



Industry Workforce Committee Meeting

January 10, 2023 - 8:30 am – 10:00 am

[Click here to join the meeting](#) or call in (audio only) +1 561-486-1414,353154647#

Attendees:

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

Agenda

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Call to Order	Mike Menyhart	
Roll Call	Marina Stone	
Public Comment		
Presentations		
Second Chance Presentation	Beatrice Boursiquot	1 – 8
Business Services – At Work in Brevard	Thomas LaFlore	9 - 17
Action Items		
Approval of Industry Workforce Committee Minutes for October 11, 2022	Mike Menyhart	18 - 19
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		20 - 22
Objective 1: Implement & Sustain Sector Strategies in Key Industry Sectors		
• Outcomes in the Aviation/Aerospace Sector	Thomas LaFlore	
• Outcomes in the HealthCare Sector	Thomas LaFlore	
• Outcomes in the IT Sector	Thomas LaFlore	
Objective 2: Support Additional Key Industries Through Sector Work		23 - 25
• Outcomes in the Manufacturing Sector	Thomas LaFlore	
• Construction & Skills Trade	Thomas LaFlore	
• Outcomes in the Development and Support of Competency and Work Based Learning Programs	Thomas LaFlore	
Objective 3: Educate the Business Community on the Value of our Services and the Value of Brevard’s Talent to Meet Their Business Needs		26 - 27
• 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	
○ Business Services Quarterly Review Presentation	Lori Robinson	28 – 30
Multimedia Outreach Presentation and Matrix	Denise Biondi	31 - 36
Attendance Roster		37
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

January 2023

10th Industry Workforce Committee-8:30am
24th Career Center Committee-8:30am

February 2023

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

March 2023

No meetings

April 2023

11th Industry Workforce Committee-8:30am
25th Career Center Committee-8:30am

May 2023

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

June 2023

No meetings

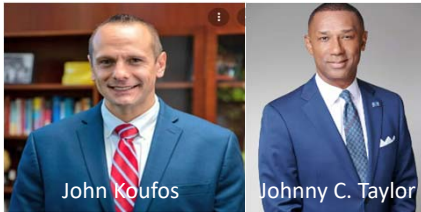
Second Chance/ Recovery Friendly Programs & Support

Program Coordinator
Beatrice Boursiquot

CHALLENGES FINDING QUALIFIED JOB CANDIDATES

- What are some challenges you face with hiring job seekers ?
- Have you ever considered using a second chance job candidate?
- If you have not, what could we do to facilitate consideration of such job candidate?

Getting Talent Back to Work



SUPPORT IS GROWING NATIONALLY

- President Trump Delivers Message About Second Chance Hiring
- John Koufos is the National Director of Reentry Initiatives at Right on Crime and the Executive Director of Safe Streets & Second Chances. He speaks about his “second chance”
- Johnny C. Taylor, Jr., SHRM-SCP President and CEO, SHRM Quote: *“A criminal record should never be viewed as an automatic disqualification for employment. It’s time to put an end to the stigma that holds back inclusive hiring and retire outdated employment practices and HR must lead the way.”*



Employer Benefits



Second-chance hires performing the same or better than other hires

Source: Getting Talent Back to Work - Research Update 2021

#GettingTalentBacktoWork



Employment Benefits

- Lower rates of recurrence
- Higher rates of abstinence
- Fewer parole/probation violations
- Improvements in quality of life
- Successful transition



Recovery Friendly Workforce Barriers

- Approximately 70 % of adults with an alcohol or illicit drug use disorder are employed
- Nearly 9 % of employed adults (~13.6 million workers) report that they are in recovery or have recovered from substance use problems



Second Chance/ Recovery Friendly Federal Benefits

Work Opportunity Tax Credit Program

Credit reduces taxes up to \$9,600 over two years when you make a qualified hire.

Federal Bonding Program

Receive a business insurance policy for protection against any money loss or property damage incurred from the second chance hire. Paid out less than 1%

On-The-Job Training

Wage reimbursement up to 50% while you train your new hire.

Work Experience Program

A no cost way to “try out” a candidate while offering skills training.



RISE Program

HIRING SECOND CHANCE INDIVIDUALS
RISE RE-ENTRY TO EMPLOYMENT

Contact Debbie at Debbie@careersourcebrevard.com or call (321) 304-7600 RISE@careersourcebrevard.com

BREVARD'S HIRING MANAGERS WILL TELL YOU

- CONSTRUCTION** - "I've never had better quality and the best pricing on labor and materials!"
- HOSPITALITY** - "Our team members are exceptional! They are professional, hard working and reliable!"
- RETAIL** - "I've never had a more friendly, attentive and productive staff. They are hard working and reliable!"
- MANUFACTURING** - "My employees work hard and are reliable. They are also very helpful and willing to accept feedback!"
- TRANSPORTATION** - "They are reliable. They are hard working and reliable. They are also very helpful and willing to accept feedback!"
- HEALTHCARE FACILITIES** - "I've never had a more reliable and hard working staff. They are also very helpful and willing to accept feedback!"

Three main reasons why... Its just GOOD business. You have the opportunity to:

1. Help your community *and* your business.
2. Quality to receive wage reimbursement up to 50% while you train your new hire.
3. Get to know your job candidate by offering skills training at no cost to you!

Look to RISE, the new CareerSource Brevard program that gets your next best employee job-ready, vetted and skills-trained.

CareerSource Brevard's **Re-Entry to Employment (RISE)** program helps people with a background that includes some degree of justice involvement get ready for employment and a second chance.

Offering to interview is the best chance you have to learn about good candidates. This is a program well worth your inquiry.

