



Industry Workforce Committee Meeting

January 13, 2022 - 8:30 am – 10:00 am

[Click here to join the meeting](#) Or call in (audio only) +1 561-486-1414,,294754003#

Attendees:

Mike Menyhart (Chair), Kristin Bakke, Rohit Ghosh, Art Hoelke, Jennifer Kenny, Traci Klinkbeil, Frank Margiotta, Trudy McCarthy, Kirsten Patchett, Nancy Peltonen, D. Travis Proctor, Rachel Rutledge, Terry Schrupf

Agenda

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<i>Call to Order</i>	Mike Menyhart	
<i>Roll Call</i>	Marina Stone	
<i>Public Comment</i>		
<i>Presentation</i>		
Show Me the Money – New Grants and Funding Opportunities	Jana Bauer	1 – 5
<i>Action Items</i>		
Approval of Industry Workforce Committee Minutes for October 12, 2021	Mike Menyhart	6 - 8
<i>Reports</i>		
President’s Updates	Marci Murphy	
<i>Discussion/Information Items</i>		
<i>Goal: Identify Current and Future Workforce Needs of the Business Community and Create Solutions to Meet Their Needs</i>		
Objective 1: Implement & Sustain Sector Strategies in Key Industry Sectors		9 – 10
• Outcomes in the Aviation/Aerospace Sector	Thomas LaFlore	
• Outcomes in the HealthCare Sector Presentation	Megan Cochran	11 - 13
• Outcomes in the IT Sector	Thomas LaFlore	
Objective 2: Support Additional Key Industries Through Sector Work		14 - 15
• Outcomes in the Manufacturing Sector	Thomas LaFlore	
• Construction & Skills Trade	Thomas LaFlore	
• Outcomes in the Development and Support of Competency and Work Based Learning Programs	Thomas LaFlore	
Objective 3: Educate the Business Community on the Value of our Services and the Value of Brevard’s Talent to Meet Their Business Needs		16 - 17
• Educate and Recruit Critical Partners for Sector/Industry Initiatives	Thomas LaFlore	
• Determine Businesses Impact Due to COVID-19 and Develop Strategies for Addressing the Workplace Needs	Thomas LaFlore	
o Business Services Quarterly Review Presentation	Lori Robinson	18 - 21
• Multimedia Outreach Presentation and Matrix	Denise Biondi	22 - 27
• Attendance Roster		28
<i>Adjourn</i>	Mike Menyhart	

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Upcoming Meetings

January 2022

13th Industry Workforce Committee-8:30am

25th Career Center Committee-8:30am

February 2022

7th Finance Committee-3:30pm

7th Executive Committee-4:00pm

17th Board of Directors-8:00am

March 2022

No meetings

April 2022

12th Industry Workforce Committee-8:30am

26th Career Center Committee-8:30am

May 2022

2nd Finance Committee-3:30pm

2nd Executive Committee-4:00pm

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

June 2022

No meetings



Show Me the Money
New Grants and Funding Opportunities

Industry Workforce Committee

January 13, 2022



AARP MICROSOFT DIGITAL LITERACY PROGRAM
previously awarded grant

Funding Source: AARP Foundation

Award: \$10,000

Duration: July – December 2021

Target: Back to Work 50+ Participants

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



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



AARP MICROSOFT DIGITAL LITERACY PROGRAM

previously awarded grant

Program Design

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

Partnership with Brevard Adult Education



WORKFORCE RECOVERY TRAINING PROGRAM

previously awarded grant

Funding Source: DEO/HUD/CDBG

Award: \$2,049,784

Duration: March 2020 – June 2023

Target: Low-to-Moderate Income Individuals



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

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



WORKFORCE RECOVERY TRAINING PROGRAM

previously awarded grant

Program Design

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



Partnership with United Rentals

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



AARP SKILLS ACCELERATOR PROGRAM

recently awarded grant

Funding Source: AARP Foundation

Award: \$30,000

Duration: December 2021 – July 2022

Target: Back to Work 50+ Participants

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



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



AARP SKILLS ACCELERATOR PROGRAM

recently awarded grant

Phase 1

20-25 participants

Program Design

Microsoft Excel, Digital Literacy
& Customer Service Training

Utilizing SkillUp Brevard

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

Phase 2

10 participants

10-Week Salesforce Certified
Administrator Training

Utilizing training vendor PepUp
Tech

- *Certification Offered: Salesforce Certified Administrator*

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



GOOD JOBS CHALLENGE

new funding opportunity

Offered under American Rescue Plan

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

Proposed Approach

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

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



Q & A

Thank you!

