



# Career Center Committee Meeting

October 27, 2020

8:30 A.M. – 10:00A.M. CSB Boardroom

[Link: Join Microsoft Teams Meeting](#)

## Attendees:

Robert Gramolini (Acting Chair), Shawn Beal, Lorri Benjamin, Lynn Brockwell-Carey, Marcia Gaedcke, Nancy Heller, Juanita Jackson, Brian Jaskiewicz, Laura Koursaris, Travis Mack, Theodore Pobst, Jennifer Sugarman

## Agenda

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<i>Call to Order</i>	Robert Gramolini	
<i>Roll Call</i>	Robert Gramolini	
<i>Public Comment</i>	Robert Gramolini	
<i>Reports</i>		
President's Report	Marci Murphy	
<i>Presentation</i>		
Community Leaders in Action	Jana Bauer	1 - 5
<i>Action Items</i>		
▪ Approval of Committee Minutes for July 28, 2020	Robert Gramolini	6 – 8
▪ Guidelines on Formula Funding Usage for PY20-21	Don Lusk	9
<i>Discussion/Information Items</i>		
Objective 1: Offer the highest quality of services to Career Seekers to enable them to become the talent that the businesses need	Jana Bauer	10 - 14
▪ PY 20-21 Career Center Standards Review	Erma Shaver	15 - 16
Objective 2: Outreach and attract hidden talent to expand the labor pool and grow the labor force	Jana Bauer	17 - 19
▪ Quarterly Multimedia Outreach Matrix	Denise Biondi	20 - 21
Objective 3: Maintain a data-centered environment to measure the success of CareerSource Brevard's services	Erma Shaver	22
▪ Performance Measures Presentation	Erma Shaver	23 - 29
▪ First Quarter Contractor Performance PY20-21	Erma Shaver	30 - 32
▪ Primary Indicators of Performance	Erma Shaver	33
▪ Continuous Improvement Performance Initiative	Erma Shaver	34 – 35
Objective 4: Offer the highest quality of services to Businesses to meet their workforce needs	Jana Bauer	36 - 37
▪ Q1-2020 Job Fair and Recruiting Events	Thomas LaFlore	38 - 39
Attendance Roster		40
<i>Adjourn</i>	Robert Gramolini	

## *Upcoming Meetings*

### **October 2020**

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

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

### **November 2020**

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

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

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

### **December 2020**

No meetings

### **January 2021**

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

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

### **February 2021**

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

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

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

### **March 2021**

No meetings

### **April 2021**

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

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

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

### **May 2021**

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

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

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

### **June 2021**

No meetings



## Community Leaders in Action

*Charting a course for elevating lives and wages in Brevard County.*

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## The Goal



*Elevating wages and lives in low-to-moderate income individuals across the county by tackling workforce development and educational needs.*

**NETWORK. COLLABORATE. PARTNER.**

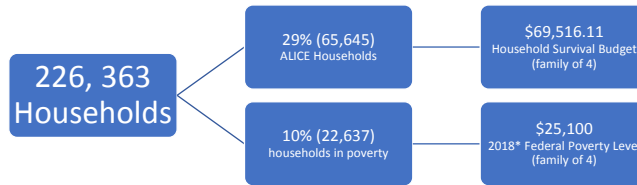
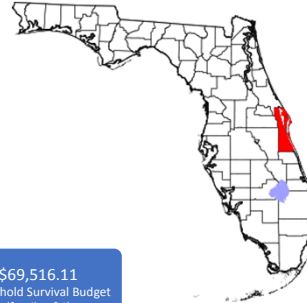


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# Who Is ALICE?

ALICE is Brevard's low-to-moderate income worker who is:

- **Asset Limited**
- **Income-Constrained**
- **Employed**
- **and the household earns more than Federal Poverty Level, but less than the survival budget for Brevard County.**



How do we close the gap?



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# Session 1: Network



- From Ginny Gleason to Everyone: Yes Brevard Public Schools
- From Bennett Margotta (aka Drumb) to Everyone: EFSC - Cornwall
- From Nancy Margotta to Everyone: Yes AARP Foundation SCSEP
- From Leigh McElroy to Everyone: Yes Eckerd Connects
- From tara to Everyone: Yes South Brevard Sharing Center
- From Lisa Montgomery to Everyone: Yes CareerSource Brevard
- From diane to Everyone: Yes CareerSource Brevard will continue to lend expertise and resources.
- From scott to Everyone: CareerSource - Forward - yes!
- From Scott Benjamin to Everyone: yes Brevard Adult and Community Education
- From Scott Benjamin to Everyone: Yes
- From Johnette to Everyone: Yes Space Coast Health Foundation
- From Rob Oatis, Housing For Home... to Everyone: Yes Housing For Homeless

- Over 30 people participated from 21 unique community-serving agencies.



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## Participating Agencies

AARP Foundation  
Brevard County Housing and Human Services  
Brevard Health Alliance, Inc.  
Brevard Hispanic Center  
Brevard Public Schools (Elementary Leading & Learning and Adult Education)  
CareerSource Brevard  
Community Foundation for Brevard  
Eastern Florida State College  
Eckerd Connects  
Family Promise of Brevard  
Florida Department of Children and Families  
Housing for Homeless  
Love in the Name of Christ (INC) of Brevard  
Macedonia Education Technology and Career Academy  
Neighbor Up Brevard  
Space Coast Area Transit  
Space Coast Health Foundation  
South Brevard Sharing Center  
Women's Center of Brevard



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## Basic Needs Must Be Met

Our community has identified a need to develop access to the following resources at a minimum:

- Mental and Physical Health Supports
- Support networks to meet people where they are
- Education/Training Pathways
- One centralized point of contact to act a guide to maneuver the services
- Targeted services to provide access to housing, transportation, childcare, language and food

*Once basic needs are met, an outline of comprehensive career pathways for mobility must be defined.*



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# Session 2: Collaborate

*"Vision without action is a daydream. Action without a vision is a nightmare."*  
Soichiro Honda

Identify our strategic focus, prioritize objectives, and plan next steps!

### Community Leaders in Action

Session 2

Tuesday, October 20th  
8:15 - 10:00 am

Charting a course for elevating lives & wages in Brevard

FACILITATED BY:  
CareerSource Brevard

HOSTED BY:

### WELLS FARGO

IN COLLABORATION WITH:  
**FLORIDA**  
COLLEGE ACCESS NETWORK

CareerSource  
BREVARD

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Thank you!

Questions?



# CareerSource Brevard

Career Center Committee

July 28, 2020

## Minutes

The meeting was held via teleconference during the COVID-19 pandemic.

### **Members in Attendance:**

Nancy Heller (Chair), Jeff Arnott, Shawn Beal, Lynn Brockwell-Carey, Marcia Gaedcke, Robert Gramolini, Brian Jaskiewicz, Laura Koursaris and Jennifer Sugarman

**Members Absent:** Juanita Jackson, Travis Mack

### **Staff in Attendance:**

Marci Murphy, Jana Bauer, Wendi Bost, Judy Blanchard, Denise Biondi, Thomas LaFlore, Lisa Fitz-Coy, Don Lusk and Marina Stone

### **Guests in Attendance:**

Chakib Chehadi, Ahmanee Collins-Bandoo, Julie Berrio, Linda Hadley, Caroline Joseph-Paul, Bob Knippel, Angie Londoño, Michele McAlpin, Jessica Mitchell, Ramsey Olivarez, Holly Paschal, Sally Patterson of CareerSource Brevard (CSB) Career Centers

### **Call to Order:**

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

### **Public Comment:**

There was no public comment.

