



# Industry Workforce Committee Meeting

April 19, 2022 - 8:30 am – 10:00 am

[Click here to join the meeting](#) Or call in (audio only) [+15614861414](tel:+15614861414), [882808696#](tel:+15614861414)

## 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

Page No.

<i>Call to Order</i>	Mike Menyhart	
<i>Roll Call</i>	Marina Stone	
<i>Public Comment</i>		
<i>Presentation</i>		
Job Seeker Survey Date	Melissa Byers	1 - 5
<i>Action Items</i>		
Approval of Industry Workforce Committee Minutes for January 13, 2022	Mike Menyhart	6 - 8
Selection of Key Industries for Program Year 2022-2023	Jana Bauer	9 - 11
<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		12 – 14
• Outcomes in the Aviation/Aerospace Sector	Thomas LaFlore	
• Outcomes in the HealthCare Sector Presentation	Megan Cochran	15 – 18
• Outcomes in the IT Sector	Thomas LaFlore	
Objective 2: Support Additional Key Industries Through Sector Work		19 - 20
• 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		21 - 22
• 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	23 – 26
• Multimedia Outreach Matrix	Denise Biondi	27 – 31
• Attendance Roster		32
<i>Adjourn</i>	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 Holly Paschal at (321) 394-0507. Persons who are hearing or speech impaired can contact Holly Paschal through the Florida Relay Service by dialing 7-1-1*

### ***Upcoming Meetings***

#### **April 2022**

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

#### **May 2022**

2<sup>nd</sup> Finance Committee-3:30pm  
2<sup>nd</sup> Executive Committee-4:00pm  
19<sup>th</sup> Board of Directors Retreat-8:00am-12pm (TBD)

#### **June 2022**

No meetings

#### **July 2022**

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

#### **August 2022**

1<sup>st</sup> Finance Committee-3:30pm  
1<sup>st</sup> Executive Committee-4:00pm  
18<sup>th</sup> Board of Directors-8:30am

#### **September 2022**

No meetings

#### **October 2022**

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

#### **November 2022**

7<sup>th</sup> Finance Committee-3:30pm  
7<sup>th</sup> Executive Committee-4:00pm  
17<sup>th</sup> Board of Directors-8:30am

#### **December 2022**

No meetings

#### **January 2023**

10<sup>th</sup> Industry Workforce Committee-8:30am  
24<sup>th</sup> Career Center Committee-8:30am

#### **February 2023**

6<sup>th</sup> Finance Committee-11:00am  
6<sup>th</sup> Executive Committee-4:00pm  
16<sup>th</sup> Board of Directors Retreat-8:30am-11:30am  
(TBD)

#### **March 2023**

No meetings

#### **April 2023**

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

#### **May 2023**

1<sup>st</sup> Finance Committee-3:30pm  
1<sup>st</sup> Executive Committee-4:00pm  
18<sup>th</sup> Board of Directors -8:30am

#### **June 2023**

No meetings



## JOB SEEKER SURVEY DATA

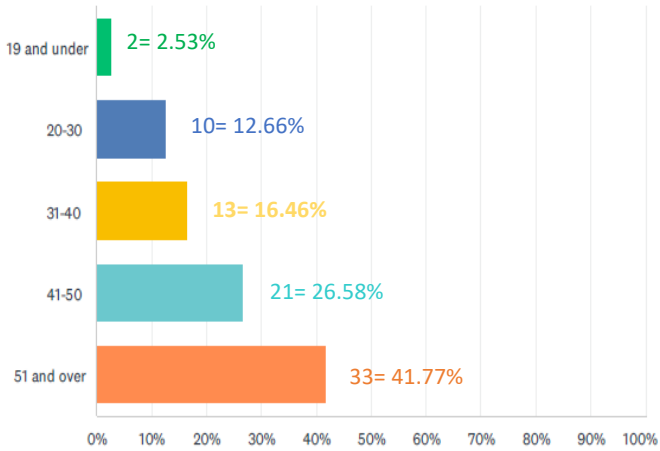
### Job Seeker Survey Survey Monkey – Promoted By:

Facebook, Instagram, LinkedIn

CareerSource Brevard Staff Shared Via  
Email

Shared with BPS CTE program

# Survey Age Data

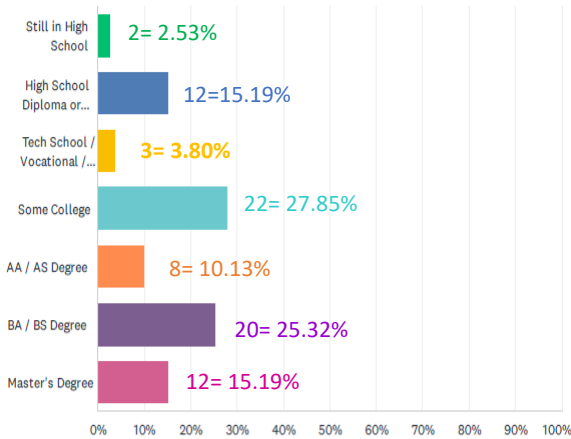


- 79 job seekers were poled
- The following graph shows the age of the job seekers
- How many per each age group by percentage

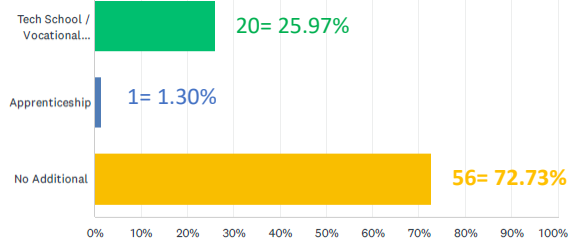


# Education Data

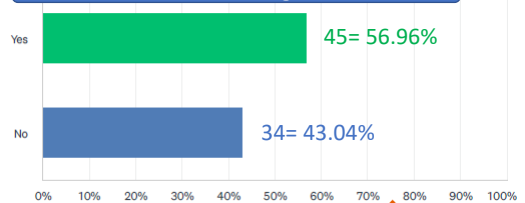
## Highest Level Education Completed



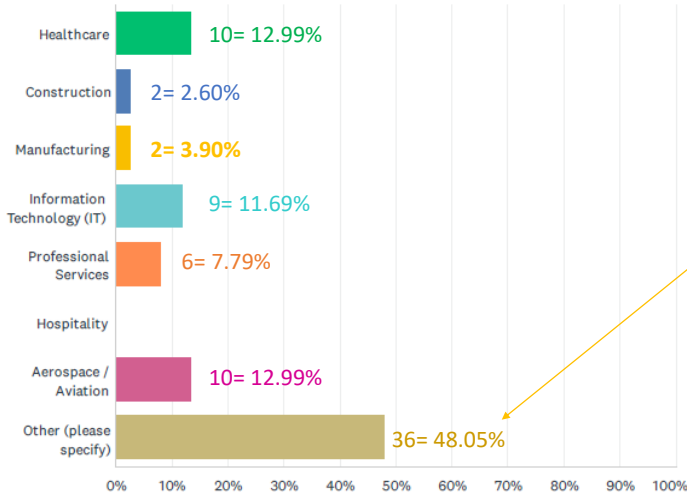
## Additional Education Completed



## Those Interested Furthering their Education



# Industry Sector Interest



Other Category – 36 (48%)

