



# Career Center Committee Meeting

January 25, 2022

8:30 am – 10:00 am CSB Boardrooms

[Click here to join the meeting](#) Or call in (audio only) [+15614861414,706324015#](#)

## Attendees:

Nancy Heller (Chair), Shawn Beal, Lorri Benjamin, Lynn Brockwell-Carey, Marcia Gaedcke, Robert Gramolini, Brian Jaskiewicz, Leslie Jones, Laura Koursaris, Jimmy Lane, Travis Mack, Theodore Pobst, Pamela Reed

## Agenda

Page No.

<i>Call to Order</i>	Nancy Heller	
<i>Roll Call</i>	Marina Stone	
<i>Public Comment</i>	Nancy Heller	
<i>Spotlight Presentation</i>		
Show Me the Money: New Grants and Funding Opportunities	Jana Bauer	1 - 5
<i>Action Items</i>		
▪ Approval of Committee Minutes for October 26, 2021	Nancy Heller	6 – 8
<i>Reports</i>		
President's Report	Marci Murphy	
<i>Discussion/Information Items</i>		
Q2 Career Center Efforts Presentation (Objective 1, 2, 3)	Caroline Joseph-Paul	9 – 18
▪ Impact Analysis for Industries Affected by COVID 19	Erma Shaver	19 – 22
Q2 Business Engagement Presentation (Objective 1, 4)	Lori Robinson	23 – 26
▪ Business Use of CareerSource Brevard (CSB) Business Services Brief	Erma Shaver	27 - 28
Q1-Q2 Multimedia Outreach Presentation & Matrix (Objective 2, 4)	Denise Biondi	29 – 34
Q2 Performance Reporting Presentation & Analysis (Objective 3, 4)	Erma Shaver	35 – 38
Q2 Contractor Performance Brief	Erma Shaver	39 – 41
▪ Primary Indicators of Performance Brief	Erma Shaver	42
Strategies and Goals Matrix	D. McVay-Schulmeister	43 - 46
Attendance Roster		47
<i>Adjourn</i>	Nancy Heller	

Pursuant to the provisions of the Americans with Disabilities Act, any person requiring special accommodations to participate in this meeting is asked to advise CareerSource Brevard at least 48 hours prior to the meeting by contacting Lyn Sevin at (321) 394-0507. Persons who are hearing or speech impaired can contact Holly Paschal through the Florida Relay Service by dialing 7-1-1

## *Upcoming Meetings*

### **January 2022**

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

### **February 2022**

3<sup>rd</sup> Finance Committee-3:30pm

3<sup>rd</sup> Executive Committee-4:00pm

17<sup>th</sup> Board of Directors-8:00am

### **March 2022**

No meetings

### **April 2022**

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

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

### **May 2022**

2<sup>nd</sup> Finance Committee-3:30pm

2<sup>nd</sup> Executive Committee-4:00pm

19<sup>th</sup> Board of Directors Retreat-8:00am-12pm (TBD)

### **June 2022**

No meetings



## Show Me the Money New Grants and Funding Opportunities

Career Center Committee

January 25, 2022



# AARP MICROSOFT DIGITAL LITERACY PROGRAM

*previously awarded grant*

**Funding Source:** AARP Foundation

**Award:** \$10,000

**Duration:** July – December 2021

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

Grant Performance		
	Goal	Actual
<i>Enrolled</i>	25	46
<i>Completed</i>	20	37
<i>Employment Post-Training</i>	10	10



**Purpose:** To enhance the current BTW50+ coaching experiences by improving access to an existing advanced digital skills training needed for local in-demand jobs.



# AARP MICROSOFT DIGITAL LITERACY PROGRAM

*previously awarded grant*

## Program Design

One-week cohort-style training seminar focusing on Microsoft Office, Excel, Powerpoint and Outlook

Partnership with Brevard Adult Education



# WORKFORCE RECOVERY TRAINING PROGRAM

*previously awarded grant*

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

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

**Duration:** March 2020 – June 2023

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



Grant Performance		
	Goal	Actual
<i>Participants to be Served</i>	<b>90</b>	<b>6</b>
<i>Employed at Exit</i>	<b>55</b>	<b>N/A</b>
<i>Participants to be low-to-moderate income</i>	<b>Min. 51%</b>	<b>N/A</b>

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



# WORKFORCE RECOVERY TRAINING PROGRAM

*previously awarded grant*

## Program Design

Three-week cohort-style heavy equipment operator training with employment readiness and career coaching



Partnership with United Rentals

First cohort was held in November/December with 6 graduates.



# AARP SKILLS ACCELERATOR PROGRAM

*recently awarded grant*

**Funding Source:** AARP Foundation

**Award:** \$30,000

**Duration:** December 2021 – July 2022

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

Expected Performance	
Metric	Grant Goal
BTW50+ participants enrolled	25
Completed training	20
Employed Reported Post-Training	10



**Purpose:** To implement a two-phase stackable skills workforce training program offering certifications and leading participants on the pathway to high quality, in-demand jobs.



# AARP SKILLS ACCELERATOR PROGRAM

*recently awarded grant*

## Phase 1

20-25 participants

## Program Design

Microsoft Excel, Digital Literacy  
& Customer Service Training

Utilizing SkillUp Brevard

- *Certification Offered: Microsoft Office Specialist: Excel Associate*

## Phase 2

10 participants

10-Week Salesforce Certified  
Administrator Training

Utilizing training vendor PepUp  
Tech

- *Certification Offered: Salesforce Certified Administrator*

Employment readiness, career coaching and mentoring through PepUp Tech also offered.



# GOOD JOBS CHALLENGE

*new funding opportunity*

Offered under American Rescue Plan

To activate training programs that equip participants with existing and emerging skills needed most by employers, while helping workers find and keep quality jobs and advance chosen career paths.

## Proposed Approach

- Partnership with CareerSource Central Florida (CSB as a subrecipient)
- Focus on two principal Sectoral Partnerships
  - Advanced Manufacturing – collaboration to increase the number of residents entering existing training programs and ultimately fill current and expected openings in this high-growth industry.
  - Healthcare – partnership to design and activate training programs in high-demand, higher-wage healthcare roles and/or accelerate the time required to receive necessary certifications.

Total grant request between \$12 - \$15 million



# Q & A

**Thank you!**

**Jana Bauer**

Vice President of Operations

[jbauer@careersourcebrevard.com](mailto:jbauer@careersourcebrevard.com)



# CareerSource Brevard

Career Center Committee

October 26, 2021

## Minutes

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

### **Members in Attendance:**

Robert Gramolini, Acting Chair, Shawn Beal, Marcia Gaedcke, Nancy Heller, Leslie Jones, Theodore Pobst and Pamela Reed

**Members Absent:** Lorri Benjamin, Lynn Brockwell-Carey, Brian Jaskiewicz, Laura Koursaris and Travis Mack

### **Staff in Attendance:**

Marci Murphy, Jana Bauer, Denise Biondi, Amberstar Bush, Lisa Fitz-Coy, Thomas LaFlore, Don Lusk, Deidre McVay-Schulmeister, Erma Shaver and Marina Stone

### **C2 Staff in Attendance:**

Chakib Chehadi, Ahmanee Collins-Bandoo, Linda Hadley, Marveta Gordon, Jessica Mitchell, Caroline Joseph-Paul, Bob Knippel, Angie Londono, Michele McAlpin, Sally Patterson and Kristine Wolff of CareerSource Brevard (CSB)

### **Guests in Attendance:**

Suzann Kenis and Lisa Wise from Division of Blind Services

### **Call to Order:**

Robert Gramolini, Acting Chair called the meeting to order at 8:30 am at CareerSource Brevard (CSB). Introductions were made.

