



Industry Workforce Committee Meeting

January 14, 2020

8:30 A.M. – 10:00 A.M.– CSB Boardroom

(Teleconference 321-394-0707)

Attendees:

Mike Menyhart (Chair), Kristin Bakke, Colleen Browne, Rohit Ghosh, Art Hoelke, Elizabeth Huy, Jennifer Kenny, Traci Klinkbeil, Linda Miedema, Nancy Peltonen, D. Travis Proctor, Janice Scholz, Terry Schruppf, Julie Song, Patricia Stratton

Agenda

Page No.

Call to Order

Mike Menyhart

Introductions

Public Comment

Action Items

Approval of Industry Workforce Committee Minutes for October 15, 2019

Mike Menyhart

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Discussion/Information Items

Goal: Identify Current and Future Workforce Needs of the Business Community and Create Solutions to Meet Their Needs

Objective 1: Implement Sector Strategies in Key Industry Sectors

- Outcomes in the Manufacturing Sector
 - Mfg. Supervisory Training Curriculum Review
- Outcomes in the HealthCare Sector
 - Healthcare Sector Strategy Grant Update
 - Competency Model Analysis Presentation
- Outcomes in the IT Sector
 - APG IT Sector Strategy Updates
 - Build an Employee Presentation

Judy Blanchard

4 - 5

Lori Robinson

6

Megan Cochran

7 - 8

9 – 13

Gary Sulski

14 – 15

16 - 17

•Objective: 2 Support Additional Key Industries Through Sector Work

- Outcomes in the Aerospace/Aviation Sector
 - Aerospace Workforce Workshop Presentation
- Outcomes in Building an Employee Initiatives

Judy Blanchard

18 - 20

21 - 22

•Objective 3: Develop and Implement Overall Initiatives in Sector Strategies

- Educate the Brevard Community of CSB Services and Sector/Industry Initiatives
- Conduct Outreach to Business Associations on Sector Strategies – Quarterly CSB Efforts & Outcomes Presentation & Multimedia Outreach Matrix

Judy Blanchard

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Denise Bioni

24 - 25

- Industry Relations Performance Infographic (PY 19-20/Q1 & Q2)

Judy Blanchard

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Attendance Roster

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Adjourn

Mike Menyhart

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

Upcoming Meetings

January 2020

14th Industry Workforce Committee-8:30am

28th Career Center Committee-8:30am

February 2020

3rd Governance/Finance Committee-3:00pm

3rd Executive Committee-4:00pm

20st Board of Directors Retreat-8:00am-12pm (TBD)

March 2020

No meetings

April 2020

14th Industry Workforce Committee-8:30am

28th Career Center Committee-8:30am

May 2020

4th Governance/Finance Committee-3:00pm

4th Executive Committee-4:00pm

21st Board of Directors -8:00am

June 2020

No meetings

CareerSource Brevard

Industry Workforce Committee

October 15, 2019

Minutes

Members in Attendance: Mike Menyhart (Chair), Colleen Brown, Rohit Ghosh (via teleconference), Art Hoelke, Elizabeth Huy (via teleconference), Jennifer Kenny, Traci Klinkbeil, Dr. Linda Miedema (via teleconference), Nancy Peltonen, Travis Proctor, Janice Scholz, and Patricia Stratton (via teleconference)

Members Absent: Kristen Bakke, Terry Schrumpf and Julie Song

Staff in Attendance: Jana Bauer, John Berardi, Denise Biondi, Judy Blanchard, Megan Cochran, Sheryl Cost, Lisa Fitz-Coy, Clinton Hatcher, Jennifer Lasser, Marci Murphy, Marina Stone, Gary Sulski and Grace Svitak

Guests in Attendance: Caroline Joseph-Paul from the Career Center

Call to Order:

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

Public Comment:

There was no public comment.

Presentations: Staff shared video clips from the Economic Development Commission of Florida's Space Coast manufacturing talent attraction campaign and a four month recap of CSB outreach efforts and outcomes. The committee asked if we had data showing how many individuals have come to Brevard as a result of the 5 year Engineering Talent Attraction state funded marketing campaign. Staff will check. Brevard County Schools suggested that the information obtained (even contact information) be added to marketing information stressing our area has A schools and many educational offerings to residents of Brevard County.

Nancy Peltonen, Denise Biondi and Lisa Fitz-Coy joined the meeting. Caroline Joseph-Paul and John Berardi left the meeting.

Action Items:

Approval of Workforce Operations Committee Minutes of July 30, 2019

Motion to approve the Minutes from the July 30, 2019 meeting was made by Jennifer Kenny, Art Hoelke seconded the motion. The motion passed unanimously.

Discussion/Information Items:

Outcomes in Manufacturing Sector

Updates, activities, collaborations and partnerships in the Manufacturing Sector were shared.

Healthcare Sector Strategy Grant Update

SMART goals were established for performance metrics. Goals were met, activities and results through September 30, 2019 were shared. The aggregate goal was exceeded. This was the final performance period of the grant but CSB has delivered a proposal to continue funding for another year and expect positive results very soon.

APG IT Sector Strategy Update

The America's Promise Grant (APG), in partnership with local IT employers, is to understand the training needs necessary for their successful hires, identify a training partner, create a workforce partnership among cohorts and create increased opportunities to get career seekers gainful employment. CSB had an IT Job Fair in August with 15 employers and 136 jobseekers. Also, several meetings with industry partners and Brevard Public Schools for implementation and replication of a successful IT pre-apprenticeship program are underway, having learned about this best practice at a USDOL hosted workshop for other APG recipients.

Aerospace Workforce Workshop

An Aerospace Workforce Workshop is being held October 17th in partnership with Space Florida, EDC and FloridaMakes. This summit is the kick-off effort of the aerospace sector strategy which will address industry workforce needs in the coming months. Several recruiting events for aerospace companies during the first quarter of the program year include SpaceX, Northrop Grumman, Embraer, Aerotek and STS MOD.

Soft Skills Training Grant

A final report for the Soft Skills Training Grant was distributed to attendees.

Regional Apprenticeship Activities

An update on the quarter's activities for the recently awarded Aerospace pre-apprenticeship grant (AeroFlex) and the pre-apprenticeship grant to support building and construction trades in partnership with Brevard Adult Education was provided.