Not only will you be providing gainful employment to family and friends with backgrounds, you're helping our local economy. Skills allow second chance individuals in a steady job maintain a sense of identity and meaning in their lives.

Your employment opportunity can provide a comforting routine and structure that supports a healthy and constructive lifestyle.

Ask about these additional benefits!

WORK OPPORTUNITY TAX CREDIT PROGRAM
Reducing your taxes up to \$9,600 over two years.

FEDERAL BONDING PROGRAM
First business insurance for money or property losses resulting from a new hire.

CareerSource BREVARD

Titusville • Rockledge • Palm Bay (321) 304-7600 • careersourcebrevard.com

HIRING SECOND CHANCE INDIVIDUALS
RISE RE-ENTRY TO EMPLOYMENT



BREVARD RECOVERY WORKS

WORLD RECOVERY WORKS **HELP RESTART CAREERS**
BREVARD RECOVERY **GETTING BACK TO WORK** **GAIN TRAINED, MOTIVATED TALENT**



This was the program funded directly by USDOL focused on Opioids and Substance Use.

BENEFITS TO BUSINESS AND COMMUNITY

Discover trained, motivated employees for your business while helping people get back to work, creating community success stories and helping individuals return to leading productive lives.

The BRW program includes:

- Education Options
- Skills Training or Retraining
- Job Experience Opportunities
- Customized Career Counseling

EMPLOYERS SAY: IT'S SMART BUSINESS

Employers tell us those in recovery from substance use are among the most **dedicated employees, focused on rebuilding their lives and making contributions** on the job.

Look to **BREVARD RECOVERY WORKS** for your next best employee. The program's training and career experts provide one-on-one assistance and individualized career counseling, to help ensure the support needed for your new employees to achieve career success.

LEARN ABOUT POTENTIAL BENEFITS TO YOUR BUSINESS.

Ask us about:

- Work Opportunity Tax Credits
- On-The-Job Training Wage Reimbursements (up to 50%)
- Option to "Test Drive" a Candidate

BREVARD RECOVERY WORKS (BRW) is a **FREE PROGRAM** made possible by a U.S. Department of Labor National Dislocated Worker Grant. Candidates for the program are friends, family members and caregivers impacted by substance use and those committed to recovery from substance use.

EMAIL the BRW Team:

brw@careersourcebrevard.com

OR CALL:

321-504-7600

Mention BRW or Brevard Recovery WORKS.

You can learn more about the program and your opportunities at: careersourcebrevard.com/BRW



Tierrasanta • Rockledge • Palm Bay

(321) 504-7600 • careersourcebrevard.com



Substance Use Disorder Navigator Grant

- Grant funded supported by:
 - U. S. Department of Labor
 - Florida Department of Economic Opportunity
- Provides workforce solutions
 - support businesses with hiring
 - retaining workers
- Substance Use Disorder Navigator
 - establish connections with existing local resources



Community Partners/ Employers Connections



Housing, Shelter, and Utilities



Food, Clothing, and Household Items



Transportation



Employment and Income Support



Health and Dental



Mental Health



Substance Abuse



Family Services



Legal, Criminal Justice, and Public Safety



Education



Consumer, Government, and Information Services



Disaster Services



ACTIVITIES - Highlighted PY 2021-2022



MORE ACTIVITIES - Highlighted PY 2021-2022



Success Story



EMPLOYMENT A PREDICTOR OF SUCCESS IN RECOVERY

Economic independence, self-esteem, self-efficacy, and social re-integration into society predict success in recovery. As such, the role of employment in addiction treatment is critical.

A Job is as important as treatment in the recovery process! WHY IS THIS IMPORTANT?

- Florida Second In Nation For Overdose Deaths (CDC)
- Brevard County has the sixth-highest crude death rate for drug overdoses in Florida. With a 17.3 overdose death rate, the county had 1,645 overdose deaths between 1999 and 2016, with a combined annual population of 9,534,289. People who live in Brevard County were 44 percent more likely to die due to drug overdose than an average American.



Thank You!!



Beatrice Boursiquot

Program Coordinator – RISE / BRW

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<https://www.linkedin.com/in/beatriceboursiquot>

Email: bboursiquot@careersourcebrevard.com

Phone: (321) 394-0613





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 500 jobs posted in EF since July 1st
- Paychecks for Patriots Event
- AARP Job Fair
- 1,400+ people place in jobs!



Success Story

On December 5th, Raul (LVER) sent DVOPs an email with job description of a Federal Contractor posted; Pad Safety Supervisor. Warren (DVOP) sent Raul the resume of Leighton H., that was forwarded to the employer. The hiring manager interviewed Leighton that week.

Raul was notified on December 15th the vet was hired by the primary contractor Metis Technology Solutions on that day, making \$60k!



Meet Miki

<https://youtu.be/5wexbLGMm9Q>





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

Online Metrix Learning

Provet 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



City of Palm Bay Flyers

Free Online Training for Your Employees in Distribution

Skillup
Brevard

Leaders in the Distribution Industry grow their business and retain their talent by providing industry-specific skills training and valuable certifications. Learning includes:

Key Courses:

- Warehouse Distribution Knowledge
- Basic Warehouse Knowledge
- Forklift Operation
- Pallet Packaging Skills
- Shipping and Receiving Check Lists
- DOT 1: Hazardous Materials, Tanks
- DOT 2: Packaging, Labeling, Marking, and Placarding
- DOT 3: Shipping Hazmat
- DOT 4: Loading and Storage
- DOT: Construction Requirements (OS and OSHA)

Safety Training:

- Warehouse Safety Orientation
- Hazardous Waste Identification and Storage
- Safety in the Warehouse
- Warehouse Safety
- Best Safety and Loss Prevention

Get Started Now!
Contact the CareerSource Brevard at careersource@brevard.com and a business services team will get you started!

