique customers visited the career centers
- **8,659** total visits
- Total visits by center:
  1. Rockledge: 1,970
  2. Orange City: 1,920
  3. Palm Bay: 1,910
  4. Daytona Beach: 1,598
  5. Titusville: 800
  6. Palm Coast: 461

## Q1 – Job Seekers Services & Outcomes

### Region Staff Assisted vs Self Service



	Jul-24	Aug-24	Sep-24
Staff Assisted	9,181	8,898	8,658
Self Service	9,252	8,933	9,502

#### Services Provided:

- Job seekers received 54,427 services
- 49.1% of the services were provided by staff.
- **Top 3 services staff provided:**
  1. Referrals to jobs
  2. Staff assisted job search
  3. Resume preparation assistance

#### Entered Employment:

- 573 entered employment recorded
- \$19.44 average wage

## Q1 - Workforce Innovation & Opportunity Act (WIOA) Adult, Dislocated Worker & Youth Metrics

### WIOA Programs



	Adult	Dislocated Worker	Youth (NextGen)
New Enrollments	43	1	19
Entered Employment	8	0	7
Ave. Wage at Placement	\$21.09	\$-	\$13.36

## Q1 – 2024 Summer Earn & Learn Employment Program

### Shaping our future workforce!

- Served high school juniors & senior students who qualified for free & reduced lunch.
- Services provided:
  - ✓ Career exploration & coaching
  - ✓ Job readiness training,
  - ✓ Mentorship,
  - ✓ Incentives for achieving certain milestones, and
  - ✓ Valuable work experience in a variety of roles with local area businesses & agencies across Brevard County.
- Participants worked up to 25 hours each week for 6 weeks (June 24 to August 2, 2024) for up to 150 hours at \$15.00/hr.
- 19 Young Adults completed work experiences
- 12 Employer worksites participated.



*Also collaborated with the City of Cocoa and City of Titusville to provide pre-employment training & coaching to 18 young adults – 13/City of Cocoa & 5/City of Titusville*

## Q1 – 2024 Summer Earn & Learn Employment Program

### Palm Bay



### Rockledge & Titusville



# Q1 - Youth (NextGen) Outreach & Career Readiness Activities

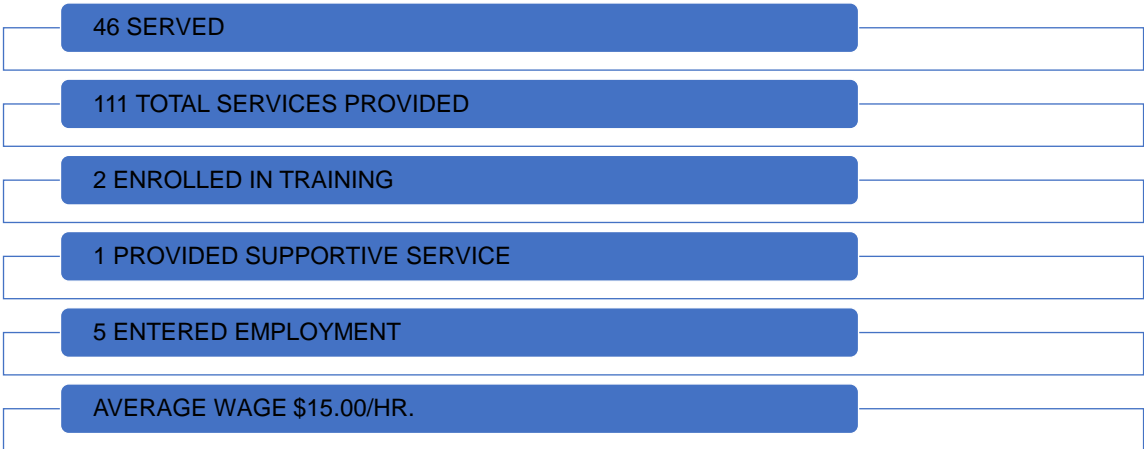
## Outreach/Presentations – 50 served:

- Ways for Life
- Eastern Florida State College/Spacetec USA (Cocoa Campus)
- Family Promise of Brevard
- Love Our Youth
- CRT (Juvenile Corrections)
- CTE Brevard County School teachers

## Career Readiness Sessions – 4 served



# Hope Florida Program (Since March 2024)



# Hope Florida Program



## Success Story

- Referred by DCF for job search assistance.
- Services/guidance provided by Raven McGhee–
  - Resume assistance;
  - Job search using Employ Florida;
  - Optimizing her LinkedIn profile;
  - Enrollment in Matrix Learning for additional skill development;
  - Dress for success advisement &
  - Mock interview sessions.
- Identified a role that matched her skills & qualifications.
- Referred to an Administrative Assistant position
- Hired within 10 days earning \$17.00/hr.!

## Hope Florida Program – Participant Demographic





## Welfare Transition Program Success Story

JENNIFER'S BACKGROUND	WORK EXPERIENCE	SERVICES PROVIDED	OUTCOME
<p>55-year-old single mother of a 16-year-old son from Titusville who was referred for career services in June of 2024.</p> <p>10<sup>th</sup> grade education.</p> <p>Has experienced difficulties obtaining a self-sufficient job.</p>	<p>Housekeeping Food Service Bartending</p>	<p>Kirsten Barrett, Career Advisor II, provided career guidance, job search support.</p> <p>Identified relocation to Mariposa, CA as a viable option where customer had support from family &amp; friends.</p>	<p>Jennifer was able to secure employment earning \$20.00/hr. in CA.</p> <p>Relocation assistance was approved allowing the family to travel to CA, secure an apartment &amp; begin a new life.</p>