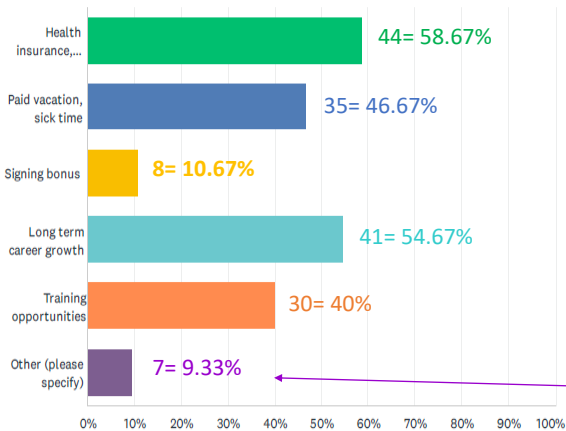
- Sales
- Retail
- Education
- Real Estate
- Child Care
- Customer Service
- Management

\*\*\*2 Job Seekers did not answer



# Benefits Data

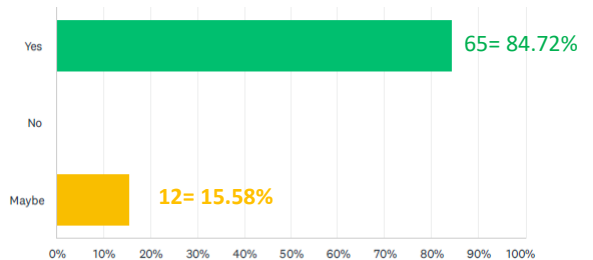
Top Benefits Job Seekers Most Valued:  
Picked 2 each



Other Category- 7 (9.33%)

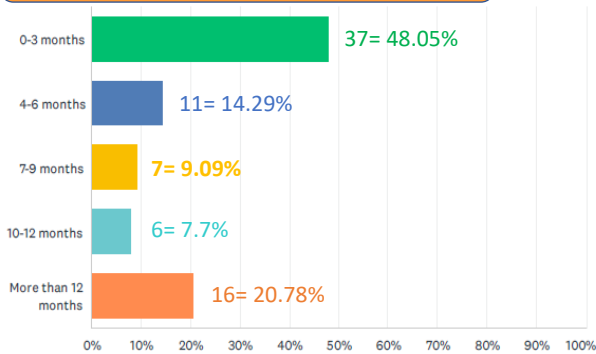
- Flexible Schedule
- Student Loan Option

Employer had a vacant position and offered one of the important benefit, would you apply for?

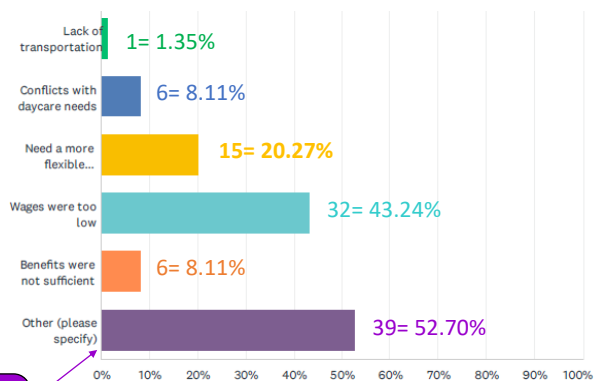


# Job Searching Data

How Long They Have Been Job Searching



Reason for Turning Down Last Job Offer

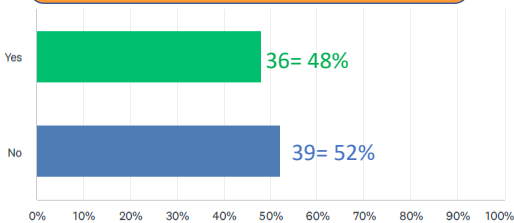


- Distance to Drive
- Interviews No Offers
- No Job Offers
- Relocated
- Not enough hours

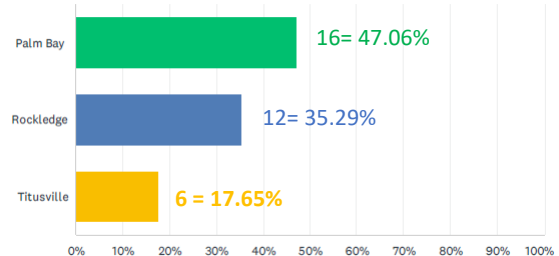


# Career Center Data

Currently Working with CareerSource Brevard. 75 Answered



CareerSource Brevard Center Closest to Job Seeker. 34 Answered



30 Job Seekers left contact information for Center's to reach out for assistance with job searching efforts.



# Your Current Jobseeker Highlights

## The Jobseeker

- Most surveys were conducted by those 41 and over
- Had some college or higher education
- Over half who took the survey wish to further their education

## Top Industry Sectors of Focus

- IT
- Aerospace Aviation
- Healthcare

## Top Benefits Jobseekers Look For

- Health Insurance
- Paid Sick Leave, Vacation Time, Holidays
- Long Term Career Growth
- Training Opportunities
- \*\*\* More than half said they would accept a position if it offered one of their top required benefit



## Questions?

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**CareerSource Brevard**  
Industry Workforce Committee  
January 13, 2022

**Minutes**

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

**Members in Attendance:** Mike Menyhart (Chair), Kristen Bakke, Art Hoelke, Jennifer Kenny, Frank Margiotta, Trudy McCarthy, Kirsten Patchett, D. Travis Proctor, Rachel Rutledge and Terry Schrumpf

**Members Absent:** Rohit Ghosh, Traci Klinkbeil and Nancy Peltonen

**Staff in Attendance:** Marci Murphy, Thomas LaFlore, Jana Bauer, Beatrice Bourisiquot, Denise Biondi, Melissa Byers, Megan Cochran, Lisa Fitz-Coy, Clinton, Marvetta Gordon, Hatcher, Jodi Jackson, Michelle Jones, Deidre McVay-Schulmeister, Deserine Morgan, Lori Robinson, Marina Stone and Kimberly Weatherby

**C2 Staff in Attendance:** Chakib Chehadi, Caroline Joseph-Paul, Julie Berrio, Ahmanee Collins-Bandoo, John Bonsignore, Linda Hadley, Bob Knippel, Angie Londono, Jessica Mitchell, Ramsey Oliverez, Sally Patterson, Aaron Smith and Kristine Wolff from the Career Center

**Guests in Attendance:**

None.

