



Industry Workforce Committee Meeting

October 12, 2021 - 8:30 am – 10:00 am

[Click here to join the meeting](#) Or call in (audio only) +1 561-486-1414,166181691#

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>		
Developing for the Future: Business & Employee Resources	Melissa Byers	1 - 5
<i>Action Items</i>		
Approval of Industry Workforce Committee Minutes for July 13, 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 - 12
• Outcomes in the IT Sector	Thomas LaFlore	
Objective 2: Support Additional Key Industries Through Sector Work		13 - 14
• Outcomes in the Manufacturing Sector	Thomas LaFlore	
• Community Development Block Grant Disaster Recovery Presentation	Jana Bauer	15 - 18
• 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		19 – 21
• Rapid Response Program Brief	Thomas LaFlore	22 - 23
• 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	24 – 25
• Multimedia Outreach Matrix	Denise Biondi	26 - 27
Attendance Roster		
<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 Lyn Sevin at (321) 394-0507. Persons who are hearing or speech impaired can contact Lyn Sevin through the Florida Relay Service by dialing 7-1-1

Upcoming Meetings

October 2021

12th Industry Workforce Committee-8:30am
26th Career Center Committee-8:30am

November 2021

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

December 2021

No 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



Developing for the Future: Business & Employee Resources

Meeting the Needs of Brevard Businesses



Recruiting
Services



Employee
Training



Retention



Workforce
Planning



Consulting
Services



Labor Market
Analysis



Grant
Opportunities

Employ Florida

www.employflorida.com

Post Job Vacancies

- Send us a completed job order form

Source Talent

- Our recruiters search our data base to meet job qualifications

Resume Screening

- Sending only qualified candidates

Host and Promote Recruiting Events

- We send email blast invitations through Employ Florida



Work Based Training Opportunities

On The Job Training (OJT)

- Employer wants to train a new hire

Incumbent Worker Training (IWT)

- Employer identifies a current staff member(s) missing a skill or requirement
- Retention or promotion is catalyst for training

Work Experience (WE)

- Used to provide experience to jobseekers learning new field
- CANDIDATE DRIVEN



Online Metrix Learning- SkillUp Brevard

Provelt Assessments

- Timed tests to determine a candidate's knowledge, skills and abilities on specified material.

SkillSoft Courses

- Retain employees by bridging skill gaps
- 6,000+ courses
- 120+ skill tracks

WHY SKILLUP?

- Learn about different career paths that interest you.
- Identify the skills you need to pursue your chosen path and create a plan.
- Complete interactive courses at your own pace and retake courses as needed.
- Show off your new skills to employers with certificates of completion.

SIGN UP FOR SKILLUP FOR FREE:

1. You must have an EmployFlorida account to participate in Skill-Up. Visit www.employflorida.com to register.
2. Then, visit brevard.skillupamerica.org/job-seekers.cfm.
3. Scroll down, and click on Register for Free.
4. Click on Sign Up Now.
5. Complete the Registration Form.
6. You will receive an e-mail from support@metrixlearning.com granting you access to take courses.

Questions? E-mail SkillUpBrevard@careersourcebrevard.com for help.



Labor Market Analysis

Wage Surveys

Labor Projections

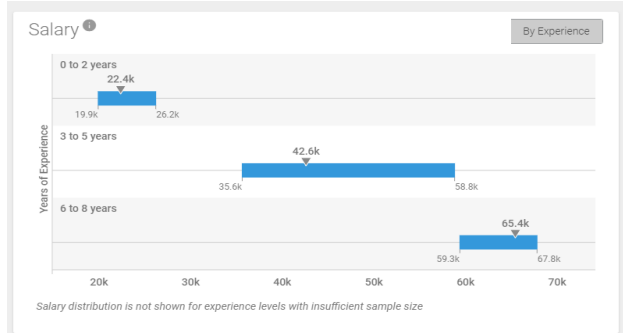
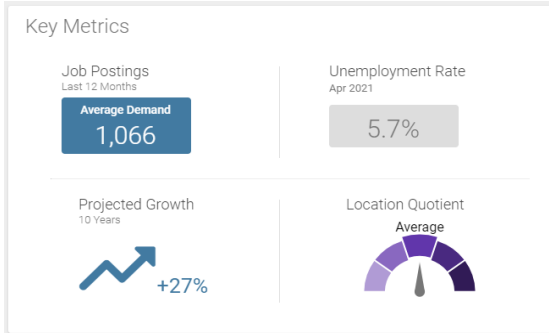
Industry Trends