Educate the Brevard Community of CSB Services and Sector/Industry Initiatives

Staff shared activities that took place in the last quarter to fulfill the strategies of Objective 3.

Multimedia Outreach

A review of social media, direct email marketing and paid advertising was reviewed. Media relations and press coverage, collateral, website and state co-op programs were shared in the PowerPoint presentation earlier in the meeting.

Adjourn:

There being no further discussion or business, Mike Menyhart adjourned the meeting at 10:10 am.

Respectfully submitted,

Reviewed by,

{Signature on File} 11/18/19
Marina Stone Date

{signature on file} 11/18/19
Mike Menyhart, Chair Date

Industry Workforce Committee

Goal: Identify current and future workforce needs of the business community and create solutions to meet their needs.

Objective 1: Implement Sector Strategies in Key Industry Sectors

<u>Strategies</u>	<u>Actions</u>	<u>Timeframes</u>	<u>Status</u>
Effective implementation and outcomes in the Manufacturing Sector	Marketing campaign around the value of the trades industry so that more career seekers will consider this as a viable career pathway	Ongoing	<ul style="list-style-type: none"> • CSB Business Liaison joined the EDC as a supporting partner in the manufacturing sector on the Space Coast to accept a Brevard County Resolution establishing October as Manufacturing Month in Brevard, held at the County Commission Board Room on October 22nd 2019. • EFSC new Welding Program update – CSB Business Liaison continues to work with EFSC and MASC to help convening of or survey manufacturers to assist in curriculum development of the new welding program. Slated to start in early 2020. • CSB Business Liaison and Career Center Staff continue to collaborate with the EDC to better leverage CPT student and graduate participation in the OJT program or job placement assistance. For example, using collaborative data sharing via SMARTSHEET platform to give real time updates of each CPT participant. <ul style="list-style-type: none"> ○ Since CPT program inception (2016) CSB has hosted/supported 16 recruiting events dedicated solely (or a portion of the time) to CPT graduates with multiple manufacturers. ○ Since program inception (2016) CSB has funded \$255,022 in OJTs for graduates into employment and \$100,090 in CPT training scholarships. • FLATE/FloridaMakes Workshops Update – A result and outcome of the Aug 3rd MASC facilitated workshop in partnership with FloridaMakes and National Science Foundation (NSF) Center of Excellence grantee Florida Advanced Technical Education (FLATE) where discussion focused on regional partnerships to address advanced manufacturing technical skill needs, and resulted in identifying a need for a rapid response training program to introduce supervisory fundamentals for incumbent

			<p>workers on the production floor. Action items to form a committee to address next steps for Education partners to develop and implement a program. The Committee completed a draft curriculum outline for a pilot one-day program for Introductory Supervisor Training. This has been developed by Eastern Florida State College and would be a non-credit course. Pricing TBD. <i>See Attached</i>. The Committee is seeking industry feedback on this outline.</p>
Effective implementation and outcomes in the Healthcare Sector	Develop and implement a plan to sustain the Healthcare Sector Strategy	Ongoing	<ul style="list-style-type: none"> • Healthcare Sector Strategy Grant Updates – See Information Brief • <i>Presentation on Competency Model</i>
Effective implementation and outcomes in the IT Sector	Develop and implement a plan to sustain the IT Sector Strategy	Ongoing	<ul style="list-style-type: none"> • APG IT Sector Strategy Updates – See Information Brief • <i>Presentation on Build an Employee</i>

COURSE PLAN TEMPLATE

BASIC COURSE ATTRIBUTE INFORMATION

COURSE TITLE Introduction to Supervisory Training

CONTACT HOURS 8 Hours

COURSE DESCRIPTION

This course provides a basic introduction to the roles, expectations, and skills required to successfully supervise work groups within an organization.

COURSE COMPETENCIES

1. Introduction to Supervision

Learning Objectives

- a. Purpose, function and role of a supervisor
- b. Leadership styles
- c. Ethical behavior

2. Management Principles

Learning Objectives

- a. Organizational goals
- b. Importance of planning
- c. Decision making
- d. Initiating and leading change

3. Effective Communication

Learning Objectives

- a. Verbal and non-verbal communication
- b. Effective Listening
- c. Business Writing (e-mail, memos, letters)

4. Dealing with Conflict

Learning Objectives

- a. Sources of organizational conflict
- b. Types of conflict

5. Motivation & Productivity

Learning Objectives

- a. Importance of effective teamwork
- b. Delegation
- c. Performance measurement



January 14, 2020

Information Brief

Healthcare Sector Strategy Grant Update:

Addendum 5 for the Healthcare Sector Strategy Grant was approved in late October 2019! Below is a chart containing the SMART goals for the grant extension. Results for Quarter 14 are listed underneath the goal, indicating the SMART goals were met.

Goal	Quarter 14 10/1/2019- 12/31/2019	Quarter 15 1/1/2020- 3/31/2020	Quarter 16 4/1/2020- 6/30/2020	Quarter 17 7/1/2020- 9/30/2020	Performance Measure 9/30/2020
HHA Training & Employment	0 0	7	7	6	20
METCA – ECC Recruitment Fair	0 0	1	0	1	2
4 TABE Bootcamps and 2 TEAS Prep Courses	0 0	15	15	20	50
LCAN Stakeholder Recruitment	1 1	1	1	1	4
Incumbent Soft Skills Training	0 0	5	5	5	15

Efforts made to fulfill the goals:

Goal 1: Develop a Home Health Aide (HHA) talent pipeline and connect 20 candidates to Home Health Aide training and employment by September 15, 2020.

- Work instructions are being finalized for CareerSource Brevard (CSB) Staff to identify suitable training candidates and process scholarships.
- Local training institutions to include Keiser University, Brevard Nursing Academy (BNA) and Eastern Florida State College (EFSC) have been notified regarding scholarship resources available for HHA training. It was determined that EFSC would likely not be able to offer HHA training by itself, since it is incorporated into their Patient Care Assistant program. Keiser is

open to customizing HHA training courses in partnership with CSB. BNA offers HHA training and has 6 classes scheduled in 2020 between January and August.

Goal 2: Macedonia Education Technology and Career Academy – Elderly Compassionate Care (METCA-ECC), collaborating with Brevard Healthcare Workforce Consortium (BHWC) and CSB, will host 2 recruitment fairs to attract home health aide, nursing assistant and practical nursing training candidates by August 30, 2020.