CLASSES IN SPANISH
Trabaja los viernes en Brevard en español. Contáctanos.

CareerSource BREVARD

Palmdale - Hobe Sound - Palm Bay (381) 333-3333 - careersourcebrevard.com

Free Online Training for Your Employees in Logistics

Skillup
Brevard

Leaders in the Logistics Industry grow their business and retain their talent by providing industry-specific skills training and valuable certifications. Learning includes:

Key Courses:

- Operations and Supply Chain Management
- 4th Industry
- Business Strategy for the Post-pandemic Economy
- Supply Chain: From Order to Last Mile
- Last-Mile to Last Mile for Service and Manufacturing Organizations
- DOT Logistics Hazmat
- Last-Mile Transporter
- The Effects of Environmental Change on Business
- Pricing Models and Opportunities of Implementing Sustainability Initiatives

Safety Training:

- Emergency Response in the Workplace
- Protective Material Handling and Storage
- OSHA: Hazardous Waste Identification/Classification
- Lateral Safety Impact: Transportation and Storage
- DOT: Hazmat
- Infectious Materials Transportation by Ground

120+ SKILL TRACKS
Employees can take industry-relevant courses that will help advance their careers and certifications in a variety of fields.

Get Started Now!
Contact the CareerSource Brevard at careersource@brevard.com and a business services team will get you started!

CLASSES IN SPANISH
Trabaja los viernes en Brevard en español. Contáctanos.

CareerSource BREVARD

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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

- Consortia
- Margaritaville Project
- President's Report
- Provide Wages to Employers





Grant Opportunities



Home Business Services Career Services Special Programs Who We Are News Events Career Centers [Public Meetings & Notices](#)

CareerSource Brevard will be closed on Friday, December 23rd and Monday, December 26th.



START
HERE



TAILORED
SERVICES



TRENDING
OCCUPATIONS



CLASSES &
LEARNING

EDUCATION AND TRAINING PROGRAMS

Expand your job qualifications and enhance your skills through education and training.

Funding is available for eligible individuals. We receive training funds from different sources allowing us to focus on industries and occupations where employers need skilled workers.

We offer various opportunities for job seekers based on eligibility, suitability and available funding levels.

Training is limited to occupations listed on our [Regional Targeted Occupations List \(rtol\)](#), which is also an excellent resource to research in-demand occupations in Brevard County, Florida. Training may be sponsored for schools and programs listed on our [State-approved training provider list](#).

START HERE to find out about eligibility and options.

Aero-Flex Pre-Apprenticeship

Careers in Construction Training

Skillup Brevard

Soft Skills Training

On-The-Job Training

Work Experience

[Training Services - Apply Here](#)

UPCOMING CLASSES
Visit our [events calendar](#)



Special Grants

Success #1

- AARP participant completed the Salesforce 10-week Training program, she quickly landed a 12-week Paid internship, afterwards customer was offered a Full-time role as an Account Success Manager making \$70,000, she has been employed since October 2022

Success #2

- Get There Faster™ Salesforce Participant completed 10-week training and was recently offered employment with American Express as an Industrial Engineer averaging \$102,000/year where she will be utilizing her Salesforce training. She is due to begin employment January 9, 2023

Success #3

- Amber T. was case managed by WT and Aeroflex Career Advisors, she had some background issues and other barriers to employment but with her motivation and determination, she was offered a position in manufacturing, which was her passion. She was hired at a Paint Prep Tech earning \$16/hr.



Questions?

CareerSource Brevard

Industry Workforce Committee

October 11, 2022

Minutes

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

Members in Attendance: Mike Menyhart (Chair), Kristen Bakke, Art Hoelke, Jeffrey Jurinak, Frank Margiotta, Trudy McCarthy, Nancy Peltonen, D. Travis Proctor and Rachel Rutledge

Members Absent: Traci Klinkbeil, Rohit Ghosh, Karen Houston, Kirsten Patchett and Cordell Rolle

Staff in Attendance: Marci Murphy, Thomas LaFlore, Jana Bauer, Denise Biondi, Amberstar Bush, Melissa Byers, Lisa Fitz-Coy, Clinton Hatcher, Jodi Jackson, Michelle Jones, Deserine Morgan, Lori Robinson, Marina Stone and Kimberly Weatherby

C2 Staff in Attendance: Chakib Chehadi, Caroline Joseph-Paul, John Bonsignore, Marvetta Kay Gordon, Linda Hadley, Melissa Janssen, Angie Londono, Sally Patterson and Aaron Smith from the Career Center

Guests in Attendance:

None.

Call to Order:

Mike Menyhart (Chair) called the meeting to order at 8:34 am and roll call was taken.

Public Comment:

There was no public comment.

Presentation:

A presentation was shared about the Apprenticeship Navigator Role which is a new role for CSB. The role was defined, regional actions were also defined along with what this new role is currently working on.

A presentation on the Healthcare Data from Consortium and Skills Gaps (by Lightcast) was shared on the nursing occupational insights for Brevard County. A plethora of data was highlighted on Certified Nursing Assistants, Licensed Practical Nurses and Registered Nurses. Also presented was the Healthcare Consortium highlights including a panel discussion, brainstorming session topics and feedback from those attending the event.

Rachel Rutledge joined the meeting.

