



# Industry Workforce Committee Meeting

April 9, 2024 - 8:30 am – 10:00 am

[Click here to join the meeting](#) Or call in (audio only) [+1 561-486-1414,810724037#](#)

## Attendees:

Mike Menyhart (Chair), Kristin Bakke, Rohit Ghosh, Art Hoelke, Jeff Jurinak, Traci Klinkbeil, Frank Margiotta, Trudy McCarthy, Nancy Peltonen, D. Travis Proctor, Cordell Rolle, Rachel Rutledge

## Agenda

Page No.

### Call to Order

Mike Menyhart

### Roll Call

Marina Stone

### Public Comment

### Presentation

Business Services: At Work in Brevard

Thomas LaFlore

1 – 12

### Action Items

Approval of Industry Workforce Committee Minutes for January 16, 2024

Mike Menyhart

13 -14

### Reports

President's Updates

Marci Murphy

### Discussion/Information Items

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

Objective 1: Implement & Sustain Sector Strategies in Key Industry Sectors

Thomas LaFlore

15 - 16

- Outcomes in the Aviation/Aerospace Sector

Stephanie Robinson

17 - 18

- Outcomes in the HealthCare Sector Presentation

Mary Keen

19 – 21

- Outcomes in the IT Sector

Deserine Morgan

22 - 23

Objective 2: Support Additional Key Industries Through Sector Work

Thomas LaFlore

24 – 26

- Outcomes in the Manufacturing Sector

Thomas LaFlore

- Construction & Skills Trade

Melissa Byers

27 -29

- 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

Kimberly

30 – 34

Weatherby

- Educate and Recruit Critical Partners for Sector/Industry Initiatives

Thomas LaFlore

- Strategies for Addressing the Workplace Needs

Thomas LaFlore

- Business Services Quarterly Review Presentation

Lori Robinson

35 – 37

- Multimedia Outreach Matrix

Denise Biondi

38 - 41

- Attendance Roster

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### Adjourn

Mike Menyhart

*Pursuant to the provisions of the Americans with Disabilities Act, any person requiring special accommodations to participate in this meeting is asked to advise CareerSource Brevard at least 48 hours prior to the meeting by contacting 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 2024**

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

23<sup>rd</sup> Career Center Committee-8:30am

### **May 2024**

6<sup>th</sup> Finance Committee-3:30pm

6<sup>th</sup> Executive Committee-4:00pm

16<sup>th</sup> Board of Directors {Annual Meeting & Retreat}-  
8:30am

### **June 2024**

No meetings



# Business Services

At Work in Brevard



## Meeting the Needs of Brevard Businesses



Recruiting  
Services



Employee  
Training



Labor Market  
Analysis



Grant  
Opportunities





# Recruiting Services



## Job Postings & Job Fairs

- Over 6,000 jobs posted in EF since July 1<sup>st</sup>
- Paychecks for Patriots Event
- Palm Bay Veteran Job Fair
- NextGen Young Adult Job Fair
- 2,051 people placed in jobs!



# Job Postings & Job Fairs



## Training Program Overview



# 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



# Work Based Training Opportunities

<https://youtu.be/ssAJAntJISM>



# Online Metrix Learning

## 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

## Continuing Education Units (CEU)

- Continuing education courses and Inservice training

## Industry Specific Courses

- A useful tool for all industries



# Labor Market Information

# Labor Market Analysis

Wage Surveys

Labor Projections

Industry Trends

Research and Statistics



# Casting Light with Lightcast

Occupational Analysis

- Positions available, average wage, education requirements, demographics

Industry Analysis

- Top demand jobs within industries
- Top employers within industries
- Compares local industry demographics with national industry

Competitor Benchmarking

- Compare available jobs between employers
- Compare available jobs to industry





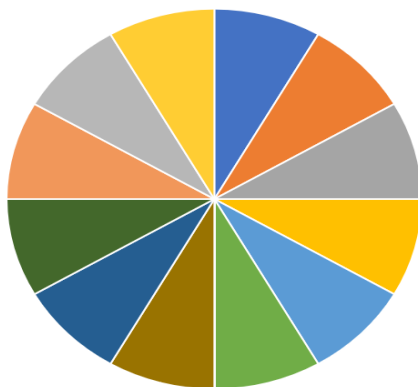
# Applications of LMI

- EDC Projects/New Businesses
- Consortiums
- Outreach & Community Events
- President’s Report
- Provide Wages to Employers



# Committee Survey Responses

What business services has your company used or currently use?

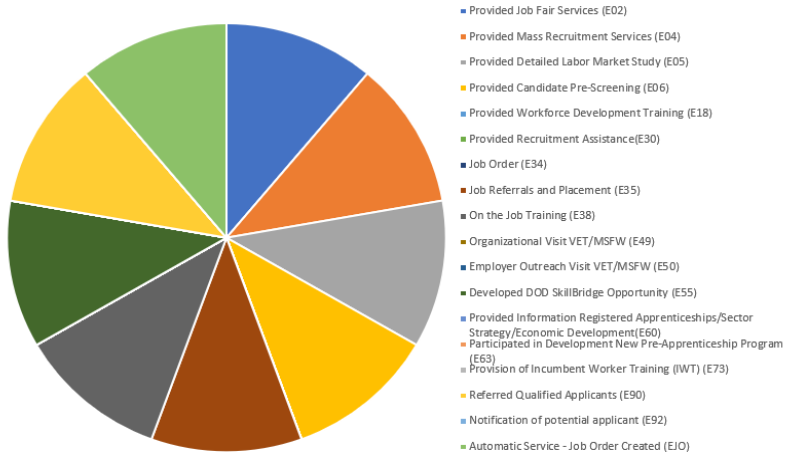


- On-Site Visit (E01)
- Provided Job Fair Services (E02)
- Provided Job Order Follow-up (E03)
- Provided Mass Recruitment Services (E04)
- Reviewed resumes and referred eligible individuals (E08)
- Delivered Applications/Resumes (E09)
- On-Site Workshop - Retention (E13)
- Customized Training(E25)
- Job Order (E34)
- Job Referrals and Placement (E35)
- On the Job Training (E38)
- Developed DOD SkillBridge Opportunity (E55)
- Participated in Development New Pre-Apprenticeship Program (E63)
- Referred Qualified Applicants (E90)
- Automatic Service - Job Order Created (E10)
- Manufacturing Career Fair Participation (ETC)



# Responses Cont'd

What services would you like to use?



# Grant Opportunities





- BACK TO WORK 50+ Young Adult Employment**
- Summer Jobs Program
  - Veterans Employment
  - Military Family Employment
  - Workers with Disabilities
  - Ticket To Work Program
  - Non-Custodial Parent Employment Program
  - Partner Placement Services
  - JOBS NOW Nat'L Emergency Grant Assistance Programs
    - Reemployment Assistance
    - SNAP Employment & Training
    - Welfare Transition (TANF)
    - Tobacco Free Assistance Program



### CAREER SERVICES

#### Introduction to career services.

No matter where you are on your career journey, our services can help at **no cost** to you.