**Call to Order:**

Mike Menyhart (Chair) called the meeting to order at 8:31 am and roll call was taken.

**Public Comment:**

There was no public comment.

**Presentation:**

A presentation was given entitled "Show Me The Money" highlighting the program design, purpose and outcomes of funding opportunities and upcoming, new and on-going grants. The presentation included information about the AARP Digital Literacy, AARP Skills Accelerator Program, Workforce Recovery Training Program through DEO/HUD and the Good Jobs Challenge through the American Rescue Plan. Art



Hoelke has provided information on the manufacturing sector for the Good Jobs Challenge and Trudy McCarthy expressed an interest to also partner with CSB on the Good Jobs Challenge.

**Action Items:**

Approval of Workforce Operations Committee Minutes of October 12, 2021

Motion to approve the Minutes from the October 12, 2021 meeting was made by Frank Margiotta. Art Hoelke seconded the motion. The motion passed unanimously.

**Reports:**

Marci Murphy shared information on Brevard's fluid labor market and what it means to CSB and Brevard County jobseekers and employers. Data from the Job Openings & Labor Turnover Survey (JOLTS) report indicate 10.6M job openings, 4.5M quits- larger in hospitality, healthcare, social assistance, transportation, warehousing, and utilities. Florida has experienced 19 consecutive months of job growth and 13 consecutive months of labor force increases while the state's unemployment rate continues to decrease. Brevard's current unemployment rate is at 3.4%. CSB will continue to focus on short and long term strategies to help with labor shortages. CSB will be sponsoring the next LEAD Brevard, Conversation & Community event on March 11th from 7:30am-9:30am at the Health First Connections Training Center in Melbourne. Art Hoelke is looking for more statistical information to provide his employer such as proof of work life balance and change in general for employee requirements and changes within organizations. Ms. Murphy will send information she received at Tampa's Business Summit to all members. Trudy McCarthy shared that there are generational changes as well and having community conversations is essential. She encouraged all business leaders to hear this information and share it throughout the community. Staff suggested that the meeting be recorded.

**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. Program Year 21-22 Healthcare Grant Goals and Results were reviewed. A newly developed Nursing Faculty Talent Attraction Tool Kit was defined along with the Healthcare Employee Development Resources Showcase.

Mike Menyhart left the meeting.

Business Services Quarterly Review Presentation

A presentation was shared that highlighted CSB Recruiting Events, Job Fairs, Workshops, Presentation and Panels and Business Learning Events along with a Fact Sheet for July 1, 2021 through December 31, 2021. Discussion ensued.

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 first and second quarters of PY 21-22.

**Adjourn:**

There being no further discussion or business, Marci Murphy adjourned the meeting at 10:03 am.

Respectfully submitted,

Reviewed by,

{signature on file}      01/25/22  
Marina Stone                      Date

{signature on file}      01/25/22  
Mike Menyhart, Chair                      Date

## Action Brief

### **Selection of Key Industries - Program Year (PY) 2022 – 2023**

#### **Background**

CareerSource Brevard (CSB) annually reviews Key Industries by researching and analyzing Labor Market Information (LMI) provided by various sources. The Industry Workforce Committee (IWC) is provided this information in order to garner a business perspective on the Key Industry selection and to make recommendations to the CSB Board of Directors regarding any adjustments. The selection of Key Industries allows for CSB to deploy limited resources and social capital in a manner to optimize prospects for success. Most of the identified industries represent those which offer the best promise for overall economic growth by attracting and retaining high skill, high wage, and value-added jobs. Key industries can also represent those that require our focus due to major workforce issues, sector strategies, career pathways and other job-driven, industry focused initiatives. A quick look at the workforce situation in Brevard will set the stage for reviewing Key Industry information.

Brevard County's jobless rate decreased from 5.1% to 2.9% comparing February 2022 to February 2021. Brevard's unemployment rate is lower than the statewide rate of 3.1%. There are 292,268 persons in the labor force and 8,476 who are unemployed. Out of 67 counties in the State of Florida, Brevard ranks 21 in terms of unemployment rate.

Another trend that has been watched over the years is the Labor Force Participation Rate (LFPR). LFPR is the estimated share of the population actively engaged in the labor market. Based on DEO's Florida LMI Data Release for February 2022, Brevard's workforce has recovered well from the pandemic. The economy is improving, as people are becoming more comfortable returning to "normal" activities such as in-person work, traveling and leisure activities. There are currently 8,476 unemployed persons as of February 2022, which is a decrease of approximately 6,058 from February 2021.

#### **Discussion**

The following tables contain the history of employment growth by industry from 2018 through 2022 and the selected Key Industries over this time period. The following is noted:

- Overall, each industry in Brevard experienced positive growth from February 2021 to February 2022, with the exception of the Construction industry (-0.6%). This indicates that Brevard's economy is recovering well from the effects of the pandemic.
- Industries with greatest growth over the past year included Transportation, Warehousing, and Utilities (+18.8%) and Information (+22.2%).
- The information, other services and government industries grew faster in Brevard County than statewide over the past year at +22.2%, +6.1% and +3.5%, respectively.
- The industries gaining in jobs over the year were leisure and hospitality (+2,900 jobs); trade, transportation and utilities (+2,700 jobs); professional and business services (+1,600 jobs); retail trade (+1,600 jobs); government (+1,000 jobs); other services (+500 jobs); manufacturing (+400 jobs); information (+400 jobs); and financial activities (+200 jobs).






<b>Employment by Industry</b>										
<b>Not Seasonally Adjusted/Over the Year Percent Change</b>										
<i>Industry</i>	<b>2018</b>		<b>2019</b>		<b>2020</b>		<b>2021</b>		<b>2022</b>	
	<i>Florida</i> %	<i>Brevard</i> %	<i>Florida</i> %	<i>Brevard</i> %	<i>Florida</i> %	<i>Brevard</i> %	<i>Florida</i> %	<i>Brevard</i> %	<i>Florida</i> %	<i>Brevard</i> %
<b>Construction</b>	9.0	13.3	4.7	7.9	2.4	2.5	-1.7	-1.2	3.7	-0.6
<b>Manufacturing</b>	4.4	3.9	2.8	7.7	4.5	9.5	-1.1	5.0	3.7	1.4
<b>Trade, Transportation &amp; Utilities</b>	1.7	1.3	1.7	3.8	1.1	2.0	1.8	-2.3	6.6	7.0
<b>Information</b>	2.0	4.3	1.8	3.8	-4.8	-3.6	-8.8	-8.3	8.7	22.2
<b>Financial Activities</b>	2.4	2.6	2.9	2.4	1.3	1.1	-0.1	0.0	5.7	2.2
<b>Professional &amp; Business Services</b>	4.3	-2.9	4.4	6.1	2.6	-2.0	-3.6	1.4	7.4	4.2
<b>Education &amp; Health Services</b>	1.5	-0.6	3.0	3.1	4.0	3.8	-2.1	-7.6	1.9	-1.1
<b>Leisure &amp; Hospitality</b>	1.0	-1.9	1.9	1.1	4.0	3.6	-15.5	-5.9	16.8	11.3
<b>Other Services*</b>	4.1	2.3	2.5	3.5	2.2	1.1	-6.7	-4.3	6.1	6.1
<b>Government</b>	1.0	0.0	0.1	1.8	1.2	1.2	1.4	-4.2	0.3	3.5