- METCA-ECC will hold the Recruitment Fair on January 16, 2020 and advertising efforts are underway.

Goal 3: METCA-ECC, collaborating with BHWC and CSB, will organize 4 TABE Bootcamps and 2 TEAS Prep Courses to serve 50 unique training candidates by September 30, 2020.

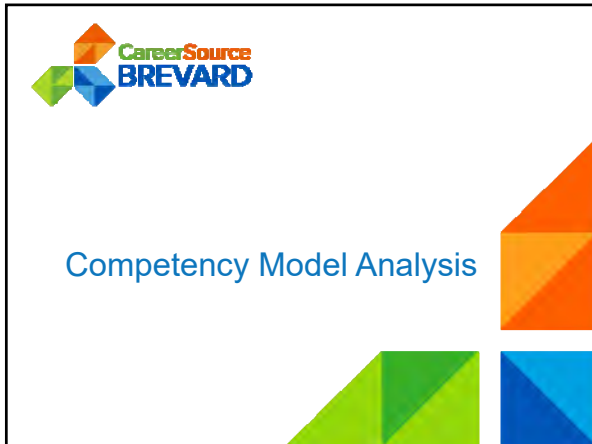
- METCA-ECC has developed a training cohort and recently completed TABE Bootcamp sessions in collaboration with Brevard Adult Education. In addition, they initiated a TEAS prep course for training candidates in early December.

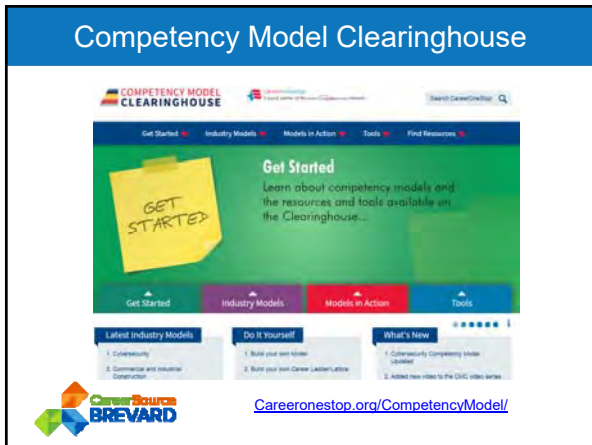
Goal 4: Expand Brevard’s Local College Access Network (LCAN) by Recruiting 4 new stakeholders to join the Brevard Healthcare Workforce Consortium by September 15, 2020.

- CSB is partnering with Wells Fargo to develop a Workforce Round Table. A meeting was held on December 10th to iron out the collaboration. We will invite representatives from social services, faith community, workforce, education, government, industry and philanthropy to work together on helping our low income community members connect to meaningful employment by providing wrap-around services. This is very much in line with our current efforts to form an LCAN and it made sense to combine efforts. During this initial planning meeting, Wells Fargo verbally committed to being a stakeholder in this initiative.

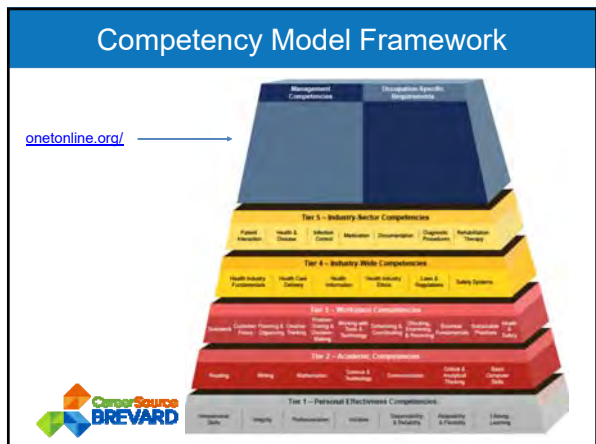
Goal 5: Provide Soft Skills Training to 15 Incumbent Healthcare Workers by September 15, 2020.

- The Soft Skills Committee met on October 30, 2019 to develop a strategy to provide incumbent healthcare workers soft skills training. It was proposed training would be targeted to:
 - Entry-level employees to promote quality patient care and workforce retention
 - Supervisory-level employees to strengthen leadership skills in order to promote retention of subordinate workers
 - Committee members will facilitate a Business Learning Event, “The Keys to Talent Management: A Summary Talk,” on February 6, 2020
- In an effort to validate the soft skills needed in health care, the Soft Skills Committee discovered the Competency Model Clearinghouse, Fundamentals of Health Care Competency Model, <https://www.careeronestop.org/CompetencyModel/competency-models/fundamentals-of-health-care.aspx>. More information will be provided in the Competency Model Analysis presentation.









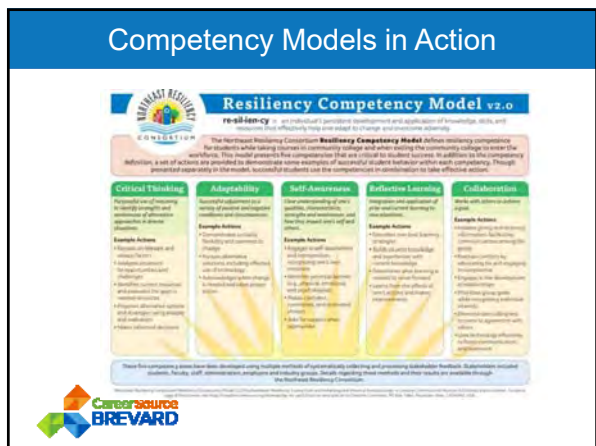
Gap Analysis Worksheet Example

Fundamentals of Health Care Competency Model

Gap Analysis

Inventory existing and missing competencies.