- Find a Job
- Explore Career Options
- Further Your Education

There are several links on this page that share more information about services available to you. Our [career centers](#) are open and walk-ins are welcome! If you prefer to schedule an appointment, or have a question, use the CONTACT form below.

We look forward to helping you find success in your career!

#### RESOURCES

- [For Jobs, Events and News, Text JOBS321 to the number \(321\) 394-9603.](#)
- [Hot Jobs](#)
- [Explore Careers](#)
- [Education and Training Programs](#)
- [Tour Of Services](#)
- [Career Center Resources](#)
- [Community Resources](#)
- [Digital Literacy Resources](#)

#### SPECIAL PROGRAMS

- [For Young Adults](#)
- [For 50+ Job Seekers](#)
- [For Veterans](#)



<https://youtu.be/MESyxwYpue8>



# Questions?



<b>Code</b>	<b>Service Description</b>
<b>E01</b>	On-Site Visit
<b>E02</b>	Provided Job Fair Services
<b>E03</b>	Provided Job Order Follow-up
<b>E04</b>	Provided Mass Recruitment Services
<b>E05</b>	Provided Detailed Labor Market Study
<b>E06</b>	Provided Candidate Pre-Screening
<b>E07</b>	Promotional Call
<b>E08</b>	Reviewed resumes and referred eligible individuals
<b>E09</b>	Delivered Applications/Resumes
<b>E10</b>	Veteran Services
<b>E11</b>	Information package Provided
<b>E12</b>	On-Site Workshop - Recruitment
E13	On-Site Workshop - Retention
E14	Provided MSFW Information
<b>E15</b>	Provided Federal Bonding Information
E16	Provided Alien Labor Certification Information
E17	Agricultural Housing Inspection
<b>E18</b>	Provided Workforce Development Training Information
<b>E19</b>	Provided Tax Credit/WOTC Information
<b>E20</b>	Provided EEO/Affirmative Action Information
<b>E21</b>	Provided information not Otherwise Classified
<b>E22</b>	Provided Other Training Service Not Otherwise Classified
E23	Applicant Background Check
E24	Business Incentive Information
<b>E25</b>	Customized Training
E26	Drug Screening
<b>E27</b>	Employer Contact
E28	Employer Relations Committee
<b>E29</b>	Employer Workshop
<b>E30</b>	Provided Recruitment Assistance
<b>E31</b>	Incumbent Worker Training
E32	Job Benefit Analysis
E33	Job Development
<b>E34</b>	Job Order
<b>E35</b>	Job Referrals and Placement
E36	Medical Exam/Physical
E37	NEG Employer Application Assistance
<b>E38</b>	On the Job Training
E39	Provision of Meeting Facility
E40	Provision of Special Tax Credit Information
E41	Public Sector - Temporary Jobs
<b>E42</b>	Rapid Response/Dislocated Workers Assistance
<b>E43</b>	Short-Time Compensation
<b>E44</b>	Provided Human Resource Services

<b>Code</b>	<b>Service Description</b>
E45	Temporary Employment Service Center
E46	Trade Act Petition Assistance
E47	WARN Notice Assistance
E48	Processed I9's
<b>E49</b>	Organizational Visit VET/MSFW
<b>E50</b>	Employer Outreach Visit VET/MSFW
E51	Provided Work Readiness Certification
<b>E52</b>	HIRE Vets Medallion Program
<b>E53</b>	Veteran Advocacy
<b>E54</b>	Provided DOD SkillBridge Information
<b>E55</b>	Developed DOD SkillBridge Opportunity
<b>E56</b>	Paychecks for Patriots Employer
<b>E57</b>	Provided Information Regarding Registered Apprenticeships
E58	Provided Recruitment Assistance for Registered Apprenticeship Programs
E60	Provided Information regarding Registered Apprenticeships Sector Strategy/Economic Dev. Activities
E61	Provided Recruitment Assistance for Registered Apprenticeship Openings to Underrepresented Pop.
<b>E62</b>	Participated in the Development of a New Registered Apprenticeship Program
E63	Participated in the Development of a New Pre-Apprenticeship Program
E64	Participated in the Expansion of an Existing Registered Apprenticeship Program
E65	Participated in the Expansion of an Existing Registered Pre-apprenticeship Program
<b>E66</b>	Provided information regarding substance use disorder and recovery in the workforce
<b>E70</b>	Rapid Response Initial Employer Visit
E71	Provision of a Layoff Aversion Plan
E72	Referral to Small Business Development Center
<b>E73</b>	Provision of Incumbent Worker Training (IWT) Information
<b>E74</b>	Rapid Response Orientation
E75	Priority Business Served
<b>E90</b>	Referred Qualified Applicants
<b>E92</b>	Notification to employer of potential applicant
<b>E94</b>	Employers view internal resumes
E95	Employers view external resumes
EAV	Elevate America Vets
<b>EJO</b>	Automatic Service - Job Order Created
<b>ETC</b>	Manufacturing Career Fair Participation

Green Highlighting indicates services we have provided during the current program year.

# CareerSource Brevard

Industry Workforce Committee

January 16, 2024

## Minutes

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

**Members in Attendance:** Mike Menyhart (Chair), Art Hoelke, Traci Klinkbeil, Trudy McCarthy, Nancy Peltonen and Rachel Rutledge

**Members Absent:** Kristen Bakke, Rohit Ghosh, Karen Houston, Jeff Jurinak, Frank Margiotta, D. Travis Proctor, Cordell Rolle

**Staff in Attendance:** Marci Murphy, Joy Bartlett, Amberstar Bush, Thomas LaFlore, Denise Biondi, Melissa Byers, Lisa Fitz-Coy, Michelle Jones, Mary Keen, Deserine Morgan, Lori Robinson, Stephanie Robinson, Marina Stone, James Watson and Kimberly Weatherby

**C2 Staff in Attendance:** Caroline Joseph-Paul, Julie Berrio, Ahmanee Collins-Bandoo, Linda Hadley, Melissa Janssen, Bob Knippel, Ramsey Olivarez, Sally Patterson. Kory Sillerud from the Career Center

**Guests in Attendance:**

Trish McGetrick, CareerSource Flagler Volusia Outreach and Special Projects Director

**Call to Order:**

Mike Menyhart (Chair) called the meeting to order at 8:32am and roll call was taken.

**Public Comment:**

There was no public comment.