Research and Statistics



HOSPITALITY INDUSTRY OVERVIEW

Brevard County



Gender Breakdown

Sex	This Industry in Selected Location	All Industries in Selected Location
Female	15,296 (54.6%)	299,686 (51.2%)
Male	12,722 (45.4%)	285,590 (48.8%)

Data sourced from
[Laborinsight.Burning-Glass.com](https://laborinsight.burning-glass.com)



HOSPITALITY INDUSTRY OVERVIEW

Brevard County

Top Requested Occupations

Maid / Housekeeping Staff
Hotel Desk Clerk
Building and General Maintenance Technician
Hotel Manager
Waiter / Waitress
Laundry Worker
Night Auditor
Busser / Banquet Worker / Cafeteria Attendant
Bartender
Host / Hostess

Top Requested Skills

Specialized Skills

Cleaning
Guest Services
Housekeeping
Laundry
Customer Service
Repair
Scheduling
Front Office
Sales
Budgeting

Baseline Skills

Physical Abilities
English
Communication Skills
Teamwork / Collaboration
Multi-Tasking
Organizational Skills
Writing
Computer Literacy
Detail-Oriented
Leadership



Hospitality Occupations Breakdown by Department:

GUEST SERVICES

Occupation	Occupation Family	Job Postings (#) Last 12 Months	Job Postings (%) Last 12 Months	Projected Growth 10 Years	Salary Range 25th-75th percentile	Risk of Automation	Location Quotient
Hotel Desk Clerk	Customer and Client Support	187	17.9%	+5.3%	\$20 - 24k	High Risk	1.4
Customer Service Representative	Customer and Client Support	5	0.5%	+6.8%	\$34 - 36k	Medium Risk	0.9
Bell Person / Baggage Attendant	Hospitality, Food, and Tourism	4	0.4%	+3.5%	\$24 - 27k	Medium Risk	0.8
Concierge	Hospitality, Food, and Tourism	16	1.5%	+20.6%	\$22 - 25k	Low Risk	0.6

HOUSEKEEPING

Occupation	Occupation Family	Job Postings (#) Last 12 Months	Job Postings (%) Last 12 Months	Projected Growth 10 Years	Salary Range 25th-75th percentile	Risk of Automation	Location Quotient
Maid / Housekeeping Staff	Hospitality, Food, and Tourism	208	19.9%	+10.7%	\$19 - 23k	Medium Risk	1.4
Laundry Worker	Personal Services	31	3%	+8.1%	\$19 - 21k	Medium Risk	1.5
Housekeeping / Environmental Services Supervisor	Hospitality, Food, and Tourism	19	1.8%	+10.6%	\$25 - 32k	High Risk	0.8



Questions?



CareerSource Brevard
Industry Workforce Committee
July 13, 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, Nancy Peltonen, Rachel Rutledge and Terry Schrupf

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

Staff in Attendance: Marci Murphy, Jana Bauer, John Berardi, Denise Biondi, Judy Blanchard, Megan Cochran, Clinton Hatcher, Debbie Joyce, Thomas LaFlore, Don Lusk, Deidre McVay-Schulmeister, Lori Robinson, Stephanie Seiser, Lyn Sevin and Marina Stone

C2 Staff in Attendance: Chakib Chehadi, Ahmanee Collins-Bandoo, Marveta Gordon, Linda Hadley, Caroline Joseph-Paul, Bob Knippel, Angie Londono, Jessica Mitchell, Holly Paschal, Sally Patterson and Aaron Smith from the Career Center

Guests in Attendance:

James Heckman, Department of Economic Opportunity, (DEO) Bureau of Workforce Statistics and Economic Research, Senior Economist

Call to Order:

Mike Menyhart (Chair) called the meeting to order at 8:33 am and roll call was taken.

Public Comment:

There was no public comment.

Presentation:

A presentation was given by Mr. James Heckman from Department of Economic Opportunity providing a detailed labor market overview for the state and Brevard County, comparing data points in May 2020 prior to the pandemic to May 2021, noting industries of recovery and those still lagging.

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

Motion to approve the Minutes from the April 13, 2021 meeting was made by Terry Schruppf, Nancy Peltonen seconded the motion. The motion passed unanimously.

Reports:

Marci Murphy shared some additional statistics for our region including our initial Re-employment Assistance claims. As of July 6, 2021, CSB discontinued teams A & B, and staff returned to the office. Career Centers have been open to the public since May 2020, first as appointment only, then adding walk-ins and are now fully staffed in person. Some virtual services will continue. After 14 years at CSB, Judy Blanchard, VP of Industry Relations has resigned. Thomas LaFlore will step into her role; Thomas has 25 years of workforce experience and has been at CSB for 17 years.