### **Public Comment:**

There was no public comment.

### **Spotlight Presentation:**

#### AARP Microsoft Digital Literacy Training

Staff demonstrated the Microsoft Digital Literacy Training Seminars. These seminars provide instruction for Back to Work 50+ program CORE Workshop graduates on the use of Microsoft Word, PowerPoint, Excel and Outlook. Instruction is being provided by Brevard Adult Education. There have been 3 classes and 34 completers to date.

### **Action Items:**

#### Approval of Career Center Committee Minutes of July 27, 2021

Motion to approve the Minutes from the July 27, 2021 meeting was made by Pamela Reed. Nancy Heller seconded the motion. The motion passed unanimously.



### Guidelines for Formula Funding Usage for PY 21-22

The guidelines for formula funding usage are reviewed every year to ensure that CSB is focusing on programs that are most effective for businesses and job seekers. Staff recommended 50% Work-based Training (OJT)s, Work Experience, Employed Worker) and 50% Individual Training Accounts (ITA's) for the Training Mix PY 2021-22: Staff also recommended the Job Seeker Customer Mix for 2021-22 of 50% on unemployed workers, 25% on the underemployed and 25 % on employed worker training. Due to the fact that the unemployment rate is low, Lloyd Gregg requested that staff monitor the Job Seeker Customer mix, with a specific focus on the percentage of unemployed workers served, as 50% might be too high. A discussion ensued and it was agreed that staff will monitor and bring any recommended adjustments to the committee if necessary. Motion to approve staff recommendation guidelines for PY 2021-22 and to move this item to the CSB Board of Director's consent agenda was made by Nancy Heller. Shawn Beal seconded the motion. The motion passed unanimously.

### **Reports:**

Marci Murphy shared information about in-house personnel changes. September was a busy month with the Florida Workforce Development Summit in Orlando where Marci presented with partners and showcased the Aerospace Technician Program. Also, CareerSource Florida released the "Get There Faster" grants, CSB submitted two proposals. Hurricane Irma and Hurricane Dorian grants officially ended September 30, 2021. Brevard's unemployment rate for August 2021 was 4.3%. Staff is seeing a lot of activity with sign on bonuses and increases in wages. Information obtained from EMSI/Burning Glass (labor market data analytics company) was shared covering three points; 1) Perfect doesn't exist, 2) Reskilling and upskilling and 3) Retention.

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

#### Q1 Career Center Efforts Presentation

During the first quarter of PY21-22, C2 GPS has modified the delivery of services to focus on educating the community about CSB and began to host on-site recruiting events. Customer engagement and feedback was also presented. A snapshot of the various activities, new initiatives that have occurred, customer engagement and feedback results were shared.

#### PY 21-22 Career Center Standards Results

The Career Center Standards is a review instrument adopted by the Board to assess our One-Stop operator for compliance of WIOA established criteria. The overall rating for PY 21-22 was 99.3%, which shows a strong commitment to provide all-inclusive and consistent services to all three centers.

#### Q1 Business Engagement Presentation

A presentation was shared that showed CSB Recruiting Events, Job Fairs, Workshops, Presentation and Panels for the fourth quarter along with a Fact Sheet for July 1, 2021 through September 30, 2021.

Q1 Multimedia Outreach Report

The Outreach Department highlighted quarterly activities from July 2021 through September 2021. Metrics for the CSB website and social media platforms were shared.

Q1 Performance Reporting and Analysis

A visual presentation of data was shared about performance measures.

First Quarter Contractor Performance PY21-22

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 met the performance criteria for 17 of the 21 of the minimum measures and exceeded 14 of the 21 accelerated measures.

Primary Indicators of Performance

Common Measures were established under WIA and are still required by the Workforce Innovation and Opportunity Act (WIOA). Data was shared showing past performance and actual performance, along with PY20-21 goals. All performance goals were met or exceeded for the 4<sup>th</sup> quarter.

Continuous Improvement Performance Initiative

The Continuous Improvement Performance Initiative (CIPI) Measures used for awarding performance incentive monies to regional workforce boards. The initiative includes three key metrics with additional credit for serving individuals with barriers to employment and for providing staff-assisted, high-value services to business establishments. The committee reviewed the data for PY 20-21 and to date CSB has received \$79,264 incentive dollars allocated to PY 20-21 performance.

Committee Goal Status

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, Robert Gramolini, Acting Chair adjourned the meeting at 10:01 am.

Respectfully submitted,

Reviewed by,

{signature on file}  
Marina Stone

12/02/21  
Date

{signature on file}  
Robert Gramolini, Acting Chair

12/02/21  
Date

A large green triangle pointing downwards, partially overlapping the text area.

## Career Center Efforts

Career Center Committee

January 25, 2022

*Caroline Joseph-Paul, Managing Director*



### Q2 Continuous Improvement, Focus, & Accomplishments

- Oriented new customers to CSB services & delivered services needed to help customers get connected to workforce services including training & employment opportunities.
- Hosted on-site recruiting events for seasonal & other job opportunities.
- Rebuild Grant – Hurricane Irma Construction Trades training grant officially began in terms of enrolling participants for construction training.
- Staff delivered 23,925 services to 2,081 unique customers.
- Across all programs, a total of 564 entered employment reported this quarter including 70 veterans/average wage \$14.73.

## Q2 Enrollment Data

### **NextGen (Young Adult) Program:**

- 68 carryover cases
- 16 enrollments this quarter
- Total of 104 YTD served

### **COVID Disaster Worker Grant** (Focus is filling COVID recovery jobs):

- 11 people started jobs under the COVID grant this quarter
- 33 enrollments this program year



## Q2 Enrollment Data

### **WIOA Adult & Dislocated Worker:**

- 5 DWs and 18 Adults were enrolled.
- Total of 50 WIOA Adults and 11 Dislocated Workers enrolled YTD
- Training Scholarships:
  - 14 Adults began occupational training during the quarter and 3 OJTs started
  - 5 dislocated workers started training during the quarter.
- YTD: 8 DW trainings started (6 classroom and 2 OJT) and 50 adults have started training (9 OJTs and 41 classroom training)



## Q2 Employment Data

### Programmatic highlights/secured employment:

- **17 WIOA Adults**
  - Average wage \$18.46
  - Wages range from \$13.00/Logistics Specialist to \$30.00/Truck Driver
- **8 WIOA Dislocated Workers**
  - Average wage \$23.71
  - Wages ranged from \$10.00/Driver to \$41.00/Senior Production Designer)



## Q2 Employment Data

### Programmatic highlights/secured employment (cont.):

- **23 WIOA NextGen Young Adults achieved successful outcomes**
  - 21 entering employment
  - Average wage \$13.88 (Wages ranged from \$9.00/Delivery Driver to \$22.00/Welder Commercial Technician)
- **33 Welfare Transition** participants/average wage \$12.62
- **12 COVID Disaster Worker Grant** cases closed with employment at \$20 an hour when their positions were picked up by the county. Another 8 were closed w/other employment/overall average wage at placement \$18.19



## Q2 Community Partnerships

### Partnered with:

- **United Way of Brevard** to offer on-site Money Management & Health Care Market Place services at the career center.
- **Adult Education** to deliver pre-employment workshops to their students. These sessions were held via Zoom to approximated 120 students throughout the county.
- **Sustainable Workplace Alliance (SWA)** to deliver CSB Orientation to services for students attending their Operation Career Launch 2021 training program. Orientation was held at the Rockledge career center.