Action Items:

Approval of Workforce Operations Committee Minutes of July 12, 2022

Motion to approve the Minutes from the July 12, 2022 meeting was made by D. Travis Proctor. Frank Margiotta seconded the motion. The motion passed unanimously.

Reports:

Marci Murphy introduced new committee members. She shared information on the Florida Atlantic Workforce Alliance (FAWA) Grant. CSB partnered with CS Flagler/Volusia and CS Research Coast and received 9M in funding which is equally divided into 3M per region. The funding will be used to support developing the talent pipeline and helping to provide training funds for folks in Aerospace, Aviation, Manufacturing and IT/Cybersecurity. The REACH Act was discussed in which CS Florida has contracted with Ernst & Young LLP to conduct research and discovery to increase collaboration and cooperation among state businesses and education community and progress that has been made. She also shared the May unemployment rate in Brevard is at 2.7% and that there are currently 5.7M more job openings than unemployed workers. A possible solution for businesses is to tap into a data pool of ‘Missing Workers’ formerly labeled as ‘previous job hunters’ to understand why this group left the market and to adopt recruitment efforts and work arrangements that ease their barriers. Discussion ensued.

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. Mr. Jurinack asked if it was possible to share the Health First presentation/initiative entitled “Come Grow with Us” with the committee members.

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, 2022 through September 30, 2022.

Multimedia Outreach Presentation and Matrix

The Outreach Department shared a matrix of social media, direct email marketing and paid advertising and other activities from the first quarter of PY 2022-2023 covering July 2022 through September 2022.

Adjourn:

There being no further discussion or business, Mike Menyhart adjourned the meeting at 10:01am.

Respectfully submitted,

Reviewed by,

{signature on file} 11/15/22
Marina Stone Date

{signature on file} 11/15/22
Mike Menyhart, Chair Date

Industry Workforce Committee

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

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

<u>Strategy</u>	<u>Actions</u>		
Effective implementation and outcomes in Key Industry Sectors	Industry Driven Career Pathways for Jobseekers, Staff and Stakeholders Gathering and Disseminating Industry Workforce Needs and Opportunities		
	<u>Timeframes</u>	<u>Status</u>	
Aerospace and Aviation Sector	Ongoing	<ul style="list-style-type: none"> • Business Liaison attended Florida Makes Conference in Orlando in October. Also, attended the Space Florida Sector Strategic Meeting with CSB President, to develop strategies to build a pipeline for aerospace workers and attract more aerospace companies to Florida. • Staff conducted a meeting with Enterprise Florida’s Director of Intergovernmental Relations & Workforce Strategies to explore ways both agencies can work together on future projects to help Florida become the top state in workforce. • BL was accepted into the U.S. Chamber Foundation’s Talent Pipeline Management Training Program, an initiative organizing employers to be in the driver’s seat in co-developing pipelines for their most critical jobs alongside education and community partners. This specific grant is designed for community colleges and sub-baccalaureate program leaders, community stakeholders and their employer partners. • CSB provided EDC with a letter of support for Project Vista, which came to fruition. Dassault Falcon Jet, a subsidiary of Dassault Aviation, a global leader in the aerospace industry, selected Florida’s Space Coast for its new major maintenance facility. This new state-of-the-art factory will spur a capital investment of \$115 million and the creation of 400 new jobs with an average annual wage of \$86,120. 	
Healthcare Sector	Ongoing	<ul style="list-style-type: none"> • Business Liaison and Apprenticeship Navigator has worked with Health First in developing the Practical Nursing apprenticeship. The partnership between employer and EFSC is it’s in the final 	

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

			<p>stage for signatures and will be sent to the State for approval.</p> <ul style="list-style-type: none"> • BL working with EFSC Dental Department to develop a job fair for dental students. Also attended the college's Nursing Advisory Committee Meeting. • Partnered with BPS to get diverse speakers to engage with students enrolled in the Health Sciences CTE programs. • CSB Mgt team met with Health First to review state funding programs, sources for hidden talent and Crosswalk referral opportunities. • BL presented overview of CSB Services at 2 business community meetings (One Senior Place, Brevard Assisted Living Association). • Co-Hosted Senior Volunteer / Job Fair at One Senior Place and Senior Expo at Wickham Park and assisted with Paychecks for Patriots Job Fair.
IT Sector		Ongoing	<ul style="list-style-type: none"> • Work-Based Training Activities: OJT for Run Smarter IT was approved for IT Systems Administrator. IWT for SCIS was approved; the training was for CompTIA Security + Certification. • Business Liaison has 3 potential OJTs in the pipeline for Rudram Engineering (Jr. Software Developer), The Tech Company (Computer Support Technician), and Cimarron (Cybersecurity). • BL attended the Tech Expo at Patrick Space Force Base, where employers highlighted their in-demand tech job openings, and how these job opening are changing and enhancing the tech industry. • Staff participated in bi-weekly High Tech Corridor meetings. • Attended FLATE webinar, highlighting the importance of Cybersecurity in the manufacturing industry. Since mostly educational institutions attended this series, they also discussed the importance of schools incorporating this concept in their cybersecurity curriculum. • Attended the FL Dreamin' Conference to network and build relationships with