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.

Aerospace Workforce Strategies Summit Presentation

An Aerospace Workforce Strategy Summit was held June 24, 2021 virtually. A presentation was shared showing the event details, partnership updates and next steps.

Healthcare Sector Strategy Grant Update

A presentation was shared of the Healthcare Sector Strategy Updates. Most goals were met, activities and results through June 30, 2021 were shared along with details about the Brevard Healthcare Workforce Consortium Update held on April 14, 2021, the Virtual Nursing Career and Training Convention on May 13, 2021 along with email blasts and a networking event.

IT Sector Strategy Updates

A presentation of the IT Sector Activities, the May 2021 Consortium event was shared. The upcoming July 21st I.T. Apprenticeship Accelerator Workshop highlights was also shared.

Deidre McVay-Schulmeister joined the meeting.

New EFSC Training Initiatives

Frank Margiotta, Dean of Workforce Programs at Eastern Florida State College, shared a presentation on their updates in advanced manufacturing programs, apprenticeship programs and new initiatives.

Outcomes in Construction Sector

An update on the recent activities to support identifying the workforce needs in the Construction industry was also provided.

Outcomes in the Development and Support of Competency and Work Based Learning

Staff shared activities that took place in the last quarter to fulfill the strategies of Objective 2.

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, 2020 through June 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.

Working for Brevard Infographic

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

Adjourn:

There being no further discussion or business, Mike Menyhart adjourned the meeting at 10:07 am.

Respectfully submitted,

Reviewed by,

{signature on file} 07/16/21
Marina Stone Date

{signature on file} 07/16/21
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"> • CSB President, Vice President & Business Liaison attended National Space Club luncheon featuring CareerSource Florida President & CEO Michelle Dennard as keynote speaker • Mission Moment- CSB President, CSB Chairman & EFSC Instructor presented Launching Innovative Career Pathways in Aerospace to the CareerSource Florida Board of Directors on 9/15, highlighting successful partnership for unregistered apprenticeship program. • Business Liaison presented the Aero-Flex pre-apprenticeship program at the 2021 Workforce Development Professional Summit in Orlando, FL on September 15th • Embraer/Acara held an onsite Recruiting event in the Rockledge Career Center on September 20th. • Vice President of Industry Relations and Business Liaison met with the Space Coast EDC and provided a letter of support for Project Krakan, a large (2,000 jobs) satellite manufacturing relocation to the Space Coast. Terran Orbital announced they will invest \$300 million in Florida’s Space Coast by bringing its commercial spacecraft and constellation facility and 2,000 new jobs to Space Florida on Merritt Island. The company’s move to Florida will create the largest satellite manufacturing facility in the entire world. The 660,000 square-foot

			<p>facility will be able to produce more than 1,000 satellites a year and 1 million satellite components.</p>
Healthcare Sector		Ongoing	<ul style="list-style-type: none"> • Healthcare Sector Strategy Updates – <i>See Presentation</i> • Business Liaison contacted Sodexo, Inc. to provide Reduction in Force services for employees being laid off but employer declined services since affected workers transitioned to new employer.
IT Sector		Ongoing	<ul style="list-style-type: none"> • IT Accelerator held on July 21st, co-facilitated by Katie Adams & Lisa Rice, Safal Partners and Susan Biszewski-Eber, Florida Department of Education. Registered Apprenticeships were explained, ROI and how this is a proven retention tool for employers to encourage IT companies to create apprenticeship opportunities in Brevard. • 4 OJT's approved in August and September for IT companies, with average wage of \$20.52. A Brevard Recovery Works (BRW) participant who was unemployed is one of the OJT's, working as an Entry Level AV/IT Systems Technician! • Deserine Morgan, new Business Liaison hired for IT Industry, started on September 27th.