## Q2 Customer Served Summary

Region						
Date	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Unique Customers	794	1,109	1,142	876	627	578
Total Visits	1,473	1,746	2,063	1,422	987	907
Total Services	17,003	17,842	17,281	14,697	11,377	10,027
Staff Assisted	9,784	10,859	11,106	9,442	7,533	6,950
Self Service	7,219	6,983	6,175	5,255	3,844	3,077

### Summary/Comparison:

- **Unique customers served**
  - Year 2021 – 2,081
  - Year 2020 – 1,217
  - Year 2019 - 978
- **Total visits to centers**
  - Year 2021 – 3,316
  - Year 2020 – 1,781
  - Year 2019 – 1,896
- **Total services received**
  - Year 2021 - 36,101
  - Year 2020 – 39,722
  - Year 2019 – 15,558



## Job Seeker Workshops

### Total of 756 customers served:

- October 2021
  - 352 attended
  - 43 sessions
- November 2021
  - 184 attended
  - 27 sessions
- December 2021
  - 220 attended
  - 22 sessions



## Job Seeker Workshops

### Select Workshops topics:

- Evaluating & Negotiating Job offer
- Leadership & Mentoring
- Communication & Conflict management
- Preparing for Interview
- Resume Writing
- Networking/LinkedIn
- Work from Home
- Mastering virtual Interviews
- Top 10 Soft Skills
- Negotiating a Job Offer



## Customer Satisfaction Survey

### Top 5 ways our customers heard about CSB:

1. Walk-ins
2. DEO/Reemployment
3. CSB's website
4. Family/Friend
5. CSB Staff

### Top 5 services respondents received from CSB:

1. Job Search Assistance
2. Applying got Reemployment/Filing weekly claims
3. Appointment w/CSB staff
4. Job Readiness (Orientations, Workshops etc.)
5. Resources for Job Search



## Customer Satisfaction Survey

### Overall feedback based in % that strongly or moderately agreed with the statements below:

- 96.85% agreed that CSB staff was ***courteous*** and made them ***feel welcome***.
- 96.40% agreed that they ***would recommend*** CSB services to others.
- 96.18% agreed that staff ***responded to their needs in a timely manner***.
- 96.40% agreed that their ***overall experience*** with CSB had been ***satisfactory***.
- 95.96% agreed that their needs and the ***information/assistance they received*** from CSB was ***helpful***.





## Community Partner Engagement/Collaboration

Developed partnership with United Way of Brevard to offer the following services:

- **Money Management & Budgeting Workshop** – group workshops to help customers take control of their finances; create spending plan, prioritize their spending; manage debt/get out of debt; identity theft prevention/recovery plan; and retirement planning (at all 3 centers)
- **Affordable Care Act (ACA) Navigator** – provides free one-on-one assistance to help customer select health insurance & complete their applications (Rockledge & Palm Bay centers)
- To date, 18 customers received ACA services and 6 attended Money Management workshop.



## Veterans Program Highlights

### Year to Date

- Total Veterans Served = 177
- Total Veterans Served in Case Management = 104
- Total Case Managed Veterans Placed in Jobs = 52 (50% employment rate for case managed Veterans)
- DVOP Outreach Activities = 22
- LVER Employer Outreach = 845
- Job Orders Entered by LVER = 163
- # of Job Fairs/Recruiting Events organized by LVER team = 45



## RISE – Re-entry to Employment Program

### The RISE program offers:

- Skills assessments
- Resume assistance
- Self-marketing tips
- Interview prep & mock interviews
- Ways to discuss background with employers
- Steps to create career-growth
- ... and more



## RISE – Re-entry to Employment Program

### October to December 2021:

- Total RISE participants attended RISE workshop = 9
- Total RISE workshops held: 5
- Total RISE participants employed: 2

### Year to Date:

- Total RISE Participants attending RISE workshop = 15
- Total RISE workshops held: 10
- Total RISE participants employed: 3



## Our Virtual Footprint – SkillUp Brevard

- Free, online learning platform with over 6,000 courses in Microsoft Office, Google Apps and more!
- 120+ courses in Industry Skills Tracks to help the customer prepare for certifications in various in-demand fields.
- Courses available on the CSB website and always accessible!
- Available in Spanish!

### **Provelt Assessments:**

- Integrated into SkillUp Brevard in February 2021
- Popular skills assessment test that allows job seekers and employers to gain a hands-on sense of how well the individual is familiar with a particular subject or skill (such as Microsoft Office, customer service, etc.)



## Our Virtual Footprint – SkillUp Brevard

### **Current PY July – December 2021 :**

- 403 licenses issued
- 1,267 courses completed

### **Cumulative Totals - May 2020 - December 2021:**

- 1,540 licenses issued
- 3,539 courses completed
- 782 Provelt assessment completions



## NextGen Outreach Efforts

The team continues to outreach to young adult job seekers through a number of ways, including:

- Scheduled sessions at Crosswinds.
- Ready for Life
- Brevard Housing Authority
- Representing NextGen at various live job fairs.
- EFM Messaging
- Adult Education students
- In-reach through co-workers
- Outreach to parents
- Spanish Speakers



**Thank you!**

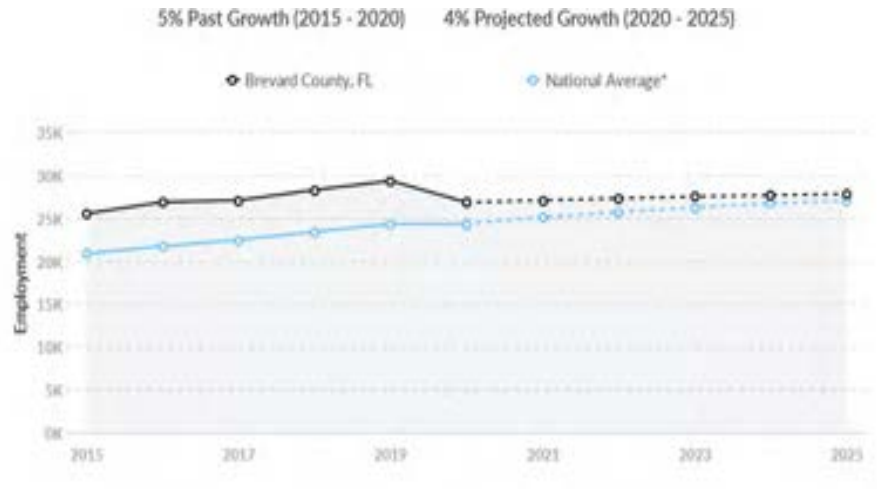
*Caroline Joseph-Paul, Managing Director*

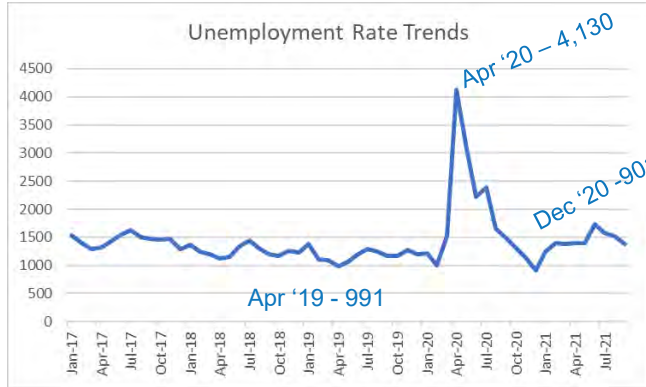


Healthcare Industry Snapshot



## SUPPLY (Jobs)





Sep '21 - 1,382

## UNIQUE JOB POSTINGS



## Jobs Posted in Last 30 Days

	Newly Posted	Number of Employers posting in 2021	Median Advertised Hourly Wage
Total	872	414	N/A
Ambulatory Healthcare Services	241	280	\$25.08
Hospitals	458	57	\$23.40
Nursing & Residential Care Facilities	173	77	\$14.15



## Additional Data

Employ Florida data shows 851 jobseekers looking for positions in this industry.