Competencies (from model)	Achieved	Needs
Tier 1: Personal Effectiveness Competencies		
1.1 Interpersonal Skills Displaying skills to work effectively with others from diverse backgrounds		
1.1.1 Demonstrating sensitivity/empathy		
1.1.1.1		Shows concern interest in others and their concerns
1.1.1.2		Demonstrates sensitivity to the needs and feelings of others
1.1.1.3		Looks for ways to help people and others experience
1.1.2 Demonstrating insight into behavior		
1.1.2.1		Recognizes and accurately interprets the communication of others as expressed through various formats (e.g., writing, speech, American Sign Language, computers, etc.)
1.1.2.2		Recognizes when relationships with others are strained
1.1.2.3		Shows understanding of others' behaviors and reasons by demonstrating appropriate responses
1.1.2.4		Demonstrates flexibility for change based on the plans and actions of others
1.1.3 Maintaining open relationships		
1.1.3.1		Maintain open lines of communication with others
1.1.3.2		Encourage others to share problems and concerns
1.1.3.3		Establish a high degree of trust and reliability with others
1.1.4 Respecting diversity		
1.1.4.1		Interact respectfully and cooperatively with others who are of a different race, culture, or age, or have different abilities, gender, or sexual orientation



Feedback

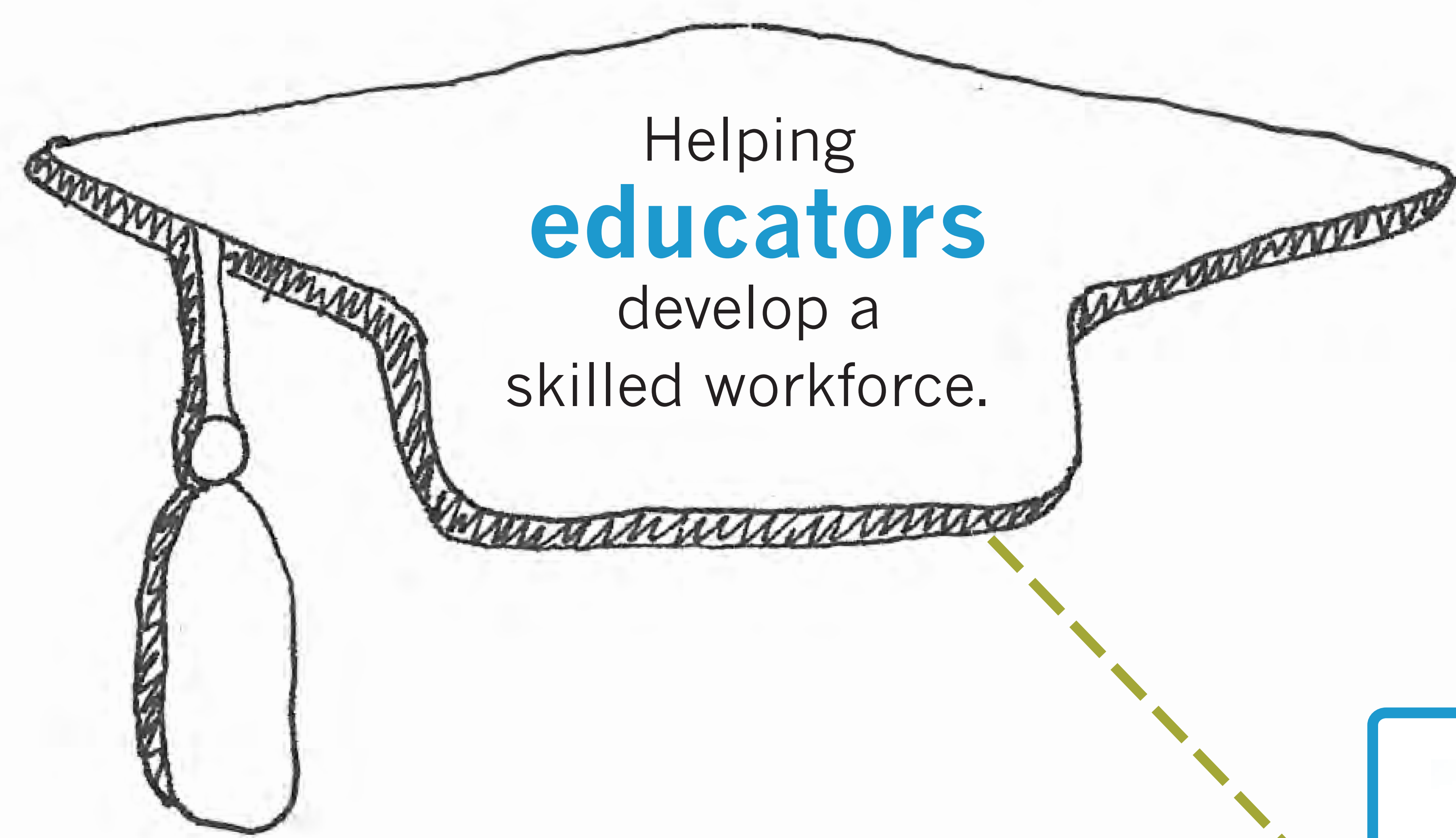
- What applications do you see for the competency model tool in talent pipeline development?
- Would you consider this a resource for sector strategy?



Industry Competency Model Initiative:

PROMOTING A SKILLED WORKFORCE

Supporting the development of worker skills aligned with competencies needed in the workplace.



Develop career paths with advancement

Identify competencies required for credentials



Support curriculum evaluation & planning

Support career exploration and guidance



Aid worker recruitment, assessment and training

Identify area workforce skill gaps



Competency

Capability to apply or use a set of related knowledge, skills, and abilities required to successfully perform "critical work functions" or tasks in a defined work setting.