Healthcare Sector Strategy Update

Industry Workforce Committee
October 12, 2021



SMART Goals Addendum 6, Quarter 21 & Performance

Goals		Quarter 18 10/1/2020- 12/31/2020	Quarter 19 1/1/2021- 3/31/2021	Quarter 20 4/1/2021- 6/30/2021	Quarter 21 7/1/2021- 9/30/2021	Performance Measure 9/30/2021
1. Develop Talent Campaign Tool Kit	Goal	1	0	0	0	1
	Actual	1	0	0	0	1
2. METCA - ECC Recruitment Fairs for CNA	Goal	0	1	0	1	2
	Actual	0	2	0	1	3
3. TABE Boot Camp(s) to Serve 20 CNA Candidates	Goal	10	0	10	0	20
	Actual	0	7	9	4	20
4. TEAS Prep Academy to Serve 10 LPN to RN	Goal	10	0	0	0	10
	Actual	5	0	0	0	5
5. Award 5 LPN to RN Scholarships	Goal	0	0	5	0	5
	Actual	0	0	5	0	5
6. METCA-ECC Mentoring	Goal	10	5	5	5	25
	Actual	5	11	9	0	25
7. C.N.A. or P.C.A. Training Completion	Goal	5	5	5	5	20
	Actual	0	0	6	2	8
8. Faculty, Teacher, Or Staff Workshop + Tool Kit Receipt	Goal	25	15	0	0	40
	Actual	4	20	0	4	28



- Social media, e-blast and weekly workshop sessions
- Sent to employers and received reverse referrals
- 7/20/2021 – Orlando Melbourne Airport Job Fair, Melbourne, FL
- 7/31/2021 – Health Fair, New Shiloh Christian Center, Melbourne, FL
- 8/17/2021 – Brevard County Job Fair, Brevard County Offices, Viera, FL
- 8/17/2021 – Community Resource and Career Expo, Evans Center, Palm Bay, FL
- 8/19/2021 – Back to Work Career and Community Fair, Melbourne Square Mall, Melbourne, FL



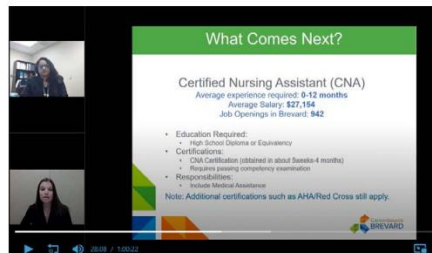
Job Seeker Outreach

stemCONNECT for Adult Ed- September 9th, 2021

Shared information about Healthcare careers to over 200 Adult Education students

- Nursing Career Pathway
- CareerSource Scholarship Resources
- Sea Pines Rehab Hospital entry level positions
- Bridges BTC entry level positions

stemCONNECT is a classroom resource to connect students with experts in industry and academia around the state focused on Science, Technology, Engineering, and Math. stemCONNECT reinforces classroom ideas while introducing students to related high-tech careers.



METCA Recruiting Event- September 9th, 2021

Career Source services shared with 6 potential Nursing School recruits

- Scholarship resources
- Job seeker/Recruiting services



Brevard Healthcare Workforce Consortium Update

Employee Training and Development Panel

Employer panelists Viera Del Mar and Encompass Health Sea Pines Rehabilitation Hospital discussed their in-house training and development processes that promotes workforce competency, job growth and retention. CSB provided employers information about our on-the-job training program and scholarship opportunities

- Overview
- Benefits
- Requirements
- Application and Approval Process
- Eligibility



Employee Resiliency Panel

Presented resources, tools, and strategies to share with employees to remain resilient under pressure

- Eckerd Connects demonstrated their Yellow Card and Community Resource Information
- University of South Florida informed about their Frontline Nursing During COVID-19 educational webinar

Breakout Sessions

Panel discussion topics were reinforced through breakout sessions, which offered problem solving through brainstorming and gave participants an opportunity to network during the sessions



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: Career Center Staff and the Business Liaison (BL) hosted a CSB/OJT Webinar on Sept. 9th for the Sept. 13th class. These webinars include a review of CSB services, OJT overview and scheduled workshops dedicated for CPT students to participate in. CSB again, provided a dedicated outreach effort (EF jobseeker registrant blast, social media, website) for the September 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 21 recruiting events dedicated solely (or a portion of the time) to CPT graduates with multiple manufacturers. <p>Business Liaison attended the virtual FloridaMakes Make More Manufacturing Summit sessions on July 27th & 28th and Aug. 24th & 25th. Sessions centered around the current state of the manufacturing ecosystem, the challenges, strategies, and opportunities manufacturers are facing around workforce, growth capital, supply chains and emerging markets. Talent Development and Business Climate segments.</p>
Construction & Skilled Trades		Ongoing	<ul style="list-style-type: none"> ● Construction Industry Updates – See Presentation