### **Presentations:**

#### SkillUp Brevard

A presentation was shared on CSB's SkillUp Brevard, a virtual online learning platform that offers 6000+ courses including prep courses for various industry certifications in IT, Healthcare, Manufacturing and Retail/Service. SkillUp Brevard was launched on May 11, 2020 and will assist customers with exploring career pathways, learning and finding employment. To date, 98 of 200 licenses were issued with average completions per active client. Of the 98 licenses issued, customers took an average of 5.4 courses and invested 7.1 hours each with 102 total course completions in June 2020. CSB is currently looking into Phase 2 with this project in which we can focus on an unlimited license model to allow for expansion of outreach efforts and partner with industries.

### **Action Items:**

#### Approval of Career Center Committee Minutes of April 28, 2020

Motion to approve the Minutes from the April 28, 2020 meeting was made by Jennifer Sugarman. Marcia Gaedcke seconded the motion. The motion passed unanimously.



### CCC Strategies and Actions for 2020-2023

CSB Board members participated in an Annual retreat in February 2020 to review the current three-year CSB Strategic Plan and recommend modifications to the plan. A matrix was shared with the changes to the CCC Goals and Objectives as well as the associated Strategies and Actions. Motion to approve staff recommendation of the new CCC Strategies and Actions as presented for Program Years 2020/2021 through 2022/2023 made by Jennifer Sugarman, Robert Gramolini seconded the motion and it passed unanimously.

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

#### Committee Goal Status

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

#### ITA Annual Evaluation

The ITA Annual Vendor Evaluation was reviewed with the purpose to help determine the success of training providers and to make that performance data available to staff. Based on the review, it is recommended to not issue any corrective actions to existing training vendors.

#### Effectiveness of Training/Career Services

In Program Year 2018-19, CareerSource Brevard provided Workforce Innovation and Opportunity Act (WIOA) funded career and training services to 1,218 customers at an average cost per placement of \$5,282 for WIOA enrolled customers. Snapshots were shared. Both OJT's and ITA's contribute to high success rates, however ITA's have a higher cost and longer training period with average training length of 10 months for ITA's compared to average training length of 8 months for OJT's. Looking at the training services it is clear that some customers benefit more from ITA type training while others have fewer barriers and can move successfully through OJT training. The similar results for each program appear to indicate that career center staff are matching customers to the type of training that best suits the customer needs.

#### Career Center Operations

The COVID-19 pandemic caused CSB to shift modes of operations incredibly quickly to provide support and services to both job seekers and employers virtually. The majority of staff time was used fielding calls from impacted customers regarding how to apply for reemployment assistance, navigating DEO's Reemployment Assistance (RA) portal, providing information on local area community resources, assisting w/job search prep including one-on-one assistance and virtual and recorded job search workshops and case management.

#### Strategic Outreach and Awareness Plan Presentation

A visual presentation of social media, direct email marketing and paid advertising from the fourth quarter was shared. The Communications Department shared the vast support efforts of the COVID-19 pandemic which include multiple website resources and links along with weekly jobseeker and employer newsletters and virtual services outreach. Media relations and press coverage, collateral, website and state co-op programs were shared in the PowerPoint presentation.

End of Year Contractor Performance PY 2019-2020

The CSB/C2 GPS contract is cost reimbursement for direct program costs, however; profit is withheld from the Contractor until measurable performance outcomes are achieved. The Contractor succeeded in meeting or exceeding the performance criteria for 16 of the 18 measures. Data was shared and C2GPS was paid all withheld costs for PY19-20.

Primary Indicators of Performance

Common Measures were established under WIA and are still required by the Workforce Innovation and Opportunity Act (WIOA). Data was shared showing past performance and actual performance. All performance goals were met or exceeded for the third quarter of PY19-20.

Continuous Improvement Performance Initiative

The Continuous Improvement Performance Initiative (CIPI) Measures are those developed under the guidance of CareerSource Florida and align with CSF’s corporate goals. These measures are 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. CSB wo;; receive a performance initiative of just over 2.35% for PY19-20.

Working for Brevard Infographic

An infographics was presented, entitled “Working for Brevard” which showed businesses served, services provided to businesses and measuring successes, along with the unemployment rate, on –the-job training, veterans served and recruiting events

Economic Impact Infographic

An infographic entitled Economic and Community Impact Report was shared which shows that over \$13.4 million was invested in employment and training services which translates to a \$141.8 million infusion of wages in Brevard County.

Quarterly Multimedia Outreach Matrix

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

Marci Murphy welcomed Brian Jaskiewicz to the committee.

**Adjourn:**

There being no further discussion or business, Nancy Heller (Chair) adjourned the meeting at 10:04 am.

Respectfully submitted,

Reviewed by,

{signature on file}  
Marina Stone

08/05/20  
Date

{signature on file}  
Nancy Heller (Chair)

08/05/20  
Date

## Action Brief

### **Guidelines on Formula Funding Usage for Program Year (PY) 2020-21**

#### **Background**

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

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

The following chart provides an overview of Program Year (PY) 2019-2020, guidelines and performance.

Training Mix			Job Seeker Customer (Trainee) Mix		
Type of Training	Goal	Performance	Job Seeker Category	Goal	Performance
Work Based Training (WBT) (i.e. On the Job Training (OJTs), Work Experience (WE), Incumbent Worker Training (IWT))	50%	48%	Unemployed workers	60%	63%
Individual Training Accounts (ITA).	50%	52%	Underemployed workers	30%	25%
			Employed workers	10%	12%

Based on the current unemployment rate which has an overall downward trend since the initial impact of COVID-19 and CSB’s focus on helping businesses and job seekers, staff believes that the training mix balance should remain with WBT (50%) and ITA (50%) for this PY. This balance will allow flexibility to provide both WBT and ITA’s. For the Trainee Mix, staff is recommending a slight increase in the guidelines for services to the unemployed job seekers. This mix of services will help meet the needs of business & job seeking customers as we recover from the impacts of the pandemic..

#### **Recommendation**

Staff recommends the following for the *Training Mix* PY 2020-21:

- 50% Work-based Training (i.e. OJTs, Work Experience, Employed Worker, Upgrade OJTs)
- 50% Individual Training Accounts (ITA’s)

Staff also recommends the following for the *Job Seeker Customer Mix* for 2020-21:

- 70% on unemployed workers
- 20% on the underemployed
- 10 % on employed worker training

#### **Action**

Review and approve the staff recommended guidelines for PY 2020-21 and transmit the item to the Board of Directors for approval at their next meeting.

## 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 2021	No new updates.
	Measure, analyze, & implement training solutions based on the impacts of COVID-19 to businesses and jobseekers.	December 2020	<p>Management staff continues to monitor labor market information from several new sources; a Department of Economic Opportunity Reemployment Assistance Dashboard that provides number of claimants, claims paid and associated industry of employment, as well as DEO's new labor market and economic data platform - Florida Insight. Florida Insight provides an overview of key economic indicators including statistics on current employment, unemployment, wages and labor force participation.</p> <p><u>EFSC Rapid Credentialing</u> VP of Industry Relations has been supporting EFSC in preparing their proposal to the Florida Dept. of Education (FDOE). FDOE received \$35M in CARES grant funding from the Governor to provide public colleges/universities funds to train dislocated workers in short-term credentials. There are 100 approved credentials that provide an on-ramp into Florida's key sectors and high-demand occupations. CSB will be working with EFSC to establish a formal referral process and disseminate program collateral to affected jobseekers.</p>
	Implement the training needs for career seekers in the construction industry.		<p><u>Construction Occupations Training Grant</u> This grant was originally awarded Feb. 2020 and has been held up due to problems with the contract provided by DEO. The issues relate to clauses requiring payment of a penalty for non-performance. Current CSB grants and available funding resources prohibit use of funds for payment of penalties. CSB staff has exhausted most appeal opportunities. While we have not received any final word, it is projected that CSB will not be able to move forward with this grant. As soon as we receive final word, we will inform the Board of Directors and Committee members.</p>
Demonstrate examples of effectively cross walking real-time Industry data		Ongoing	<p><u>Healthcare Team Meetings</u> CSB staff including the Sector Strategist, Business Liaison, Center Supervisors, Managers and Managing Director, have been meeting monthly to discuss healthcare labor market information, training and talent pipeline issues. These meetings have occurred on 07/17, 08/17 and 09/18.</p>