## Q1 - Job Seeker Workshops

**1,938** jobseekers served through various workshops.

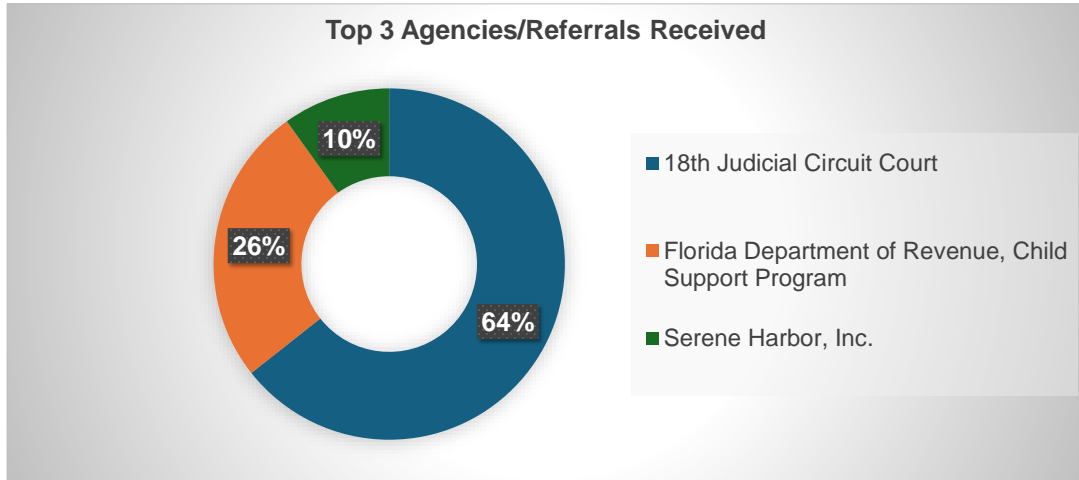
Includes:

- **159** Brevard County Adult & Community Education students via zoom (Orientation to CSBFV & Resume Writing workshops)
- **83** Jobseekers attended "Ask the Recruiters Q & A Panel Discussions. Hosted in Brevard & live streamed to the Flagler Volusia centers.



## Q1 – Community Partner Engagement Crosswalk Agency Referral

### 128 Customers Referred From 9 Community Agencies



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

**SURVEYS COMPLETED = 462**

### Top 3 Services Received

- **36.12%** - Job Search Assistance/Job Screening & Referral
- **27.53%** - Job Readiness (Orientation Workshops, Resume Writing, Interview Preparation, etc.)
- **21.37%** - Applying for Reemployment Benefits/Filing Weekly Claim

### How did customers hear about CSB?

- **33.41%** - Walk-In
- **21.40%** - CareerSource Brevard Website
- **13.24%** - Florida Commerce/ Reemployment

## Q1 – Customer Satisfaction Survey Results

Key Elements	Overall Rating
Staff were courteous and made them feel welcome	4.79 stars
Staff responded to their requests in a timely manner	4.80 stars
Staff understood their needs & the assistance/information received was helpful	4.82 stars
Would recommend CSB services to others	4.82 stars
Overall experience with CSB has been satisfactory	4.84 stars



## Q1 - Customer Satisfaction Survey – Sample Responses



“Kelly Clark conducted a super helpful workshop on How to Answer the Most Common Interview Questions. It was super informative, and she went above and beyond to assist me with answering specific questions. Please recognize her giving my praise amongst her colleagues.”



“Sharlene was extremely helpful to me and others despite being very busy with the amount of people in the office. She provided excellent assistance and had a positive attitude throughout the visit.”



“Chavis Williams was excellent in providing a high level of professionalism and superb navigational abilities in addressing my needs. I highly recommend the services provided here at this location.”



# Thank you!

*Caroline Joseph-Paul, Senior Managing Director*





# Business Services



## Our Services

Free Job Listings

Rapid Response

Local Job Fairs

Tax Credits and Employment  
Incentive Information (WOTC)

Recruiting Events

Labor Market Information  
& Analysis

Applicant pre-screening

Training Dollars for Businesses  
(based on availability)

Business Learning Events



*We're here to serve our local business and connect employers to resources that will save them time and money.*

## Veteran Services Local Veterans' Employment Representative (LVER) Team



- Advocate on behalf of veterans
- Provide information on Office of Federal Contract Compliance Programs
- Work Opportunity Tax Credit Info
- Connect employers to local job seeking veterans in database
- Arrange/conduct veteran specific Job Fairs
- Work closely with Disabled Veteran Outreach Program (DVOP) staff to help get disabled veterans working



## Mission Support

- **Build and maintain relationships with local employers**
- Subject matter expert on all CSBFV's employer programs
- Connect businesses to resources within CSBFV and the community.
- Sit on Boards & Committees in Brevard, Flagler, & Volusia Counties (SHRM, TAP, EDCs, Chambers, etc.)
- Facilitate and draft contracts with training program dollars
- Host & promote Business learning events
- Social Media Posting
- Present to the Business community on Workforce Topics
- Job Orders & Placements
- Employer & Industry Showcases
- Sector Strategies/Consortiums
- Engage New & Re-Engage Previously Served Businesses



# Key Industries in Brevard Flagler Volusia

Aerospace/Aviation
Business, Professional, IT
Construction
Healthcare
Hospitality
Manufacturing



## Training Programs Overview



# On The Job Training (OJT)

- Employer wants to train a new hire
- Reimbursement of 50% of wages (tiers/capped)
- \$15.00 + per hour (except Youth/WT/Sec Strategy)
- Key industry or Demand Occupation (RTOL)
- Must be a full time/permanent position (not temp)
- Business creates training plan for jobseeker
- Candidate & business must meet eligibility requirements of funding stream selected
- Process takes 2 weeks once candidate is selected.
- CANNOT HIRE/START UNTIL APPROVED