592 Employers are registered in Employ Florida

There are currently 132 open job orders in the Employ Florida system.

Since July 1, 2021, CSB Staff have provided 808 Services to 138 Businesses in this industry



## FUTURE IMPACTS

- Telemedicine and Virtual Services are very likely to become key players in the healthcare industry.
- EMSI reports show that about 28% of the jobs in 2020 were held by workers who are now nearing or past retirement age.



Questions?





# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## Recruiting Events

### 35 Onsite & Offsite Events

- 21 unique employers included Staffing Agencies, Hospitality, Healthcare, Transportation, Security Companies, Construction, Manufacturing companies represented
- Appointments & Walk-Ins
- 209 Job Seekers attended, 55 Veterans
- Multiple and immediate job offers as result of recruiting efforts



# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## Manufacturing Job Fair

- Hosted on October 7<sup>th</sup>
- Partnered with EDC for event
- 16 employers participated
- 48 job seekers attended; 5 veterans
- Positive feedback from both employers and career seekers



## Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

### Paychecks for Patriots Job Fair

- Held on November 18<sup>th</sup> at Viera Regional Community Center
- Total of 40 employers in attendance
- Total of 97 career seekers; 46 were Veterans



## Presentations & Panels

Offering businesses and career seekers quality workforce services

### Employer Panels

- Held on October 28<sup>th</sup>
- Hosted on Microsoft Teams platform, open to all job seekers
- 5 local employers participated
- 37 attendees
- Topics included available job openings, effective job strategies amidst COVID-19, resume & interviewing best practices, social media/networking, professional branding



## Presentations & Panels

Offering businesses and career seekers quality workforce services

### Home Instead Employee Quarterly meetings

- Held at Wickham Park Community Center on December 3<sup>rd</sup>
- Approx. 60 Home Healthcare employees
- Presented Healthcare Training resources from CSB, such as scholarships for CNA's, and Skill Up Brevard online training



## Presentations & Panels

Recognizing Brevard Businesses

### Employer Appreciation Ceremony

- 2<sup>nd</sup> Annual BTW50+ Virtual Awards Ceremony
- Hosted on December 9<sup>th</sup>
- More than 30 employers recognized
- Collaborative partnerships and contributions for job seekers preparing for employment
- CSB staff also recognized



# Business Learning Events

Educating Brevard Businesses

## Business Learning Event

- Healthcare Employee Development Resources Showcase
- Hosted on November 10th
- 17 employers participated
- Hybrid event educating employers on Workforce Training grants & scholarship process and healthcare apprenticeships program information



### Upcoming Events

- Palm Bay Job Fair (February 9<sup>th</sup>)
- Aerospace Consortium (March 3<sup>rd</sup>)

# Fact Sheet

Business Services Provided July 1, 2021 - December 31, 2021





January 25, 2022

## 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>	Track & Improve Business Engagement Activities

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

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

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

EMPLOYERS THAT RECEIVED A SERVICE			
<u>Industry</u>	<u>PY 19-20</u>	<u>PY 20-21</u>	<u>% Change from PY 19-20</u>
Total All Industries	2,184	3,484	+59.5%
Construction	580	860	+48.28%
Health Care	549	957	+74.32%
General	1,049	1,653	+57.58%
Aerospace	85	106	+19.8%

For PY 2019-20, there was an overall 59.5% increase in the number businesses served across all industries. Within the individual communities served (Construction, Health Care, General and Aerospace), changes consisted of +48.28%, +74.32%, +57.58% and +19.8% 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 2020-21 Program Year results are as follows:

PY 20-21 ALL SERVICES RECEIVED				
<b>Industry</b>	<b>Job Orders</b>	<b>All Other Services</b>	<b>Total</b>	<b>% Change from PY 18-19</b>
Total All Industries	8,982	48,857	57,839	-5.0%
Construction	1,637	12,708	14,345	-.4%
Health Care	2,865	14,565	17,430	+17.13%
General	4,471	21,549	26,020	-17.6%
Aerospace	610	2,118	2,728	-14.3 %

The number of services being provided to current business (total all industries) customers decreased overall by 5.0 percent compared to the previous year. Within the individual communities, Construction, Health Care, General and Aerospace saw changes of -.4%, +17.13%, -17.6% and -14.3%, respectively.

### **Analysis**

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

Services provided are increasing as we move through the effects of the pandemic. The level of services provided and in the number of businesses served are a direct result of COVID-19 impact on the needs of businesses during the last months of the PY 19-20 and through PY 20-21 reporting periods. Staff will continue to monitor the impact and look for innovative ways to assist businesses in moving beyond the pandemic.

### **Discussion**

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

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

## Communications & Marketing Highlights (July – December 2021)

Multimedia campaigns include video, earned media & partner relations, direct mail, and more

### Rebuild Florida Construction Training Grant

Comprehensive campaign promoting monthly training opportunities. Website, paid social media, email marketing, flyers, and more.

Website <https://bit.ly/constructiontrainingbrevard>



### Aero-Flex Manufacturing Training Grant

Updated campaign promoting Certified Manufacturing Associate training program. Website, social media, email marketing, flyer, and more.

Video <https://bit.ly/32Wv0Ls>



## Communications & Marketing Highlights (July – December 2021)

Multimedia campaigns include video, earned media & partner relations, direct mail, and more

### Job Fairs & Recruiting Events

Comprehensive campaigns promoting Veterans Job Fairs, Manufacturing Job Fair, and Home Healthcare Job Fair and numerous recruiting events. Website, targeted media outreach, social media, email marketing, flyers, and more.

Video <https://bit.ly/3FWx30H>



### AARP Foundation Back to Work 50+ Program

Updated campaign promoting overview workshops and new Microsoft Digital Literacy Training sessions. Social media, email marketing, flyer, and more.

Email campaign <https://conta.cc/3hwCzfl>



## Communications & Marketing Highlights (July – December 2021)

Multimedia campaigns include video, earned media & partner relations, direct mail, and more

### Customer Success Stories

Testimonial videos and graphics posted to social media and shared with state & regional partners.

Deepali's Story (video) <https://youtu.be/DDFWPvYhFT4>



### Employer Support Services and Sector Strategies

Raising awareness of hiring & training events and business summits with print advertisements, email marketing, and social media.