Jana Bauer

Vice President of Operations

jbauer@careersourcebrevard.com



CareerSource Brevard
Industry Workforce Committee
October 12, 2021

Minutes

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

Members in Attendance: Mike Menyhart (Chair), Kristen Bakke, Art Hoelke, Jennifer Kenny, Traci Klinkbeil, Frank Margiotta, Trudy McCarthy, Nancy Peltonen, Rachel Rutledge (Michele Thomas) and Terry Schrumpf

Members Absent: Rohit Ghosh, Kirsten Patchett and D. Travis Proctor

Staff in Attendance: Marci Murphy, Don Lusk, Thomas LaFlore, Denise Biondi, Amberstar Bush, Melissa Byers, Megan Cochran, Clinton Hatcher, Deidre McVay-Schulmeister, Deserine Morgan, Lori Robinson, Stephanie Seiser, Erma Shaver and Marina Stone

C2 Staff in Attendance: Chakib Chehadi, Caroline Joseph-Paul and Aaron Smith from the Career Center

Guests in Attendance:

None.

Call to Order:

Mike Menyhart (Chair) called the meeting to order at 8:30 am and roll call was taken.

Public Comment:

There was no public comment.

Presentation:

A presentation was given about developing for the future business and employee resources showing how CareerSource Brevard meets the needs of Brevard businesses. Nancy Peltonen and Kristin Bakke requested flyers for the SkillUp Brevard information. Nancy is also interested in her business membership's ability to access EMSI/Burning Glass data. Staff is to put together an email that allows her businesses to contact CSB for LMI reports, possibly share an example so she can show her businesses. Terry Schrumpf requested a formatted email with info regarding SkillUp Brevard stating that many of his contacts will not open email with attachments.

Action Items:Approval of Workforce Operations Committee Minutes of July 13, 2021

Motion to approve the Minutes from the July 13, 2021 meeting was made by Nancy Peltonen. Kristin Bakke seconded the motion. The motion passed unanimously.

Reports:

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

Discussion/Information Items:Committee Goal Status

Staff reviewed the matrix of the Industry Workforce Committee including the Goals, Objectives, Strategies, Actions, Timeframes and Status of each strategy.

Healthcare Sector Strategy Grant Update

A presentation was shared of the Healthcare Sector Strategy Updates. Five out of eight goals were met, activities and results through September 30, 2021 were shared along with job seeker outreach and results from the Brevard Healthcare Workforce Consortium Update held on April 14, 2021. Terry Schrupf requested to follow up with us to provide feedback on candidate engagement.

Rachel Rutledge joined the meeting.

Community Development Block Grant Disaster Recovery Presentation (CDBGDR)

A presentation of the CDBGDR grant overview including the purpose of the grant, identifying workforce needs in the Construction industry, participant eligibility and participant goals, the grant action plan and milestones were provided.

Rapid Response Program Brief

The Workforce Innovation and Opportunity Act (WIOA) [Section 133(a)(2) and 134(a)(2)(A)] requires states to establish and maintain a state-level Rapid Response program. The Rapid Response Program promotes economic recovery and vitality by developing ongoing, comprehensive approaches to identifying, planning for, or

responding to layoffs and dislocations, and preventing or minimizing their impacts on workers, businesses, and communities. Layoff aversion activities and services are a central tenant of Rapid Response. An overview of the position and position duties were shared.

Business Services Quarterly Review Presentation

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

Multimedia Outreach Presentation and Matrix

The Outreach Department shared a presentation and a matrix of social media, direct email marketing and paid advertising and other activities from the fourth quarter.

Adjourn:

There being no further discussion or business, Mike Menyhart adjourned the meeting at 9:55 am.