# Incumbent Worker Training

- Employer identifies a current staff member(s) missing a skill or requirement
- Retention or promotion is catalyst for training
- Has planned classroom/online training established
- Employees must meet WIOA or grant eligibility requirements
- Business must meet specified requirements or have retention justification.
- CSBFV reimburses for 50% of training costs
- Process could take 7-10 business days





# Work Experience (WE)

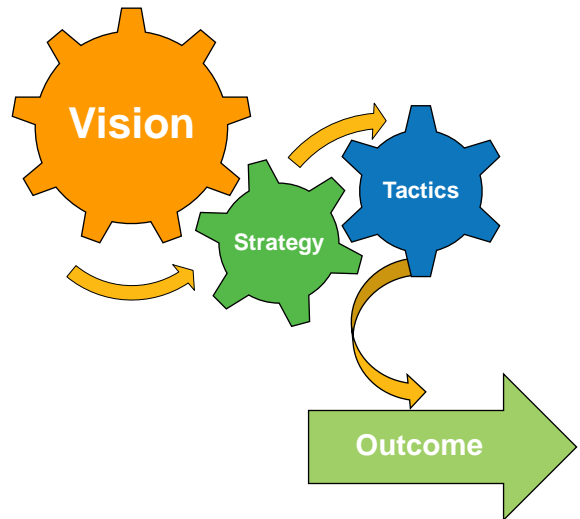
- Candidate driven
- Available for youth and special programs
- Used to provide experience to jobseekers learning new field
- CSBFV pays 100% of eligible candidates' wages
- Use of Staffing Agency to facilitate
- "Try before you buy"
- Progress monitored by Job Developer
- Eligibility and suitability



## Sector Strategies

# What are Sector Strategies?

- Regional partnerships of employers, educators, workforce developers and other stakeholders that address the skills needs of critical industries in a region.
- They are focused on one critical industry
- Led by a strategic partner who coordinates dialogue and action (LWDB)
- Goal - customized solutions to the workforce needs of employers in the industry.
- They are a proven mechanism for meeting the needs of workers for good jobs and the needs of employers for skilled worker



## Current Sector Strategies

### Industry Sectors:

- Manufacturing (supporting entity)
- Healthcare
- Aerospace/Aviation
- Information Technology
- Construction
- Education & Industry

### Team Effort of Workforce Includes:

- Business Liaisons & LVERs
- Sector Strategists
- Local Employers
- Government
- Universities/Colleges
- Training Providers
- School Board, EDO's and local community



# Questions?

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# Registered Apprenticeship Programs: The Apprenticeship Navigator Role

Melissa Byers- Apprenticeship Navigator/Business Liaison



## Registered Apprenticeship Works Across All Industries (TOP):



Healthcare



Manufacturing



Construction



Hospitality &  
Transportation



Trade & Logistics



Information  
Technology



Energy

# Apprenticeship Navigator Role

Promote Registered Apprenticeship – Effective development workforce strategy

Key point of contact for CSBFV for existing, and new programs

Foster existing and new partnerships to develop extensive network of stakeholders

Educate the community on Registered Apprenticeship Programs- Events, speaking engagements

Promote WIOA Services in conjunction with Registered Apprenticeship Programs

Utilize key resources to ensure sustainability of programs –Industry, Occupation, and Region

Business engagement meetings to connect employers existing opportunities

Closely work with our Local Apprenticeship Training Representative (ATR) –Anne Everly

Train other FL State Navigators (1 of 4) and National Webinars to transfer knowledge



# Effective Collaboration & Funding



Public Schools K-12 & Colleges



Community Partners



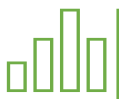
Intermediaries



FLDOE- ATR



Employers



EDC



Associations



Veteran (special funding/credits), Skillbridge- Military Transitional (on hold)



Pathways to Career Opportunities Grant



Tax Credits- \* depending upon qualifications

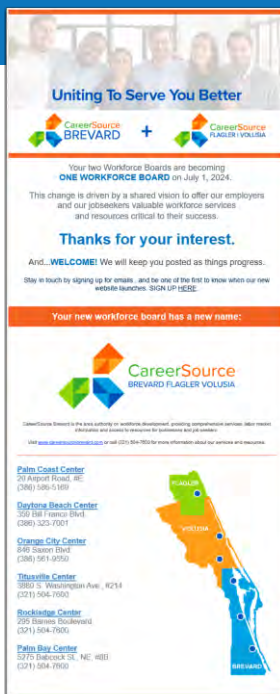


# CareerSource Brevard Flagler Volusia (CSBFV) Communications Department

## Overview of Communications Strategy

### Strategic Outreach & Awareness

- Promote CSBFV's products and services to potential customers and stakeholders using digital and traditional communications tactics and programs that align with the company's goals.
- Support interdepartmental initiatives with integrated communication campaigns and counsel.
- Administer targeted campaigns for industry sector initiatives and grant-funded programs that require unique communication tactics and programs.
- Elevate brand recognition and trust as the area's workforce authority through messaging, executive team leadership positioning and speaking engagements, conference participation, and website development.



## Target Audiences and Messaging

**Our Two Workforce Boards Became ONE WORKFORCE BOARD ON JULY 1, 2024.**

Driven by a shared vision to offer more employers and jobseekers the workforce services and resources critical to their success, your new workforce board with six career center locations, is building a better future for businesses, individuals and partners through a continued commitment to excellence, efficiency and community growth.

**NEW NAME:**

**FAQs**

- Why is the merger happening?
- Does the merger change existing workforce services?
- What changes will Executive Leadership make?
- Who will now lead the merged entity?

**RESOURCES**

- [Florida Workforce System Transformation Plan Overview](#)
- [State and Federal Initiatives](#)
- [2024-25 and 2025-26 Operating Budgets](#)
- [Public Hearing Comments](#)
- [CareerSource Florida FAQ](#)

**We are launching a new website soon.**  
To receive notice when it launches and stay informed about merger updates and opportunities, provide your email using the form below.