			<ul style="list-style-type: none"> • With the recent execution of the Construction Grant Agreement with DEO, the following actions have occurred: • Formation of new collaborations with construction industry employers. • 48 Business Needs Surveys were collected to understand the needs of the construction industry. • Business Liaison participated in BPS Adult Ed Advisory Committee for the approval of applicants for the new SolidWorks program.
<p>Development and Support of Competency and Work Based Learning Programs</p>		<p>Ongoing</p>	<ul style="list-style-type: none"> • CSB has committed to supporting the efforts of the Pre-Apprenticeship programs for Skilled Trades and SolidWorks moving forward. CSB plays an active role in providing employment training workshops to each cohort with a focus on resume writing and interviewing. Adult Ed is pursuing new Adult and General Education (AGE) funding as well, which will further braid the efforts of both organizations and their programs. • Board Staff working with CareerSource Research Coast to get skills trade apprenticeships added to Brevard's Eligible Training Provider List to broaden apprenticeship offerings for residents.



Community Development Block Grant *Disaster Recovery*

Industry Workforce Committee Meeting
October 12, 2021



CareerSource Brevard
Grant Amount \$2,049,784
Award Date: February 26, 2020



Construction Trades Training



Participants

Top 4 Participant Eligibility Requirements

- **Must be 18 or over**
- **Be authorized to work in the U.S.**
- **Provide documentation establishing proof of identity**
- **Income verification (pay stubs, recent tax return, 1099, SSA, VA, TANF, Pension, etc.)**

90

Participants
To Be Served

55

at least of Participants
Employed at Exit

At least

51%

Of participants to be
low- and moderate-
income persons

HHS FY 2021 INCOME LIMITS DOCUMENTATION SYSTEM

HUD.gov HUD User Home Data Sets Fair Market Rents Section 8 Income Limits MTSP Income Limits HUD LHMTC Database

FY 2021 Income Limits Summary

Selecting any of the buttons labeled "Explanation" will display detailed calculation steps for each of the various parameters.

FY 2021 Income Limit Area	Median Family Income	FY 2021 Income Limit Category	Persons in Family							
			1	2	3	4	5	6	7	8
Palm Bay-Melbourne-Titusville, FL MSA	\$77,900	Very Low (50%) Income Limits (\$)	25,450	29,050	32,700	36,300	39,250	42,150	45,050	47,950
		Explanation								
		Extremely Low Income Limits (5%)	15,300	17,450	21,960	26,500	31,040	35,500	40,120	44,660
Explanation										
Low (80%) Income Limits (\$)	40,700	46,500	52,300	58,100	62,750	67,400	72,050	76,700		
Explanation										

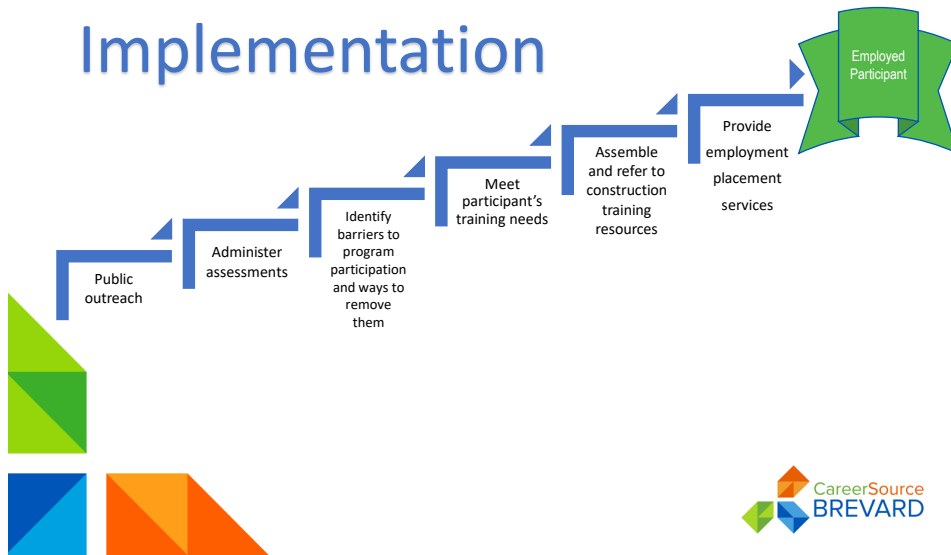
70%

of funds must benefits such persons



Grant Action Plan Elements

Implementation



Grant Activity Milestones

- 3/10/2021** Grant agreement fully executed
- 3/29/2021** DEO on-boarding completed
- 4/19/2021** Project Coordinator on-boarded
- 5/4/2021 - 5/7/2021** Initial implementation documents submitted to DEO for approval
- 5/10/2021 to Present** DEO review and approval of CSB's submissions
- 7/23/2021** All CSB's reporting requirements are current
- 8/1/2021** Participant application processing target date*
- 9/1/2023** Grant expenditure deadline