Respectfully submitted,

Reviewed by,

{signature on file} 11/03/21
Marina Stone Date

{signature on file} 11/03/21
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 and Sustain Sector Strategies in Key Industry Sectors

<u>Strategy</u>	<u>Actions</u>		
Effective implementation and outcomes in Key Industry Sectors	Industry Driven Career Pathways for Jobseekers, Staff and Stakeholders Gathering and Disseminating Industry Workforce Needs and Opportunities		
		<u>Timeframes</u>	<u>Status</u>
Aerospace and Aviation Sector		Ongoing	<ul style="list-style-type: none"> • Business Liaison attended announcement of Terrain Orbital, a project supported by CSB. BL attended National Space Club luncheon for updates on local space activity. CSB team met with Space Coast Aerospace Consortium members to discuss future aerospace consortium summit. • CSB hosted two Recruiting Events for the aerospace industry during the quarter with Hydro and Custom Aerospace. • CSB provided the EDC with an updated letter of support for Project Chariot in November. This project has come to fruition, as Space Perspective, the world's leading luxury spaceflight experience company, announced on December 16, 2021 that it has selected Florida's Space Coast Spaceport in Titusville, Florida as the location for the company's worldwide campus and manufacturing complex. Space Perspective is building a campus on the Space Coast Spaceport site for their capsule and balloon manufacturing facility, laboratories, and operations infrastructure from launch to mission control. Space Perspective will invest more than \$38 million in new construction and high-value equipment and tooling, including the \$9 million, 120,000 square foot manufacturing building slated to be fully operational within the next 24 months. The investment will also spur the creation of approximately 240 full-time permanent jobs by the end of

			2026, with an annual average wage of \$80,000, plus benefits. Hiring began in 2021 and will continue through 2022.
Healthcare Sector		Ongoing	<ul style="list-style-type: none"> • Healthcare Sector Strategy Updates – <i>See Presentation</i> • New Business Liaison hired for Healthcare Industry; Jodi Jackson started on January 11th.
IT Sector		Ongoing	<ul style="list-style-type: none"> • Business Liaison has met with over 10 IT companies during the quarter to introduce herself and engage the industry to provide workforce assistance. • BL attended the Florida Cybersecurity and IT Service Providers Workshop, which discussed the Cybersecurity Maturity Model Certification (CMMC) that was created by the office of Local Defense Community Cooperation (OLDCC) to educate small and medium size defense contractors in becoming aware and compliant with DoD’s regulations for Cybersecurity. • 2 Work-Based Trainings (1 OJT & 1 IWT) approved in December for IT companies. • Deserine Morgan, new Business Liaison hired for IT Industry, started on September 27th.



Healthcare Sector Strategy Update

Industry Workforce Committee
January 13, 2022



PY 2021-2022 Grant Goals & Results

Employee Development and Retention Based Goals:

- Increase Healthcare WIOA Funded Work Based Training by 200% to train a total of 8 healthcare employees.
- Issue a tuition match of up to \$500 to incentivize employer based up-front tuition assistance or employer-funded tuition deferrals for a minimum of 10 healthcare employees, not to exceed 2 per participating employer.
- ✓ • Facilitate 2 information sessions to include a resource tool kit connecting a minimum of 15 employers to each session on either employee development or resiliency and retention related resources. **40 employers served**



PY 2021-2022 Grant Goals & Results

Nursing Faculty Recruitment Goals:

- Develop a Nursing Faculty talent attraction tool kit.
- Achieve 2 Nursing Faculty/Teacher hires.



Nursing Faculty Talent Attraction Tool Kit



Shape the future of healthcare in Brevard one student at a time
Consider a Career as a Nurse Educator

Learn More About Teaching:

Brevard Public Schools
Rachel Rutledge, Director CTE
Rutledge.Rachel@Brevardschools.org

Eastern Florida State College
Loretta Beorlegui, MSN/ED, RN,
NEA-BC, CCRN-K, Dean of Nursing
beorleguil@easternflorida.edu

University of Central Florida
Frances Iacobellis, PhD, RN
Site Coordinator UCF Cocoa
frances.iacobellis@ucf.edu

Why Teach? Nursing Faculty Enjoy:

- Making a difference in healthcare through teaching
- Sharing knowledge and experience with future nurses
- Physical requirements of the job are not as demanding
- The ability to work a school schedule, (no more nights, weekends, and take summers off, if you choose!)
- Pension benefits are available through the Florida Retirement System by working for public institutions
- Earnings are based on 165 days of teaching



Healthcare Employee Development Resources Showcase



CareerSource Brevard presented grant funding resource information to support employee development:

- Scholarship resources for individual training
- New healthcare employee upfront tuition match opportunity
- Work-based training grant funding options
 - Incumbent Worker Training
 - On the Job Training
 - Work Experience



Healthcare Employee Development Resources Showcase



- Health First informed how they partner with education providers to train employee cohorts
- Florida Department of Education explained how apprenticeships work and these Florida apprenticeship sponsors provided an overview of their programs
 - TruMont sponsors Home Health Aide and Registered Nurse apprenticeship programs
 - TalentGro sponsors Certified Nursing Assistant apprenticeships



Industry Workforce Committee

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

Objective 2: Support Additional Key Industries through Sector Work

<u>Strategy</u>	<u>Actions</u>		
Support Other Strategies Through Key Sectors	Industry Driven Career Pathways for Jobseekers, Staff and Stakeholders Gathering and Disseminating Industry Workforce Needs and Opportunities		
		<u>Timeframes</u>	<u>Status</u>
Manufacturing Sector		Ongoing	<p>EDCs CPT Program: The Business Liaison & CSB partnered with the EDC to host the Annual Manufacturing Job Fair for Manufacturing Month, held on Oct. 7th at the Rockledge Career Center. The first hour was a private Job Fair for the EDC CPT students and graduates. A total of 16 employers and 48 job seekers attended from across the county. The highlight was that many jobs were offered on the spot, second interviews, and a NextGen customer was presented for an entry level Engineering position with a manufacturer and started in November. In partnership with the EDC, CSB Center Staff provided a dedicated outreach effort (EF jobseeker registrant blast, social media, website) for the upcoming January CPT class. BL also participates in the EDC CPT Advisory Council meetings for selection & voting of new CPT applicants.</p> <ul style="list-style-type: none"> ○ Since CPT program inception (2016) CSB has hosted/supported 22 recruiting events dedicated solely (or a portion of the time) to CPT graduates with multiple manufacturers. <p>Business Liaison attended the final FloridaMakes Make More Manufacturing Summit session on October 26th in Orlando. This session involved in-depth discussions to strengthen and advance Florida’s economy through innovation, talent development and leveraging resources that were discovered over the last 3 earlier sessions. Also included in-person networking centered around the current state of the manufacturing ecosystem, the challenges, strategies, and opportunities manufacturers are facing around workforce,</p>

			<p>growth capital, supply chains and emerging markets.</p> <p>The BL participated in the SCCAP Nat'l Apprenticeship Week Event held at EFSC, Cocoa campus on November 17th, with speakers from participating sponsoring manufacturers, education partners and apprentice students while taking a tour through the manufacturing programs.</p>
Construction & Skilled Trades		Ongoing	<ul style="list-style-type: none"> • Construction Industry Updates – <i>See Show Me the Money- New Grants and Funding Opportunities Presentation</i> • Business Liaison has established a new partnership with Home Builders & Contractors Association of the Space Coast (HBCA). This relationship will help with connecting and networking with the construction community. • Developed different strategies for student recruitment for the construction grant. • Business Liaison attended the students Professional Day to speak on opportunities in the industry • CSB spoke with Sustainable Workforce Alliance students regarding the construction trade industry and what jobs and training are available in the field.
Development and Support of Competency and Work Based Learning Programs		Ongoing	<ul style="list-style-type: none"> • Business Liaison working with local Apprenticeship Training Representative for Region 6 (which includes Brevard) on how to help current Apprenticeship programs in the construction industry as well as ways to engage employers regarding the subject to provide OJT assistance. • Manufacturing Accelerator Meeting- CSB staff met with Florida Department of Education Apprenticeship staff and local manufacturer on December 1st to discuss streamlining process for smaller manufacturing companies to establish apprenticeship programs. • CSB was a part of the Adult Education Advisory Committee as they approved applications for the new start date of their Pre-Apprenticeship program.