Brevard Business News (ad) <https://bit.ly/3338YHa>



## Communications & Marketing Highlights (July – December 2021)

Earned Media – CareerSource Brevard in the News



### Hometown News:

- United Way offers help for marketplace signups

### Florida Today:

- Brevard job market continues to show comeback from pandemic, as unemployment drops to 4.3%
- Health First boosts minimum wage to \$15 an hour, effective Oct. 1
- Lloyd Gregg elected chair of CSB Board of directors

### EverythingBrevard.com:

- Paychecks for Patriots Veterans Job Fair on web event calendar

### Brevard Business News:

- CareerSource Brevard names new executive officers for its board of directors; Lloyd Gregg elected chair.
- Paychecks for Patriots Veterans Job Fair

### 98.5 The Beach Radio:

- Daily Hot Jobs



# Impact by the Numbers (July – December 2021)

## Metrics for CSB website and social media platforms



### CareerSource Brevard Website:

**60,120 unique visitors visited 83,343 times**

- **Top viewed page:** Hot Jobs: 28,032 pageviews
- **Top sources of traffic:** Web search

### CareerSource Brevard Social Media:

**11,969 followers across Facebook, LinkedIn, Twitter & Instagram**

- **300 new followers** since June





## Quarterly Multimedia Outreach (October – December 2021)

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

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

**Please follow us!**

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

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

<https://twitter.com/csbrevard>

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

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

- **CSB shares partner news:** *These community and workforce industry partners offer relevant and valuable news to share with CSB’s audiences. Brevard County, Brevard Adult Education, Brevard Public Schools & CTE program, U.S. Department of Labor, Florida DEO, EDC, Palm Bay Chamber, United Way of Brevard, CareerSource Florida, AARP Foundation, BAC (Brevard Achievement), Space Coast TPO, Eckerd Connects and more.*
- **CSB shares its events, programs & services to multiple audiences:** **Daily** hot jobs social and radio promos, social media content and **weekly-at-a-glance** e-news to jobseekers and referring partners promoting key in-center and virtual workforce services, resources, announcements, events, and success stories. **Daily** social media content and **monthly-at-a-glance** e-news to businesses and referring partners promoting workforce news, events, resources, and business services. **Quarterly** program messaging for Construction training grant, Military Family Employment Advocacy, Brevard Recovery Works, Soft Skills, RISE, Apprenticeship training, SkillUp Brevard (Metrix Learning, AARP Back to Work 50+, Veterans, and Young Adult programs). **Ongoing** promotions supporting key sector (Aerospace/Advanced Manufacturing, Information Technology, Healthcare and Construction) initiatives that include talent building, training, hiring, retention and more.

**Earned  
Multi—  
Media  
Coverage  
through**

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

- **Florida Today** --- requests workforce information and quotes from staff on articles related to Brevard’s economy.



## Quarterly Multimedia Outreach (October – December 2021)

### Press & Partner Relations

- Lloyd Gregg CSB Board chair  
<https://www.floridatoday.com/story/money/business/2021/11/10/selig-named-board-florida-realtors/6366904001/>
- CSB Executive board news <https://www.keiseruniversity.edu/keiser-university-melbourne-campus-president-elected-to-careersource-brevard-executive-committee/>
- United Way healthcare signup support at CSB  
[https://www.hometownnewsbrevard.com/news/united-way-offers-help-for-marketplace-signups/article\\_905c62d6-424a-11ec-af5a-a352040da6de.html](https://www.hometownnewsbrevard.com/news/united-way-offers-help-for-marketplace-signups/article_905c62d6-424a-11ec-af5a-a352040da6de.html)
- **Brevard Business News**
  - Lloyd Gregg CSB Board Chair
  - Paychecks for Patriots Veterans Job Fair
- **EverythingBrevard.com:** Paychecks for Patriots Veterans Job Fair on live event calendar
- **The Beach radio:** Daily run of CSB hot jobs
- **CareerSource Florida** shared CSB's jobseeker and employer success stories in the CSF Annual Report and boards meetings
- **Florida Workforce Development Association (FWDA)** included an overview of CSB in their membership brochure
- **The DEO** shared six CSB success stories between employers and their new hires, with their stakeholders
- **Social media coverage:** *These partners & organizations have tagged CSB and/or shared CSB news to their networks:* CareerSource Florida, DEO, Titusville Chamber, Palm Bay Chamber, Darrel Stern: Embraer, Housing Authority of Brevard County, RGNNext, Perrone Properties, Talk of Titusville, Board Member: Brian Jaskiewicz, SMTC Corporation, Hometown News Brevard, Sustainable Workplace Alliance, Reentry Center of Brevard, Aging Matters in Brevard, Brevard Veterans Resource Network, Satcom Direct, Percepta Melbourne, Health First, Alluvionic, AAR, RoofClaim.com, Superior Skilled Trades, Hydro, Maxar Technologies, H&R Block, SBDC at EFSC, Susan Biszewski-Eber, M.A, Community Credit Union of Florida, 8-Koi, Rohit Ghosh/SpaceX, Protecting Vets, FAVOB, Custom Aerospace, Progressive Cleaning, Space Coast TPO, Leonardo DRS, Eau Gallie High School, USF Health Nursing, and more.



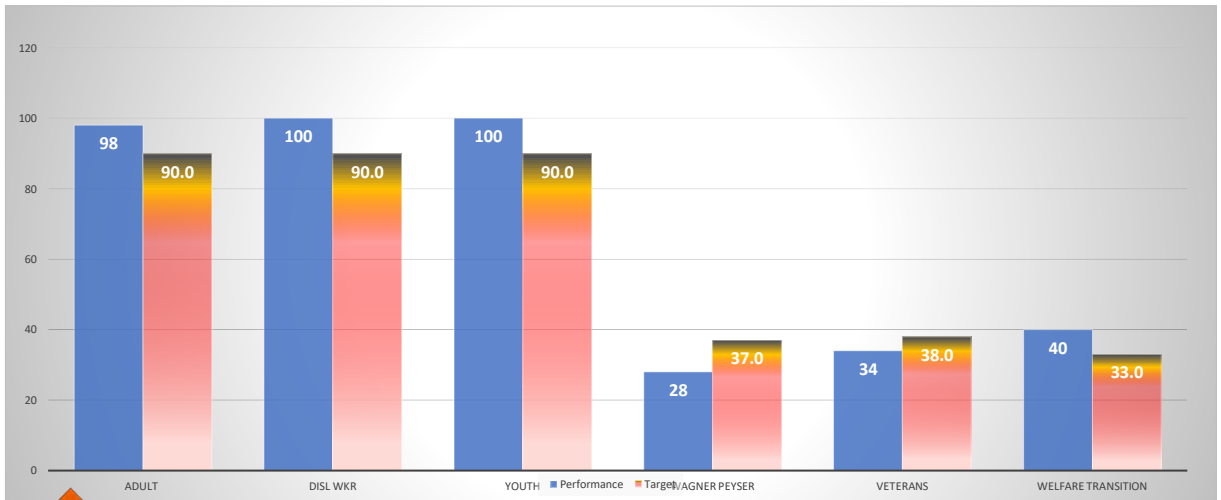
## Quarterly Multimedia Outreach (October – December 2021)