Fields marked with an \* are required.

First Name  Last Name

Email  Zip

**SUBMIT**

**TO ACCESS CURRENT INFORMATION, CONTACTS AND LOCATIONS NEAR YOU:**  
Brevard: [www.careersource.com](http://www.careersource.com)  
Flagler and Volusia: [www.careersourcefl.com](http://www.careersourcefl.com)

### Primary Audiences

- o Employers
- o Job Seekers
- o Community Partners

### Tailored Messaging

- o Specific strategies for each audience including:
  - o Board Members
  - o Staff
  - o Legislators
  - o Community and Industry Partners
  - o Media



## Channels, Metrics, and Impact

The collage shows various communication channels: a Facebook post from CareerSource Brevard Flagler Volusia, a LinkedIn post, a website banner for 'Uniting To Serve You Better!', an email newsletter with a 'VISIT OUR SIX CAREER CENTERS' list, and a social media post for a 'SURFACE MOUNT TECHNICIAN' training program.

### Communication Channels

- o Engage social media, email marketing, media and community partner relations, print and broadcast media, video, text messaging, website strategies, networking, event participation and more to reach customers most effectively.

### Success Metrics

- o Identify key performance indicators (KPIs) to measure the effectiveness of outreach efforts.
- o Evaluate KPIs to maximize our message and media strategies for the greatest possible impact.



## Opportunities and Collaboration



**Business Driven.** **Talent Focused.**

Discover the expanded region's six career centers.

Participate in business learning events, talent attraction, and retention opportunities.



SCAN ME

Representing a diverse and exciting region, the professional workforce development team of CareerSource Brevard Flagler Volusia strives to provide high-value workforce services, resources, information, education, training and timely opportunities to more employers and more jobseekers.

This July 1 transformation into a larger, unified region opened the door to greater collaboration and innovation. Alongside education and training, economic development and community development partners region-wide, we are striving to support and facilitate robust regional workforce development and help our communities thrive.



**CareerSource**  
BREVARD FLAGLER VOLUSIA  
careersourcebfv.com

Building Partnerships | Forging Pathways For You

### Emerging Opportunities

- Identify best communications practices
- Develop shared messaging to amplify our brand
- Combine strategy implementation
- Share successes and best practices
- Gather feedback and share outcomes
- Evaluate and adapt strategies to ensure effectiveness

### Collaboration Efforts

- Partnerships with other departments and stakeholders



### Any Questions?

Thank you.





## Contractor Performance

Erma Shaver  
Contract Analysis Manager



## Contractor Performance Legend

The following legend is used throughout the presentation:



The Blue Bar represents the Minimum Performance Goal



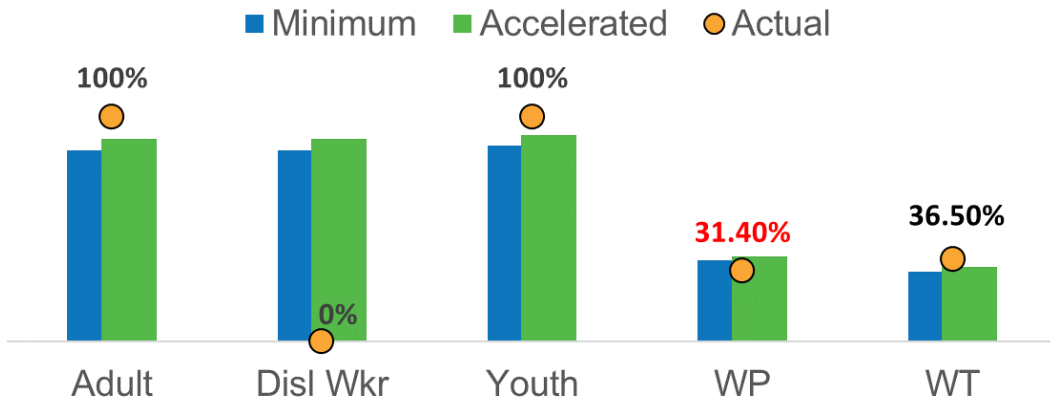
The Green Bar represents the Accelerated Performance Goal



The Gold Circle indicates the Actual Performance Attained

Actual Performance labels are shown in **black text** if the measure met or exceeded Minimum or Accelerated and in **red text** if actual performance fell below the minimum goal.