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

			<p>local employers looking to hire Salesforce Administrators, as well as to have a better understanding of the Salesforce platform.</p> <ul style="list-style-type: none">• Connected with 10 employers within the county as well as outside the county to see if they would be interested in becoming a participating employer for the Get There Faster internship opportunity. Only 1 employer expressed interest (Hilton Hotels in Orlando). Waiting for their upper management to confirm whether they would like to participate in the program.• Booz Allen Hamilton considering CSB customers for their Salesforce Administrative positions only if the trainees obtain their Administrator certification. Their Salesforce Administrator positions will become available in Spring of 2023.
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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>EDC's CPT Program: The Business Liaison, in partnership with the EDC and BPS Adult & Community Education, hosted our annual Manufacturing Job Fair on Oct 25th. This was held at the Adult Education location in Cocoa and allowed the new Manufacturing Training Center and programs to be highlighted by offering tours for the employer participants and jobseekers attending.</p> <p>CSB Center Staff is also providing a dedicated outreach plan in Employ Florida and promotion for the upcoming January CPT class.</p> <ul style="list-style-type: none"> ○ Since CPT program inception (2016) CSB has hosted/supported 27 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. <p>The Business Liaison and Aerospace BL supported sponsorship and attended the FloridaMakes Make More Manufacturing Summit on Oct 12th & 13th at the GuideWell Innovation Center in Orlando. This excellent learning and networking experience offered presentations which identified multiple resources and insights available to companies struggling with workforce recruitment and retention issues. Dr. Chris Laney of Lightcast provided thorough LMI presentation for manufacturing, Awards were given to recognized manufacturers (including a local employer, Silverhorse Racing) and Apprenticeship Awards, including 2 Apprentices from local Brevard Manufacturers, OneWeb Satellites and Knight's Armament.</p> <p>BL offered support and attended the Apprenticeship Summit on Nov. 18th at KSC which hosted industry representatives and community partners with resources,</p>

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			<p>presentations & panel discussions involving the apprenticeship models.</p>
<p>Construction & Skilled Trades</p>		<p>Ongoing</p>	<ul style="list-style-type: none"> • Business Liaison engaged with a new business, Atlantic Development that was referred to Rebuild FL Grant, as well as Brevard Public Schools CTE programs. Company hired individuals from the CTE program, and they also participated in Paychecks for Patriots job fair. • Staff presented information on the construction industry as well as labor market data, jobs available, apprenticeship information and other great resources for Rebuild candidates. BL working with Project Coordinator and Job Developer to assist with the grant. • Met with Hedrick Brothers Construction to discussed Rebuild Grant, what services CSB offers and apprenticeship possibilities. Titan America, a concrete company that also houses diesel mechanics, was also informed about the construction grant and CTE programs.
<p>Development and Support of Competency and Work Based Learning Programs</p>		<p>Ongoing</p>	<ul style="list-style-type: none"> • Apprenticeship Navigator (AN) has worked with Health First and Eastern Florida State College for the Practical Nursing apprenticeship. The program development is in the final stage and signatures will be sent to the State for approval. • Apprenticeship Navigator participated in a focus group in October with other Apprenticeship Navigators, Susan Bosse CareerSource FL Apprenticeship Director, and Moore advertising to help redevelop the Apprentice Florida website. This website will be going through a change for the new year 2023. • Per CareerSource Florida requirements, Apprenticeship Navigator has been going through a series of trainings and meetings to help develop skills and stay up to date on the latest policies, regulations, and other items that pertain to apprenticeships. • AN met with EDC in October to discuss apprenticeship and how funding works with CareerSource. Also discussed

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apprenticeship in general. Worked with LVER team to hold a meeting with local ATR Anne Everly, and Outreach Specialist for the State Apprenticeship Leisa Rasmussen regarding Skillbridge (active military who will be getting out of the service in 6 months) for apprenticeship.

- Met with EFSC to discuss what CareerSource Brevard can do with braided funding for apprenticeships. Also met to discuss options for other possibilities for Related Training Instructions for different industries and how the approach could happen.
- “Launch Your Workforce Through Apprenticeship” was held on November 18th from 9am to 3:30pm. This was a cross regional event including CareerSource Brevard, CareerSource Flagler/Volusia, and CareerSource Research Coast. It was also partnered with CommHit and TechQuest. There were 110 attendees and 10 vendors representing apprenticeship. Marci Murphy CSB read the proclamation and introduced the Apprenticeship Navigators for Region 6. Lloyd Greg was the keynote speaker, and the day was filled with apprenticeship 101, panels, presentations, and funding opportunities for apprenticeships.
- Apprenticeship Navigator and ATR Anne Everly, will be meeting with Brevard County Utilities department December 16th as they would like to start an apprenticeship. They participated in the November 18th Apprenticeship Event and are very interested in learning more and getting one started.
- Spoke with Hilton Cocoa Beach regarding Apprenticeship as we are getting ready for the accelerator in February. They did attend Apprenticeship Event in November and were a coffee sponsor. Their main HR/Training director is very interested in the apprenticeship model. Business Liaison has also been posting for their vacant positions.

Industry Workforce Committee

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

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

<u>Strategies</u>	<u>Actions</u>	<u>Timeframes</u>	<u>Status</u>
Educate and Recruit Critical Partners for Sector Strategy Initiatives	Educate the Brevard Community on CSB Services and Sector/Industry Initiatives	Ongoing	<ul style="list-style-type: none"> • Outreach to 71 services to businesses registered in Employ Florida. 32 Non-registered EFM employers were provided with services not recorded on EFM. • Rapid Response Coordinator conducted outreach to 26 businesses that may be starting to struggle financially. • 2 of 87 businesses that were on the Econvue report of companies that may be starting to struggle financially • Community Partner outreach to 70 non-profit organizations to share CSB partnership, Metrix Skillup, and Crosswalk portal information. Two non-profit businesses successfully registered and were approved for Crosswalk to refer customers to CSB for services. • CSB continues discussions with House of Hope to assist residents of transitional housing program with employment and set-up of a CSB information table at their food bank once a month. • CareerSource Brevard Board of Directors recognized Brevard County Libraries Director, Wendy Bost with an award reaching second place for the number of referrals sent to CSB via the Crosswalk system. • Layoff assistance was offered to Ecklers, Astra Space, Amentum, Manheim (Orange County Business), Black Tulip, and Petty's. Lay off packages were distributed by company HR representatives. to register for the referral portal
	Conduct outreach to key partners, stakeholders and community on the programs, services, and successes	Ongoing	<ul style="list-style-type: none"> • On October 27th, CSB Board Chair, President, and VP of Industry Relations hosted the Cocoa Beach Chamber's "Pastries & Policies" meeting. This was a great opportunity to provide stakeholders with testimonials about training, conditions of the local workforce, and resources available to the business community. • Apprenticeship Navigator was a guest speaker at the Solar Apprenticeship Kickoff Industry Forum held at EFSC-Cocoa on December 8th. AN talked about resources at CSB for employers through