to Career Counselors, recruiters, and jobseekers.			
Convening industry partners and training providers to promote ongoing discussions and events around industry and sector workforce needs focused on assisting career seekers.			<p><b><u>Partnership with EFSC, BPS Adult Ed and BPS Career and Tech Ed</u></b>  Industry Relations staff with EFSC Advanced Manufacturing Associate Provost, Brevard Public Schools Director of Adult Education, and Brevard Public Schools Career &amp; Technical Education Director toured the EFSC Cocoa Campus manufacturing programs and the new Brevard Adult Education Technical Center. Discussion included ways the two education partners could potentially share lab space for students in Advanced Manufacturing at EFSC and BAE Pre-Apprenticeship programs.</p> <p><b><u>Reimagine Grant for COVID Relief</u></b>  VP of Industry Relations was asked to participate in an Industry Expert Workgroup to assist in developing CareerSource Florida’s (CSF) ‘Reimagine Grant’ proposal to the US Dept. of Education (DOE). Only State Boards could apply, and the purpose of this grant is to provide support to states most adversely affected by COVID-19 to create or expand short-term education and training opportunities. Unfortunately, CSF was notified late September that FL was not an awardee but CSB will continue to work with our industry partners to identify micro-credentials needed to help move COVID dislocated workers rapidly into sustainable employment opportunities.</p> <p><b><u>Partnership with EDC</u></b>  CSB Industry Relations and contractor staff continue to collaborate with the EDC to better leverage CPT student and graduate participation in the OJT program or with job placement assistance. <b>Industry Relations staff participated in the July Orientation for new CPT students and helped facilitate a private job fair on July 28th for the EDC’s CPT graduates, utilizing CSB’s Virtual Job Fair platform, in lieu of an in-person event. Career Center and Industry Relations Staff recently hosted a Webinar for the September CPT class which included review of CSB services, OJT overview and scheduled workshops dedicated for CPT students to participate in. CSB also referred 21 jobseekers (14 accepted) to the EDC for participation in the upcoming October CPT class.</b></p> <ul style="list-style-type: none"> <li>• Since CPT program inception (2016), CSB has hosted/supported 18 recruiting events dedicated solely (or a portion of the time) to CPT graduates with multiple manufacturers.</li> </ul>

			<ul style="list-style-type: none"> <li>Since program inception, CSB has funded \$267,565 in manufacturing OJTs for jobseekers into employment and \$113,116 in ITA training scholarships (CPT and industry-related trainings).</li> </ul> <p><b><u>FloridaMakes and MASC</u></b> Industry Relations staff, FloridaMakes, and MASC met for their quarterly meeting to share updates in respective organizations and efforts to assist manufacturers, training opportunities and partnership opportunities. Highlights include FloridaMakes Advanced Manufacturing Apprenticeship Program in the Industrial Manufacturing Technician occupations from which CSB has been able to support the first applicant using our IWT program funds.</p> <p><b><u>Healthcare Industry Convenings</u></b> During this past quarter, the following healthcare industry convenings occurred:</p> <ul style="list-style-type: none"> <li>7/22/20 – Combined Staffing and Education Committee Meeting. Topics discussed include talent pipeline attraction initiatives and teacher retention.</li> <li>7/29/20 – Soft Skills Committee Meeting. Topics discussed included teacher supports to help students deal with pandemic, racial equality and virtual learning impacts.</li> <li>10/7/20 – Combined Staffing and Education Committee Meeting. Topics discussed include talent pipeline event schedule and addressing job quality for retention.</li> <li>An upcoming Soft Skills Committee Meeting will occur on 10/14/20.</li> </ul>
Improve the lives of Brevard County's Youth & Young Adult population by offering services & programs that benefit this population & prepare them for the workforce.	Work with Brevard Public School's to facilitate the addition and robust usage of Vocational and CAPE Academies.	Ongoing	<p>CSB has initiated a tri-partnership recurring meeting with BPS Career and Tech Ed and Brevard Adult Education. The first meeting will be held on 10/19/20. The goal of the ongoing meeting is to strengthen the partnership and communication between all three entities, as we begin building relationships with both new directors.</p> <p>During the first quarter, CSB provided letters of endorsement for the following CAPE certifications to be considered for the 2021-2022 funding list:</p> <ul style="list-style-type: none"> <li>Communication Skills for Business</li> <li>Entrepreneurship and Small Business</li> <li>IC3 GS6 Level 2&amp;3 Bundle</li> <li>Microsoft Office 2019-365 Expert Bundle</li> <li>NIMS – Job Planning, Benchwork, Layout</li> <li>NIMS – Measurement, Materials and Safety</li> <li>PRE-PAC Fashion</li> </ul>
	Effectively run the NextGen young adult	Ongoing	<p><b><u>NextGen</u></b> PY 20-21 through 10/5/20:</p> <ul style="list-style-type: none"> <li>85 carryover cases</li> </ul>

	program and supply youth with innovative services to help them enter the workforce.		<ul style="list-style-type: none"> <li>• 29 enrollments this program year, for a total of 114.</li> </ul> <p>We have started using the EFM-messaging feature to target appropriately aged job seekers on a recurring basis. Additionally, in September, staff started to reach out to deferred TANF and SNAP customers to serve them under the WIOA Youth program. Youth staff conducted internal training to all CSB staff on 09/22 about Youth services.</p> <p><u>Summer Earn and Learn</u> 10 of the 11 students who started jobs completed the program. Jobs were able to be extended another week for 4 students due to the delayed start of the school year.</p>
	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 measureable continuous improvement is being utilized throughout the CareerSource Brevard organization.	Sustain Customer focused, high performing services to the general public.	Ongoing	<p><i>See Career Center Standards Review Brief</i></p> <p>Focus continued to be on helping customers apply for Reemployment Assistance, complete their Employ Florida applications, provide pre-employment guidance (via workshops and/or one-on-one), and offer job search support including job leads.</p> <p><u>Vendor Relationship Improvement</u> This quarter, a series of joint meetings were held with Brevard Nursing Academy to discuss LPN trainee training status, progress and needs. We discussed strategies to offer additional support to trainees funded by CSB to ensure that they successfully complete training and attain certification and employment. We have also established quarterly meetings to continue this focus.</p> <p><u>Customized Computer Training</u> During a quarterly partnership meeting with AARP SCSEP, it was discussed that offering basic computer skills courses for mature workers would be a great addition to CSB's services. AARP BTW50+ Customer Solutions Facilitator created content and delivered two one-hour classes. Our AARP Project Director noted positive feedback from her participants. CSB staff are evaluating and refining this class to be offered moving forward.</p> <p><u>Job Search Workshops in Spanish</u> CSB staff recently suggested to offer some of our workshops in Spanish after identifying a need in the county. A small internal team was identified, and work began to determine the most needed workshops for Spanish speaking</p>

			<p>customers. The team agreed that the <i>Orientation to CareerSource Brevard, Resume Writing, and Preparing for the Interview</i> would be the best/most needed workshops to start out with.</p> <p>Two Spanish-fluent staff worked together to translate/adapt these three workshops to Spanish. Though the workshops are designed to be presented in Spanish for ease of jobseeker understanding, they are geared toward helping Spanish-speaking jobseekers learn how to translate their resumes to English, interview in English, etc.</p> <p>The team also collaborated to create marketing content for the new workshops. Flyers were developed in English and Spanish and shared with Urbander for a final review. Urbander confirmed that the translation work done by the staff was excellent.</p> <p>So far, we have conducted 2 Spanish Workshops during September with another scheduled for 10/14/20, and others scheduled for 10/26/20 &amp; 10/28/20. We look forward to continuing to help our Spanish-speaking job seekers return to work.</p>
	<p>Develop and implement a consultative approach for customer intake in the career centers.</p>	<p>July 2021</p>	<p>No new updates.</p>



## *Information Brief*

### **PY 20-21 Career Center Standards Review**

#### Background

The Career Center Standards is a review instrument adopted by the Board to assess our One-stop operator for compliance. The Workforce Innovation and Opportunity Act (WIOA) established criteria that must be reviewed by the State and the Local Region that address effectiveness, physical and programmatic accessibility, and continuous improvement of one-stop centers. Those changes were incorporated into the tool used for the current review.