# Entered Employment Rate – Q1

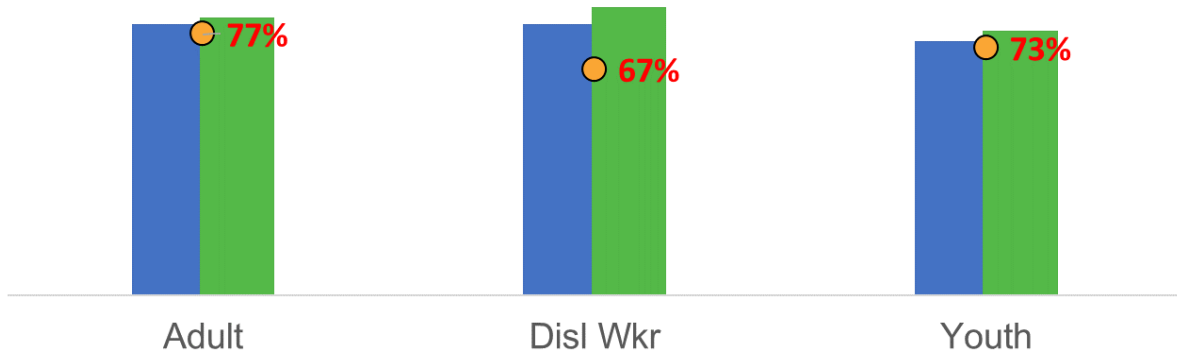


# Average Hourly Wage Rate – Q1



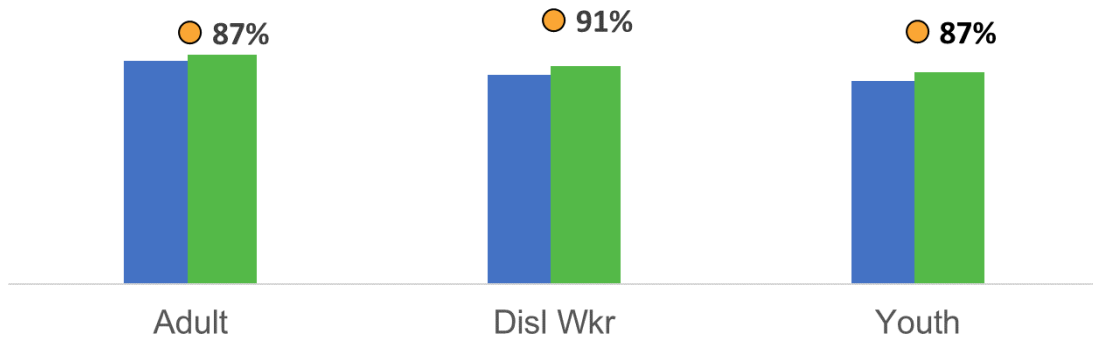
# 1 Year Retention Rate – Q1

■ Minimum ■ Accelerated ● Actual

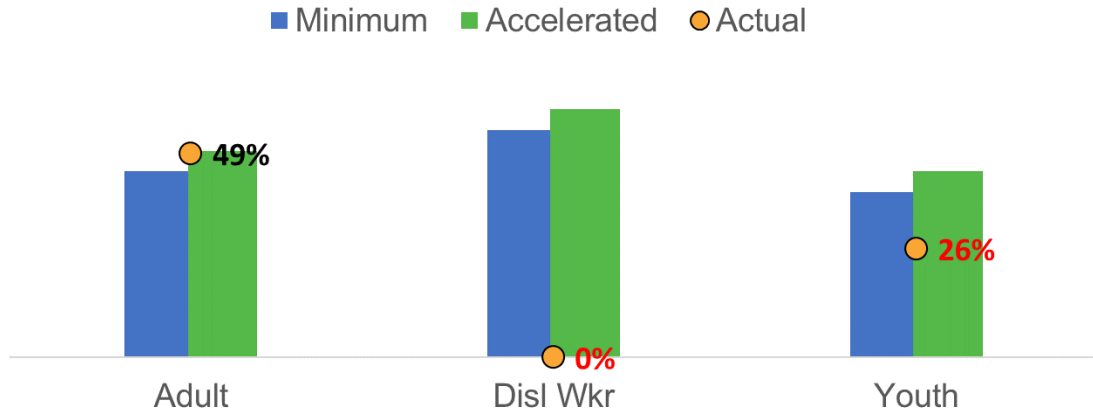


# Credential Attainment Rate – Q1

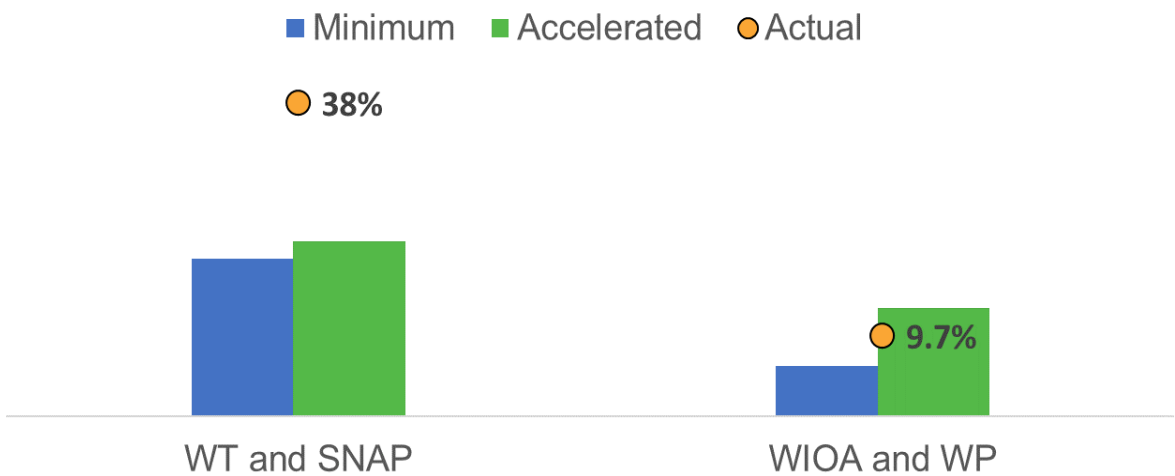
■ Minimum ■ Accelerated ● Actual



# Measurable Skills Gain Rate – Q1



# Enrolled in Work Related Training – Q1



## Additional Measures – Q1



## Contractor Performance – Q1

Missed – 6 of 18 Measures

Attained or Exceeded Minimum Performance – 12 of 18 Measures

Attained or Exceeded Accelerated Performance – 10 of 18 Measures



# Questions?





October 24, 2024

## **Information Brief**

### **First Quarter Contractor Performance PY 2024-2025**

#### **Background**

The CSBFV 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 (16 of 20 for quarters 1, 2 & 3 and 18 of 23 for quarter 4)
- **Element B:** Contractor must meet accelerated performance on 50% of the measures (10 of 20 for quarters 1, 2 & 3 and 11 of 23 for quarter 4)
- **Element C:** Meeting or exceeding a minimum score of 75 on a Board performance evaluation related to programmatic monitoring results.