**Presentation:**

A presentation on Education and Industry Consortium was shared. The REACH Act Implementation required several system wide improvements; one is the implementation of the Education and Industry Consortium. The goal is to ensure education and industry are discussing talent needs and education offerings along with sharing information with local workforce development boards. Policy requirements, meetings, reports, consortium members and next steps were outlined. The Chair shared that this is one of the many first steps in the consolidation process.

**Action Items:**

Approval of Industry Workforce Operations Committee Minutes of October 10, 2023

Motion to approve the Minutes from the October 10, 2023 meeting was made by Nancy Peltonen. Art Hoelke seconded the motion. The motion passed unanimously.

President's Update

Marci Murphy shared an update on the consolidation efforts. On October 13th FloridaCommerce announced that CSB would assume responsibilities as the fiscal agent for CareerSource Flagler Volusia (CSFV). CSB has hired a temporary CFO for CSFV through June 30<sup>th</sup>, created a Fiscal Agent agreement that was approved by the CSFV Board of Directors in December. Florida Commerce had additional edits to the agreement so both Board Chairs and the Counties of Volusia and Flagler will need to sign the document. New bank accounts were created as well. On January 8<sup>th</sup>, CSB officially assumed responsibilities as the fiscal agent for CSFV. Two staff members were hired by CSB to work the fiscal agent duties. The county attorneys of Brevard, Flagler and Volusia have started working on the new interlocal agreement that needs to be in place NLT June 30, 2024. Unemployment rates were shared from November 2023 and the US was at 3.7%, Florida was at 2.9% and Brevard was at 3.2%. Lightcast released the 2023 Talent Attraction Scorecard, ranking Florida as the #1 state in the nation for attracting and developing a talented workforce for the second year in a row. In December, FloridaCommerce announced that Florida's labor force continues to thrive, outpacing the nation in over-the-year growth for 30 consecutive months. Florida was also ranked #1 for entrepreneurship by researchers at The Digital Project Manager with more than 2.8 million business formations.

**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. Brief presentations about the Aviation/Aerospace and Construction Sectors along with the Rapid Response Coordinator updates were shared by members of the Business Services Team.

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, 2023 through December 31, 2023.

Multimedia Outreach Presentation

The Outreach Department shared a presentation of social media, direct email marketing and paid advertising and other activities from July 2023 through December 2023.

**Adjourn:**

There being no further discussion or business, Mike Menyhart adjourned the meeting at 9:41am.

Respectfully submitted,

Reviewed by,

{signature on file}                      02/07/24  
Marina Stone                              Date

{signature on file}                      02/07/24  
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"> <li>• Soldering Bootcamp began January 18<sup>th</sup> and runs through April 13<sup>th</sup>. The non-credit course at EFSC Palm Bay campus has 11 students that will obtain 4 IPC Certifications in 13 weeks. IPC- J Standard 001, IPC WHMA 610, IPC 620, IPC 7711/7721.</li> <li>• Employer Meet and Greet for soldering class held on March 14<sup>th</sup> with 6 employers that resulted in 2 potential OJTs.</li> <li>• Northrop Grumman VEST Training Cohort complete. 4/5 of WIOA participants completed training and received job offers. Next NG cohort begins on April 15<sup>th</sup>.</li> <li>• Florida Atlantic Workforce Alliance (FAWA) webpage in development to support businesses, parents, students, educators, and job seekers.</li> <li>• Collaborations working toward the talent pipeline initiative, as these collaborations are combining to create a powerful alliance to help grow the aerospace/aviation talent pipeline. Business Liaisons (BL) network includes over 13 organizations and local businesses.</li> <li>• Aerospace/Aviation Outcomes – <b>See Presentation</b></li> </ul>	
Healthcare Sector	Ongoing	<ul style="list-style-type: none"> <li>• OJT in the works for mobile drug testing company.</li> <li>• 28 Dwyer Scholars enrolled in training. Business Liaison will assist Dwyer Workforce Development staff in employment need for scholars after completion of program as needed.</li> <li>• BL held an Open Interview Day for Health First at the Palm Bay center on February 29<sup>th</sup>. 65 job seekers attended; 8 hires from this event and 5 more hires from Employ Florida, total of 13 customers who found employment!</li> </ul>	

## 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

			<ul style="list-style-type: none"> <li>• Discussions with Health First to assist LPN apprentices with On-the-Job Training.</li> <li>• Healthcare/I.T. job fair to be held on April 25<sup>th</sup>, Palm Bay center.</li> <li>• Healthcare Outcomes- <b>See Presentation</b></li> </ul>
IT Sector		Ongoing	<ul style="list-style-type: none"> <li>• BL completed 2 OJTs for IM Solutions: AV/IT Systems Tech and Lead.</li> <li>• Incumber Worker Training (IWT) completed for Indian River Network. The training was CompTIA Network+.</li> <li>• Staff participated in tech-related meetings and networking events, to include the Central Florida Defense, Space, IT, Cyber &amp; Intel hiring event at Patrick Space Force Base, SCATI (Space Coast Alliance for Tech &amp; Innovation Launch) hosted by the Palm Bay Chamber, Florida High Tech Corridor, FAWA IT Industry Council, weVenture on Navigating AI: Tools, Ethics, and Best Practices.</li> <li>• I.T. Outcomes- <b>See Presentation</b></li> </ul>



## Aerospace/Aviation + The Florida Atlantic Workforce Alliance

Stephanie Robinson- Project Coordinator/Business Liaison



# Soldering Bootcamp

- January 18-April 13
- Eastern Florida State College, Palm Bay Campus
- 11 students
- 4 IPC Certifications
  - J-STD +Space Addendum
  - IPC/WHMA 620
  - IPC 7711/7721
  - IPC 610
- Employer Meet and Greet-March 14th
  - L3 Harris
  - Blue Origin
  - Sun Nuclear – Potential OJT
  - Anderson Connectivity
  - LF Staffing
  - Sidus Space – 1 OJT
- Positive Employer Feedback and Recommendations

# FAWA Industry Councils

- FAWA webpage in development to support goals
  - One Stop Resource for Businesses, Parents, Students, Educators, Jobseekers
    - Career Pathways
    - Training Opportunities
    - Scholarships/Apprenticeships/Internships
    - Labor Market Information
    - Interactive Websites
    - Community Events Calendar
    - Industry Council Materials
  - Branding in the works
- Next meetings are in May

## What's been happening?

- Increase in Employer Involvement on Councils
- Increase in In-Person Participation for Hybrid Meetings
- Increase in Community Partnerships



# Aerospace/Aviation Community Network

**Supporting, Sharing, Creating and Providing:** Talent Pipelines, Workforce Development, Awareness Initiatives, Events, Customized Training, Workshops, Networking and Program Support, Educational Resources, Best Practices, Collaboration, and more!