#### Discussion

Overall Rating – PY 20-21 Rating is 98.9%. Each Career Center was rated in five (5) key quality indicator areas:

- **Poster & Signage** verifies that all Federal and State required posters are properly displayed.
- **Job Seeker Services** verifies that available services, tools and other resources are properly identified and readily available to job seeker.
- **General Services** verifies that options are available for customers (job seeker and employer) to receive the full range of services identified by regulation.
- **Employer Services** verifies that employers receive personalized access to available services such as recruitment, referral, candidate screening, follow-up, etc.
- **General Staff & Operations** verifies that staff has the tools necessary to perform their assigned duties, including training, regular communication and a positive operational environment that encourages team work. This includes verification that proper logos are used in all internal/external communications.

The contractor continues to demonstrate a strong commitment to provide all-inclusive, consistent services across all centers. This is evident in another near perfect review at all three centers. While most of the reviews were conducted virtually and site visits were kept brief due to COVID-19 constraints, all elements were still reviewed, and Career Centers have exhibited consistent services and appearances throughout the County. A variety of workshops are being provided to assist job seekers. Virtual services are still being offered as much as possible.

Contractor should continue to monitor and ensure appropriate postings and signage. The CareerSource Brevard Mission and Vision Statements need to be consistent in their appearance and posted prominently in all locations. Management awareness and continued diligence are needed as staff continues to work with the harder to serve and the newly dislocated populations in a socially distanced fashion.

The PY 20-21 performance measures do not include a measure for Career Center Standards so there is no money attached to the performance on this review. The review is conducted annually to comply with state requirements and presented for committee information only.

### Results Summary Current and Historical

#### PY 20-21

	Overall	Palm Bay	Rockledge	Titusville
Total Rating	98.9%	99.6%	100.0%	100.0%
	Overall	Palm Bay	Rockledge	Titusville
Posters & Signage	96.7%	93.3%	98.3%	100.0%
Job Seeker Services	99.4%	100.0%	100.0%	97.1%
General Services	100.0%	100.0%	100.0%	100.0%
Employer Services	100.0%	100.0%	100.0%	100.0%
General Staff & Operations	100.0%	97.9%	100.0%	100.0%

#### **PY 2019-2020**

	Overall	Palm Bay	Rockledge	Titusville
Total Rating	99.9%	99.6%	100.0%	100.0%
	Overall	Palm Bay	Rockledge	Titusville
Posters & Signage	100.0%	100.0%	100.0%	100.0%
Job Seeker Services	100.0%	100.0%	100.0%	100.0%
General Services	100.0%	100.0%	100.0%	98.5%
Employer Services	100.0%	100.0%	100.0%	100.0%
General Staff & Operations	99.7%	97.9%	100.0%	100.0%

#### **PY 2018-2019**

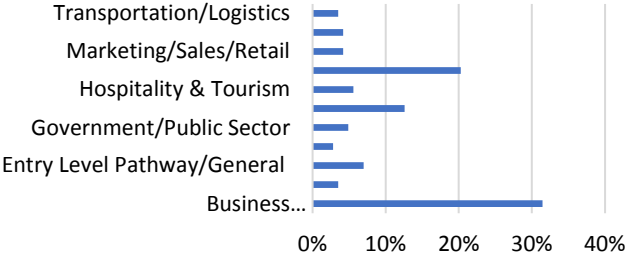
	Overall	Palm Bay	Rockledge	Titusville
Total Rating	99.6%	100.0%	100.0%	100.0%
	Overall	Palm Bay	Rockledge	Titusville
Posters & Signage	98.7%	98.3%	98.3%	100.0%
Job Seeker Services	100.0%	100.0%	100.0%	100.0%
General Services	99.7%	100.0%	100.0%	98.5%
Employer Services	100.0%	100.0%	100.0%	100.0%
General Staff & Operations	100.0%	100.0%	100.0%	100.0%

#### **PY 2017-18**

	Overall	Palm Bay	Rockledge	Titusville
Total Rating	100.0%	100.0%	100.0%	100.0%
	Overall	Palm Bay	Rockledge	Titusville
Posters & Signage	100.0%	100.0%	100.0%	100.0%
Job Seeker Services	100.0%	100.0%	100.0%	100.0%
General Services	100.0%	100.0%	100.0%	100.0%
Employer Services	100.0%	100.0%	100.0%	100.0%
General Staff & Operations	100.0%	100.0%	100.0%	100.0%

Objective 2: Outreach and attract hidden talent to expand the labor pool and grow the labor force.			
Strategies	Actions	Timeframes	Status
Build and maintain community-based partnerships to expand CSB's awareness within the community and to reach new job seekers.		Ongoing	<p><b><u>Community-Based Outreach</u></b>  During the months of July-September, communication with partners continued every other week with a touch base for collateral sharing, providing unemployment assistance, COVID-19 info, and other partners' information. Many of the community organizations were able to share their resources with each other while learning about CSB's services for their job seekers.</p> <p>In recognition of referring customers to CSB, the third quarterly partner spotlights featured are two partners, Serene Harbor Domestic Violence Shelter and Family Promise of Brevard. Emails were sent out to all partners introducing Lisa Montgomery, from C2 as the new point of contact for community-based outreach. Lisa's title is Career Counselor-Transitional Services.</p> <p>To date, we have received 25 referrals from partner agencies for this program year.</p> <p><b><u>Wells Fargo Workforce Roundtable</u></b>  <i>See Community Leaders in Action Presentation</i></p> <p><b><u>COVID-19 NDWG Funding</u></b>  CSB was awarded \$316,748 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 and the City of Palm Bay.</b></p>
Broaden our footprint with special populations.		Ongoing	<p><b><u>Latino Population – Hurricane Maria</u></b>  CareerSource Brevard began an additional effort to promote the Talleres de Bienvenida online for Hispanic Heritage Month to provide online resources for individuals, in Spanish, that teach that about working and living in the region.</p> <p><b><u>Ex-Offenders</u></b>  As of the grant closeout in August, 45 individuals were enrolled into the RISE grant. Of those 45, 28 secured unsubsidized employment! This equates to an employment rate of 62% for the grant! Of the 45 enrolled, only 2 recidivated (roughly 4% compared to the grant goal of 45% or less).</p> <p>Overall, the RISE grant was a great success and demonstrated both the need for this program and successful outcomes for ex-offender job seeker participants. This</p>