#### **PY 2024-25 Performance Results**

The Contractor has not met the required number of measures to be eligible to earn dollars for Element A. They were successful in exceeding the performance criteria to be paid on Element B.

Elements of Contractor Performance Earnings - PY 24-25						
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	85%	90%	Exceeded (100%)			
Adult Average Wage at Placement	107% (\$17.49)	111% (\$18.15)	Exceeded (129.0% \$21.09)			
Adult Retention at 12 Months	80%	82%	Missed (77.1%)			
Adult Credential Attainment Rate	77%	79%	Exceeded (86.6%)			
Adult Measurable Skills Gain	Q1 - 45% Q2 - 55% Q3 - 65% Q4 - 77%	Q1 - 50% Q2 - 60% Q3 - 70% Q4 - 79%	Met (49.3%)			

Elements of Contractor Performance Earnings - PY 24-25						
Measures						
Objective/Criteria	Minimum	Accelerated	1st Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
<b>WIOA Dislocated Worker Measures</b>						
Disl. Wkr. Entered Employment Rate	85%	90%	---			
Disl. Wkr. Average Wage At Placement	143% (\$23.38)	150% (\$24.53)	---			
Disl. Wkr. Retention at 12 Months	80%	85%	Missed (66.7%)			
Disl. Wkr. Credential Attainment Rate	72%	75%	Exceeded (90.9%)			
Disl. Wkr. Measurable Skills Gain	Q1 - 55% Q2 - 60% Q3 - 70% Q4 - 75%	Q1 - 60% Q2 - 65% Q3 - 75% Q4 - 80%	Missed (0.0%)			
<b>WIOA Youth Measures</b>						
Youth Entered Employment Rate	87%	92%	Exceeded (100.0%)			
Youth Average Wage At Placement	68.3% (\$11.17)	70% (\$11.45)	Exceeded (81.7%)			
Youth Retention at 12 Months	75%	78%	Missed (73.0%)			
Youth Credential Attainment Rate	70%	73%	Exceeded (86.9%)			
Youth Measurable Skills Gain	Q1 - 40% Q2 - 50% Q3 - 60% Q4 - 65%	Q1 - 45% Q2 - 55% Q3 - 65% Q4 - 68%	Missed (26.3%)			
<b>Wagner Peyser Measures</b>						
WP Entered Employment Rate	36%	38%	Missed (31.4%)			
WP Average Wage at Placement	72% (\$11.77)	76% (\$12.43)	Exceeded (118.9%)			
<b>Welfare Transition</b>						
Entered Employment Rate	31%	33%	Exceeded (36.5%)			
<b>Training Services</b>						
WT and SNAP Enrolled in Work Related Training	19%	21%	Exceeded (37.7%)			
WIOA/WP Participants Enrolled in Work Rela	6%	13%	Met (9.7%)			
<b>Grants and Special Projects Measured Annually (Tracked for information only)</b>						



Elements of Contractor Performance Earnings - PY 24-25						
Measures						
Objective/Criteria	Minimum	Accelerated	1st Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
Increase FAWA ITA's and OJT's by 100%	Q1 – 6, Q2 – 12, Q3 – 20, Q4 - 28		17			
NCPEP - Place 68 customers in Employment or Upgraded Job	Q1 – 0, Q2 – 22, Q3 – 45, Q4 - 68		8			
DWYER - Graduate 50 participants in C N A Training	Q1 – 12, Q2 – 24, Q3 – 37, Q4 - 50		15			

Element A				
Met the minimum percentages set on 16 out of 20 (Q1, Q2 & Q3), and 18 out of 23 (Q4) Performance Measures established in Attachment F	<b>No – Met Minimum on 12 of 18*</b>			
Element B				
Met the accelerated percentages set on 10 out of 20 (Q1, Q2, & Q3), 10 out of 20 (Q3) and 11 out of 23 (Q4) established in Attachment F	<b>Yes – Met Accelerated on 10 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	N/A			

\* There were no exits for Dislocated Workers during the first quarter so there is no performance to report. These measures were removed from the overall calculations for this first quarter. Quarter 1 must meet 14 of 18 for Element A and 9 of 18 for Element B.

### **Performance Analysis**

Six measures were missed for the first quarter:

- Adult, Dislocated Worker, and Youth Retention Attainment Rate measures were not met. Moving forward, contractor has trained all staff of the importance of obtaining multiple contact methods at enrollment for on-going engagement and quarterly follow-ups. A Quality Assurance Specialist has also been assigned to verify the contact information is entered in Employ Florida for each customer as part of the eligibility review process. For each measure 1 or 2 customers made the difference in meeting or missing.
- Youth Credential Attainment Rate was not met. The contractor is focusing on more short-term occupational skills training, especially for youth. Other strategies

have been implemented to work with Youth who have exited without a credential to possibly reengage them with other training services where they may earn a credential.

- Dislocated Worker and Youth Measurable Skills Gain were not met. This is a measure that typically is lower at the beginning of the year when training programs have just started and customers have not had sufficient time to attain a skills gain.
- Wagner Peyser Entered Employment Rate was not met. To improve this measure contractor is implementing key adjustments designed to enhance both customer service and performance outcomes. The changes focus on staff training and refining the enrollment process.

This has been a year of significant change, including consolidation of two regions, system conversions – first to remove Personal Identification Information from data systems and then to convert all appropriate data to the new region number – and to a consolidated contract to cover all workforce services in the newly formed region.

Staff will continue to monitor, analyze, and report performance in all areas. Credential Attainment, Measurable Skills Gains, and Retention Rates will remain a focus for the next few months.