*Requires DEO prior approval



Thank You



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>
<p>Educate and Recruit Critical Partners for Sector Strategy Initiatives</p>	<p>Educate the Brevard Community on CSB Services and Sector/Industry Initiatives</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> • <i>See Rapid Response Program Brief</i> • CSB VP of Industry Relations along with CSB Business Liaisons, presented Labor Market Information for key industries along with an overview of CSB services and programs to teachers at Brevard Public Schools for their Professional Development Day on August 5th. This was an informative session to assist the middle & high school teachers get students interested in future careers. • CSB staff met with Brevard Public Schools on August 9th to collaborate on filling vacant positions and create a pipeline for applicants. The following was discussed: <ul style="list-style-type: none"> ○ The Beacon system was a focal point with the goal of giving CSB staff guidance to help assist job-applicants apply for jobs with BPS. ○ BPS staff shared information about the Para Pro Test Prep for CSB to review to promote future opportunities for Instructional Assistants. ○ Information for Metrix/Skill Up Brevard Learning System to encourage continual learning and retention or BPS incumbent workers. ○ The CDBG-DR Construction grant was explored for potential opportunities for BPS vacancies. • Business Liaison presented at the 2021 Workforce Professional Development Summit on the development, and implementation of the Aero-Flex Pre-Apprenticeship Program. CSB received a Planning Grant from CareerSource Florida, and shared lessons learned to

			<p>bring value to other Workforce Boards. The Aero-Flex Pre-Apprenticeship Program has allowed CareerSource Brevard to engage Employers, and Job Seekers in a new and creative way to assist them in achieving their goals.</p> <ul style="list-style-type: none"> • VP of Operations presented at the 2021 Workforce Professional Development Summit on the challenges older job seekers have with looking for work. CareerSource Brevard collaborated with AARP Foundation to create BACK TO WORK 50+ - a program that makes it easier for their career coaches to help unemployed and under-employed older adults improve their job search skills and understand how to connect to with opportunities in their local labor market. CSB's program history, lessons learned and sustainable integration into the workforce system was discussed.
	<p>Determine Businesses Impact Due to Covid and Develop Strategies for Addressing the Workforce Needs</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> • Staff has been assisting our region's 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. Burning Glass has merged with Emsi and staff will be trained on October 13th on the new "Developer" platform, which will merge both products. • VP of Industry Relations represented CSB on a 'Premier Virtual' panel presentation at the 2021 Workforce Professional Development Summit on September 14th to support virtual job fairs and recruiting efforts during the onset of the pandemic and continues today, using technology to provide necessary services to employers and job seekers. • <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"> • On August 26th, CSB President and VP of Industry Relations met with company that will be building a Margaritaville Compass Hotel, restaurant and dock in Melbourne, FL. Labor Market Information provided by Emsi Burning Glass was provided to give employer demographics on local labor force and introductions to the Melbourne Chamber of Commerce and Space Coast EDC for connectivity to community resources. • Director of Communications was a panelist at the 2021 Workforce Professional Development Summit on September 14th and shared tips and best practices on presentations, social media management, media relations, web development, and messaging to help reach customers, employers and partners and connect them to the services they need. The importance of ensuring local and state elected officials and community partners know who CareerSource is and why it matters. • <i>See Quarterly Multimedia Outreach Matrix (Quarter 1 – July - September)</i>
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October 12, 2021

Information Brief

Rapid Response Program

Background

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. Rapid Response 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.

Rapid Response Overview

Rapid Response includes:

- An announcement or notification of a permanent closure or layoff (with or without a WARN Act notice),
- A mass job dislocation resulting from a natural or other disaster,
- The filing of a Trade Adjustment Assistance (TAA) petition, in accordance with Section 221(a)(2)(A) of the Trade Act, or
- Activities which are federally mandated by the Workforce Innovation and Opportunity Act (WIOA)

CSB's Rapid Response Coordinator

The Department of Economic Opportunity has approved a grant award for CareerSource Brevard to hire a Rapid Response Coordinator. The Rapid Response Coordinator (RRC) will be an integral part of the Business Services Team and will be under the direct leadership and supervision of the VP of Industry Relations. The RRC will be responsible for:

- Coordinating response services to affected workers and convening the region's workforce ecosystem/partners (economic development organizations, educational providers, industry partners, chambers, SBA, SBDC, government, etc.).
- Developing a process for identifying and averting employee lay-offs for our region's employers. These convenings will be on-going on a consistent basis and

integrated into CSB's sector strategy initiatives, business learning events and workshops, business engagement activities and organizational presentations.