- Space Coast Women in Aviation
- Astronaut Memorial Foundation
- Space Base –World Innovation Network
- Aerospace and Defense Training Center –Space Tec
- Space Coast Alliance for Tech and Innovation –Palm Bay Chamber
- STEM Museum –Kiwaniis Club
- WiSE –Women in Science and Engineering
- Women in Defense
- Star Base Academy @ Patrick Space Force Base- DOD
- National Space Society –Florida Chapter
- The Space Foundation
- Eastern Florida State College
- Brevard Public Schools
- **LOCAL BUSINESSES** (In contact with more, playing tag trying to connect)



## Other Mentions

- Business Liaison to participate in Emerging Demand Workgroup Project in which industry can weigh in directly and verify/validate both wage and demand data necessary to satisfy the Framework of Quality for emerging credentials
- Talent Pipeline Management Training underway- Hoping to roll out locally
- Northrop Grumman to Begin 2<sup>nd</sup> Customized Training Cohort Target: April 15
- Planning 2<sup>nd</sup> Soldering Cohort for the Fall
- Business Learning Event: Tuesday, July 9
  - Discover the Untapped Talent Pool: Addressing Barriers to Employment
- Aerospace/Aviation Job Fair: Wednesday, August 14.
- New and reconnected businesses: Amazon Kuiper project, Semipack
- **SO MUCH MORE IN THE WORKS!**



## Aerospace News

- **BLUE ORIGIN** sole finalist to purchase ULA
- New Glenn Rocket- Ranks amongst largest vehicles ever built
- **SpaceX** seeking waiver to launch Starship at least 9x this year
- Third Starship Launch Successful-ish (Lost after reentry)
- SpaceX Senior VP resigns
- **SPACE TOURISM:** Space Perspective's Space Balloon (Neptune Capsule) expected to make it's first manned mission by the end of this year.
- **SPACE TOURISM:** SpaceX Booster Landing drone ship in the Bahamas
- **STAR WARS:** China launches classified satellite, US urges international community to avoid doing commercial space business with China, Russian threat of nuclear weapon in space, Working to meet Space Force Readiness Demands possible outsourcing
- **LUNAR LANDING:** Tipped over sideways, but "alive and well" near or at intended landing site. Embry Riddle "Eagle Cam" first university student build project to land on the moon.
- International Space Station Retires Soon. NASA Won't Run its Future Replacement
- NASA Invites Volunteers on New Mars Analog Mission – 1 year Simulation @ Johnson Space Center

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[FLORIDA SPACePORT \(list-manage.com\)](https://list-manage.com)





## Healthcare Updates

Mary Keen- Business Liaison



## Work Based Trainings

### On-The-Job Training (OJT)

- Working with COTG 2021, they are finalizing the OJT application to see if a candidate they have interviewed is approved for OJT funding for a background screener and drug testing operator.



## Community Events & Job Fairs

- Assisted in the Percepta layoff with an onsite workshop and Super Tuesday job fair.
- Attended two networking events at assisted living facilities: RiverView Senior Resort and The Fountains.
- Held an Open Interview Day for Health First @ PBCC, 65 job seekers attended and we had 8 hires from this event and 5 more hires from Employ Florida, total of 13 customers who found employment.
- Assisted the LVER's in the Veteran's Job Fair on 2/7/24.



## Meetings / Upcoming Events

- Met with Health First and discussed the OJT process for their LPN apprenticeship.
- Met with Rockledge Institute to discuss a possible Pharmacy Technician apprenticeship.
- Assisted with the Business Services Learning event held @ RCC, "Launching the Workforce of Tomorrow"
- CTE Students attended a Keiser University field trip, we are planning to partner for a visit at the start of the new school 25' year to further discuss NextGen opportunities.
- Will host an IT/Healthcare job fair at the PBCC on 4/25.



A large green triangle graphic on the left side of the slide, divided into two shades of green.

## Information Technology Updates

Deserine McArthur –Business Liaison



## Work Base Trainings

- Completed (2) OJT's for IM Solutions. The positions were for an Entry-level AV/IT Systems Tech as well as a Lead AV/IT Systems Tech.
- Completed an IWT for Indian River Network. The training was CompTIA Network+.





## Job Fairs & Community / Networking Events

- Participated in the Central Florida Defense, Space, IT, Cyber & Intel hiring event at Patrick Space Force Base.
- Attended the SCATI (Space Coast Alliance for Tech & Innovation Launch) meeting hosted by the Palm Bay Chamber.
- Assisted with the Palm Bay Veterans job fair.
- Assisted Mary with the Health First recruiting event in Palm Bay.
- Assisted with the Arnott Recruiting event in Rockledge.
- Attended the Launch The Workforce of Tomorrow business learning event.



## Meetings / Learning Events

- Attended the bi-weekly Florida High Tech Corridor meetings.
- Attended the FAWA IT Industry Council meetings.
- Assisted with the Rapid Response Resume Writing Workshop for Percepta.
- Attended the FAWA Consortium.
- Attended a meeting hosted by weVenture on Navigating AI: Tools, Ethics, and Best Practices.
- Developed and implemented multiple team building exercises during our Business Service meeting to promote teamwork and increase productivity.



## 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><b><u>EDC's CPT Program:</u> The Business Liaison and CSB Center Supervisor &amp; Staff provided dedicated outreach within Employ Florida to assist with promotion of the Jan 30<sup>th</sup> CPT class. The promotion of the program continues with over 2200 customers reached through email blasts.</b></p> <ul style="list-style-type: none"> <li>○ Since CPT program inception (2016) CSB has hosted/supported 31 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> <li>● Business Liaison participated in attendance at the FAWA Advanced Manufacturing Advisory Council meetings in January and March as well as the regional FAWA Consortium held on February 21<sup>st</sup>.</li> <li>● BL met on-site with new HR &amp; operations teams from Shapes Precision Manufacturing and Spartan Composites to discuss CSB services and Work-based training programs.</li> <li>● On March 4<sup>th</sup> the BL, FAWA Project Coordinator &amp; LVER met with Amazon Payload Processing Facility (Project Kuiper) HR, recruiting staff and Economic Development Mgr. for introductions and discussion of targeted timelines for hiring of skilled technicians and operation/management positions.</li> <li>● BL &amp; FAWA Project Coordinator attended the North Brevard Economic update event at KSC on March 14<sup>th</sup> to engage in networking and hear presentations from the EDC, Titusville Chamber and Florida Chamber.</li> <li>● BL and business services team facilitated a Business Learning Event on March 20<sup>th</sup> which included invite to a manufacturer, Silverhorse Racing, to join an employer</li> </ul>	