			<p>program year, we have opened up the RISE workshop to all ex-offenders and are offering both an in-person and virtual option monthly. We have hosted 5 workshops so far this program year, with 12 ex-offender jobseekers in attendance. Our Communications Department has helped us to generate impactful outreach materials and campaigns for RISE, and we look forward to continuing to assist individuals with a background gain meaningful employment in the new program year.</p> <p><u>Mature Workers</u>  Current performance through 10/8/20:</p> <ul style="list-style-type: none"> <li>• 241 attended 7 Smart Strategies (7SS) Workshop (of 126)</li> <li>• 76 enrolled in coaching (of 60)</li> <li>• 44 gained employment (of 60)</li> </ul> <p>BTW50+ staff participated in a virtual presentation with Helping Seniors of Brevard and hosted “Ask a Recruiter,” “Job Club for Seniors,” “Think Like an Employer,” and “Virtual Employer Panel” events for the BTW50+ participants. CSB also assisted in preparing individuals for the AARP Foundation Online Career Fair in July.</p> <p><u>ESOL Courses</u>  ESOL Courses begin online for the Fall the week of 8/24/20. Courses are taught by instructors from Brevard Adult Ed. Although they are virtual enrollment is by center, due to in person testing at Adult Ed Centers and their campus requirements. In addition, proximity to our centers is important should students return to in person classes. There are currently 19 active participants attending classes across all three centers.</p> <p><u>Brevard Recovery Works</u>  As of 10/14/20, there are 91 people enrolled in the grant. The staff have done an exceptional job. We currently have 27 individuals who have entered employment, 8 individuals in training, 2 individuals working in humanitarian jobs and 2 in the process of onboarding. We have 4 new Humanitarian jobs in development.</p>
Broaden our footprint with the virtual job seeker community.		Ongoing	<p><u>Metrix SkillUp Brevard</u>  In September, CSB transitioned to unlimited license model thus allowing more job seekers the opportunity to engage in continuous learning. As of September:</p> <ul style="list-style-type: none"> <li>• 187 licenses issued</li> <li>• 137 courses completed</li> </ul>

			<p>The grid below represents the career areas our customers have sort and completed online training modules.</p> <div data-bbox="764 170 1433 541" style="border: 1px solid black; padding: 10px;"> <p style="text-align: center;"><b>Metrix Customer Pathways</b></p>  <table border="1" style="display: none;"> <caption>Metrix Customer Pathways Data</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Transportation/Logistics</td> <td>~5%</td> </tr> <tr> <td>Marketing/Sales/Retail</td> <td>~5%</td> </tr> <tr> <td>Hospitality &amp; Tourism</td> <td>~20%</td> </tr> <tr> <td>Government/Public Sector</td> <td>~12%</td> </tr> <tr> <td>Entry Level Pathway/General</td> <td>~8%</td> </tr> <tr> <td>Business...</td> <td>~32%</td> </tr> </tbody> </table> </div> <p><b><u>PandaDoc</u></b>  Since this option was implemented, over 1,978 documents have been transmitted to our customers for signature. Our customers have responded very favorably and this option is working remarkably well.</p>	Category	Percentage	Transportation/Logistics	~5%	Marketing/Sales/Retail	~5%	Hospitality & Tourism	~20%	Government/Public Sector	~12%	Entry Level Pathway/General	~8%	Business...	~32%
Category	Percentage																
Transportation/Logistics	~5%																
Marketing/Sales/Retail	~5%																
Hospitality & Tourism	~20%																
Government/Public Sector	~12%																
Entry Level Pathway/General	~8%																
Business...	~32%																
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 Quarterly Multimedia Outreach Matrix</i>														



## Quarterly Multimedia Outreach (July – September 2020)

### Non-Paid Social Media Marketing & Direct (Email) Marketing

**Facebook, Twitter, LinkedIn, Constant Contact:** *a daily effort to share CSB’s workforce, economic, education, business and community partners’ news as well as educating and informing CSB’s followers about programs and services offered.*

- **Partner news shares:** Brevard County, All Brevard County Chambers, Brevard’s Municipalities, EDC, Eastern Florida State College, Brevard 211, Brevard Public Schools, Brevard Adult Education, United Way, Family Promise of Brevard, Serene Harbor, Florida College Access Network, Brevard Public Libraries, plus more than 15 local, regional and state, business community and workforce industry partners, raising awareness of CSB’s services and resources to those impacted by COVID-19.
- **CSB events, programs & services:** Daily hot jobs, Brevard Recovery Works, ESOL and Hurricane Maria welcome workshops, NextGen young adult program, Aero-Flex, RISE Program, AARP, Soft Skills, workshops for Spanish speakers, Skillup Brevard-Metrix Learning, Virtual Manufacturing Job Fair, Virtual Business Learning events, and Sector Strategy events, and weekly COVID-19 Virtual Services e-media outreach campaign. COVID-19 continues to increase engagement with CSB.

### Media Relations & Press Coverage

**Local, Regional and State Multi-Media Relations:** *Ongoing effort to communicate timely and relevant workforce news to appropriate news outlets and be recognized as Brevard’s key resource for workforce development issues and trends.*

- **CSB events, programs and services: Weekly digital, broadcast and print news coverage from partners:** Brevard Business News (BBN), Florida Today, Spotlight Brevard, Space Coast Daily, Hometown News, The Beach radio and Beachland Community spotlight, Destination Brevard. **Social media shares:** City of Cape Canaveral (Workforce Recovery grant program and Hot Jobs), City of Palm Bay (Brevard Recovery Works program), Palm Bay Area Chamber of Commerce (Brevard Recovery Works program and Job Fair services to members), City of Melbourne (Workforce Recovery grant program), Eckerd Connects community services newsletter (CSB services including NextGen), Propeller Club Canaveral (Aero-Flex, Manufacturing Job Fair), American Business Woman’s Association -ABWA (Hot Jobs), Holding Hands Florida (welcome workshops), Brevard Public Libraries (virtual workshops), Space Coast HR Association (Workforce Recovery grant program), Perrone Properties (Hot Jobs).

### Community Partner Outreach Events/Programs

**Additional outreach efforts not detailed in committee goals matrix:** *Ongoing collaboration to share CSB’s Partner/Employer/Job seeker news and events: strengthening community partner customer referrals to CSB.*

- In response to COVID-19, CSB’s Industry Relations team designed and facilitated several well attended business learning events, job fairs and recruitment events for Brevard’s employers.
- Spotighting key community partners, including: Family Promise of Brevard, Serene Harbor
- Senator Debbie Mayfield shared information about the Workforce Recovery grant program
- CareerSource Florida shares outreach toolkit for County recovery grant with Brevard’s “Task Team” to raise awareness of the wage assistance program.
- CareerSource Florida shares CSB’s customer success stories with their Board of Directors.
- The State of Florida (DEO) Issues COVID-19 Updates and includes CSB’s messaging about resources offered.

### Multimedia Promotions/ Tactics

**Brand awareness to all CSB audiences:** *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.*

- **Brevard Business News (BBN):** Ads to inform the business community about the CSB’s employer workforce services.



## Quarterly Multimedia Outreach (July – September 2020)

	<p><b>Program collateral:</b> Ongoing updates to programs and services flyers, social media, etc. to support and encourage employers, jobseekers, and referral partner engagement.</p> <p><b>Multimedia outreach campaigns:</b></p> <ul style="list-style-type: none"> <li>• NextGen presentation into Eau Gallie High School via web link</li> <li>• RISE program jobseeker and employer multimedia campaign</li> <li>• Aero-Flex e-mail and social media campaign</li> <li>• COVID-19 e-mail, social media, and earned media campaign</li> <li>• Skillup Brevard – Metrix Learning online learning jobseekers multimedia campaign</li> <li>• <b>Final results Out-of-State Engineering Talent Attraction &amp; Recruitment Campaign:</b> <ul style="list-style-type: none"> <li>○ Outcomes-to-date: Recruiter is following up with responders</li> <li>○ 47 conversions (sharing their email address)</li> <li>○ 8 engaged with CSB recruiter 1 currently looking at local jobs</li> </ul> </li> <li>• <b>Final results of Local Unemployed/Underemployed/ Talent Attraction Campaign</b> <ul style="list-style-type: none"> <li>○ Team is following up with responders-to-date.</li> <li>○ 1,688 form completers who received email sequence to connect with CSB</li> </ul> </li> </ul>
<p><b>Website</b></p>	<ul style="list-style-type: none"> <li>• <b>Content development and enhancements:</b> Ongoing updates: increase SEO through industry-relevant posts, fresh content (pages updates), refinements to highest performing keywords and messaging based upon analytics</li> <li>• <b>Quarterly program page enhancements:</b> Dedicated COVID-19 information and resource page, dedicated Hot Jobs page, Web contact form enhancements (lead generation), event calendar enhancements</li> </ul>
<p><b>State-Funded Multimedia Campaigns</b></p>	<p><b><u>PY 20/21 CSF co-op campaign:</u></b> <i>State dollars will provide two campaigns leverage the best practices and outcomes from CSF’s “Help is Here” statewide campaign that ended October 2020. Both campaigns highlight the programs and services to businesses and jobseekers at this stage of COVID-19 recovery.</i></p> <ul style="list-style-type: none"> <li>• <b>Help is here Local Business Engagement Campaign:</b> This 30-day, November campaign will launch with LinkedIn and Google Display Ads which trigger a weekly email sequence to responders guiding them to a dedicated Business Services web page to request a call from CSB’s business services team. CSB staff will support with non-paid social media efforts. Results of the campaign will be presented at the next committee meeting.</li> <li>• <b>Help is Here Local Unemployed/Underemployed Talent Attraction Campaign:</b> Updated approach to CSB’s annual campaign will launch in November for 30-days with a series of Facebook &amp; Instagram ads that serve up the CSB Career Services web page and contact form, to be followed up by a call from CSB’s career services team. CSB staff will support with non-paid social media efforts. Results of the campaign will be presented at the next committee meeting.</li> </ul>