Industry Workforce Committee

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

Objective 3: Educate the Business Community on the Value of our Services and the Value of Brevard's Talent to Meet their Business Needs

<u>Strategies</u>	<u>Actions</u>	<u>Timeframes</u>	<u>Status</u>
Educate and Recruit Critical Partners for Sector Strategy Initiatives	Educate the Brevard Community on CSB Services and Sector/Industry Initiatives	Ongoing	<ul style="list-style-type: none"> • The President and CSB Board Chair met with new Cocoa Beach Regional Chamber of Commerce President & CEO Jimmy Lane to discuss workforce issues, key talent sector needs, and the region's labor force. • Newly hired Rapid Response Coordinator will assist with enhancing partnerships with community-based organizations to identify hidden talent pools and share information for improved services to the residents of Brevard County. • CSB staff met with Tourism Counsel to talk about the transportation issues within the hospitality industry and county wide. Discussed the van pool option that Enterprise offers, and Tourism Council will look at presenting this to the Hotel Association of Cocoa Beach. Discussed options for venue to hold job fair for the hotel industry as well. • Business Liaison created a job seeker survey to gather intel and help employers understand the needs of the current jobseekers. This survey will allow staff to see what job seekers are looking for in a job, and any barriers that may keep them from accepting a job. Employers will be able to re-evaluate job postings or positions to possibly meet the needs of their job seekers.
	Determine Businesses Impact Due to Covid and Develop Strategies for Addressing the Workforce Needs	Ongoing	<ul style="list-style-type: none"> • Staff continues to assist Brevard employers, education partners, and economic development partners with requested data and program developed reports to meet workforce LMI needs using Emsi Burning Glass, a premier labor market data and talent analysis software system. As previously

			<p>mentioned, Burning Glass has merged with Emsi and select staff was trained on November 1st on the new and improved platform for the product.</p> <ul style="list-style-type: none"> • As a result of the pandemic, DEO reached out the Workforce Board Presidents to offer security services at the workforce centers. Security guards at the Palm Bay & Rockledge Career Centers started on December. 13, 2021 and on January 3, 2022 in the Titusville office. • <i>Quarterly Employer Support Activities – See Presentation</i>
	<p>Conduct outreach to key partners, stakeholders and community on the programs, services, and successes</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> • CSB President spoke at the Women in Defense Space Coast Chapter, which provides networking and professional development opportunities to promote the role of women in national defense and security, to support military service members, and to encourage partnerships within the local contractor community, defense industry and military personnel. • <i>See Quarterly Multimedia Outreach Matrix (Quarter 2 – October - December)</i>

Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Recruiting Events

35 Onsite & Offsite Events

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

RECRUITING EVENT
Thursday
December 9th
10:00 am – 1:00 pm
CareerSource Brevard
Thonley Career Center

CAREER CENTERS

WINDLE
3000 Washington Ave SW
Rockledge, FL 32955

WILSON FAMILY EMPLOYMENT
3000 Washington Ave SW
Rockledge, FL 32955

ALLEN
3000 Washington Ave SW
Rockledge, FL 32955

Call (321) 504-7600

UPS is Hiring Seasonal Positions for Brevard County!
Walk-ins are welcome!
Fill the multiple positions:

Driver Helper – Rockledge Job # 11767718
Personal Vehicle Driver – Rockledge Job # 11767716
Driver Helper – Melbourne Job # 11766158
Personal Vehicle Driver – Melbourne Job # 11766164

Event Date, Time & Location
Thursday December 9, 2021
10:00 am to 1:00 pm
CareerSource Brevard – Thonley career center
3000 Washington Avenue, Suite 214, Thonley

Learn More:
Visit <https://www.ups.com/careers> click on "the UPS" "honest search" "job number search" and then enter the job # number listed above!

Bring your resume and dress for success!
Questions?
Call (321) 504-7600 or email careersource@brevard.com

For additional details, visit <https://www.ups.com/careers>

Partnered with:
CareerSource BREVARD
americanjobcenter

Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Manufacturing Job Fair

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

Register Today

Meet Brevard's Manufacturing Employers Ready to Hire!