## Industry Workforce Committee

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

			<p>panel and share best practices &amp; successes of utilizing CSB work-based training programs.</p> <ul style="list-style-type: none"> <li>• Provided support and promotion of FAWA grant initiatives to manufacturers in Brevard and completing OJT contract for CNC Operator for Palm Bay manufacturer.</li> </ul>
Construction & Skilled Trades		Ongoing	<ul style="list-style-type: none"> <li>• BL met with Viera Builders to discuss their methods of progression through career ladders. Spoke about the new Carpentry class at Viera High School, which is a fantastic opportunity to take on interns for the numerous sites they are building within Viera. Also, explained that there is Building Technology courses throughout Brevard Public Schools CTE in various high schools that he can gain access to by speaking with them and getting in front of the classroom. Apprenticeship was also discussed.</li> <li>• Engaged RC Construction, a federal contractor that works in multiple states. They have jobsites in Brevard and were looking for information on job fairs, recruitment, programs CSB offers, and more. Connected them with LVER.</li> <li>• Site visit for two OJTs with Work-Based Training Monitor. Both individuals are at Miracle Method and working as Paint Technicians. Feedback was great, the business is incredibly happy, and their performance has been exceptional.</li> <li>• Held Business Learning Event on March 20<sup>th</sup> with The Viera Company giving an overview of their masterplan from start to current and plans by 2045. The Viera Company gave a great historic overview of the parent company, A. Duda and Sons</li> <li>• Construction Overview – <b>See Presentation</b></li> </ul>
Development and Support of Competency and Work Based Learning Programs		Ongoing	<ul style="list-style-type: none"> <li>• Apprenticeship Navigator (AN) met with Drain Mechanics and the Apprenticeship Training Representative (ATR) to discuss their apprenticeship for several occupations. They are in the process of completing paperwork to move the process forward.</li> <li>• CareerSource FL Apprenticeship Director has asked AN for input on slides for training and presentations. Slides include how to develop apprenticeship from the</li> </ul>

## Industry Workforce Committee

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

			<p>navigator role and initiating those meetings.</p> <ul style="list-style-type: none"><li>• ATR, AN and Healthcare BL met with Rockledge Institute regarding a Pharmacy Tech apprenticeship. Rockledge Institute currently trains Pharmacy Techs and would like to convert their program to an apprenticeship. The team is waiting on them to turn in documents to the ATR.</li><li>• AN planning Aerospace Manufacturing Accelerator that will be April 10th at The Tides from 8:30am to 12:00pm in partnership with Jobs for the Future (JFF), FloridaMakes, and CommHIT. This came as an initiative from the White House Space Council, where JFF received funding from the Department of Labor.</li></ul>
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# Construction, Hospitality & Apprenticeship Updates

Melissa Byers- Business Liaison/Apprenticeship Navigator



## Construction

### Continuous outreach to new and repeat businesses.

- OJT, IWT, and Apprenticeship Opportunities
- Went on a site visit for two OJTs with our monitor Michelle Jones. Both individuals are at Miracle Method and working as a Paint Technician.
- All Business services offered

### Events Attended

- Assisted in the Palm Bay Job Fair February 7<sup>th</sup> Tony Rosa Community Center
- Attended WISE Symposium March 12<sup>th</sup> at Center for Collaboration Health Foundation
- Business Learning Event March 20<sup>th</sup> – Launch the Workforce of Tomorrow Rockledge Center

### Outreach

- Viera Builders, Brett Martin-Arear Manager, met with him to discuss their in-house training program, and their career ladders.
- Phone meeting with RC Construction who is a federal contractor. Discuss job fairs, job postings, and other programs. Introduced the employer to our LVER Raul Santana.
- Met with Mike Jaffe who is the VP of Board of Directors of HBCA and Director of Operations - ECFL for Christopher Alan Homes. Discussed the future of things within HBCA and where their plan is headed.

# Hospitality

Continuous outreach to current and re-engagement of past employers.

Kristin Bakke from Lead Brevard had a quick meeting with liaison regarding their upcoming first ever event called Brevard Insight.

Liaison met with Josh Ford at Melbourne Regional Chamber to participate in a panel for their Small Business Advisory Council that will be held on April 2<sup>nd</sup>

Staying in touch with our local Space Coast Office of Tourism.



## March 20<sup>th</sup> Business Learning Launch the Workforce of Tomorrow



### Business Learning Events

LAUNCHING THE WORKFORCE OF TOMORROW:  
POWERFUL INSIGHTS FROM LEADERS ACROSS THE SPACE COAST



Get the newest economic development information and network with your peers at this FREE event.

#### Learn about:

Economic impact of the tourism industry, featuring the Space Coast Office of Tourism Economic development updates from The Viera Company  
Plus: Learn how labor market statistics reveal key strategies

#### Plus:

Engage with a panel of key industry experts who will share the newest strategies to recruit, retain, and train talent.

Wednesday, March 20, 2024

8:00 am to 11:30 am

CareerSource Brevard

295 Barnes Blvd.

Rockledge, FL 32955

or attend virtually!

Register TODAY!

<https://gofornewmorrow2024.eventbrite.com>

Coffee and light breakfast provided with support from The Viera Company.

CareerSource Brevard partners with local and national experts to bring you FREE business learning events. Please contact your local CareerSource office with information and links to help your business succeed. Photo courtesy of the American Job Center network.

Keynote

- Peter Cranis- Executive Director, Space Coast Office of Tourism. He presented on the economic impact tourism has here in Brevard.

Presenter

- Eva Rey, Sr. VP, The Viera Company. Presented on the history, where they are now in the master planned community and what is to come. The finish should be 2045.

Employer Panel

- Lisa Shoemaker- Kegman Inc.
- Marcello Canitano- SilverHorse Racing
- Heather Oglesby- Healthfirst.
- Kendra Siler- CommHit

One Team

- This event was put on by the business service's team. Collaborative efforts truly made this event impactful and fun.

# Apprenticeship

Apprenticeship Navigator met with Drain Mechanics and the ATR to discuss their apprenticeship for several occupations. They are in the process of paperwork to move the process forward.

Met with Volusia/Flagler Apprenticeship Navigator in our Titusville Career Center on February 22. Volusia/Flagler Navigator really was interested in how here in Brevard County we are more involved in the development of apprenticeship. Brevard Navigator informed the strategies she uses to move forward with creating new, expand upon current existing programs, and taking the initiative to see where things could be/or needed to help grow the workforce.

Navigator continuously attends State training with other navigators. Possibilities to conduct another training on how Anne our ATR for the region and Navigator works together for fellow Navigators.

Sometime at the end of March to middle of April, the recording should be taking place for the Department of Labor webinar in conjunction with the Center for Excellence featuring our local ATR Anne Everly and our Apprenticeship Navigator. More to come.

ATR and Apprenticeship Navigator along with Business Liaison Healthcare- Mary Keen, met with Rockledge Institute regarding a pharmacy tech apprenticeship. Waiting for documents to be turned into ATR.