			<p>apprenticeship and non-apprenticeship resources, as well as resources for job seekers.</p> <ul style="list-style-type: none">• On December 2nd, Aerospace/Aviation Business Liaison and VP of Industry Relations provided career exploration options at the EFSC Bridge to Success Forum, a college wide initiative that specifically addresses the enrollment and retention of minority male students who historically are underrepresented in enrollment and completion in college.• <i>See Business Services Quarterly Review Presentation</i>• <i>See Quarterly Multimedia Outreach Matrix (Quarter 2 – October - December)</i>
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Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Recruiting Events

20 Onsite Events

- 14 unique employers included Hospitality, Security, Manufacturing, Construction, Healthcare, Municipality, Financial, & Staffing Agencies represented
- Appointments & Walk-Ins
- 283 Job Seekers attended, 30 Veterans



Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Job Fairs - 6 Events & Partnerships

One Senior Place hosted on Oct. 20th

- 20 Employers and community partners
- 122 jobseekers/volunteers & 7 Veterans

Manufacturing Showcase & Job Fair hosted at Manufacturing Training Ctr on Oct. 25th

- 21 Employers and community partners
- 54 jobseekers & 9 Veterans

Super Tuesday Virtual Job Fair on Oct. 25th

- 4 Employers
- 16 jobseekers



Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Job Fairs - 6 Events & Partnerships

Mega Senior Expo & Job Fair on Nov. 2nd

- 10 Employers and 37 community partners
- Over 800 jobseekers and volunteers

Paychecks for Patriots Job Fair on Nov. 30th

- 55 Employers and community partners
- 360 jobseekers & 109 Veterans

BTW50+ Job Fair on Dec. 1st

- 30 Employers & partners
- 142 jobseekers & 17 Vets



Business Learning Events

Educating Brevard Businesses

Business Learning Event

- **Apprenticeship Summit** at KSC Astronaut Memorial Ctr on Nov. 18th
- Hosted in partnership with CommHIT, CareerSource Research Coast, CareerSource Flagler/Volusia, Tech Quest & FL DOE
- Panelists included Intermediaries, Employer Benefits & ROI
- Learn about “non-traditional” apprenticeships & funding opportunities
- Real-life testimonials from Apprentices



Presentations & Panels

Offering businesses and career seekers quality workforce services

Business Learning Event

- **Finding & Hiring Hidden Talent**
- Hosted on Dec. 7th at Rockledge Career Ctr
- In-person and Virtual with employer panelists
- The facts, stats and myths surrounding talent with justice involvement.
- How to create a re-entry/recovery friendly workplace
- How businesses are successful in hiring this skilled talent.



Fact Sheet

Business Services Provided July 1, 2022 through September 30, 2022



Communications & Marketing Highlights (July – December 2022)

Leveraging advertising, direct marketing, internet marketing, sales promotion & public relations

Get There Faster, Salesforce Training

Jobseeker & employer campaign
<https://bit.ly/3YyFJEh>

SkillUp Brevard, Online Training

Jobseeker & employer campaign

NextGen Program for Young Adults

Jobseeker & employer campaign
<https://bit.ly/3j91biR>



Communications & Marketing Highlights (July – December 2022)

Leveraging advertising, direct marketing, internet marketing, sales promotion & public relations

Job Fairs, Recruiting Events, Business Consortiums, and more.

189 events in six months!

Two Highlights:

Manufacturing Showcase and Job Fair

- Outcomes: 21 on-site employers, 54 jobseekers
- Referrals *in order*: CSB, Facebook, Flyers, Email, Friends, News



Paychecks for Patriots, Veteran Job Fair

- Outcomes: 55 on-site employers, 360 jobseekers, 29% veterans!
- Referrals *in order*: CSB, Friend, Online Facebook, News, Radio <https://bit.ly/3v26TWz>

Communications & Marketing Highlights (July – December 2022)

Leveraging advertising, direct marketing, internet marketing, sales promotion & public relations

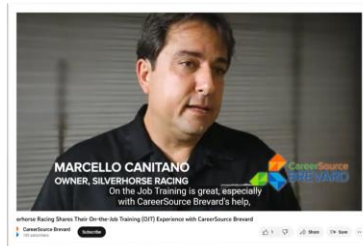
Get a Jump Start (2) Campaigns

- **Construction Training** (Rebuild Florida Grant)
 - Space Coast Area Transit (SCAT) interior bus ads
 - DMV waiting room videos
 - <https://bit.ly/3OccNwa>
 - Brevard Public Schools e-news ads
 - social media and email marketing
 - Google search ads
 - CSB website <https://bit.ly/3OfiFKL>