- Working closely with CSB's Business Liaisons and Career Center staff, the RRC will lead response activities and coordinate the design of services and programs to be integrated into the process with the region's ecosystem.
- Develop a toolkit of resources, programs, support services and emergency response activities for all staff and partners.
- Respond to WARN notices that have been received for Region 13.
- Follow-up with employers who have applied for special grants & loans to mitigate any future layoffs if possible.
- Utilize the EconoVue software The State of Florida's DEO has procured to help identify businesses in need of Rapid Response services.

The Rapid Response Coordinator position has been advertised locally and will be filled by October 31, 2021.

Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Recruiting Events

17 Onsite Events

- Brevard Achievement Center, Devereaux, LF Staffing, Culver's, Source Point, Diversified Maintenance, H&R Block, Brenntity
- Appointments & Walk-Ins
- 157 Job Seekers attended, 37 Veterans
- Multiple job offers as results of recruiting efforts



Speed Networking & Mixer

- Hosted on August 12th
- Innovative workshop with dual purpose
- 9 employers, 16 job seekers participated
- Positive feedback from both employers and career seekers

Veteran Focused Job Fair

- Held on September 22nd
- 1st in-person job fair since February 2020
- Palm Bay Career Center
- 16 Employers participated
- 77 Job seekers attended, 22 veterans
- 27 offers on the spot



Presentations & Panels

Offering businesses and career seekers quality workforce services

Employer Panels

- Held on July 22nd, August 26th, and September 23rd
- Hosted on Microsoft Teams platform, open to all job seekers
- 15 local employers participated
- 173 attendees
- Topics included available job openings, effective job strategies amidst COVID-19, resume & interviewing best practices, social media/networking, professional branding



"Ask the Recruiters"
Virtual Q & A Panel Discussion
Thursday, September 23rd 1:00 pm to 2:30 pm

FREE Virtual Career Workshop Series, presented by Brevard County

Veteran Focused Employer Panel

- Virtual Event held on September 9th
- Satcom Direct, RGNNext, Acara Solutions, Brevard County Board of County Commissioners
- LVER Greg Tudor Facilitated Panel
- 31 Attendees
- Educated veteran job seekers on job openings, interviewing techniques, resume best practices, and effective career strategies.



Veterans Employer Panel Q&A
FREE Virtual Event
Thursday, September 9th 1:00 pm to 2:30 pm



BPS Professional Development Day

- Held at Viera High School on August 5th
- Staff educated teachers on LMI for Brevard
- Shared resources on CSB programs & services for youth
- Group exercises for teachers- student activities re: careers

Business Learning Events

Educating Brevard Businesses

Business Learning Event

- Brevard Recovery Works Grant
- Hosted on July 1st
- 19 attendees
- Virtual workshop educating community on building a recovery-friendly workplace
- Facilitated by Jaime Melnicover, RASE Project
- Success stories of productive citizens in recovery



I.T. Apprenticeship Accelerator Workshop

- Held on July 21st
- Hybrid Meeting-In person & Virtual
- Presentations: Katie Adams & Lisa Rice, Safal Partners; Susan Biszewski-Eber, Florida Department of Education-Apprenticeship Outreach
- 51 registered
- Lead sent to state contacts for interested employers



National Space Club

- CSF President Michelle Dennard was the keynote
- Discussed how county can work together to build aerospace workforce
- Apprenticeship students recognized at luncheon
- Highlighted how CSB's workforce services can benefit industry & community

Upcoming Events



- Paychecks for Patriots Job Fair- November 2021

Fact Sheet

Business Services Provided July 1st, 2021 – September 30th, 2021





Quarterly Multimedia Outreach (July – September 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/csbreverd>

<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.* City of Cocoa, Brevard County, Brevard Adult Education, Space Coast Transit, Brevard Public Schools & CTE program, Sustainable Workplace Alliance, U.S. Department of Labor, METCA, SAMHSA (Recovery Month), Housing Authority of Brevard County, Melbourne Airport, Melbourne Regional Chamber, Florida DEO, EDC, Senator Tom Wright, Enterprise Florida, Tobacco Florida, Florida SBDC, Community Coordinated Care for Children, Brevard Family Partnership, 211 Brevard, Brevard Nursing Academy, Palm Bay Chamber, Brevard Health Alliance, United Way, Brevard EOC, CareerSource Florida, and more.
- **CSB share 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. **Ongoing** promotions supporting key sector (Aerospace/Advanced Manufacturing, Information Technology, Healthcare) initiatives that include talent building, training, hiring and more. **Quarterly** program messaging for Brevard Recovery Works, Soft Skills, RISE, Apprenticeship training, Skill Up Brevard, Metrix Learning, ESOL, GED, AARP 50+, Veterans, and Young Adult programs.