# Apprenticeship- Aerospace Accelerator

## Launch Your Workforce Forward: Apprenticeships for the Space Industry

8:30 -12:00 pm EST  
The Tides Collocated Club, Patrick Space Force Base, FL



<https://www.eventbrite.com/e/launch-your-workforce-forward-apprenticeships-for-the-space-industry-tickets-857199987237>



Navigator is working on an Aerospace Manufacturing Accelerator that will be April 10<sup>th</sup> at The Tides from 8:30am to 12pm.

This is with JFF (Jobs for the Future), FloridaMakes, CSB, and the food sponsor is CommHit.

Agenda Tentatively: Welcome, Overview CSB President Marci, Keynote Speaker, Fireside Chat Employer/Sponsor panel, Orion presenting on Skillbridge.

## 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"> <li>• <b>Rapid Response Coordinator (RRC) provided ninety-four services to sixty-six businesses registered in Employ Florida.</b></li> <li>• <b>Of the sixty-six businesses, RRC conducted outreach to twenty-seven businesses that may be starting to struggle financially. This outreach resulted in verifying closure of six businesses still appearing on the Econovue report due to the business still owning buildings or having outstanding bills to pay.</b></li> <li>• <b>Community Partner Outreach to twenty-six non-profit organizations to share CSB partnership, Metrix Skillup, and Crosswalk portal information.</b></li> <li>• <b>Reduction in Force (RIF) assistance provided to Percepta/Ford Motor Company. The business moved ninety-eight jobs to Mexico in March 2024. RRC conducted onsite and virtual workshops: four resumes, three interviewing, and two unemployment. TAA Coordinator provided an overview of the TAA program. RRC encouraged the ninety-eight to attend CSB's Veteran Job Fair in Palm Bay and the Virtual Job Fair in January. The majority of the ninety-eight were present at the two events.</b></li> <li>• <b>Lay off assistance provided to Health First. The company will be closing their daycare center in July. RRC will provide services to those impacted by the closure between May-July of 2024.</b></li> <li>• <b>Green Turtle Market closed their doors and RRC contacted to assist fifty employees impacted. RRC met with the owner and provided information packages. Most employees had new jobs before the shutdown.</b></li> <li>• <b>RR Coordinator conducted Super Tuesday Virtual Job Fair on January 23<sup>rd</sup>. The event had eleven businesses representing 139 job openings in Employ Florida. There were sixty-five job seekers who attended the event. Each job seeker visited an average of five virtual booths.</b></li> </ul>



			<ul style="list-style-type: none"> <li>• RRC was one of three coordinators selected by Florida Commerce to be part of the committee that will approve the monitoring tool for the Rapid Response program.</li> <li>• Rapid Response Outcomes - <b>See Presentation</b></li> </ul>
	<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"> <li>• RR Coordinator attended the Cocoa Beach Chamber State of the Economy, Palm Bay Chamber's Networking Event, and two Viera Means Business meetings, and two ribbon cutting events for the Early Learning Coalition and GenCare Resources.</li> <li>• Business Liaison Supervisor Lori Robinson featured in Brevard Business News (March 25<sup>th</sup>) promoting the 13<sup>th</sup> Annual Job Fair scheduled for June 4<sup>th</sup> at the Melbourne Auditorium. In addition to promoting the hiring event, the article also highlighted Brevard's low unemployment rate, partner training programs in healthcare, and Brevard's local industries.</li> <li>• <b>See Business Services Quarterly Review Presentation</b></li> <li>• <b>See Quarterly Multimedia Outreach Matrix</b></li> </ul>

A decorative graphic consisting of a vertical stack of two squares. The top square is split diagonally from the top-left to the bottom-right, with a light green triangle on top and a darker green triangle on the bottom. The bottom square is also split diagonally from the top-left to the bottom-right, with a darker green triangle on top and a light green triangle on the bottom.

## Rapid Response Updates

Kimberly Weatherby- Rapid Response Coordinator



## SERVICES TO BUSINESSES

- A total of 66 Employ Florida registered businesses received 94 services
- Of the 66 businesses, 27 were listed as beginning to struggle on the Econovue Report
- There were 26 nonprofits that received information on partnering with CSB, Metrix Skill Up Brevard and the Crosswalk Portal.
- CareerSource Brevard information was provided to 27 unregistered businesses to encourage working with CSB

## WARN & Layoff Notifications

- Percepta
- Health First Childcare Center
- BK Technologies
- Green Turtle



## SPECIFIC LAYOFF ASSISTANCE

1. BK Technologies lay off will be delayed until later this year. They plan to work with CSB between sometime between May and September to help those who will be impacted.
2. Percepta laid off 98 people on March 29. In late January and early February, the Rapid Response Coordinator, Business Liaisons, and Career Center staff had onsite & virtual workshops at Percepta for resumes (4), interviews (3), and reemployment/TAA (2). Percepta allowed the 98 to attend our Veteran Job Fair on February 7th and our Super Tuesday Virtual Job in January to help those impacted to become employed quickly.
3. The Rapid Response Coordinator visited Green Turtle before the business closed and provided information packets to 50 employees. Most employees had new job offers at retail stores or restaurants before the business closed.
4. Health First will be closing their daycare centers on July 31. RRC meet with the Health First's HR team to discuss CSB services available to the impacted employees. Resume, interviewing, and reemployment workshops will be scheduled in May or June of 2024.

## SUPER TUESDAY VIRTUAL JOB FAIR

- January 23, 2024 from 11:00 to 13:00
- There were 11 businesses
- Job seekers attending: 65
- The Premier Virtual report showed each attendee visited an average of 5 booths
- The businesses attending had 139 job postings on employflorida.com



## TRAINING, COMMITTEES & WEBINARS

- Attended 7 Webinars from Department of Labor Workforce GPS and other sources
- RRC was one of 3 RR Coordinators selected to work on the committee that will approve the 2024-2025 monitoring tool for the rapid response program
- Completed 5 Skill Up Brevard (Metrix) courses.
- Rapid Response Coordinator Trainings
- Econovue and Premier Virtual trainings to learn new skills
- SME Meetings with other CareerSource Regions to learn Workforce best practices



# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## Recruiting Events

18 Onsite Events

- 8 unique employers included Manufacturing, Security Services, Healthcare, Staffing Agencies and Government agency represented
- Appointments & Walk-Ins
- 169 Jobseekers attended
- 25 were Veterans



# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## Job Fairs - 3 Events

### Super Tuesday Virtual Job Fair on Jan. 23rd

- 11 employers participated
- 65 jobseekers attended
- Each jobseeker visited an average of 5 employer booths

### Veterans Job Fair on Feb. 7th

- Hosted at Tony Rosa Community Center
- 54 employers participated
- 274 jobseekers in attendance
- 84 were Veterans



# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## Job Fairs - 3 Events

### NextGen Young Adult Job Fair on March 26th

- Hosted at the CSB Rockledge career center
- 15 employers participated
- 40 jobseekers / 1 Veteran

**next gen**  
**YOUNG ADULT JOB FAIR**  
 For ages 16-24, but open to all!  
 Learn about careers and job openings. Make connections with companies. Meet with career advisors who can help you.  
**Tuesday, March 26th**  
 10:00 am to 1:00 pm  
 CareerSource Brevard - Rockledge  
 235 Barnes Blvd, Rockledge, FL 32955

**SIGN UP!**  
<https://www.jobfaircsb.com>  
 Walk-ins welcome!

**Participating Employers:** Boeing, Brevard County, Brevard County Sheriff's Office, Waffle House, AND MORE!  
**Positions Available:** 911 Dispatcher, Summer Counselor, Recreation Leader, Lifeguard, AND MORE!