COLLABORATIVE | CROSS-CUTTING | CUSTOMIZABLE | ADAPTABLE | INDUSTRY-RECOGNIZED



Employment and Training Administration
U.S. Department of Labor

www.careeronestop.org/competencymodel

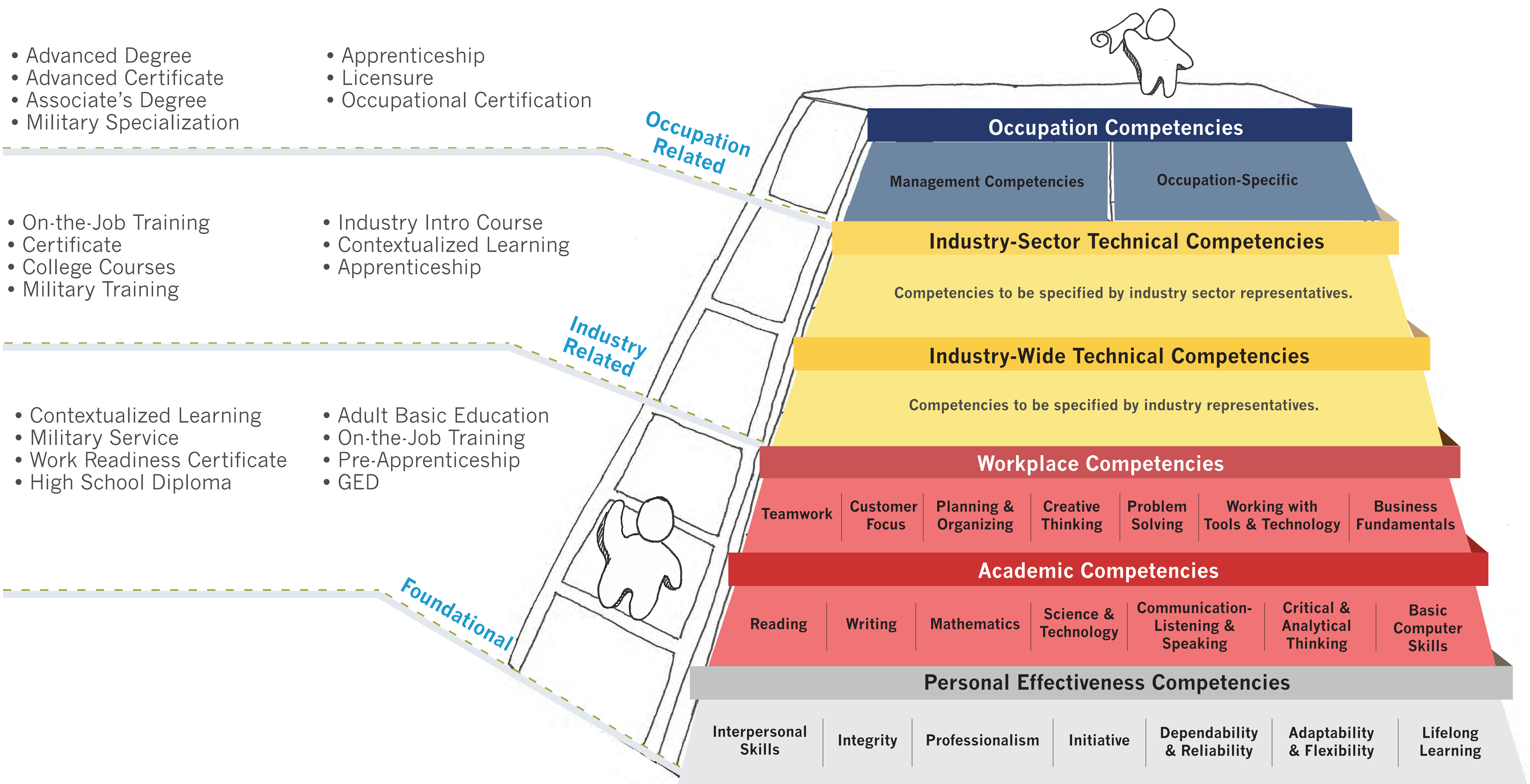
Industry Competency Model Building Blocks

Education, Training & Credentials

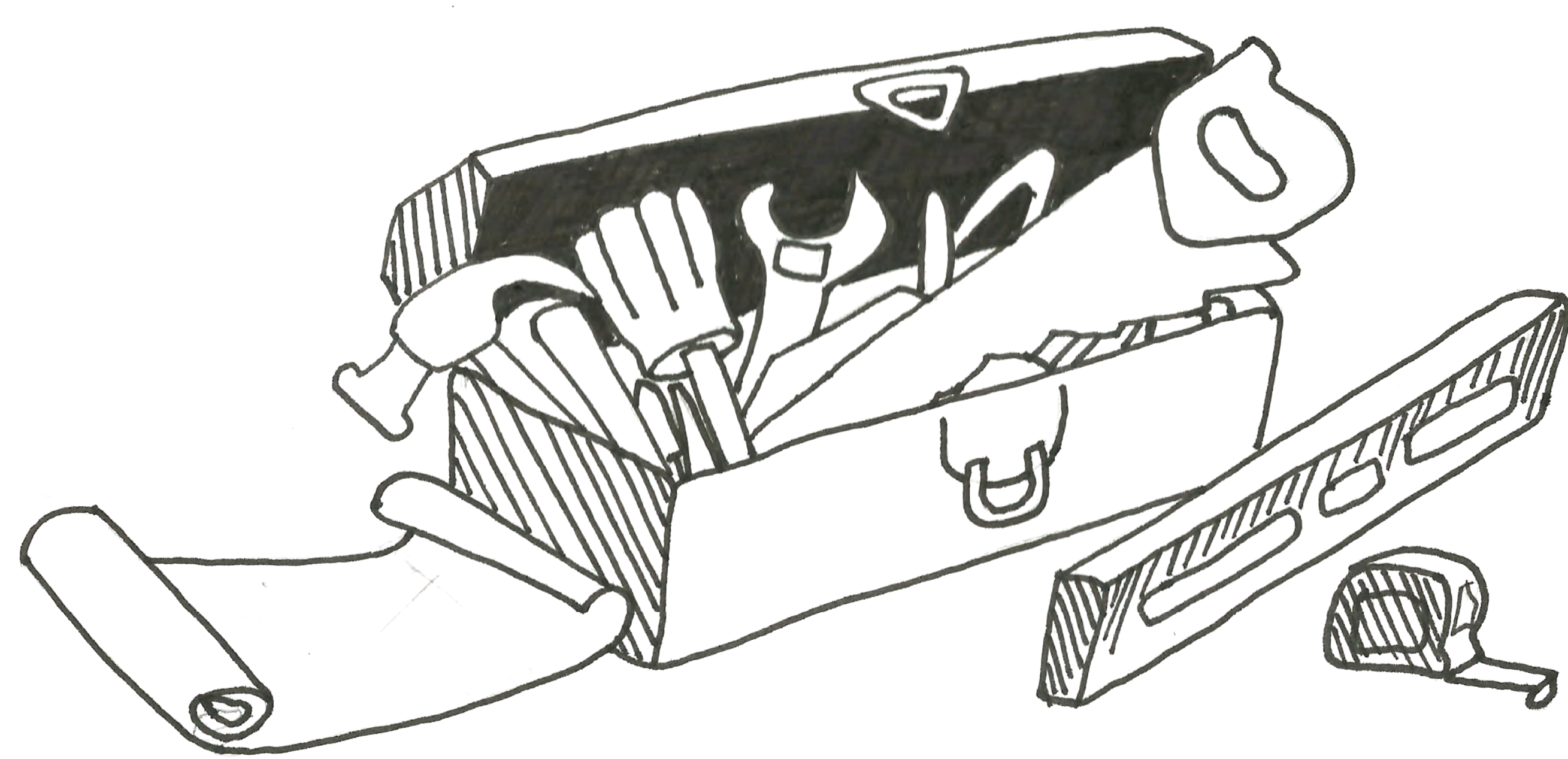
- Advanced Degree
- Advanced Certificate
- Associate's Degree
- Military Specialization
- Apprenticeship
- Licensure
- Occupational Certification