Earned Multi-Media Coverage through Press & Partner Relations

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.*

- **Digital, broadcast and print news coverage:**
 - Channel 13 interviews Space Coast office of Tourism with CSB labor market info.
 - Brevard Business News— routinely publishes CSB's news
 - Space Coast Daily --- <https://spacecoastdaily.com/2021/08/career-source-brevard-to-host-job-fair-for-county-government-job-openings-aug-17/> Job fair
 - Florida Today --- requests workforce information and quotes from staff on articles related to Brevard's economy.
 - <https://www.floridatoday.com/story/money/business/2021/09/06/brevard-employers-find-difficulty-filling-job-vacancies/5615752001/> Talent shortage
 - <https://www.floridatoday.com/story/money/business/2021/09/24/declan-clifford-starts-launchlocal-digital-marketing-firm/5826161001/> Business news, CSB Executive Board.
 - <https://www.floridatoday.com/story/news/local/2021/09/13/health-first-boosts-its-minimum-wage-15-hour/8315472002/> Health Care Talent
 - <https://www.floridatoday.com/story/money/business/2021/06/22/brevard-job-market-continues-show-comeback-pandemic/5297241001/> re employment rate



Quarterly Multimedia Outreach (July – September 2021)

	<ul style="list-style-type: none"> ○ Additional media outlets share CSB hot jobs, news and events— Viera Voice, Spotlight Brevard, Space Coast Daily, The Beach radio & Beachland Community spotlight, Destination Brevard. ● Social media coverage: <i>These partners & organizations have tagged CSB and/or shared CSB news to their networks:</i> CareerSource Florida, Senator Debbie Mayfield, Darrel Stern: Embraer, Housing Authority of Brevard County, Destination Brevard, RGNext, Brevard Achievement Center, Melbourne Square Mall, CareerSource Florida, Perrone Properties, City of Cocoa, Helping Seniors Radio, Brevard Libraries, Talk of Titusville, Space Florida, Board Member: Brian Jaskiewicz, SMTC Corporation, Hometown News Brevard, and more.
Community Partner Outreach Events/Programs	<p>Additional outreach efforts not detailed in this report or the committee goals matrix: <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"> ● CareerSource Florida and DEO shares CSB’s jobseeker success stories and photos during the Workforce Summit events and boards meetings. ● CareerSource Florida shares CSB news with their stakeholders https://twitter.com/CareerSourceFL/status/1425153124000468993
Paid Multimedia Promotions/ Tactics	<p>Brand awareness to all CSB audiences: <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 (BBN): Business Services ad ● Facebook/Instagram: recruiting event ad ● Program collateral: Informational pocket folders hold programs and services flyers for Job seeker use.
Website	<p>Content development and enhancements: 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"> ● Reemployment Assistance webpage https://careersourcebrevard.com/career-services/education-and-training/reemployment-assistance ● Careers in Aerospace & Advanced Manufacturing webpage https://careersourcebrevard.com/career-services/education-and-training/aero-flex-pre-apprenticeship ● Trending in Brevard, Sector News https://careersourcebrevard.com/trending-in-brevard ● https://careersourcebrevard.com/business-services/building-workforce-solutions ● Education Training and Assistance webpage https://careersourcebrevard.com/career-services/education-and-training ● Monthly news posts: https://careersourcebrevard.com/news <p>Web Analytics: <i>from the previous quarter.</i></p> <ul style="list-style-type: none"> ● 35,925 unique visitors to CareerSource Brevard website ● Top viewed pages: Reemployment Assistance (RA) information, Hot Jobs, and Career Services landing page
State-Funded Multimedia Campaigns	<p>Seventh annual CareerSource Florida co-op outreach program: The CareerSource Florida outreach budget was reduced which included funding to support this co-op program.</p>

INDUSTRY WORKFORCE COMMITTEE (IWC)

ATTENDANCE RECORD

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