\* The Other Services (except Public Administration) sector comprises establishments engaged in providing services not specifically provided for elsewhere in the classification system. Establishments in this sector are primarily engaged in activities, such as equipment and machinery repairing, promoting or administering religious activities, grant making, advocacy, and providing dry-cleaning and laundry services, personal care services, death care services, pet care services, photofinishing services, temporary parking services, and dating services.

<b>Historical Key Industry Selection for Brevard</b>	
<b>2015 – 2016</b>	<ul style="list-style-type: none"> <li>➤ Aviation and Information Technology</li> <li>➤ Manufacturing, Logistics, Transportation, Distribution, Maritime and Construction</li> <li>➤ Health Care, Professional and Business Services</li> <li>➤ Leisure and Hospitality</li> </ul>
<b>2017 – 2020</b>	<ul style="list-style-type: none"> <li>➤ Manufacturing, Aviation and Aerospace</li> <li>➤ Information Technology</li> <li>➤ Health Care</li> <li>➤ Logistics, Transportation, Distribution</li> <li>➤ Construction</li> <li>➤ Leisure and Hospitality</li> </ul>
<b>2021 - 2022</b>	<ul style="list-style-type: none"> <li>➤ Aerospace and Aviation</li> <li>➤ Manufacturing</li> <li>➤ Information Technology</li> <li>➤ Health Care</li> <li>➤ Construction</li> <li>➤ Logistics, Transportation, Distribution</li> <li>➤ Leisure and Hospitality</li> </ul>
<b>2022 – 2023</b>	See below for recommendation

### **Recommendation**

Staff recommends the following Key Industries for PY 2022 - 2023:

Key Industry	Sector Strategy	CSB Role	Rationale
<b>Aerospace &amp; Aviation</b>	Established 	LEAD	<ul style="list-style-type: none"> <li>Aviation is a growing industry in Brevard.</li> <li>Increased opportunities in Aerospace.</li> <li>Increased engagement with EDC regarding support of prospective aerospace/aviation employers.</li> <li>AeroFlex Pre Apprenticeship through GAMAAA Grant.</li> <li>Expected growth of 32% in next 10 years.</li> </ul>
<b>Manufacturing</b>	Established (in support with Florida MAKES) 	Stakeholder Currently Supporting the EDC MASC Efforts	<ul style="list-style-type: none"> <li>Local concerns and statewide focus on advanced manufacturing.</li> <li>Career pathways offer flexibility into aerospace and aviation industries.</li> <li>Growing opportunities for businesses and workers.</li> <li>Expected growth of 16% in next 10 years.</li> </ul>
<b>Information Technology</b>	Established 	LEAD	<ul style="list-style-type: none"> <li>Local concerns over availability of information technology workers, supporting need to build the pipeline or attract from other areas.</li> <li>Expected growth of 8% in next 10 years.</li> </ul>
<b>Health Care</b>	Established 	LEAD	<ul style="list-style-type: none"> <li>Demand area for occupational training by CareerSource Brevard job-seeking customers and Business Customers.</li> <li>Pandemic created increased need for health care workers, while also resulting in great loss of health care workers due to safety concerns.</li> <li>While pandemic recovery is occurring, the need for healthcare workers remains strong in order to build future resiliency.</li> <li>Expected growth of 33% in next ten years.</li> </ul>
<b>Construction</b>	In Development 	LEAD	<ul style="list-style-type: none"> <li>Identified talent pipeline challenges for persons who want to learn the trade jobs.</li> <li>Community Development Block Grant Disaster Recovery (CDBG-DR) Funding.</li> <li>Expected growth of 12% in next 10 years.</li> </ul>
<b>Leisure and Hospitality</b>	New Focus	Supporting Local Employers and Chamber Partners	<ul style="list-style-type: none"> <li>Most impacted by the pandemic but recovering well.</li> <li>Increased utilization of online training platform (SkillUp Brevard) to enhance employee skillset and productivity as part of a retention strategy.</li> <li>Identification of career ladders &amp; wage projection within the industry.</li> <li>Good starting point for Re-Entry Customers and other special populations.</li> <li>Several new and expansion projects in this industry occurring in Brevard over the next few years.</li> </ul>
<b>Other Key Industries</b>			
<b>Logistics, Transportation, Distribution</b>	<ul style="list-style-type: none"> <li>Port Canaveral development of container and shipping industry and expanded cruise service. Maritime activity continues to develop.</li> <li>Career Ladders available for some Re-Entry customers and other special populations.</li> <li>Amazon establishing new distribution center in Brevard.</li> </ul>		

\*Expected Growth rate over the next 10 years according to EMSI Burning Glass's Industry Snapshot report.

### Action

Review and approve staff recommendation of the Key Industries for PY 2022-2023 for inclusion on the consent agenda of the next Board of Directors meeting.

## 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"> <li>• <b>Business Liaison attended March National Space Club luncheon, where Dale Ketcham provided updates on maritime &amp; aviation deconfliction with the Eastern Range (Cape Canaveral Space Florida Base).</b></li> <li>• <b>CSB hosted the Aerospace Workforce Development Strategy Summit on March 3<sup>rd</sup>, convening Brevard’s industry colleagues, community stakeholders, education advocates, training providers, and elected officials to help solve workforce needs while supporting the growth of the Aerospace Industry. CSB Board Chair Lloyd Gregg was the keynote speaker and provided an overview of his career highlights and the training partnership with EFSC and utilizing the OJT program at CSB to help develop the next generation of technicians and engineers. The meeting concluded with the rotation of three breakout sessions; <i>Funding Opportunities to Support Employee Career Pathway Development, Training Program Updates &amp; Strategies to Recruit Program Instructors, and Strategic Communication Development for Aerospace Talent Attraction</i> where strategic feedback was provided by attendees to assist in all areas of discussion.</b></li> <li>• <b>Provided the EDC with a letter of support for Project Vista in February. If Brevard County is selected by employer, this would</b></li> </ul>