- On-the-Job Training
- Certificate
- College Courses
- Military Training
- Industry Intro Course
- Contextualized Learning
- Apprenticeship

- Contextualized Learning
- Military Service
- Work Readiness Certificate
- High School Diploma
- Adult Basic Education
- On-the-Job Training
- Pre-Apprenticeship
- GED



Tools of the Competency Model Clearinghouse



- Collection of Industry-Validated Competency Models
- Tool to Build and Customize a Competency Model
- Tool to Build a Career Ladder/Lattice
- User Guides with Background Info & Instructions
- Examples of Models in Action
- Database of Competency-Based Resources

Information Brief

APG IT Sector Strategy Updates

Sustainability and grant close out are the focus of the remainder of the America's Promise Grant. Employment outcome strategies continue to focus on the grants key target populations, unemployed or underemployed and those facing employment barriers. This includes low-income individuals who are underrepresented in the IT field, Youth and Young Adults, underemployed, unemployment or dislocated workers, and transitioning Veterans. Paramount to sustainability is uniting our partners, employers, education, trade / technical associations, civic organizations, EDC / Chambers, religious organizations, media and government agencies. We are establishing an ongoing commitment to communication and convention. With the Information Technology industry in such a state of change, having local knowledge experts continue to fuel the mentoring of our youth as they decide on their future occupations. This, along with our On the Job Training (OJT), Employed Worker Training (EWT) and an apprenticeship program, will establish a strong "Build an Employee" platform that serves our employers needs for "Effective Employee Development" and reduces what has become one of their biggest problems.

Update of Current Activities

- Employment outcomes continue to improve from our CEO roundtable gatherings with 12 OJT's and 11 EWT's since July 10. Additionally our targeted "Help Desk" program which saw 71 of 77 participants completed training and received their certification, due in part to an orchestrated relationship between our education partner and our staff. Employment is at 44% for this group with a continued effort to promote these and all training graduates to employers.
- **EDC Partnership** is galvanizing with an OJT / EWT referral partnership and them hosting their members to a first quarter Cybersecurity gathering to help us promote hiring our APG trained graduates, continuing to share the message of "Build an Employee vs. Buy an Employee" and having a joint message to promote the Information Technology Field on their website. The "Build an Employee vs. Buy an Employee" (BEBE) presentation resonated so strongly in this area that our EDC asked that it be shared at their recent Board of Directors meeting. Our presentation of this message was piggybacked by the EDC's follow-up presentation at this gathering, emphasizing OJT's and EWT's and a partnering with CSB to make more of these happen.
- Our **November Consortium Gathering**, brought together 50+ of our partners to again revisit the workforce challenges to see if they've changed since the grants inception. Three Breakouts were in agreement that better communication between the partners related to the Information Technology field in this area, would reinforce our leadership in the US, as we

are faced with an increase cybersecurity attacks. Effective also training remains important with the addition of Scrum Master Certification being sought by local employers and added to the APG grant. It was here that we were presented the Congressional legislative proclamation in the form of a recognition in Congress of ours and our partner’s efforts to participate in the “National Cybersecurity Career Awareness Week”. The words written in this document were read by Congressman Posey, on the floor of congress and entered into the journal of its proceedings. An example of local activity for this was the High School’s assembly gathering and the discovery of an assessment to use for Cybersecurity occupations discovery.

- **Education Partners Involvement** – Strengthens as we discover greater interest by Florida Institute of Technology in our IT Apprenticeships, and our involvement in their Advisory Councils. Our APG Consortium employer partners are attractive to FIT as they look for more industry partners. Our support for the placement of an IT apprenticeship and cybersecurity academy in the Brevard Public Schools attracts them as it supports their mission to be more involved with the local STEM population and attracting them to their school.
- CompTIA remains consultative as they seek to bring their training into our schools, employers, and at the military bases. Their resources support CSB assessment efforts as we discover and counsel those desirous of an IT occupation.
- Networking in a broader way with Civic Groups and Chambers, continue to present opportunities for us to promote our APG Graduates. Regular planned gatherings at our local Groundswell Technology Incubator remain one of the best opportunities for our APG graduates to network with mentors and employers looking to increase their workforce.

Grant Performance to Date:

<u>Performance Metric</u>	<u>Grant Required Outcome</u>	<u>Performance Data from most recent Quarterly Report 9/30/2019</u>
Total Participants Served	400	331
Total Participants Enrolled in Training Activities	317	307
Total Participants Completing Training Activities	360	187
Total Participants Completing Training and Receive a Degree or Credential	320	170
Total Participants who Complete Training and Obtain Employment	270	145

We are Demand-driven

Secrets To Building an Employee

Hiring the Right People

Buying an Employee

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

Online Job Board Fees

Background Check

Staffing Company Fees

Relocating Fees

Trying Referrals

The Building Blocks

Strengthen America's Pipeline

Expand our Region's Workforce

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

Benefits of Building an Employee

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



Partnership = Success



Building on what CSB does.