Testimonial Videos

- **Employer Workforce Services**
 - Silverhorse Racing
 - <https://youtu.be/ssAJAntJISM>
- **Young Adult Program**
 - Hanna Peterson
 - https://youtu.be/eH_bxUb9yJY



Communications & Marketing Highlights (July – December 2022)

Effective media relations results in “earned” media for CareerSource Brevard



Florida Today

Monthly coverage re: labor market information, Brevard’s employment rate, community relations, grants and awards, sector strategy initiatives, job fairs and employer support. *A partial list:*



- Florida Atlantic Workforce Alliance 3M grant
- Labor Market Information, talent recruitment & retention
- Brevard employment market, CSB Veteran job fair
- Dassault Falcon Jet expansion
- Paychecks for Patriots Veteran Job Fair

Florida Politics: Sunburn daily news

- Florida Atlantic Workforce Alliance 3M grant

Brevard Business News

- Florida Atlantic Workforce Alliance 3M grant
- CSB business workforce services
- Construction apprenticeships career fair
- Paychecks for Patriots veteran job fair

EverythingBrevard.com

- Florida Atlantic Workforce Alliance 3M grant
- Paychecks for Patriots veteran job fair
- Brevard Adult Ed, solid works pre-apprenticeship

98.5 The Beach radio

- Daily run CSB hot jobs
- Paychecks for Patriots veteran job fair

Hometown News

- Mega senior expo adds CSB job fair
- Florida Atlantic Workforce Alliance 3M grant
- CSB events to the community calendar
- CSB and City of Palm Bay job fair
- Money management workshops with United Way

Space Coast Daily

- Dassault Falcon Jet expansion

Communications & Marketing Highlights (July – December 2022)

CSB website and social media platform metrics, indicators of campaign performance!

CareerSource Brevard Website

Unique visitors

48,828 current, 54,786 previous six months
(#s are consistent to 2019)

Top viewed pages, consistent this PY

- Hot Jobs & SSI wages calculator

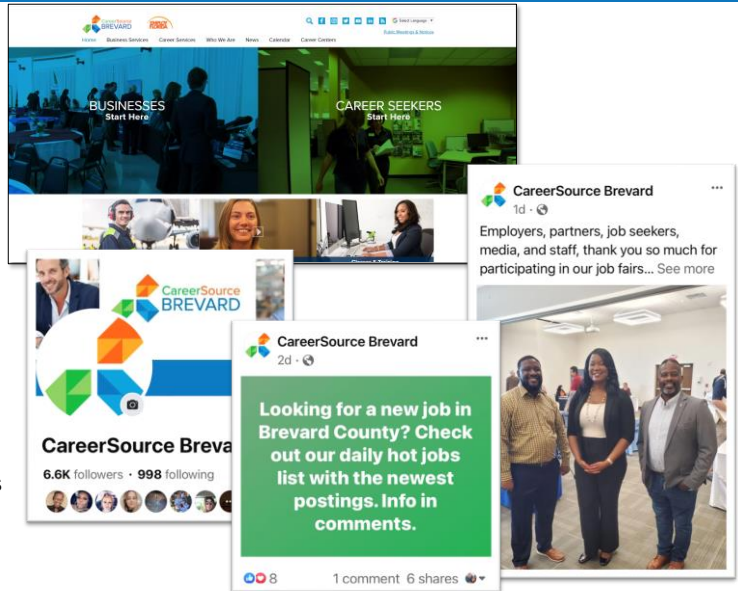
Top sources of traffic, in order

- Organic search (SEO)
- Direct (clicking bookmarked link, flyer, etc.)
- Social Media (#1 Facebook)
- Referral (CareerSource Florida top referrer)

CareerSource Brevard Social Media

Followers (Facebook, LinkedIn, Twitter, Instagram)

- 13,779 currently follow CSB: YOY, shows significant growth
- 832 new followers, 1002 previous six months yes, due to paid advertising but mostly organic growth!
- Strongest growth: Facebook





Quarterly Multimedia Outreach (October – December 2022)

OWNED Media

CSB “owned” multi-channel media tactics (social media, direct email, 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/

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

- **Daily promotions:** Hot Jobs, virtual and in-person workshops, job fairs, local employer recruiting events, skills training, supportive services and resources, career tips, jobseeker success stories & testimonials.
- **Program initiatives highlighted this quarter:** Young Adult work and learn program, Adults over 50 Senior expo and job fair, Manufacturing job fair, Veteran job fair <https://bit.ly/3v26TWz> , SkillUp online training, Salesforce training <https://bit.ly/3YyFJEh> , RISE re-entry workshops, National Apprenticeship week, Rebuild Florida construction training grant awareness, <https://bit.ly/3OccNwa> .

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

- **Daily promotions:** virtual and in-person business learning events, CSB-hosted employer recruiting events, talent attraction job fairs, employee retention skills training, supportive services, and resources, grant and collaborative partner news, employer success stories & testimonials. These efforts support CSB’s Sector strategy initiatives (Aerospace/Aviation/Advanced Manufacturing, Information Technology, Hospitality, Healthcare, and Construction)
- **Quarterly highlights:** Launching Your Workforce Through Apprentices event, RISE business learning event, Employer-led recruiting events, Manufacturing, Veteran, Virtual job fairs for talent attraction; SkillUp, Salesforce, Soft Skills, Rebuild Florida construction training and Young Adult work and learn program <https://bit.ly/3j91biR> , Healthcare and Aerospace business consortiums.

EARNED Media

“Earned” media is 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 no-cost media expands CSB’s opportunity to raise awareness of its no-cost programs and services.