			<p>bring 280 high paying technical jobs to the area in first phase.</p> <ul style="list-style-type: none"> <li>• 2 OJT's written for Aerospace Industry in February and March.</li> </ul>
Healthcare Sector		Ongoing	<ul style="list-style-type: none"> <li>• Healthcare Sector Strategy Updates – <i>See Presentation</i></li> <li>• Partnered with METCA in January for Health Science Recruiting Event for students seeking healthcare education and careers. Worked with Parrish Medical Center for a Career Fair on March 18th.</li> <li>• Business Liaison conducted outreach for Tuition Match Grant, reaching out to small business in Brevard County that assist employees with educational expenses and provided them with the Tuition Match Application.</li> <li>• Healthcare “Hot Jobs” list created for CSB staff to refer customers to; list of jobs emailed to Brevard colleges to share with their students to build cohesive relationships with the college’s faculty.</li> <li>• Staff spoke at the Brevard County Healthcare Coalition (BCHC) to discuss services provided to local healthcare employers to include training information for healthcare career track and SkillUp Brevard courses.</li> </ul>
IT Sector		Ongoing	<ul style="list-style-type: none"> <li>• Business Liaison attended the Florida High Tech Corridor meeting and provided information about the services offered to both employers and jobseekers, highlighting how CSB can assist the I.T. Industry.</li> <li>• Staff executed 4 Work-Based Trainings: three Incumbent Worker Training contacts for SCIS. All three were for CompTIA Security+ Training; one OJT for AVT Simulations. Customer is receiving training as a Systems Engineer II.</li> <li>• Get There Faster Grant- CSB partnering with Pep Up Tech and Adult Ed to facilitate entry-level IT training for low-income individuals. BL will engage employers in hopes they will utilize the OJT program to provided experience to the individuals who participated in the training.</li> </ul>

			<ul style="list-style-type: none"><li>• <b>The IT Consortium &amp; Career Fair will be held on Tuesday, May 3<sup>rd</sup> from 10:00 am – 1:00pm at the Hotel Melby. At the Consortium, employers will have an opportunity to discuss with educational and community base partners the following:</b><ul style="list-style-type: none"><li>• <b>The challenges they face within the industry (such as workforce challenges and upskilling talent)</b></li><li>• <b>What skills are needed now and in the future?</b></li><li>• <b>How to bring awareness to the various entry level opportunities in IT?</b></li><li>• <b>What are the in-demand certifications for entry level IT jobs?</b></li><li>• <b>Career pathways</b></li><li>• <b>Training opportunities</b></li><li>• <b>Employment opportunities- employers will have the opportunity to recruit for their entry level IT job at the Career Fair</b></li></ul></li></ul>
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## Healthcare Sector Strategy Update

Industry Workforce Committee  
April 19, 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 attended sessions to date.**



# PY 2021-2022 Grant Goals & Results

## Nursing Faculty Recruitment Goals:

- ✓ Develop a Nursing Faculty talent attraction tool kit. **Flyer and social media campaign has been developed.**
- Achieve 2 Nursing Faculty/Teacher hires.



# Nursing Faculty Talent Attraction Tool Kit

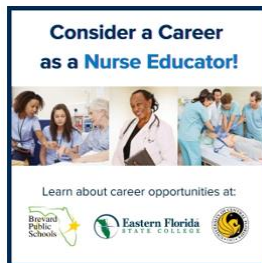
Sample 1 – 30 second video



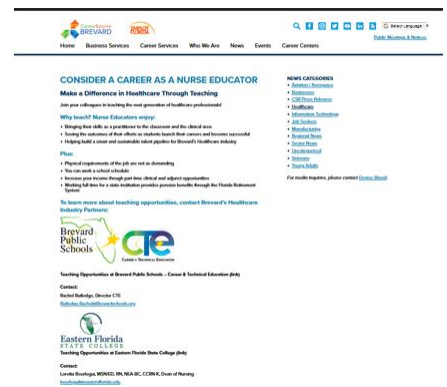
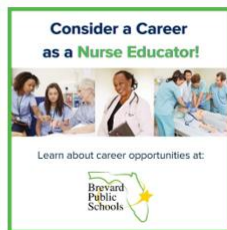
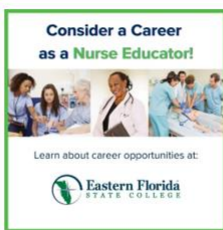
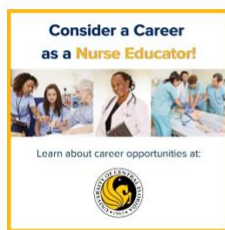
Sample 2 – static image



Sample 4 – all education partners



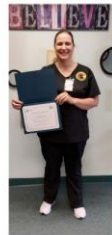
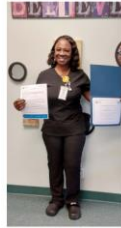
Sample 3 – customized graphics



## PY 2021-2022 Grant Goals & Results

Educare Envision College of Nursing Scholarships:

- Issue a minimum of 10 privately funded scholarships to make nursing training more accessible. **7 scholarships were issued to date.**



## New 2022 Focus – Youth/Young Adult Engagement

Youth Engagement:

- Feedback from September Brevard Healthcare Workforce Consortium (BHWC) was to figure out ways to connect with high school youth.
- Develop a strategy to engage high school students, early career professionals and job seekers to seek out healthcare career pathway options.
- The BHWC Staffing and Education committee is planning for a Healthcare Career Fair as an action item on this topic.



# Healthcare Sector Strategist Role Expansion

Provide facilitation assistance with all CSB targeted industry consortium convenings and business learning sessions.

- Assisted with the Aerospace Workforce Development Strategy Summit
  - The Business Liaison provided industry expertise to determine the summit focus and invited industry partners to lead sessions.
  - The Sector Strategist helped with logistics, planning and meeting implementation.
  - Collaboration and assistance from Business Services and Communications colleagues made for a successful event.