Objective 2: Support Additional Key Industries through Sector Work			
Strategies	Actions	Timeframes	Status
Effective implementation and outcomes in the Aerospace and Aviation Sector		Ongoing	<ul style="list-style-type: none"> • <i>Presentation on Aerospace Workforce Workshop</i> • In support of the statewide strategic workforce support plan for Lockheed, VP of Industry Relations and Aerospace Business Liaison are participating in bi-weekly meetings with CSF and representatives from the other CareerSource regions that support Lockheed. A web portal for tracking support initiatives is being developed. Locally, CSB staff has reached out to HR representatives to review regional needs and develop a customized support plan. • Aerospace Business Liaison (BL) facilitated and hosted a dedicated recruiting event in our Palm Bay Career Center for DRS this quarter. • Northrop Grumman and Embraer participated on an employer panel, facilitated by CSB's VP of Industry Relations (IR), at our Contactor's (C2) Annual Workforce Summit held in Cocoa Beach on October 24th. • Aerospace BL & VP of IR were interviewed by Brevard Business News and will be featured in an upcoming article about CSB's support of the aerospace industry. • Aerospace BL continues to attend the local chapter of the National Space Club meetings and was recently elected Chair of the Special Events Committee. • Aerospace BL met with reps of Space Florida (SF) to outline workforce support programs for one of SF's customers, Skyloom Global, who are expanding their space communications company to the KSC area.
Outcomes in Building an Employee Initiatives	Development of Competency and Work Based Learning Programs	Ongoing	<ul style="list-style-type: none"> • CareerSource Brevard and the Brevard County School District's Adult Education program has been coordinating with existing Registered Apprenticeship (RA) programs in the Local Workforce Development Board (LWDB) Area 13 for the last 12 months to expand the number of participants who select and succeed in apprenticeships. This collaboration has assisted in creating the Brevard Adult

			<p>Education Pre-apprenticeship Program to support Building & Construction trades. CareerSource Florida recently awarded CSB with a \$100,000 grant to fund the efforts.</p> <ul style="list-style-type: none"> • The first cohort for the Trades Pre-Apprenticeship Program graduated on December 18 with 11 students. In November, a tour was hosted with Ivey’s Construction. While attendance was small, the students were highly engaged and the employer did an excellent job of showcasing their work. • The second cohort began on October 29, in partnership with the Evans Center, with 17 actively engaged in the program. CSB is working with employers to present work experience opportunities throughout the course, rather than waiting until the end. CSB is also coordinating two site tours for this cohort. • Brevard Adult Education has received additional grant funding to continue the Trades Pre-Apprenticeship program post August of 2020. • CareerSource Brevard (CSB) in partnership and collaboration with CareerSource Palm Beach (CSPB) intend to replicate a very successful, employer-driven pre-apprenticeship program that has been proven to support industry needs in California. A grant request was awarded by CareerSource Florida for \$149,129. A planning grant for \$125,000 was submitted in support of a FloridaMakes grant submission to the U.S. Department of Commerce National Institute of Standards & Technology (NIST) to support the efforts of the Aero-Flex grant above. • CSB was notified of the FloridaMakes grant award on September 10th. Grant contract has been executed and performance timelines and associated outcomes have been developed. • IR staff continue to meet with regional employers to review the benefits of this training program and to vet core curriculum modules for relevancy and jobseeker training opportunities. • The first cohort of trainees successfully finished training in November and are
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			<p>being marketed for employment opportunities.</p> <ul style="list-style-type: none"> • A dedicated Career Counselor has been hired to support this program and will work directly with identified jobseekers through the training tracks and facilitate employment opportunities. • With the receipt of the FloridaMakes grant, CSB Communications staff have procured a vendor to create a strategic outreach campaign and supporting collateral for both employers and jobseekers. This plan includes social media, website portal for engagement, print collateral and video success stories. • IT Program Manager has met with several local IT employer partners to continue exploring an established IT Registered Apprenticeship in the Capitol Region. Efforts continue to hone down the specifics of the existing template to identify occupations, wages and other details that meet local needs. A sponsor partner is still being vetted. FIT or EFSC are current considerations and preliminary discussions are underway. The Pre- Apprenticeship aspect with Brevard Public Schools will need our efforts in securing employers commitments. • As part of National Apprenticeship Week, the CSB Business Liaison attended the Space Coast Apprenticeship Consortium Open House and Networking Event on Nov. 14th at Knight's Armament. Local and regional high school and college students attended to learn more about the apprenticeship and employment opportunities available with sponsoring companies. Current Apprentices addressed the audience about their experiences so far and were very encouraging. Next cohort to start in Aug. 2020.
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Workshop Agenda

- Port Canaveral Authority – Commission Meeting Room
- 8:30 am – 11:30 am
- Breakfast & Networking for the first half hour
- Reviewed Identified Workforce Needs from the June 13th Workshop
- Breakout Sessions to Prioritize Needs



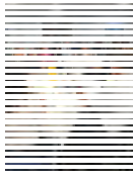


Strategic Breakout Sessions

- Strategic Sector Strategy Approach
- Industry Needs not Individual Business
- Generate Greater Leverage to Create a Viable Pipeline that can Address the Needs of all Employers






Priority Outcomes

- **Define** Effective Career Pathways to Drive the Talent We Need
- **Develop** the Funding and the Training Programs to Build and Retain that Talent
- **Drive** the Talent Pipeline to the Industry by Creating a Strategic Communications Plan



Next Steps

- Meeting Scheduled for January 30th
- Set Goals for Each Identified Priority
- Outline Objectives for Reach the Goals
- Identify Tasks and Ownership
- Create performance Objectives & Associated Timelines



Objective 3: Develop and Implement Overall Initiatives in Sector Strategies			
<u>Strategies</u>	<u>Actions</u>	<u>Timeframes</u>	<u>Status</u>
Educate and recruit critical partners for Sector Strategies	Educate the Brevard Community on CSB Services and Sector/Industry Initiatives	Ongoing	<ul style="list-style-type: none"> • Marci Murphy attended the Aerospace Talent Roundtable hosted by the Florida Chamber Foundation on November 12th, along with several of Brevard’s Aerospace Companies to discuss how to attract, retain and grow the talent in Brevard County. • Judy Blanchard represented CSB at Florida Trend’s Community Leaders Forum on October 31st. March 2020’s publication will feature the Resurgence and Economic Prosperity of Brevard County. Judy highlighted how CSB is addressing workforce development through Sector Strategies to support regional industry growth. • Marci Murphy & Judy Blanchard met with Troy Post, CEO of the North Brevard Economic Development Zone on November 19th to define a workforce services support plan for businesses expanding or relocating to North Brevard.
	Conduct outreach to key partners on sector strategies	Ongoing	<ul style="list-style-type: none"> • <i>Presentation on CSB Efforts & See Quarterly Multimedia Outreach (mid October – December)</i>



Quarterly Multimedia Outreach (October – December 2019)