October 24, 2024

## Information Brief

### Primary Indicators of Performance

#### Background

Common Measures are required by the Workforce Innovation and Opportunity Act (WIOA). While incentive monies are not directly 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. They are also included as one of the measures in the Letter Grades Performance. Contractor performance measures are 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 final quarter of PY 2023-24. Also shown are our goals for PY 2023-24. All performance goals were met or exceeded for the 4th quarter of Program Year 2023-24 for Region 13 and all but one measure (Dislocated Worker Credential Attainment Rate) were met or exceeded for Region 11.

#### Region 13 July 2023-June 2024 Performance

Primary Performance Indicator (PPI)	Performance 2020-2021	Performance 2021-2022	Performance 2022-2023	PY 23-24 Performance	PY23-24 Performance Goals
<b>Adults:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	88.9%	83.5%	97.50%	96.30%	90.4
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$8,745	\$8,927	\$10,028	\$9,504	\$8,837
Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)	88.50%	92.6%	87.10%	94.20%	86.1
Credential Attainment Rate	85.2%	82.9%	77.60%	94.20%	77.0
Measurable Skills Gain	75%	75.0%	89.50%	92.20%	75.0
<b>Dislocated Workers:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	87.9%	93.9%	97.20%	100.00%	90.1
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$12,574	\$10,006	\$12,787	\$12,565	\$11,831
Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)	92.4%	86.3%	93.90%	95.70%	90.2
Credential Attainment Rate	69.4%	89.3%	90.90%	93.80%	72.2
Measurable Skills Gain	83.0%	79.3%	100.00%	100.00%	75.0
<b>Youth Common Measures:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	82.6%	80.2%	89.80%	80.90%	83.5
Median Wage 2nd Quarter After Exit	\$3,643	\$4,423	\$5,638	\$4,720	\$3,855

Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)	78.5%	85.7%	82.90%	79.70%	81.5
Credential Attainment Rate	73.0%	73.9%	52.60%	74.20%	75.5
Measurable Skills Gain	66.2%	75.0%	78.10%	78.90%	65.3
<b>Wagner-Peyser:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	61.9%	63.8%	64.60%	67.60%	65.6
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$5,468	\$6,152	\$6,459	\$6,965	\$6,002
Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)	62.9%	63.0%	63.90%	65.90%	64.2
<b>Not Met (less than 90% of negotiated)</b>	Met (90-100% of negotiated)		Exceeded (greater than 100% of negotiated)		

### Region 11 July 2023-June 2024 Performance

Primary Performance Indicator (PPI)	Performance 2020-2021	Performance 2021-2022	Performance 2022-2023	PY 23-24 Performance	PY23-24 Performance Goals
<b>Adults:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	91.70%	79.30%	90.50%	87.60%	85.00
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$7,788	\$9,770	\$9,211	\$9,320	\$7,939
Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)	86.70%	84.20%	81.10%	87.40%	80.00
Credential Attainment Rate	74.70%	69.60%	71.70%	78.20%	72.00
Measurable Skills Gain	93.30%	93.30%	92.30%	92.60%	78.00
<b>Dislocated Workers:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	59.10%	74.50%	88.20%	92.30%	79.10
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$9,072	\$8,840	\$8,488	\$11,164	\$6,096
Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)	41.20%	82.10%	83.00%	83.30%	77.70
Credential Attainment Rate	75.00%	100.00%	88.90%	52.90%	64.40
Measurable Skills Gain	92.90%	90.60%	87.10%	72.70%	71.20
<b>Youth Common Measures:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	84.70%	93.80%	88.00%	81.50%	80.40
Median Wage 2nd Quarter After Exit	\$2,777	\$3,783	\$3,441	\$4,398	\$2,799
Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)	86.70%	90.80%	84.80%	82.50%	78.30
Credential Attainment Rate	95.30%	98.80%	97.70%	93.50%	93.30
Measurable Skills Gain	72.70%	86.10%	78.80%	92.90%	86.00
<b>Wagner-Peyser:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	63.20%	60.80%	68.40%	66.80%	65.00
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$5,637	\$6,642	\$7,041	\$7,142	\$5,598
Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)	63.50%	62.00%	67.30%	66.20%	65.00
<b>Not Met (less than 90% of negotiated)</b>	Met (90-100% of negotiated)		Exceeded (greater than 100% of negotiated)		



A+: ≥ 97	C+: 77 to < 80
A: 93 to < 97	C: 73 to < 77
A-: 90 to < 93	C-: 70 to < 73
B+: 87 to < 90	D: 60 to < 70
B: 83 to < 87	F: < 60
B-: 80 to < 83	

## Program Year 2023-2024 (Final)

B+

LETTER GRADE

87.63%

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	2,323	5,000	46.46		50.00	92.92	23.23
Reduction in Public Assistance (Employment and Training Services, Self-Sufficiency)	.25	1,079	2,548	42.35		50.00	84.70	21.18
Employment and Training Outcomes (Employment and Training Services)	.20	18	18	100		100.00	100	20.00
Participants in Work-Related Training (Training Services)	.10	729	6,432	11.33		25.00	45.32	4.53
Continued Repeat Business (Business Services)	.05	2,038	6,945	29.34		35.00	83.83	4.19
Year-Over-Year Business Penetration (Business Services)	.05				3.77	100.00	90.00	4.50
PY 2022-2023 Business Penetration		2,491	15,350	16.23				
PY 2023-2024 Business Penetration		53	265	20.00				
Completion-to-Funding Ratio (Employment and Training Services)	.10	6.37	3.02	100.00		100.00	100.00	10.00
Exiters: Local Board (N)/Statewide (D)		4,868	76,464	6.37				
Budget: Local Board (N)/Statewide (D)		\$4,637,005	\$153,620,298	3.02				
Extra Credit: Serving Individuals on Public Assistance (Employment and Training Services, Self-Sufficiency)	Up to 0.05 points	2,836.5	6,713	42.25				0.00
						<b>FINAL SCORE</b>		<b>87.63</b>