Whether you have experience or training in Manufacturing or not, JOIN US and learn about free skills training and scholarship opportunities, and meet local manufacturers looking for talent and **HIRING NOW!**

A partial list of employers ready to hire!
Arnott, Inc., Embree, Essential Cabinetry Group, Hydrotect Americas, Inc., Hydro Precision Tubing, Matrix Composites, Rapid Prototyping Services, LLC, United Space Coast Cables, Vision Systems North America, Inc. and more to come!

MEG DAY

CareerSource Brevard's Manufacturing Day Job Fair

Thursday, October 7, 2021
10:00 am to 11:00 am
Open to the EDC's Certified Production Technician (CPT) program graduates
11:00 am to 2:00 pm
Open to the public!

Walk-ins welcome! Bring your resume! Dress for success!

Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Paychecks for Patriots Job Fair

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



Presentations & Panels

Offering businesses and career seekers quality workforce services

Employer Panels

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



Presentations & Panels

Offering businesses and career seekers quality workforce services

Home Instead Employee Quarterly meetings

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



Presentations & Panels

Recognizing Brevard Businesses

Employer Appreciation Ceremony

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



Business Learning Events

Educating Brevard Businesses

Business Learning Event

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



Upcoming Events

- Palm Bay Job Fair (February 9th)
- Aerospace Consortium (March 3rd)

Fact Sheet

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



Communications & Marketing Highlights (July – December 2021)

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

Rebuild Florida Construction Training Grant

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

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



Aero-Flex Manufacturing Training Grant

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

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



Communications & Marketing Highlights (July – December 2021)

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

Job Fairs & Recruiting Events

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

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



AARP Foundation Back to Work 50+ Program

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

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



Communications & Marketing Highlights (July – December 2021)

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

Customer Success Stories

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

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



Employer Support Services and Sector Strategies

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

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



Communications & Marketing Highlights (July – December 2021)

Earned Media – CareerSource Brevard in the News



Hometown News:

- United Way offers help for marketplace signups

Florida Today:

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

EverythingBrevard.com:

- Paychecks for Patriots Veterans Job Fair on web event calendar

Brevard Business News:

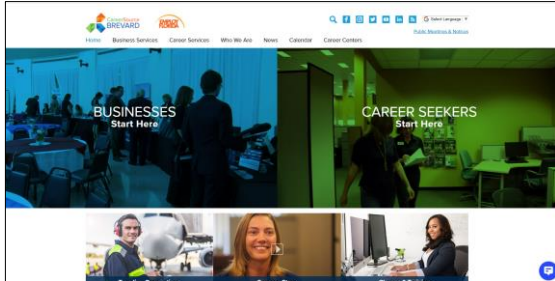
- CareerSource Brevard names new executive officers for its board of directors; Lloyd Gregg elected chair.
- Paychecks for Patriots Veterans Job Fair

98.5 The Beach Radio:

- Daily Hot Jobs

Impact by the Numbers (July – December 2021)

Metrics for CSB website and social media platforms



CareerSource Brevard Website:

60,120 unique visitors visited 83,343 times

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

CareerSource Brevard Social Media:

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

- **300 new followers** since June





Quarterly Multimedia Outreach (October – December 2021)

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

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

Please follow us!

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

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

<https://twitter.com/csbrevard>

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

https://www.instagram.com/careersource_brevard/

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

**Earned
Multi—
Media
Coverage
through**

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

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

Press & Partner Relations

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



Quarterly Multimedia Outreach (October – December 2021)

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

INDUSTRY WORKFORCE COMMITTEE (IWC)

ATTENDANCE RECORD

PY 2021-2022	JUL	OCT	JAN	APR
Bakke, Kristin	P	P		
Ghosh, Rohit	A	A		
Hoelke, Art	P	P		
Kenny, Jennifer	P	P		
Klinkbeil, Traci	P	P		
Margiotta, Frank	P	P		
Menyhart, Mike	P	P		
McCarthy, Trudy	A	P		
Patchett, Kirsten	A	A		
Peltonen, Nancy	P	P		
Proctor, D. Travis	A	A		
Rutledge, Rachel	P	P		
Schrumph, Terry	P	P		