<p><b>Community Partner Outreach Events/ Programs</b></p>	<p><b><u>Additional outreach efforts not detailed in this report or the committee goals matrix:</u></b> <i>Ongoing collaboration to share CSB’s Partner/Employer/Job seeker news and events: strengthening community partner customer referrals to CSB.</i></p> <ul style="list-style-type: none"> <li>• Marci Murphy and Lloyd Gregg partner with Cocoa Beach Chamber President, Jimmy Lane.</li> <li>• Marci Murphy speaking to the Space Coast Women in Defense about the use of LinkedIn in talent recruitment</li> </ul>
<p><b>Paid Multimedia Promotions/ Tactics</b></p>	<p><b><u>Brand awareness to all CSB audiences:</u></b> <i>Ongoing effort to communicate timely and relevant workforce programs and services to targeted audiences and be recognized as Brevard’s key resource for workforce development issues and trends.</i></p> <ul style="list-style-type: none"> <li>• <b>Brevard Business News:</b> Healthcare sector strategy business consortium event ad series, Business Services ad</li> <li>• <b>Facebook:</b> Ad promoting Construction grant program</li> </ul>
<p><b>Website</b></p>	<p><b><u>Content development and enhancements:</u></b> Ongoing updates: increase SEO through industry-relevant posts, fresh content (pages updates), refinements to highest performing keywords and messaging based upon analytics</p> <ul style="list-style-type: none"> <li>• Monthly news posts: <a href="https://careersourcebrevard.com/news">https://careersourcebrevard.com/news</a></li> <li>• Construction training grant webpage <a href="https://careersourcebrevard.com/career-services/education-and-training/careers-in-construction">https://careersourcebrevard.com/career-services/education-and-training/careers-in-construction</a></li> <li>• Updates to building your resume page <a href="https://careersourcebrevard.com/career-services/pathway-to-finding-a-job/building-your-resume">https://careersourcebrevard.com/career-services/pathway-to-finding-a-job/building-your-resume</a></li> <li>• Addition of upcoming information sessions to NextGen page <a href="https://careersourcebrevard.com/career-services/for-young-adults">https://careersourcebrevard.com/career-services/for-young-adults</a></li> <li>• New staff <a href="https://careersourcebrevard.com/who-we-are/operation-and-leadership/board-staff">https://careersourcebrevard.com/who-we-are/operation-and-leadership/board-staff</a></li> <li>• Homepage edits – new images and links <a href="https://careersourcebrevard.com/">https://careersourcebrevard.com/</a></li> </ul> <p><b><u>Web Analytics:</u></b> <i>from the previous quarter.</i></p> <ul style="list-style-type: none"> <li>• 24,162 unique visitors to CareerSource Brevard website</li> </ul> <p>Top viewed pages: Hot Jobs, SSI Calculator (Ticket to Work), and Career Services landing page</p>

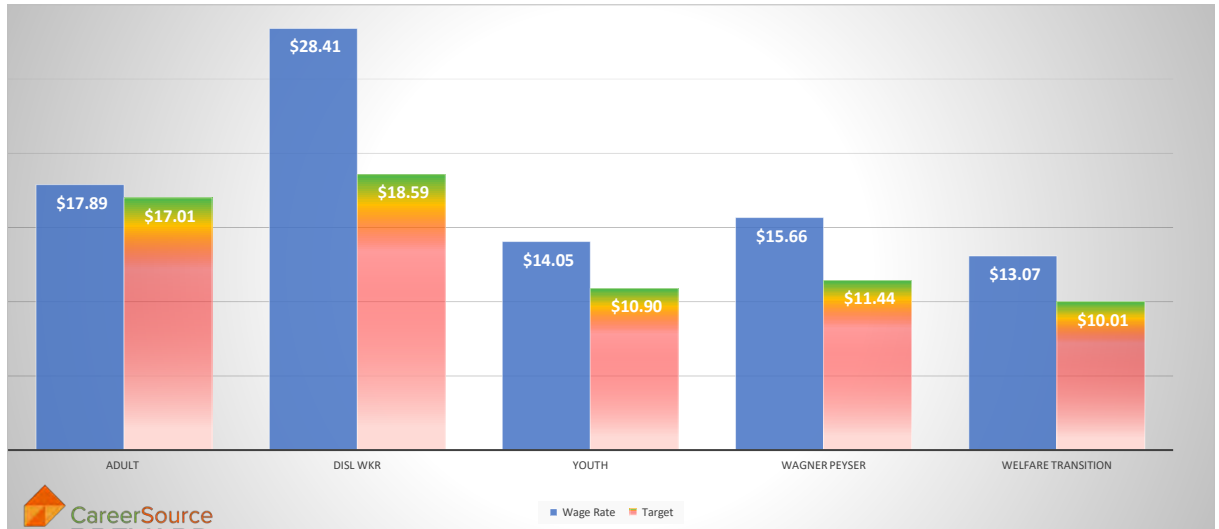
## How is the Contractor Doing?



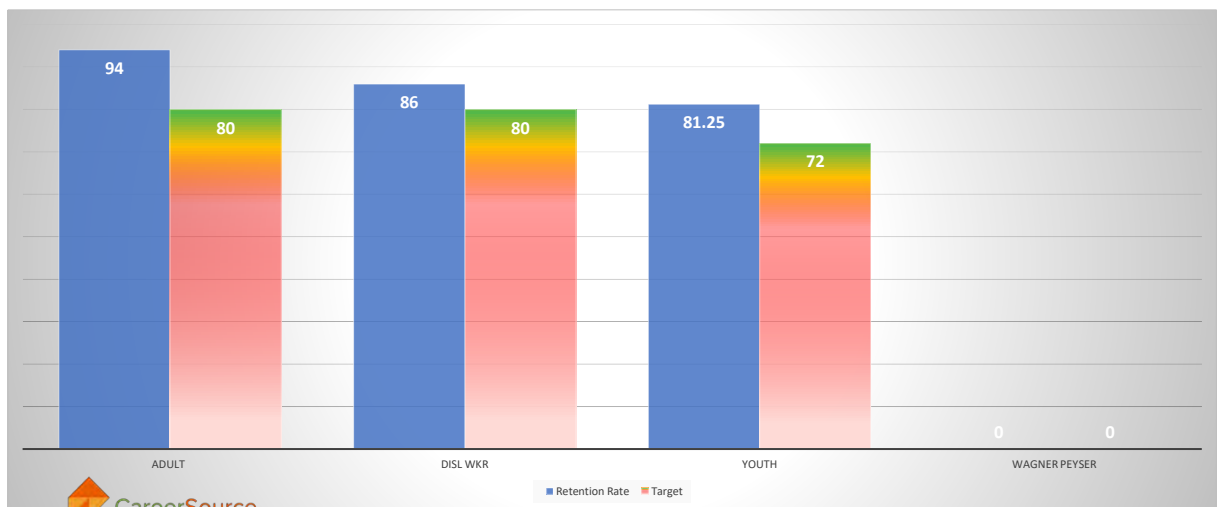
## ENTERED EMPLOYMENT RATE Q2 (Measures 3,4,5,6,7,& 16)



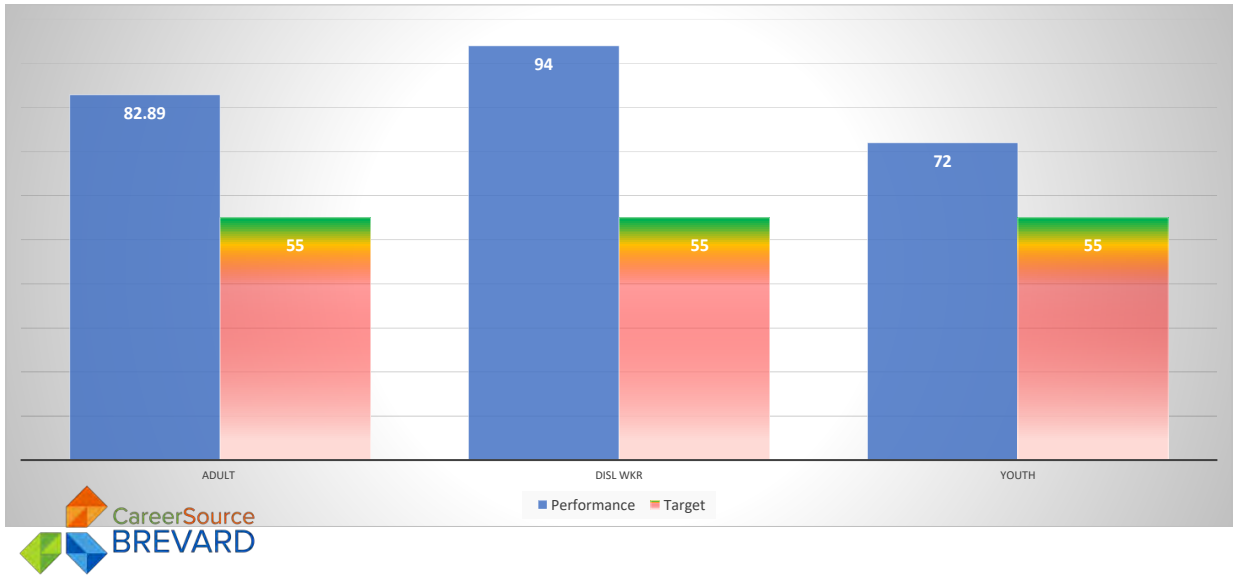
## AVERAGE HOURLY WAGE RATE Q2 (Measures 8, 9, 10, 11 & 20)