NextGen is a NO COST program of CareerSource Brevard for eligible young adults seeking to gain work experience, enter the job market, or launch their career. Learn more by scanning the QR code below!

Services are available based on program eligibility. For example, if you are working on your GED, a young parent, low income, receiving any government assistance, in need of housing, you had an 80% GPA in high school or were involved in the legal or foster care system, you may be eligible for the NextGen program.

**CareerSource BREVARD**  
 A Division of the Florida Department of Economic Security

321-504-7600  
 235 Barnes Blvd, Rockledge, FL 32955

**SCAN ME!**  
<https://www.jobfaircsb.com>

### Upcoming job fair events:

- Titusville Job Fair on April 18<sup>th</sup>
- Super Tuesday Virtual Job Fair on April 23<sup>rd</sup>
- IT/Healthcare Job Fair on April 25<sup>th</sup>
- BTW50+ Job Fair on May 16<sup>th</sup>
- 13<sup>th</sup> Annual Job Fair on June 4<sup>th</sup>

# Business Learning Events

Collaboration of Brevard Businesses

- Florida Atlantic Workforce Alliance Consortium hosted virtually on February 21<sup>st</sup>

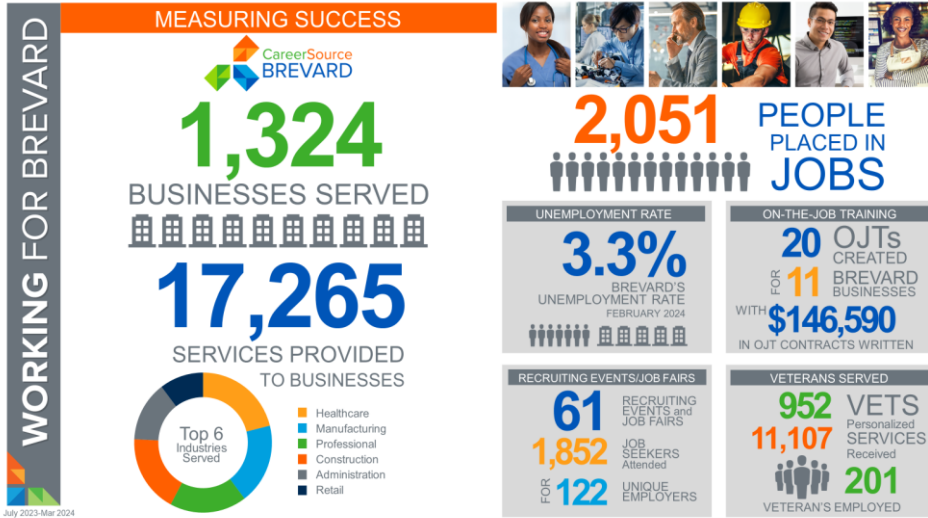
**Your Voice Matters**  
 Let's work together to Transform the Future  
 Be involved in the next phase of building pipelines in:  
 Aerospace/Aviation  
 Advanced Manufacturing  
 IT/Cybersecurity  
 Register for FREE at <https://qrco.de/fawo0221>  
 Florida Atlantic Workforce Alliance Consortium  
 You're invited to participate virtually  
 February 21<sup>st</sup>  
 9:00 - 11:00 AM

- Launching the Workforce of Tomorrow hosted hybrid on March 20<sup>th</sup>

**Business Learning Events**  
**LAUNCHING THE WORKFORCE OF TOMORROW:**  
 POWERFUL INSIGHTS FROM LEADERS ACROSS THE SPACE COAST  
 Get the newest economic development information and network with your peers at this FREE event.  
**Learn About:**  
 Economic impact of the tourism industry, featuring the Space Coast Office of Tourism  
 Economic development updates from The Viera Company  
 Plus: Learn how labor market statistics reveal key strategies  
**Plus:**  
 Engage with a panel of key industry experts who will share the newest strategies to recruit, retain, and train talent.  
**Wednesday, March 20, 2024**  
**8:00 am to 11:30 am**  
 CareerSource Brevard  
 235 Barnes Blvd  
 Rockledge, FL 32955  
 or attend virtually!  
**Register TODAY!**  
<https://www.spacecoast2024.com/le>  
 Coffee and light breakfast provided with support from The Viera Company.

# Fact Sheet

Business Services Provided July 1<sup>st</sup>, 2023 through March 31<sup>th</sup>, 2024





## Quarterly Multimedia Outreach (January – March 2024)

### OWNED Media

CSB “owned” multi-channel media tactics (social media, email marketing, video, print, and web) are used daily to educate and inform target audiences about its mission, and the benefits of its no-cost programs and services.

#### 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/)

**Jobseeker services messaging.** Share with jobseekers, referring partners, legislators, community & workforce partners, and media.

- **Ongoing promotions:** Jobseeker services e-news, Hot jobs, Operational programs and services, Virtual and in-person workshops and job fairs, CSB-hosted employer recruiting events, Skills training, supportive services and resources, Jobseeker success stories & testimonials.
- **Quarterly Highlights:**
  - [BACK TO WORK 50+](#)
  - [Program Success stories](#)
  - [Veterans Job Fair](#)
  - [Attending a job fair workshop](#)
  - [Apprenticeship Training](#)
  - [Hope Florida Program jobseeker success story](#)
  - [Online learning CSB's Skillup Brevard](#)
  - [Young Adult Work Experience](#)
  - [Joan, a jobseeker success story](#)
  - [Weekly Recruiting events hosted for employers](#)
  - [Open Interview Day with Health First](#)
  - [Veteran Services, meet our Vet team](#)
  - [Young Adult Job Fair](#)
  - [Ports and Cities Job Fair](#)
  - [Veterans Workshops](#)
  - [weVENTURE- start your own business](#)
  - [Summer Jobs Program young adults](#)
  - [Virtual Job Fair](#)

**Business services messaging.** Share with employers, referring partners, legislators, community & workforce partners, and media.