<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	<p><i>See Performance Measures Presentation</i></p> <p><i>See First Quarter Contractor Performance PY20-21 Brief</i></p> <p><i>See Primary Indicators of Performance Brief</i></p> <p><i>See Continuous Improvement Performance Initiative</i></p>
	Create and track an online customer feedback mechanism housed on the CSB website.	January 2021	No new updates.





## How Are We Doing?



1

## Federal Measures...

Primary Indicators of Performance (PIP) formerly known as Common Measures

- Established at the Federal level and are common to all states,
- Regions negotiate performance goals with the State on a two-year schedule
- A region failing to meet 90% of the negotiated goal for a measure two years in a row will be sanctioned.
- A sanctioned region is excluded from participation in the Continuous Improvement Performance Initiative (CIPI) formerly Performance Funding Model (PFM)



2

## State Measures...

Continuous Improvement Performance Initiative (CIPI) formerly known as Performance Funding Model (PFM).

These metrics focus on the core services of the network and:

- Align with CareerSource Florida's strategic direction and local board feedback
- Are responsive to current economic conditions and workforce demographic needs
- Promote local board collaboration for continuation of high-quality services
- Reflect available and timely data (no need to collect new data elements)
- Align with Federal Measures



3

## Local Measures...

### Attachment F – Contractor Performance Measures

These measures have been designed locally and are intended to:

- Serve as leading indicators to performance on federal and state reports
- Allow staff and management teams real time access to data elements that make up the measures
- Assist in identifying opportunities for continuous improvement while serving target populations and filling talent/skills gaps.



4

## Are Customers Getting Jobs?

Primary Indicators of Performance:

4 Measures – Adult, Dislocated Worker, Youth, Wagner Peyser – Did they have earnings during the 2<sup>nd</sup> Quarter after Exit?

Continuous Improvement Performance Initiative:

1 Measure – Adult, Dislocated Worker, Youth, Wagner Peyser – Did they have earnings during the 1<sup>st</sup> Quarter after Exit? Additional Credit is applied for customers who have one or more of a predefined list of barriers.

Local Measures:

6 Measures – Adult, Dislocated Worker, Youth, Welfare Transition, Wagner Peyser, Short-Term Veterans – Did they exit the system with employment? *Note: Youth looks at Positive Outcomes and not just employment. That includes moving into advanced training, etc.*



5

## Can Jobs Lead to Self-Sufficiency?

Primary Indicators of Performance:

4 Measures – Adult, Dislocated Worker, Wagner Peyser – What was the Median Wage during the 2<sup>nd</sup> Quarter after Exit? Youth has been added to this measure for the 20/21 and 21/22 Program Years

Continuous Improvement Performance Initiative:

No Wage Measures Included

Local Measures:

5 Measures – Adult, Dislocated Worker, Welfare Transition, and Wagner Peyser– What was the Average Hourly Wage at the time of Exit? We have added Youth Wage to remain aligned with the Federal measures.



6

## Are Customers Getting Good Jobs?

Primary Indicators of Performance:

4 Measures – Adult, Dislocated Worker, Youth, and Wagner Peyser – Did customers have earnings during the 4<sup>th</sup> Quarter after Exit?

Continuous Improvement Performance Initiative:

No Retention Measures Included

Local Measures:

3 Measures – Adult, Dislocated Worker, and Youth– Were customers still employed during the 4<sup>th</sup> Quarter after Exit? We do not have local data available to measure the Wagner Peyser Retention



7

## Are Customers Receiving Career Training ?

Primary Indicators of Performance:

3 Measures – Adult, Dislocated Worker, and Youth– Did customers receive a Credential?

Performance Funding Model:

1 Measure – Adult, Dislocated Worker, Youth – Did customer receive Career Training Services?

Local Measure:

2 Measures – Adult, Dislocated Worker, and Youth. – Were customers enrolled in Career Training Services?



8

## Are Customers Receiving Career Training ?

Primary Indicators of Performance:

3 Measures – Adult, Dislocated Worker, and Youth–  
Measurable Skills Gain

Performance Funding Model:

No Skills Gain Measures Included

Local Measure:

3 Measures – Adult, Dislocated Worker, and Youth. – Are customers enrolled in education or training attaining in-progress skills gains. These measures are being added for PY 20-21.



9

## Are Business Customers Businesses in the Targeted Sectors Receiving Core Services?

Primary Indicators of Performance:

No Federal Measures for Businesses

Continuous Improvement Performance Initiative:

1 Measure – Number of Businesses that received a Core Service. Additional Credit is given to Businesses in the 5 identified sectors (Construction, Manufacturing, Healthcare, Information and Professional).

Local Measures:

No Local Measures for Businesses



10

## Are We Serving the Target Population?

### Primary Indicators of Performance:

### No Target Population Consideration Included

#### Continuous Improvement Performance Initiative:

Extra Credit – Extra Credit points are given on the Placement and Training measures for serving Customers with Barriers.

(Foster Care, Displaced Homemaker, Migrant Seasonal Farm Worker, Language Barriers, Exhausting TANF, Ex-Offenders, Homeless, Individuals with Disabilities, Long Term Unemployed, Low-Income Individuals, 55 plus, RA Claimants, Single Parents, Veterans)

#### Local Measures:

Extra Credit – Extra Credit points are given on the New Customer Measure and the Career Training Measure for serving customers with barriers (same list of barriers apply).



11

## Other Measures Included Locally

- New Customers – Are we reaching customers and bringing in hidden talent?
- Customer Engagement – Are we providing intensive staff touch services to customers in our centers?
- Referral to Placement Ratio – Are we making quality referrals?



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How Are We Doing?

# Questions?





October 27, 2020

## Information Brief

### First Quarter Performance PY 2020-2021

#### Background

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

- **Element A:** Contractor must meet minimum performance on 80% of the measures (14 of 18 for quarters 1-3 and 15 of 19 for quarter 4)
- **Element B:** Contractor must meet accelerated performance on 50% of the measures (9 of 18 for quarters 1-3 and 9 of 19 for quarter 4)
- **Element C:** Meeting or exceeding a minimum score of 75 on a Board performance evaluation related to programmatic monitoring results.

#### PY 2020-21 Performance Results

The Contractor met the minimum performance on enough measures to earn dollars for Element A. And were also successful in exceeding the performance criteria to be paid on Element B.