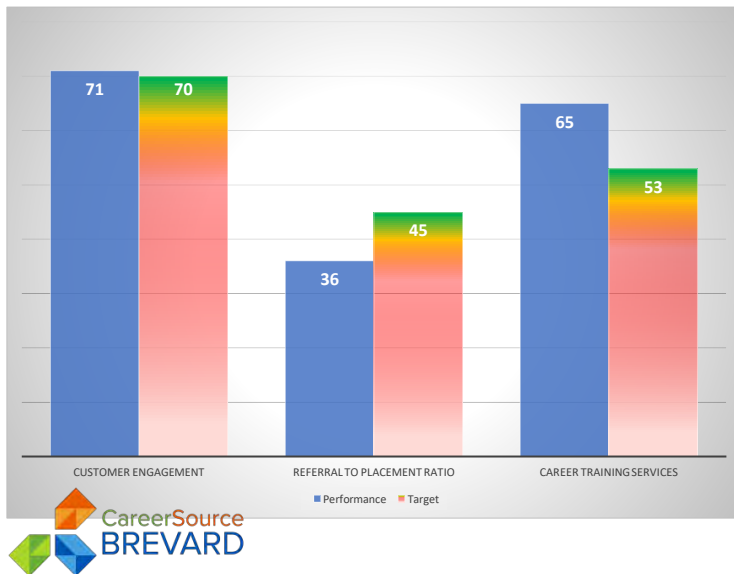
## RETENTION RATE Q2 (Measures 12, 13, 14)



## MEASURABLE SKILLS GAIN Q2 (Measures 17, 18, 19)



## OTHER MEASURES Q2 (Measures 1, 2, 15 & 21)



### NEW JOB SEEKERS



## Questions?







January 25, 2022

## Information Brief

### 2<sup>nd</sup> Quarter Performance PY 2021-2022

#### Background

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

- **Element A:** Contractor must meet minimum performance on 80% of the measures (17 of 21 for quarters 1-3 and 18 of 22 for quarter 4)
- **Element B:** Contractor must meet accelerated performance on 50% of the measures (10 of 21 for quarters 1-3 and 11 of 22 for quarter 4)
- **Element C:** Meeting or exceeding a minimum score of 75 on a Board performance evaluation related to programmatic monitoring results.

#### PY 2021-22 Performance Results

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

<b>Elements of Contractor Performance Earnings - PY 21-22</b>						
<b>Measures</b>						
Objective/Criteria	Minimum	Accelerated	1st Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
<b>Customer Services</b>						
Brand New Job Seekers with Extra Credit	Q1 -1,650 Q2 – 3300 Q3 – 4950 Q4 – 6600	Q1 - 1800 Q2 - 3600 Q3 - 5400 Q4 - 7200	Missed (1572)	Missed (2749.2)		
Customer Engagement	70%	75%	Met (71%)	Met (72%)		
<b>Entered Employment Rate/Positive Outcome</b>						
Adults	90%	95%	Exceeded (96%)	Exceeded (98%)		
Dislocated Workers	90%	95%	Exceeded (100%)	Exceeded (100%)		
Youth	90%	95%	Exceeded (100%)	Exceeded (100%)		
Welfare Transition*	33%	38%	Exceeded (42%)	Exceeded (40%)		
Wagner Peyser	37%	40%	Missed (29%)	Missed (28%)		

## Elements of Contractor Performance Earnings - PY 21-22

Measures						
Objective/Criteria	Minimum	Accelerated	1st Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
Short Term Veteran	38%	42%	Missed (33%)	Missed (34%)		
Average Wage at Placement						
Adult	\$17.01	\$17.73	Exceeded (\$18.16)	Exceeded (\$18.34)		
Dislocated Worker	\$18.59	\$19.31	Exceeded (\$28.41)	Exceeded (\$26.19)		
Youth	\$10.90	\$11.15	Exceeded (\$14.05)	Exceeded (\$14.10)		
Welfare Transition*	\$10.01	\$10.65	Exceeded (\$12.91)	Exceeded (\$12.92)		
Wagner Peyser	\$11.44	\$12.15	Exceeded (\$15.27)	Exceeded (\$15.08)		
Retention at 12 Months						
Adult	80%	85%	Exceeded (94%)	Exceeded (90%)		
Dislocated Worker	80%	85%	Exceeded (86%)	Exceeded (94%)		
Youth	72%	75%	Exceeded (81%)	Exceeded (83%)		
Measurable Skills Gain						
Adult	55%	60%	Exceeded (80%)	Exceeded (76%)		
Dislocated Worker	55%	60%	Exceeded (94%)	Exceeded (94%)		
Youth	55%	60%	Exceeded (72%)	Exceeded (62%)		
Quality of Referrals						
Referral to Placement Ratio by Job Seeker	45%	50%	Missed (36%)	Missed (36%)		
Training Services						
PFM Career Training Services	53%	58%	Exceeded (64%)	Exceeded (65%)		
Grants and Special Projects Measured Annually						
Performance on Special Projects and Grants	N/A	N/A	N/A	N/A	N/A	N/A

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

Element A			
Met the minimum percentages set on 17 out of 21 (Q1, Q2 and Q3) and 18 out of 22 (Q4) Performance Measures established in Attachment F	Yes – Met Minimum on 17 of 21	Yes – Met Minimum on 17 out of 21	

Element B				
Met the accelerated percentages set on 10 out of 21 (Q1, Q2 & Q3) and 11 out of 22 (Q4) established in Attachment F	<b>Yes – Met Accelerated on 15 of 21</b>	<b>Yes – Met Accelerated on 15 of 21</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>Reported Annually</b>			

### **Performance Measure Revisions for PY 21-22**

As we continue to struggle with COVID-19 and its variants, the measures for PY 21-22 were kept the same pending better knowledge of the path the services would need to take post pandemic and to allow the contractor to focus on service provision rather than learning new or revised measures. While much is still unknown about the impact of the pandemic, staff have defined measures and negotiated performance expectations based on the best data available.

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

Analysis of the jobseeker customers served in PY 21-22 indicates that 2,749 of the 6,064 registrations were new customers never seen before July 1, 2021 (the beginning of the timeframe covered by this report). This was 550 new jobseekers below the expected performance level as defined in our local performance measures.

Wagner Peyser Entered Employment Rate, Short-Term Veteran Entered Employment Rate and Referral to Placement were all three missed. This is directly related to the number of customers moving into employment. Work Search Waiver expired on May 29, 2021, the pandemic unemployment benefits (additional \$300) expired on June 26, 2021, and the Federal Unemployment is set to expire September 4, 2021, however, the increase that was expected by these expirations may now be impacted by the impact of the Covid variants that are now surfacing.