- **Ongoing promotions:** Business services e-news, Sector strategy campaigns, Business services and programs, Virtual and in-person business learning events, CSB-hosted job fairs and employer recruiting events, Partner news, employer and partner success stories & testimonials.
- **Quarterly highlights:**
  - [Registered Apprenticeship Accelerator event](#)
  - [Business services successes fact sheet](#)
  - [Recruiting events](#)
  - [Employer testimonial on OJT](#)
  - [Partner program announcement](#)
  - [Veterans Job fair success story](#)
  - [Business Services find or retain talent](#)
  - [M. Byers, your local Apprenticeship Navigator](#)





## Quarterly Multimedia Outreach (January – March 2024)

- [CSB partner recognition at Board Meeting](#)
- [Businesses, Provide Community Work Experience](#)
- [Employer success story with job fairs](#)
- [Employer success story hiring veterans](#)
- [Insights from leaders- Business Learning Event](#)
- [Florida Commerce's Veteran Award](#)
- [IT and Healthcare Job Fair](#)
- [Quarterly Business services e-news](#)
- [Brevard Adult & Community Education partnership](#)
- [Launch your Workforce forward, apprenticeship accelerator event](#)
- [Summer Jobs Program young adults](#)
- [Virtual Job Fair](#)

### EARNED Media

*“Earned” media is non-paid, and the result of relationship building with traditional media outlets as well as community and workforce partners, and customers and employers who have a following CSB can provide services to. This earned media expands CSB’s opportunity to raise awareness of its programs and services.*

- **Quarterly highlights:**
  - Florida Workforce Development Association, [includes CSB's Hope Florida jobseeker success story](#)
  - Florida Politics [Solution to Florida's health care crisis includes Dwyer Workforce](#)
  - National Association of State Workforce Agencies [includes FAWA](#)
  - Hometown News [Promoting Veterans Job Fair in Palm Bay](#)
  - Brevard Business News, print and online [Lori Robinson sharing Annual Job Fair, Dwyer Workforce and Business Services news](#)
  - 98.5 The Beach radio, Daily Hot Jobs public service announcements

### PAID Media

*Buying media reaches audiences beyond those familiar with CSB services.*

- **Quarterly highlights:**
  - Florida Trend and Brevard Business News detailed in the FAWA campaign below

### Program Campaign Highlights:

#### Annual Report

- *Annual multimedia campaign sharing our year in review with local, regional and state partners. [2022-2023-annual-report](#)*

**Florida Atlantic Workforce Alliance** Three regions building a talent pipeline for Aerospace/Aviation/IT/Cybersecurity and Advanced Manufacturing industries.

- *Ongoing outreach campaign to raise awareness of the program, industry councils and training opportunities. Quarterly highlights:*
  - Training initiative campaign [FAWA: Soldering Training FAWA - training for related careers](#)
  - Participation in Space Coast Women in Aviation Alliance Event reaching young adults. [Girls in Aviation partner event](#)
  - Participating in Astronaut Memorial Foundation- [College and Career Readiness Event](#)
  - 1 Paid ad to engage business in industry councils: FI Trend, Florida’s Aviation/Aerospace Industry, May 2024 insertion.
  - 2 paid ads to engage business in virtual meeting and industry councils: BBN



## Quarterly Multimedia Outreach (January – March 2024)

- Enhancements to CSB website and News section
  - <https://careersourcebrevard.com/who-we-are/florida-atlantic-workforce-alliance/>
  - <https://careersourcebrevard.com/free-training-opportunities-and-certifications-available-through-florida-atlantic-workforce-alliance-fawa-grant/>
  - <https://careersourcebrevard.com/florida-atlantic-workforce-alliance-february-consortium-recap/>
- Email marketing to businesses and partners.
- Targeted industry consortium awareness and communications campaign
  - [FAWA program virtual consortiums](#)
  - [FAWA Tri Regional business engagement email campaign](#)
  - [FAWA Industry Councils](#)
- Event support: literature, presentations, <https://youtu.be/yAx7pqNzyi0>

### **Dwyer Workforce Development**, in partnership with CSB.

- *Ongoing outreach campaign to attract jobseekers and career-starters with CNA scholarship opportunities that lead to advanced careers in healthcare.*
  - Training initiative campaign [Dwyer CNA training](#)
  - Targeted awareness and communications digital media campaign
  - Enhancements to CSB Healthcare sector web page [Certified Nursing Assistant Training Program](#)

### **Website & Social Media Management**

*Daily maintenance, updates with industry-relevant posts, fresh content, refinements to highest performing keywords and messaging of the CSB home site and social channels help maintain excellent Search Engine Optimization (SEO) and increase followers and engagement.*

#### **WEBSITE**

##### ● **Content Update Quarterly highlights**

- New page: <https://careersourcebrevard.com/summer-jobs-2024-summer-youth-program-applications-open/>
- Semiconductor Apprenticeship video added to homepage-  
<https://careersourcebrevard.com/> <https://youtu.be/eDJGM2g7nOk?si=-ESMyh7NDGxlyCsq>

##### ● **News Post Quarterly highlights**

- [Hope Florida in Brevard](#)
  - [CSB, Canaveral-port-authority & Cities 2nd-annual job-fair](#)
  - [Paid summer youth program](#)
  - [Become an Employer Work Site for Summer Jobs Program](#)
  - [Upcoming job fairs](#)
  - [April workshops for veterans](#)
- To see all news posts, visit: <https://careersourcebrevard.com/news/>

- **Website Visitors: 32,484**, previous quarter 31,294

##### ● **Top Sources of Web traffic**

- Direct (Typed in our web address)
- Organic search (Google, Bing, etc.)



## Quarterly Multimedia Outreach (January – March 2024)

- Referral (Partner websites)

### **SOCIAL MEDIA**

- 228 new followers this quarter, 256 last quarter (*YOY follower increase solid & on track with nonprofits our size*)
- Top referring social media site: Facebook
- Social media site with strongest follower growth: LinkedIn

# INDUSTRY WORKFORCE COMMITTEE (IWC)

## ATTENDANCE RECORD

PY 2023-2024	JUL	OCT	JAN	APR
Bakke, Kristin	A	P	A	
Ghosh, Rohit	A	A	A	
Hoelke, Art	P	P	P	
Houston, Karen	P	A	A	past
Jurinak, Jeffrery	P	P	A	
Klinkbeil, Traci	P	P	P	
Margiotta, Frank	P	A	A	
Menyhart, Mike	P	P	P	
McCarthy, Trudy	A	P	P	
Patchett, Kirsten	P	past		
Peltonen, Nancy	P	P	P	
Proctor, D. Travis	P	A	A	
Rolle, Cordell	P	A	A	
Rutledge, Rachel	A	P	P	