<b>Elements of Contractor Performance Earnings - PY 20-21</b>						
<b>Measures</b>						
<b>Objective/Criteria</b>			<b>1st Quarter</b>	<b>2<sup>nd</sup> Quarter</b>	<b>3<sup>rd</sup> Quarter</b>	<b>4<sup>th</sup> Quarter</b>
	<b>Minimum</b>	<b>Accelerated</b>				
Brand New Job Seekers with Extra Credit	1,800 per Qtr.	1,950 per Qtr.	Exceeded (1978.5)			
Customer Engagement	75%	85%	Missed (67%)			
<b>Entered Employment Rate</b>						
Adults	90%	95%	Exceeded (100%)			
Dislocated Workers	90%	95%	Exceeded (100%)			
Welfare Transition*	30%	35%	Exceeded (65%)			
Wagner Peyser	38%	42%	Missed (22%)			
Short Term Veteran	38%	42%	Met (38%)			
<b>Average Wage at Placement</b>						
Adult	\$17.01	\$17.73	Exceeded (\$19.42)			
Dislocated Worker	\$18.59	\$19.31	Exceeded (\$19.35)			



Elements of Contractor Performance Earnings - PY 20-21						
Measures						
Objective/Criteria			1st Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
	Minimum	Accelerated				
Welfare Transition*	\$10.01	\$10.65	Exceeded (\$13.09)			
Wagner Peyser	\$11.44	\$12.15	Exceeded (\$15.71)			
Retention at 12 Months						
Adult	80%	85%	Met (81%)			
Dislocated Worker	75%	80%	Exceeded (95%)			
Youth	70%	73%	Exceeded (75%)			
Quality of Referrals						
Referral to Placement Ratio by Job Seeker	50%	55%	Missed (42%)			
Training Services						
PFM Career Training Services	55%	60%	Exceeded (76%)			
WIOA Youth						
Positive Outcome Rate	90%	95%	Exceeded (100%)			
Measurable Skills Gain	55%	60%	Exceeded (63%)			
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 14 out of the 18 (Q1-3) and 15 out of 19 (Q4) Performance Measures established in Attachment F	<b>Yes – Met Minimum on 15 of 18</b>			
Element B				
Met the accelerated percentages set on 9 out of the 19 Performance Measures established in Attachment F	<b>Yes – Met Accelerated on 13 of 18</b>			
Element C				
Met a minimum score of 75 or higher on the CSB performance evaluation related to the annual state programmatic monitoring results	<b>Measured Annually</b>			

## **Performance Measure Revisions for PY 20-21**

In the wake of COVID-19, the measures for the first quarter of PY 20-21 were kept the same pending better knowledge of the path the services would need to take post lock-down. Board staff are continuing to review and modify measures for PY 20-21 to ensure the best possible avenue for continuous improvement while making sure we are tracking all necessary measures and continuing to stay on track to meet our federal and state goals.

The unique situation presented by COVID-19 can be seen in a few of the measures. The contractor has done a great job of minimizing the impact.

The Contractor missed 3 of the 18 measures applicable to the first quarter performance. Reopening of the Career Centers, expanded virtual offerings and staff flexibility have all contributed to contractor maintaining optimal performance.

Customer Engagement measure was missed. While the volume of incoming customers seems to have leveled off, social distancing, and COVID fears have reduced the number of hands-on, staff assisted services being provided. Performance during the first quarter last year was at 77% compared to 67% this year.

Wagner Peyser Entered Employment Rate and Referral to Placement were both missed. This is directly related to the number of customers moving into employment. With many businesses operating at half capacity for the first couple months of this quarter the number of universal customers getting jobs was reduced by almost 50% below last years numbers. Last year 883 had found jobs while this year the number was 481. The denominator for both was close to the same with 2,064 last year and 2,153 this year.

Staff will continue to monitor, analyze and report performance in all areas. Of special interest in the coming months will be the Entered Employment Rates, Wage Rates and especially retention rates as we work through the economic impact of the virus.

## Information Brief

### Primary Indicators of Performance

#### Background

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

Below is the most recent report that shows past performance along with our actual performance through the 4th quarter of PY 2019-20. Also shown are our goals for PY 2020-21. All performance goals were met or exceeded for the 4th quarter.

#### July 2019-June 2020 Performance

Primary Performance Indicator (PPI)	Performance 2015-2016	Performance 2017-2018	Performance 2018-2019	Performance 2019-2020	PY20-21 Performance Goals
<b>Adults:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	83.9%	92.6%	95.0%	89.1%	86.5%
Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)	83.6%	89.3%	92.6%	87.0%	85.0%
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$6,993	\$7,496	\$8,017	\$8,097	\$7,500
Credential Attainment Rate	58.7	N/A	89.1%	78.7%	72.0%
Measurable Skills Gain	N/A	N/A	N/A	N/A	47.0%
<b>Dislocated Workers:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	74.4%	85.7%	84.9%	91.8%	86.0%
Employment Retention Rate(4 <sup>th</sup> Qtr. after Exit)	76.1%	88.2%	87.5%	88.7%	82.0%
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$7,621	\$6,432	\$8,229	\$10,174	\$7,200
Credential Attainment Rate	43.2	N/A	81.00%	61.1%	70.0%
Measurable Skills Gain	N/A	N/A	N/A	N/A	47.0%
<b>Youth Common Measures:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	64.3%	79.2%	83.5%	80.2%	79.0%
Employment Retention Rate (4 <sup>th</sup> Qtr. after Exit)	N/A	78.3	82.2%	85.6%	75.0%
Median Wage 2nd Quarter After Exit	N/A	N/A	N/A	N/A	\$3,200
Credential Attainment Rate	76.5%	N/A	72.5%	70.3%	76.5%
Measurable Skills Gain	N/A	N/A	N/A	N/A	45.5%
<b>Wagner-Peyser:</b>					
Entered Employment Rate (2 <sup>nd</sup> Qtr. after Exit)	63.8%	69.1%	63.8%	68.8%	65.0%
Employment Retention Rate(4 <sup>th</sup> Qtr. after Exit)	62.3%	70.7%	64.8%	65.4%	64.2%
Median Earnings (2 <sup>nd</sup> Qtr. after Exit)	\$5,268	\$5,165	\$5,619	\$5,459	\$5,000
<b>Not Met (less than 90% of negotiated)</b>	<b>Met (90-100% of negotiated)</b>		<b>Exceeded (greater than 100% of negotiated)</b>		

*Four measures have been added for PY 20-21 and forward: Measurable Skills Gain for Adult, DW and Youth and a Wage Measure for Youth.*

## Information Brief

### Continuous Improvement Performance Initiative (CIPI)

#### Background

The Continuous Improvement Performance Initiative (CIPI) Measures are those developed under the guidance of CareerSource Florida and align with CSF’s corporate goals. These measures are used for awarding performance incentive monies to regional workforce boards. The current measures replace the previous Performance Funding Model method beginning with PY 2019-2020. Program Year 2018-2019 was considered the baseline year and was used to set targets for performance. The target or goal is established by adding 10% to the actual performance of the same quarter in the previous year.

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 in up to five board-selected industry sectors. The five industries measured for Brevard are: Construction, Healthcare, Manufacturing, Professional, and Information.

CareerSource Florida allocated \$5 million to recognize local workforce board performance on these metrics. CareerSource Brevard’s allotment is just over 2.35% or \$117,500 (estimated maximum amount to be paid out if all measures are met every quarter). This amount is divided evenly by quarter among the three metrics. The performance is earned quarterly and paid out at 6 months and 1 year.