<p>Non-Paid Social Media Marketing & Direct (Email) Marketing</p>	<p>Facebook, Twitter, LinkedIn, Constant Contact: <i>a daily effort to share CSB's workforce, economic, education, business and community partners' news as well as educating and informing CSB's followers about programs and services offered.</i></p> <ul style="list-style-type: none"> • Partner news shares: LEAD Brevard event, Space Coast EDC CPT, EFSC training programs, Brevard Adult Ed training programs, United Way tax services, Brevard Public Libraries • CSB events, programs & services: Daily hot jobs, ESOL, Aerospace Workforce Development Strategy Summit, IT Consortium, Paychecks for Patriots Veterans Job Fair, Recruiting events & workshops
<p>Media Relations & Press Coverage</p>	<p>Local, Regional and State Multi-Media Relations: <i>Ongoing effort to communicate timely and relevant workforce news to appropriate news outlets and be recognized as Brevard's key resource for workforce development issues and trends.</i></p> <ul style="list-style-type: none"> • CSB events, programs and services: Weekly digital and print news coverage with Brevard Business News (BBN), Florida Today, Spotlight Brevard, The Beach radio and more re: employer's hot jobs, recruiting events & workshops • Quarterly digital and print news coverage: Florida Today's Sunday cover story on Manufacturing in Workforce, BBN cover on AeroFlex pre-apprenticeship program, Hometown News on Brevard Recovery Works and RISE programs, Space Coast Business on IT sector Strategy, CS Florida's annual report on customer successes, Everything Brevard magazine on remaining employable, Space Coast Daily radio on resources available at CSB, Eau Gallie library FB kudos: How to Adult, Brevard Adult Ed Twitter kudos on Pre-apprentice program, Manufacturing Month-EDC-County Commissioners' recognition, Embraer kudos
<p>Community Partner Outreach Events/Programs</p>	<p>Additional outreach efforts not detailed in committee goals matrix: <i>Ongoing collaboration with and sharing of, CSB's Partner/Employer/Job seeker news and events.</i></p> <ul style="list-style-type: none"> • Lead Brevard Community and Conversation: Event sponsor/panelist • Space Coast EDC event: Sponsor /speaker on ITS sector strategy APG grant program
<p>Multimedia Promotions/Tactics</p>	<ul style="list-style-type: none"> • Brevard Business News (BBN): Paid ads to inform the business community about Apprenticeships and workforce services to help recruit, hire, train, and retain talent • Program collateral: Ongoing creation of flyers, pocket cards, etc., to encourage jobseeker and referral partner engagement to support all CSB programs • Multimedia outreach campaign for Aero-flex Apprentice and Pre Apprentice Program, creative complete end December, employer campaign launch January with jobseeker campaign to follow • Working for Brevard Fact Sheet: Updated the CSB infographics-style flyer for multimedia use • 2018/19 Annual Report: Digital version to launch February 1, 2020
<p>Website</p>	<ul style="list-style-type: none"> • Content development and enhancements: Ongoing updates to increase SEO through industry-relevant posts, ongoing fresh content (pages updates), ongoing refinements to highest performing keywords and messaging based upon analytics, ongoing ADA adjustments • Quarterly program page enhancements: AARP 50+, CSB Community Business Partner Program, Aero-Flex, Soft Skills, Events Calendar
<p>State-Funded Multimedia Campaigns</p>	<p>Out-of-State Engineering Talent Attraction & Recruitment Campaign: Now in our 5th year, this campaign will re-launch in the spring guided by past outcomes and using highest performing creative and targeting parameters as well as adding more information about CSB's partner placement support to include and Aerospace/advanced manufacturing</p>



Quarterly Multimedia Outreach (October – December 2019)

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

Local Unemployed/Underemployed/Introduction to Key Industry Sectors –

Talent Attraction Campaign:

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

Local Business Engagement/Introduction to Key Sector Services Campaign:

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

MEASURING SUCCESS

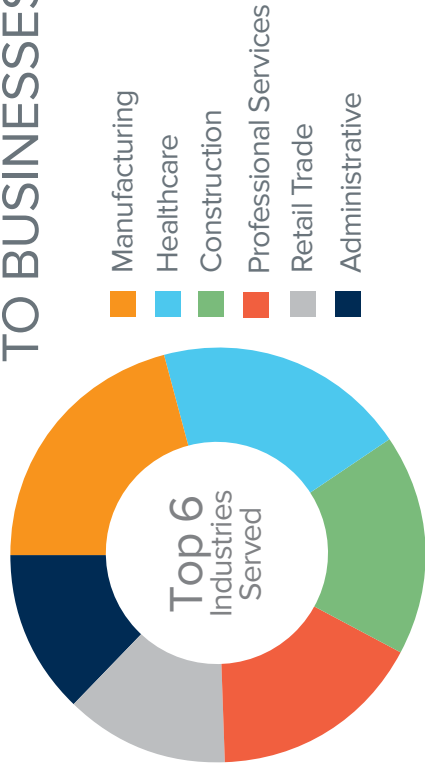


1,129

BUSINESSES SERVED

26,270

SERVICES PROVIDED TO BUSINESSES



2,525

PEOPLE PLACED IN JOBS

UNEMPLOYMENT RATE

2.80%

BREVARD'S UNEMPLOYMENT RATE

AS OF 11/1/2019



ON-THE-JOB TRAINING

22

OJTS CREATED

FOR 19 BREVARD BUSINESSES

WITH

\$150,887.40

IN OJT CONTRACTS WRITTEN

RECRUITING EVENTS/ JOB FAIRS

113

Recruiting Events and Job Fairs

2,480 JOB SEEKERS ATTENDED

FOR 70 UNIQUE EMPLOYERS

VETERANS SERVED

1,268

VETS

17,257 Personalized Services Received

FOR 271 VETERANS EMPLOYED

VETERANS EMPLOYED

INDUSTRY WORKFORCE COMMITTEE (IWC)

ATTENDANCE RECORD

PY 2019-2020	JUL	OCT	JAN	APR
Bakke, Kristin	P	A		
Browne, Colleen	P	P		
Ghosh, Rohit	new 8/19	P		
Hoelke, Art	P	P		
Huy, Elizabeth	P	P		
Kenny, Jennifer	P	P		
Klinkbeil, Traci	A	P		
Menyhart, Mike	P	P		
Miedema, Linda	P	P		
Peltonen, Nancy	A	P		
Proctor, D. Travis	A	P		
Scholz, Janice	A	P		
Schrumph, Terry	A	A		
Song, Julie	A	A		
Stratton, Patty	P	P		