# Meeting the Needs of Brevard's Healthcare Employers

- Outreach
  - Employer Engagement
  - Hot Jobs
  - Tuition Match Grant
  - Brevard Community Healthcare Coalition Presentation
- Job Fairs
  - METCA's Recruitment Fair
  - Spring Job Fair
  - Parrish Medical Career Fair
- Meetings
  - BHCW Staffing and Education Committee
  - CSB's Healthcare Sector Team Meeting
  - Nursing Faculty Recruitment and Retention Task Force



## 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><u>EDCs CPT Program: The Business Liaison (BL) participated in the EDC CPT Advisory Council meeting on Jan. 6<sup>th</sup> for selection &amp; voting of new CPT applicants. The BL &amp; CSB staff also hosted a workshop on Jan. 13<sup>th</sup> and March 29<sup>th</sup> for the new CPT students of the January &amp; upcoming April class, to present CSB services. In partnership with the EDC, CSB Center Staff provided a dedicated outreach plan and implementation for the upcoming April CPT class.</u></p> <ul style="list-style-type: none"> <li>○ 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 and provided vendor table for EDC at Job Fairs held this quarter to support marketing of the CPT program.</li> </ul> <p><b>Business Liaison participated in the following meetings:</b></p> <ul style="list-style-type: none"> <li>• EDC - discussing Advanced Mfg. Training in CPT 4.0 &amp; CPT+ with industry partners.</li> <li>• EDA Good Jobs Challenge grant proposal to represent the manufacturing industry sector</li> <li>• FIT CAMID on March 1<sup>st</sup> to get updates on programs and strategize on collaboration with manufacturing industry.</li> </ul> <p>Staff also participated in a panel at the Aerospace Workforce Strategy Summit on March 3<sup>rd</sup> to discuss Work Based Training options.</p>

<p>Construction &amp; Skilled Trades</p>		<p>Ongoing</p>	<ul style="list-style-type: none"> <li>• <b>Business Liaison and Sector Strategist collaborated with Home Builders &amp; Contractors Association of the Space Coast (HBCA) to host upcoming Construction Consortium and Career Fair on April 8<sup>th</sup> in partnership with Brevard Public Schools, Sustainable Workforce Alliance, Amplify SOME, and Future Home Builders of America.</b></li> <li>• <b>Movement is underway to assist in finding local employers to speak to students in the classroom.</b></li> <li>• <b>Newly hired Job Developer for Construction Grant to help with pairing students with employers.</b></li> </ul>
<p>Development and Support of Competency and Work Based Learning Programs</p>		<p>Ongoing</p>	<p>Working with the State’s Regional Registered Apprenticeship (RA) Representative in the following areas:</p> <ul style="list-style-type: none"> <li>• <b>Met with a struggling RA, Brevard Air Conditioning Contractors Association on March 30<sup>th</sup> to discuss their challenges as they have been thinking of closing their apprenticeship. The group strategized on ways to help them. Follow-up meeting scheduled for April 21<sup>st</sup></b></li> <li>• <b>Working on an upcoming Apprenticeship Career and Education Day slated for June 3<sup>rd</sup>. This event will be virtual and highlight apprenticeships from several regions including Volusia, Brevard, Indian River, Port St. Lucie, and Martin Counties. Job seekers will be from all areas and will have the opportunity to learn about the many different opportunities from the training providers and employers.</b></li> <li>• <b>Business Liaison participates in Adult Education Advisory Committee for their Pre-Apprenticeship programs as they looked at the curriculum and how to possibly revise the program.</b></li> <li>• <b>Engaged Hospitality Industry on work-based training opportunities such as OJT’s and Work Experience. A work experience was established for one young adult at local hotel in February.</b></li> </ul>

## 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"> <li>The President and VP of Industry Relations presented CSB structure, business services, and the conditions of the workforce to the Space Coast Human Resources Association on March 15<sup>th</sup>. Sector Strategies was a focal point to educate group on industry initiatives in efforts to recruit additional business partners representing Brevard's key industries.</li> <li>CareerSource Brevard is partnering with CareerSource Central Florida on EDA Good Jobs Challenge Grant proposal, which seeks to facilitate talent pipeline development for the manufacturing and healthcare industries in both regions. In relation to the healthcare industry sector, the intent is to form a bi-regional healthcare talent development strategy, with the development of an entity to convene and guide the industry, education partners, and other stakeholders in the planning and activation of the strategy to build the healthcare talent pipeline. The grant proposal was formally submitted in February 2022 and an award determination forthcoming. Because of the support garnered from healthcare industry partners in both regions, CareerSource Brevard and CareerSource Central Florida are moving forward with the intent of holding an initial bi-regional healthcare industry round table. The two regions met on March 10<sup>th</sup> and planning is underway for this convening; July 2022 is target date to host the event.</li> </ul>
	Determine Businesses Impact Due to Covid and	Ongoing	<ul style="list-style-type: none"> <li>CSB co-sponsored Conversation and Community with Lead Brevard on March 11<sup>th</sup>. Ron Hetrick, co-author of <i>The</i></li> </ul>

	Develop Strategies for Addressing the Workforce Needs		<p><i>Demographic Drought</i>, educated attendees on how the workforce started to decline prior to the pandemic and how a lack of people will change how we look at labor moving forward. Long and short-term solutions were discussed to help the business community adapt to current workforce shortages, as COVID exacerbated the Sansdemic.</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• <i>Quarterly Employer Support Activities – See Presentation</i></li> </ul>
	Conduct outreach to key partners, stakeholders and community on the programs, services, and successes	Ongoing	<ul style="list-style-type: none"> <li>• CSB President and VP of Industry Relations presented “A Preview into the World of Workforce” at the Leadership Brevard Class 2022 on March 23<sup>rd</sup>. The class consists of business and community leaders throughout the county and information about CSB programs and services provided, along with employer and job seeker success story videos.</li> <li>• Rapid Response Coordinator has conducted Community Partner Outreach to 35 nonprofit organizations during the quarter.</li> <li>• <i>See Quarterly Multimedia Outreach Matrix (Quarter 3 – January - March)</i></li> </ul>



# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## Recruiting Events

### 28 Onsite & Offsite Events

- 28 unique employers included Hospitality, Transportation, Security, Family Services, Construction, Manufacturing, Healthcare, & Aerospace/Aviation industries represented
- Appointments & Walk-Ins
- 206 Job Seekers attended, 46 Veterans
- Multiple and immediate job offers as result of recruiting efforts



# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## Palm Bay Spring Job Fair

- Hosted on February 9th
- Tony Rosa Community Center
- 54 employers participated
- 205 job seekers attended; 19 veterans
- Positive feedback from both employers and career seekers



Ask us about  
the Palm Bay area  
Spring Job Fair!

Wednesday, February 9th  
10:00 am to 1:00 pm  
at the Tony Rosa Community Center  
1502 Port Malabar Blvd, Palm Bay

Meet the hiring managers with  
jobs to fill in:

Aerospace, Aviation, Healthcare,  
Hospitality, Manufacturing,  
Construction, Administration, IT,  
Warehousing, Logistics, & more!

Walk-ins welcome  
or register here:



Veterans: Brevard's employers especially want to meet YOU!

# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## Hospitality Job Fair

- Held on Feb. 23<sup>rd</sup> at Melbourne Chamber
- Total of 9 employers in attendance
- Total of 6 career seekers; 2 were Veterans

## City of Cocoa & CSB Job Fair

- Held at Joe Lee Smith Community Center on Feb. 24<sup>th</sup>
- Total of 31 employers in attendance
- Total of 44 career seekers; 4 were Veterans



# Business Learning Events

Educating Brevard Businesses

## Hiring Hidden Talent

- In partnership with Dept. of Corrections
- Hosted on February 24<sup>th</sup>
- Keynote Speaker, **Amberly Prykhodko, Director of Clinical and Professional Services**, Florida State University, Institute for Justice Research and Development
- Virtual event educating employers
- How to attract, recruit and facilitate a positive onboarding experience. The facts, stats, and myths surrounding talent with justice involvement.