A+: ≥ 97	C+: 77 to < 80
A: 93 to < 97	C: 73 to < 77
A-: 90 to < 93	C-: 70 to < 73
B+: 87 to < 90	D: 60 to < 70
B: 83 to < 87	F: < 60
B-: 80 to < 83	

## Program Year 2023-2024 (Final)

B+

LETTER GRADE

89.82%

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	1,020	2,537	40.20		50.00	80.40	20.10
Reduction in Public Assistance (Employment and Training Services, Self-Sufficiency)	.25	795	1,775	44.79		50.00	89.58	22.40
Employment and Training Outcomes (Employment and Training Services)	.20	17	18	94.44		100.00	94.4	18.89
Participants in Work-Related Training (Training Services)	.10	589	3,418	17.23		25.00	68.92	6.89
Continued Repeat Business (Business Services)	.05	959	2,570	37.32		35.00	100.00	5.00
Year-Over-Year Business Penetration (Business Services)	.05				9.39	100.00	10000	5.00
PY 2022-2023 Business Penetration		1,420	12,213	11.63				
PY 2023-2024 Business Penetration		37	176	21.02				
Completion-to-Funding Ratio (Employment and Training Services)	.10	2.96	3.10	95.48		100.00	95.48	9.55
Exiters: Local Board (N)/Statewide (D)		2,262	76,464	2.96				
Budget: Local Board (N)/Statewide (D)		\$4,762,396	\$153,620,298	3.10				
Extra Credit: Serving Individuals on Public Assistance (Employment and Training Services, Self-Sufficiency)	Up to 0.05 points	1,848	3,800	48.63				2.00
<b>FINAL SCORE</b>								<b>89.82</b>

## Career Center Committee

**GOAL: Create a Career Center Model that is one of the top choices for career seekers and businesses in Brevard, Flagler & Volusia counties 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.**

Strategy	Actions	Timeframe	Status
Identify, measure, and implement the training needs of local businesses.	Measure & analyze the effectiveness of the training programs offered to career seekers through CSBFV.	Ongoing	<p>CareerSource Brevard Flagler Volusia's funded Individual Training Account (ITA) Vendors include 9 Training Providers. The top 2 program enrollments are Nursing &amp; Truck Driving.</p> <p>An overview of the funded ITA Vendors shows there were <b>37</b> Enrollments, <b>82</b> Still in Training, <b>5</b> Successfully Completed <b>during the Quarter. Overall, 55</b> Entered Employment <b>during the quarter</b>, while <b>43</b> of those obtained jobs in training related employment. Wages range from <b>\$14</b> to <b>\$46.15</b> an hour, with an average of <b>\$23.63</b> an hour.</p>
	Implement the training needs for career seekers in the construction industry.	Ongoing	<p><u>Hurricane Ian / Nicole Grant</u>            CSBFV was awarded <b>\$6,398,150</b> in NDWG funding to assist government agencies and non-profit organizations with hurricane damage and restoration projects utilizing dislocated workers that have been unemployed 6 of the last 13 weeks. Currently this grant is assisting the Brevard County Parks and Recreation, Road &amp; Bridge, Mosquito Control, and Natural Resource Departments, The City of Cocoa Beach, and the City of Palm Bay with clearing waterways, rebuilding boardwalks, improving dikes, and repairing structures such as driving range nets, docks, and windows.</p> <p>Total:</p> <ul style="list-style-type: none"> <li>• <b>109</b> participants enrolled</li> <li>• <b>49</b> have been closed with employment</li> </ul>
Demonstrate examples of effectively cross walking real-time Industry data to Career Counselors, recruiters, and jobseekers.		Ongoing	<i>See Business Engagement Summary Presentation</i>
Convening industry partners and training providers to promote ongoing discussions and events around industry and sector workforce needs focused on assisting career seekers.		Ongoing	<i>See Business Engagement Summary Presentation</i>

Improve the lives of Brevard County's Youth & Young Adult population by offering services & programs that benefit this population & prepare them for the workforce.	Work with Brevard Public School's to facilitate the addition and robust usage of Vocational and CAPE Academies.	Ongoing	<i>See Career Center Efforts Presentation</i>
	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	<i>See Career Center Efforts Presentation</i>
Ensure that measurable continuous improvement is being utilized throughout the CareerSource Brevard Flagler Volusia 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>

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

<b>Strategies</b>	<b>Actions</b>	<b>Timeframes</b>	<b>Status</b>
Build and maintain community-based partnerships to expand CSBFV's awareness within the community and to reach new job seekers.		Ongoing	<i>See Career Center Efforts Presentation</i>
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>
Expand outreach and awareness of CSBFV's services to job seekers.	Engage outreach plan that raises awareness of CSBFV's business services and career services.	Ongoing	<i>See Multimedia Outreach Matrix</i>

**Objective 3: Maintain a data centered environment to measure the success of CareerSource Brevard Flagler Volusia's services.**

<b>Strategies</b>	<b>Actions</b>	<b>Timeframes</b>	<b>Status</b>
Measure and track CSBFV's Federal, State and Career Center Contract measures to monitor performance and ensure success.	Analyze and present at committee meeting	Ongoing	<i>See Performance Reporting Presentation and Analysis</i>  <i>See Contractor Performance Brief</i>  <i>See Primary Indicators of Performance Brief</i>
	Create and track an online customer feedback mechanism housed on the CSBFV website.	Ongoing	<i>See Career Center Efforts Presentation</i>

**Objective 4: Offer the highest quality of services to Businesses to meet their workforce needs.**

<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>
Expand outreach and awareness of CSBFV's services to businesses.	Engage outreach plan that raises awareness of CSBFV's business services and career services.	Ongoing	<i>See Multimedia Outreach Matrix</i>