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

## Information Brief

### Primary Indicators of Performance

#### Background

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

Below is the most recent report that shows past performance along with our actual performance through the 1st quarter of PY 2021-22. Also shown are our goals for PY 2021-22. All performance goals were met or exceeded for the 1st quarter.

#### July 2021-September 2021 Performance

Primary Performance Indicator (PPI)	Performance 2018-2019	Performance 2019-2020	Performance 2020-2021	PY 21-22 1st Quarter Performance	PY21-22 Performance Goals
<b>Adults:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	95.0%	89.1%	88.9%	91.2%	86.50
Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)	92.6%	87.0%	88.50%	87.8%	85.50
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$8,017	\$8,097	\$8,745	\$9,322	\$7,600
Credential Attainment Rate	89.1%	78.7%	85.2%	84.6%	72.0
Measurable Skills Gain	N/A	N/A	75%	70.0%	49.0
<b>Dislocated Workers:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	84.9%	91.8%	87.9%	90.4%	87.0
Employment Retention Rate(4 <sup>th</sup> Qtr. after Exit)	87.5%	88.7%	92.4%	89.1%	85.0
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$8,229	\$10,174	\$12,574	\$12,444	\$7,500
Credential Attainment Rate	81.00%	61.1%	69.4%	74.3%	70.0
Measurable Skills Gain	N/A	N/A	83.0%	75.5%	49.0
Primary Performance Indicator (PPI)	Performance 2017-2018	Performance 2018-2019	Performance 2019-2020	PY 21-22 1st Quarter Performance	PY21-22 Performance Goals
<b>Youth Common Measures:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	83.5%	80.2%	82.6%	80.9%	79.5
Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)	82.2%	85.6%	78.5%	77.7%	77.0
Median Wage 2nd Quarter After Exit	N/A	N/A	\$3,643	\$3,781	\$3,300
Credential Attainment Rate	72.5%	70.3%	73.0%	72.3%	76.5
Measurable Skills Gain	N/A	N/A	66.2%	58.5%	46.5
<b>Wagner-Peyser:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	63.8%	68.8%	61.9%	60.6%	65.0
Employment Retention Rate(4 <sup>th</sup> Qtr. after Exit)	64.8%	65.4%	62.9%	61.3%	64.2
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$5,619	\$5,459	\$5,468	\$5,537	\$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>		

## Career Center Committee

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

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

Strategies	Actions	Timeframes	Status
Identify, measure and implement the training needs of local businesses.	Measure & analyze the effectiveness of the training programs offered to career seekers through CSB.	July 2022	No new updates.
	Measure, analyze, & implement training solutions based on the impacts of COVID-19 to businesses and jobseekers.	Ongoing	<i>See Impact Analysis for Industries Affected by COVID 19 Presentation</i>
	Implement the training needs for career seekers in the construction industry.	Ongoing	<p><b><u>Construction Occupations Training Grant</u></b>            CSB hosted the first Workforce Recovery Training Program in partnership with United Academy from November 29 – December 17. A Professional Development seminar was held for the students, where they participated in interactive workshops that targeted Job Searching, Resume Writing Tips, and Interviewing Techniques. Six participants graduated on December 17<sup>th</sup> and earned the following certifications:</p> <ol style="list-style-type: none"> <li>1. OSHA 10 HOUR CONSTRUCTION</li> <li>2. Skid Steer Loader Operator Certification - Blended</li> <li>3. Aerial Boomlift 3b &amp; Scissor Lift 3a Operator</li> <li>4. Counterbalance &amp; Rough Terrain Forklifts Operator</li> <li>5. Excavator Operator DIRT CERT™</li> </ol>
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	No new updates
Ensure that measurable continuous improvement is being utilized throughout the CareerSource Brevard organization.	Sustain Customer focused, high performing services to the general public.	Ongoing	<i>See Career Center Efforts Presentation</i>
	Develop and implement a consultative approach for customer intake in the career centers.	Ongoing	<i>See Career Center Efforts Presentation</i>

<b>Objective 2: Outreach and attract hidden talent to expand the labor pool and grow the labor force.</b>			
<b>Strategies</b>	<b>Actions</b>	<b>Timeframes</b>	<b>Status</b>
Build and maintain community-based partnerships to expand CSB's awareness within the community and to reach new job seekers.		Ongoing	<i>See Career Center Efforts Presentation</i>  <b>COVID-19 NDWG Funding</b> CSB was awarded \$1,867,263 in NDWG funding to assist government agencies and non-profit organizations whose demand has increased due to COVID-19 with dislocated workers who have lost their job due to the pandemic and have been unemployed 6 of the last 13 weeks. <b>Currently, this grant is assisting Aging Matters, the Early Learning Coalition, Second Harvest Food Bank, Daily Bread, Central Brevard Sharing Center, Catholic Charities of Central Florida, City of Melbourne Housing &amp; Urban Improvement, Macedonia Community Development, Space Coast Center for Independent Living, and Community of Hope.</b>
Broaden our footprint with special populations.		Ongoing	<i>See Career Center Efforts Presentation</i>  <i>See Show Me the Money: New Grants and Funding Opportunities Presentation</i>
Broaden our footprint with the virtual job seeker community.		Ongoing	<i>See Career Center Efforts Presentation</i>
Expand outreach and awareness of CSB's services to job seekers.	Engage outreach plan that raises awareness of CSB's business services and career services.	Ongoing	<i>See Multimedia Outreach Presentation &amp; Matrix</i>

<b>Objective 3: Maintain a data centered environment to measure the success of CareerSource Brevard's services.</b>			
<b>Strategies</b>	<b>Actions</b>	<b>Timeframes</b>	<b>Status</b>
Measure and track CSB's Federal, State and Career Center Contract measures to monitor performance and ensure success.	Analyze and present at committee meeting	Ongoing	<i>See Q2 Contractor Performance Presentation</i>  <i>See Primary Indicators of Performance Presentation</i>
	Create and track an online customer feedback mechanism housed on the CSB website.	Ongoing	<i>See Career Center Efforts Presentation</i>

<b>Objective 4: Offer the highest quality of services to Businesses to meet their workforce needs.</b>			
<b>Strategies</b>	<b>Actions</b>	<b>Timeframes</b>	<b>Status</b>
Track & improve Business engagement Activities		Ongoing	<p><b><u>Business Metrics</u></b>  <b>From July 1 – December 31, 2021:</b>            Unique Businesses Served – <b>1,448</b>            Total Number of Services Provided to Businesses – <b>20,617</b></p> <p><i>See Business Engagement Summary Presentation</i></p> <p><i>See Business Use of CareerSource Brevard (CSB) Business Services Brief</i></p>
Expand outreach and awareness of CSB's services to businesses.	Engage outreach plan that raises awareness of CSB's business services and career services.	Ongoing	<i>See Multimedia Outreach Presentation &amp; Matrix</i>



# CAREER CENTER COMMITTEE (CCC)

## ATTENDANCE RECORD

PY 2021-2022	JULY	OCT	JAN	APR
Beal, Shawn	A	P		
Benjamin, Lorri	P	A		
Brockwell-Carey, Lynn	P	A		
Gaedcke, Marcia	P	P		
Gramolini, Robert	P	P		
Heller, Nancy	A	P		
Jaskiewicz, Brian	P	A		
Jones, Leslie	P	P		
Koursaris, Laura	P	A		
Lane, Jimmy		new		
Mack, Travis	A	A		
Pobst, Theodore	P	P		
Reed, Pamela	p	P		
Sugarman, Jennifer	P	past		