# Presentations & Panels

Offering businesses and career seekers quality workforce services

## Aerospace Workforce Strategy Summit

- Held on March 3rd
- Hosted at the Maritime Center in Port Canaveral
- 50 local employers & partners participated
- Keynote Speaker, Lloyd Gregg, VP Space Flight Support Services, ASRC Federal
- Break out sessions with panel discussions



## Ask the Recruiters

- Held virtually on March 31st
- 2 Employers & CSB Staff participated
- 38 registered
- Topics included available job openings, effective job strategies amidst COVID-19, resume & interviewing best practices, social media networking, professional branding

## ASK THE RECRUITERS Q&A Panel Discussion



Thursday, March 31st  
9:30 am to 10:30 am

Learn about the company and available jobs.  
Get resume and interviewing advice.  
Discover social media and personal branding tips,  
...and more!

• FREE Virtual Event, presented by



# Presentations

Educating the Community on Valuable Resources & Business Services

## The Demographic Drought

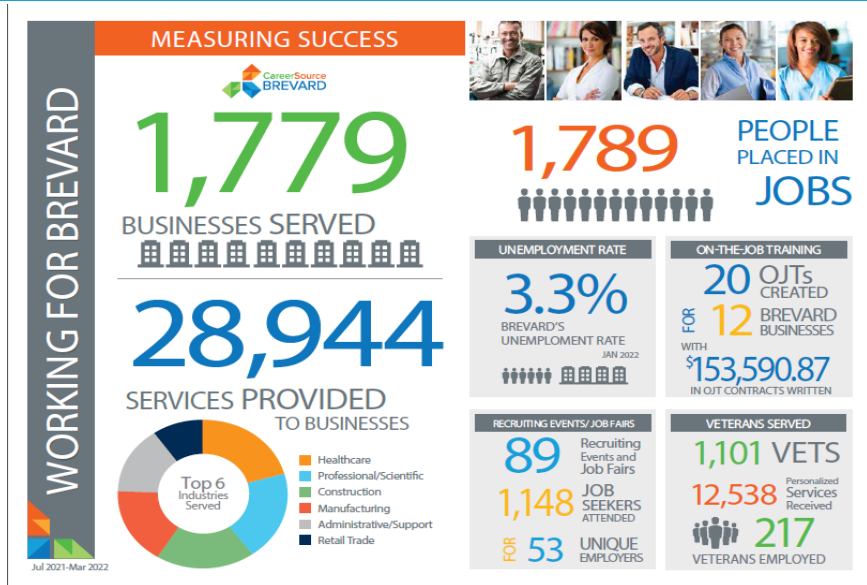


## Leadership Brevard Class 2022



# Fact Sheet

Business Services Provided July 1, 2021 through March 31, 2022





## Quarterly Multimedia Outreach (January – March 2022)

**Non-Paid  
Social Media,  
Direct (Email)  
Marketing and  
Print Collateral**

**Social Media (Facebook, Twitter, LinkedIn, Instagram), Constant Contact Email, and Print Collateral:** *Using a multimedia approach to educate and inform CSB's targeted audiences about programs and services offered.*

**View social media efforts by following us!**

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

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

<https://twitter.com/csbrevard>

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

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

### **Targeting Jobseekers, Community Partners and Media**

- *Daily hot jobs social & radio promotions and social media content, Weekly “at-a-glance” e-news and print flyers promoting key in-person and virtual workforce services, resources, announcements, job fairs, events, and success stories.*
  - Recruiting events and Job fairs, ESOL classes, 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 Summer Youth and Young Adult programs.

### **Targeting Employers, Community Partners and Media**

- *Daily social media content, Weekly print flyers, Monthly “at-a-glance” e-news promoting workforce news, events, resources, business services, and key in-person and virtual workforce services, annual workforce events and initiatives:*
  - Annual Report, Rapid Response program, Partner Placement program, Sector strategy initiatives (Aerospace/Advanced Manufacturing, Information Technology, Hospitality, Healthcare and Construction) that include talent building, training, hiring, retention and more. ESOL classes, 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 Summer Youth and Young Adult programs.

**Non-paid  
(Earned)  
Media Coverage  
through Press &  
Community**

**Local, Regional and State Multi-Media Relations:** *Communicate relevant workforce news to support Brevard's residents and customers and to be recognized as a key resource for workforce development issues and trends.*

**Press Coverage**

### Partner/Employer Relations

- **Florida Today** --- requesting workforce data/information/quotes for news related to Brevard’s economy.
  - Amazon centers opening in Brevard  
<https://www.floridatoday.com/story/money/business/2022/03/16/amazon-florida-distribution-facilities-preparing-open-cocoa-melbourne/9329719002/>
  - Brevard’s Jobless rate rise to 3.3%  
<https://www.floridatoday.com/story/money/business/2022/03/14/brevard-jobless-rate-has-seasonal-rise-3-3-january/7033767001/>
  - Brevard County employers struggle to fill jobs  
<https://www.floridatoday.com/story/money/business/2022/01/12/brevard-county-employers-struggle-fill-job-openings-retain-staff/9159667002/>
  - Florida Trend Afternoon Update: *Pick up Fl Today article above*  
<https://www.floridatrend.com/article/32969/fridays-afternoon-update>
  - **Reporter John Torres year-end stories: Help Wanted, Really!**  
<https://www.floriatoday.com/story/opinion/2021/12/26/space-tourists-manatee-deaths-cruises-and-mask-debates-highlight-2021/8856510002/>
- **EverythingBrevard.com:**
  - Neighbor Up, Sustainable Workplace Alliance brings training to Brevard [https://view.flipdocs.com/?ID=10020483\\_740272](https://view.flipdocs.com/?ID=10020483_740272)
  - CSB Palm Bay Spring Job fair
- **Space Coast Daily:**
  - CSB and City of Cocoa host summer youth internship program  
<https://spacecoastdaily.com/2022/03/city-of-cocoa-careersource-brevard-to-host-works-summer-youth-internship-program-in-june/>
  - CSB and City of Cocoa host job fair  
<https://spacecoastdaily.com/2022/02/city-of-cocoa-careersource-brevard-to-host-job-fair-at-joe-lee-smith-community-center-feb-24/>
- **Hometown News Brevard:** Community calendar listing CSB Job Fair
- **The Beach radio:** Daily run of CSB hot jobs
- **2022 CareerSource Brevard Best Workplaces For Commuters**  
<https://www.bestworkplaces.org/2022-BWC-List>
- **Language Testing International** Podcast & web post Brevard Adult Ed partners with CSB --ESOL classes. <https://youtu.be/Clyvc86Y1j4>  
<http://ow.ly/pg0W50HZ7Ua>
- **Senator Debbie Mayfield, Mayfield Minute weekly e-news:** CSB and City of Cocoa Summer Youth Internship Program
- **Titusville Chamber Community Capsule weekly e-news:** CSB Annual Report, NextGen career information sessions, Hidden Talent online workshop



## Quarterly Multimedia Outreach (January – March 2022)

- **Greater Palm Bay Chamber weekly e-news:** AARP Career Workshops for 50+, Spring Job Fair in Palm Bay
- **CareerSource Florida** shared CSB’s jobseeker and employer success stories in the CSF Annual Report.