#### July 2020-June 2021 Performance

Entered Employment Rate 1 <sup>st</sup> Quarter after Exit				
	Q1 7/1-9/30	Q2 10/1-12/31	Q3 1/1 – 3/31	Q4 4/1 – 6/30
<b>Goal</b>	71.93%	70.52%	N/A	N/A
<b>Actual</b>	N/A	N/A	N/A	N/A
<b>Results</b>	N/A	N/A	N/A	N/A
Participant Training Rate				
	Q1 7/1-9/30	Q2 10/1-12/31	Q3 1/1 – 3/31	Q4 4/1 – 6/30
<b>Goal</b>	45.08%	47.61%	51.75%	48.89%
<b>Actual</b>	49.96%	N/A	N/A	N/A
<b>Results</b>	<i>MET</i>	N/A	N/A	N/A
Business Penetration				
	Q1 7/1-9/30	Q2 10/1-12/31	Q3 1/1 – 3/31	Q4 4/1 – 6/30
<b>Goal</b>	738.1	660	790.9	954.8
<b>Actual</b>	815.6	N/A	N/A	N/A
<b>Results</b>	<i>MET</i>	N/A	N/A	N/A

CareerSource Brevard has received a total of \$49,225 as of September 30, 2020 for PY 19-20 performance.

**July 2019-June 2020 Performance**

<b>Entered Employment Rate 1<sup>st</sup> Quarter after Exit</b>				
	<b>Q1 7/1-9/30</b>	<b>Q2 10/1-12/31</b>	<b>Q3 1/1 – 3/31</b>	<b>Q4 4/1 – 6/30</b>
<b>Goal</b>	75.5%	71.19%	71.92%	69.22%
<b>Actual</b>	76.4%	74.98%	N/A	N/A
<b>Results</b>	MET	MET		
<b>Participant Training Rate</b>				
	<b>Q1 7/1-9/30</b>	<b>Q2 10/1-12/31</b>	<b>Q3 1/1 – 3/31</b>	<b>Q4 4/1 – 6/30</b>
<b>Goal</b>	41.31%	41.43%	45.48%	45.05%
<b>Actual</b>	50.04%	53.24%	59.01%	49.95%
<b>Results</b>	MET	MET	MET	MET
<b>Business Penetration</b>				
	<b>Q1 7/1-9/30</b>	<b>Q2 10/1-12/31</b>	<b>Q3 1/1 – 3/31</b>	<b>Q4 4/1 – 6/30</b>
<b>Goal</b>	763.4	585.1	1085.7	807.4
<b>Actual</b>	1018.4	879.6	1052.3	1185.5
<b>Results</b>	MET	MET	NOT MET	MET

Objective 4: Offer the highest quality of services to Businesses to meet their workforce needs.			
Strategies	Actions	Timeframes	Status
Track & improve Business engagement Activities		Ongoing	<p><b><u>Business Metrics</u></b>  <b>From July 1 through September 30:</b>  Unique Businesses Served – 1,076  Total Number of Services Provided to Businesses – 9,273</p> <p><i>See Q1-2020 Job Fair and Recruiting Events Presentation</i></p> <p><b><u>Essential Soft Skills Training – 8/13/20</u></b>  Provided employers with free access to the Florida Ready to Work Essential Soft Skills courseware. Over 50 employer representatives attended the event, including 20 Brevard Healthcare Workforce Consortium Stakeholders.</p> <p><b><u>IT Consortium – Occurring 12/3/20</u></b>  An IT consortium is being planned to discuss and define the next phases of the APG grant moving forward. A SurveyMonkey has been developed to pulse the IT industry and results will be reviewed at this meeting.</p> <p><b><u>Workforce Recovery Grant</u></b>  In late June, the Brevard County Board of Commissioners approved \$750K in CARES Act funding in support of CSB’s proposed Brevard Recovery Assistance Program. An additional \$1.5M was approved in August. This program will temporarily (up to 16 weeks) reemploy furloughed or dislocated workers with small businesses (50 employees or less) whose operations were affected by COVID-19. To date, 182 business have applied, 46 worksite agreements have been executed, reemploying 70 workers equaling \$909K+ in funded wages. All feedback from participating employers and workers have been positive and grateful for the support.</p> <p><b><u>Aero-Flex Pre-Apprenticeship Program</u></b>  With the priority focus for our industry partners on managing the continuity of business operations, grant staff have been focused on supporting jobseekers through this unique training plan for job development post training completion. Seven additional trainees have completed Track II (technical instruction) and Nine trainees are currently in Track I (work readiness). Grant staff is meeting with FloridaMakes staff to map the competencies of AeroFlex to the newly registered Industrial Mfg. Technician Registered Apprenticeship sponsored by FloridaMakes to determine if credit for prior learning from AeroFlex can be formally recognized.</p>
Expand outreach and awareness of CSB’s	Engage outreach plan that raises awareness of	Ongoing	<p><i>See Quarterly Multimedia Outreach Matrix</i></p>

services to businesses.	CSB's business services and career services.		
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# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## Recruiting Events

- 4 Onsite Events
  - Big Bang Enterprises, LF Staffing, AUE
  - Appointment Only
  - 33 Job Seekers attended, 5 Veterans
  - 11 hires reported
- 3 Offsite Events
  - SpaceX Recruiting Events
  - 35 Job Seekers attended, 21 Veterans
  - 14 hires reported

## CSB/EDC Virtual Job Fair

- Held on July 28<sup>th</sup>
- Premier Virtual Platform
- 13 CPT Students “attended”
- 6 Employers participated
- User-friendly system

### Recruiting Event

**BY INVITATION ONLY!**

at CareerSource Brevard – Titusville  
3880 S. Washington Ave Ste 214

Recruiting event for the following position:  
Multiple positions available!!

Payload Integration Technician, Starlink & Fairing 2<sup>nd</sup> shift:  
JO: 11159164

Basic Qualifications:

## EDC CPT Virtual Job Fair

Tuesday, July 28, 2020 from 2:00 pm to 4:00 pm

Private CPT Premier Virtual Job Fair “Meet” Local Brevard County CPT Students who are looking for employment opportunities in manufacturing! Tuesday July 28, 2020 2:00 pm - 4:00 pm

REGISTER

LOGIN

# Presentations & Panels

Offering businesses and career seekers quality workforce services

## Business Learning Event: Soft Skills Training

- Held on August 13<sup>th</sup>, 2020
- Facilitated by Valencia Strowder, Florida Ready to Work
- Overview of program and Administrator privileges for employers
- 54 attended via Zoom
- Soft Skills topics included: Conveying Professionalism, Communicating Effectively Promoting Teamwork & Collaboration



## AARP Employer Panels

- Facilitated July 23<sup>rd</sup>, August 20<sup>th</sup>, September 17<sup>th</sup> and September 29<sup>th</sup>
- Hosted on Skype for Business platform, open to all job seekers
- 10 local employers participated
- Over 180 attendees
- Topics included available job openings, resume & interviewing best practices, professional branding, impacts of COVID-19



AARP VIRTUAL Employer Panel

### Scheduled Panelists:

Jennifer Hall, Owner - Seniors Helping Seniors  
Luis Covarras, Director of Sales - Solutions Manufacturing  
Stephanie Seiser, Recruiter - CareerSource Brevard  
Deborah Bellart, Recruiter - Megawest



## Upcoming Events

- **Manufacturing Job Fair-Virtual (October 8<sup>th</sup>)**
- **Paychecks for Patriots Job Fair- Virtual (November 18<sup>th</sup>)**



# Fact Sheet

Business Services Provided July 1<sup>st</sup> – September 30<sup>th</sup>



# CAREER CENTER COMMITTEE (CCC)

## ATTENDANCE RECORD

PY 2020-2021	JULY	OCT	JAN	APR
Beal, Shawn	P			
Benjamin, Lorri	new			
Brockwell-Carey, Lynn	P			
Gaedcke, Marcia	P			
Gramolini, Robert	P			
Heller, Nancy	P			
Jackson, Juanita	A			
Jaskiewicz, Brian	P			
Koursaris, Laura	P			
Mack, Travis	A			
Pobst, Theodore	new			
Sugarman, Jennifer	P			