Print, broadcast, and digital media coverage quarterly highlights:

Florida Today: Monthly coverage

- [Data indicates leveling out job-market](#)
- [Brevard Employment Market, CSB Veteran Job Fair](#)
- [Florida Atlantic Workforce Alliance 3M grant](#)
- [Paychecks for Patriots pre-event promotion](#)
- [Paychecks for Patriots covering the event](#)
- [Dassault Falcon Jet Expansion](#)

Florida Politics Sunburn daily news

Quarterly Multimedia Outreach (October – December 2022)

- [Florida Atlantic Workforce Alliance 3M grant](#)

Brevard Business News:

- CSB business workforce services
- Construction apprenticeships career fair
- Paychecks for Patriots veteran job fair
- Mega senior expo adds CSB job fair
- Florida Atlantic Workforce Alliance 3M grant
- CSB events to the community calendar
- CSB and City of Palm Bay job fair
- Money management workshops with United Way

Space Coast Daily:

- Dassault Falcon Jet expansion
- [CSB's Deserine reps CSB--partner appreciation:](#)

EverythingBrevard.com:

- [Paychecks for Patriots veteran job fair, pg. 51](#)
- [CSB in Calendar of events](#)

98.5The Beach radio:



HOT JOBS NOW
REV ALEC Mixdown



CAREER SOURCE
VETS DAY.mp3

Helping Seniors of Brevard

- [Radio show with CSB's Lois Thomas, AARP Back to Work 50+ program and Senior job fair](#)

Viera Voice:

- [Facebook Live - CSB's Lois Thomas, AARP Back to Work50+ senior job fair](#)

Hometown news:

- [Mega senior expo adds CSB job fair](#)
- [CSB events to community calendar](#)
- [CSB and City of Palm Bay host job fair](#)
- [Money Management workshop with United Way](#)
- [Florida Atlantic Workforce Alliance \(FAWA\)](#)

PAID Media

Buying media reaches audiences beyond those familiar with CSB services.

Paid media campaigns this quarter included:

- **BBN** ad for Veterans Job Fair
- **Video Success stories**, Silverhorse Racing one of 5 videos created for multimedia use. <https://youtu.be/ssAJAntJISM>
- **DMV waiting room videos:** ReBuild Florida Construction Training Grant, General jobseeker programs and services. <https://bit.ly/3OfIFkL>
- **Brevard Public School's "Headlines" e-newsletter ads:** Florida Rebuild Construction Training Grant, General jobseeker programs and services <https://careersourcebrevard.com/jumpstart>
- **Space Coast Area Transit (SCAT) interior bus ads:** ReBuild Florida Construction Training Grant program, General Jobseeker programs and services.
- **Facebook** paid ad for Paychecks for Patriots
- **Print** AARP, Military and MFEA event display banners, table runners,
- **Partner co-op outreach:** Florida Makes partner with MakeMore Summit



Quarterly Multimedia Outreach (October – December 2022)

State-Funded Media

Florida’s cooperative outreach program supports Florida’s workforce system by offering a unified brand, outreach toolkit and annual outreach campaigns to help promote workforce programs and services to targeted audiences.

- **General workforce services video** State-crafted with CSB logo -- used this quarter <https://www.youtube.com/watch?v=ME5yxwYpue8>

Community Partner Outreach & Engagement

Additional outreach efforts not detailed in this report, or the committee goals matrix include efforts to support Brevard’s workforce, economic, education, business, and community partners.

- Apprenticeship Kick-off Industry Forum CSB’s Melissa Byers speaks at launch of Florida Solar Energy Apprenticeship program
- [CSB hosts Cocoa Beach Chamber of Commerce, Marci and Thomas present current workforce trends and more.](#)

Website & Social Media Analytics

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

Website

- **Monthly news posts:**
 - <https://careersourcebrevard.com/13-resume-tips-that-will-help-you-land-that-job/>
 - <https://careersourcebrevard.com/careersource-brevard-and-commhit-host-apprenticeship-business-learning-event-in-cape-canaveral/>
 - <https://careersourcebrevard.com/14-job-interview-tips/>
 - <https://careersourcebrevard.com/floridas-minimum-wage-increases-to-11-00-per-hour/>
- **Unique visitors** 48,828 current, 54,786 previous six months, matching 2019
- **Unique visitors this quarter:** 18,615 current, 28,133 previous quarter
- **Top viewed pages** Hot Jobs & SSI wages calculator, consistent this PY
- **Top sources of traffic, in order this quarter**
 - Direct (clicking bookmarked link, flyer, etc.)
 - Organic search (SEO)
 - Social Media (#1 Facebook)
 - Referral (CareerSource Florida top referrer)

Social Media (Facebook, LinkedIn, Twitter, Instagram)

- **13,779 total followers** year over year showing significant growth
 - 409 new followers, 248 previous quarter due to organic (non-paid) growth!
 - Top referring social media site: Facebook

INDUSTRY WORKFORCE COMMITTEE (IWC)

ATTENDANCE RECORD

PY 2022-2023	JUL	OCT	JAN	APR
Bakke, Kristin	P	P		
Ghosh, Rohit	A	A		
Hoelke, Art	A	P		
Houston, Karen	new	A		
Jurinak, Jeffrery	new	P		
Kenny, Jennifer	P	past		
Klinkbeil, Traci	P	A		
Margiotta, Frank	P	P		
Menyhart, Mike	P	past		
McCarthy, Trudy	P	P		
Patchett, Kirsten	P	A		
Peltonen, Nancy	P	P		
Proctor, D. Travis	P	P		
Rolle, Cordell	new	A		
Rutledge, Rachel	P	P		
Schrumph, Terry	A	past		