**Partner /Employer coverage:** *These partners & employers have tagged CSB in their social media posts and/or shared CSB news to their networks:*

- CareerSource Florida, DEO, Titusville Chamber, Palm Bay Chamber, Melbourne Chamber, Brian Jaskiewicz, Windover Oaks Apartments, 8KOI, 211 Brevard, Acara Solutions, Contec Americas, BAC, Baltimore Job Hunters Support Group, RGNEXT, Brevard Fire Rescue, Brevard Schools, Brevard Schools CTE, Housing Authority of Brevard County, CareerSource Polk, Early Learning Coalition, USSI Global, New Horizons, Circles of Care, City of Cocoa, Cocoa Police Department, Community Credit Union, Custom Aerospace, Launch Credit Union, AAR, General Dynamics IT, Destination Brevard, Devereux, Doubletree Suites Melbourne Oceanfront, Florida Department of Corrections, Friends of Patrick Airman and Family Readiness, Embraer, Helping Seniors, Hilton Melbourne Beach Oceanfront, Cielo Talent, Hydro, New Beginning Re-Entry Center, Space Coast Credit Union, Language Testing International, Health First, Senator Debbie Mayfield, LEAD Brevard, L3 Harris, Perrone Properties, Propeller Club, Re-entry Center of Brevard, Eastern Florida State College Florida SBDC, Blue Origin, Terminal Security Solutions, DC Jaeger Corp, Space Coast Area Transit, Champion Home Health Care, Sidus Space, Space Coast HR, Space Coast Republicans Business Network, Space Florida, Parrish Medical Center, STRAC Institute, My Community Cares, Talk of Titusville, SMTC Corporation, Tomahawk Robotics, Viera High School, United Way, Best Workplaces for Commuters, City of Titusville, and Neighbor Up Brevard.

**Paid Multimedia Promotions/ Tactics**

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

**Advertising**



## Quarterly Multimedia Outreach (January – March 2022)

	<ul style="list-style-type: none"> <li>▪ Brevard Business News (2) ads: Healthcare sector strategy Tuition matching program. Train &amp; Retain Business Workforce solutions.</li> </ul>
<p><b>State-Funded Multimedia Campaigns</b></p>	<p><b><u>Florida’s Cooperative Outreach Program</u></b> <i>Support the Florida workforce system by offering a unified brand, outreach toolkit and annual outreach campaigns promoting workforce programs and services to targeted audiences.</i></p> <ul style="list-style-type: none"> <li>• <b>Customizable digital outreach toolkit:</b> CareerSource Florida is preparing assets designed to increase the 24 workforce boards’ digital engagement with customers. 100+ customizable paid and organic digital advertising assets, billboard art, radio scripts, updated media list, training opportunities, 2 videos, crisis communications roadmap, website data integrity audit, design platform to customize materials, flyer &amp; rack card templates, Constant Contact email header &amp; copy, partner news article copy, and success story news release template.</li> <li>• <b>Jobseekers with barriers to employment advertising campaign:</b> display ads (video or text banner ads) on targeted websites designed to raise awareness of jobseeker services, engage customers, and connect them with addresses and phone numbers to our 3 career centers. Plus, paid social media, video, billboard, gas station video. Run time: End March - May 31</li> <li>• <b>Spanish language job seeker advertising</b> begins in April</li> <li>• <b>Employer engagement advertising campaign:</b> display ads (video or text banner ads) on targeted websites designed to raise awareness of business services, engage customers, and connect them with addresses and phone numbers to our 3 career centers. Run time: February 17 -May 31</li> </ul> <p>Outcomes will be reported at the next quarterly meeting.</p>
<p><b>Community Partner Outreach &amp; Engagement Programs</b></p>	<p><b><u>Additional outreach efforts not detailed in this report or the committee goals matrix:</u></b> <i>Share CSB’s Partner/Employer/Job seeker news and events: strengthening community partner customer referrals to CSB.</i></p> <p><b>Community &amp; Workforce Partners’ engagement program:</b> <i>Support Brevard’s workforce, economic, education, business and community partners.</i></p> <ul style="list-style-type: none"> <li>• <b>Updates to the Community Partner program outreach toolkit:</b> Partner program recognition flyer, social media engagement teaching tool, educational flyers for programs and services, (Trailing Spouse/Partner placement services, NextGen Young Adult program, AARP Salesforce training, CSB Annual report, and CSB info graphics fact sheet.</li> <li>• <b>Use social &amp; email media to share partners’ workforce news with CSB targeted audiences:</b> LEAD Brevard, WeVenture, Melbourne Chamber,</li> </ul>





## Quarterly Multimedia Outreach (January – March 2022)

Brevard 211, Brevard County, City of Cocoa, City of Titusville, Florida Dept. Children and Families, Florida Dept, of Corrections, Brevard Public Libraries, Serene Harbor, Brevard Adult Education, Brevard Public Schools & CTE program, Florida DEO, Palm Bay Chamber, United Way of Brevard, CareerSource Florida, AARP Foundation, Space Coast TPO, Eckerd Connects, Daily Bread, and more.

### Website

**Content development and enhancements:** *Increase SEO through industry-relevant posts, fresh content (pages updates), refinements to highest performing keywords and messaging based upon analytics.*

- Monthly news posts: <https://careersourcebrevard.com/news>
- Reduction in Force-edited content: <https://careersourcebrevard.com/business-services/transition-assistance-laid-off-employees/>
- New page for Rapid Response services: <https://careersourcebrevard.com/business-services/avoid-laying-off-employees/>
- Construction training-edited content: <https://careersourcebrevard.com/career-services/education-and-training/careers-in-construction/>

### Web Analytics

- 24,338 unique visitors to CareerSource Brevard website (Jan 2022-March 2022) *24,162 last quarter*

Top viewed pages (same as last quarter): SSI Calculator (Ticket to Work), Hot Jobs, and Career Services landing page.

# INDUSTRY WORKFORCE COMMITTEE (IWC)

## ATTENDANCE RECORD

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