



# Industry Workforce Committee Meeting

July 12, 2022 - 8:30 am – 10:00 am

[Click here to join the meeting](#) Or call in (audio only) +1 561-486-1414,449316975#

## Attendees:

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

## Agenda

Page No.

### Call to Order

Mike Menyhart

### Roll Call

Marina Stone

### Public Comment

### Presentation

Florida's Rapid Response Program

Kimberly Weatherby

1 - 5

### Action Items

Approval of Industry Workforce Committee Minutes for April 19, 2022

Mike Menyhart

6 - 8

### 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

9 - 11

- Outcomes in the Aviation/Aerospace Sector
- Outcomes in the HealthCare Sector Presentation-Regional Partnerships/Apprenticeship Efforts
- Outcomes in the IT Sector Presentation

Thomas LaFlore

Megan Cochran

12 – 15

Thomas LaFlore

Objective 2: Support Additional Key Industries Through Sector Work

16 - 18

- Outcomes in the Manufacturing Sector
- Outcomes in the Construction Sector
- Outcomes in the Development and Support of Competency and Work Based Learning Programs

Thomas LaFlore

Thomas LaFlore

Thomas LaFlore

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

19 – 20

- Educate and Recruit Critical Partners for Sector/Industry Initiatives
  - Business Services Quarterly Review Presentation
  - Working for Brevard Infographic
- Multimedia Outreach Presentation & Matrix

Thomas LaFlore

Lori Robinson

21 - 24

Denise Biondi

25 - 32

Attendance Roster

33

### 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***

### **July 2022**

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

### **August 2022**

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

### **September 2022**

No meetings

### **October 2022**

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

### **November 2022**

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

### **December 2022**

No meetings

### **January 2023**

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

### **February 2023**

6<sup>th</sup> Finance Committee-3:30pm  
6<sup>th</sup> Executive Committee-4:00pm  
18<sup>th</sup> Board of Directors-8:00am-12pm [Annual Meeting and Retreat]

### **March 2023**

No meetings

### **April 2023**

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

### **May 2023**

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

### **June 2023**

No meetings



# Florida's Rapid Response Program



DEO provides funding to all 24 regions of CareerSource Florida to implement the Rapid Response program. Each region hires a coordinator and DEO provides training on how to implement the program.





The Rapid Response program assists businesses that are beginning to struggle by developing strategies to help the company get back on track financially and avoid laying off staff.



## Rapid Response Events

The Rapid Response Coordinator brings services to affected job seekers at the company work site

- Reemployment Assistance Benefits
- Recruitment/Job Fair/Reverse Job Fair
- Career Counseling and job search assistance
- Resume preparation and interviewing skills workshops
- Local labor market surveys
- Information about education and training opportunities



## Rapid Response Principles

Going directly to the work site to help job seekers follows the principles of Rapid Response

- Timeliness
- Convenience: on-site group services
- Employer customer choice
- Consistent and accurate information
- Seamless Service delivery



## Layoff Aversion

- Outreach where businesses convene – Professional Associations (SBA), Chamber Meetings
  - Establish relationships for the future
- Partnership with our 4 area Chambers of Commerce
  - Improves coordination and information sharing
- Dun & Bradstreet – Econovue reports and Burning Glass Labor Market Reports
  - Review statistical reports to watch trends



## Layoff Aversion

- Focus on Training
- Skills upgrade training
- Retraining employees to adapt to new markets or technologies
- Training for managers and supervisors to assume new responsibilities



## Employee Retention Services

**Incumbent Worker Training** funds are available to Brevard County businesses to provide training to current employees to upskill

**Short-Time Compensation** is a program provided by the State of Florida that help employers retain their workforce in times of temporary slow down by encouraging work sharing as an alternative to layoff

**Temporary Furloughs** are another alternative to layoffs, where business owners retain the employee; but the employee does not work for a set amount of time. In most cases, the employee would continue receiving benefits from the company during the furlough.



# Questions?



**Kimberly Weatherby-**  
**Rapid Response**  
**Coordinator**



# CareerSource Brevard

Industry Workforce Committee

April 19, 2022

## Minutes

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

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

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

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

**C2 Staff in Attendance:** Chakib Chehadi, Caroline Joseph-Paul, Julie Berrio, John Bonsignore, Linda Hadley, Bob Knippel, Angie Londono, Jessica Mitchell, Ramsey Oliverez, 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 8:31 am and roll call was taken.

**Public Comment:**

There was no public comment.

**Presentation:**

A Job Seeker survey was developed and implemented by CSB which was sent through various methods (Constant Contact, personal emails, etc.) and a presentation was given entitled "Job Seeker Survey Data" highlighting the survey results. The presentation included information about respondents age, education, industry sector of interest, valuable benefits to job seekers, along with job seeker highlights. An overall summary shows most respondents were over 41 years old, had some college education and over half who took the survey wanted to further their education. The top industry sectors were identified as Information Technology, Aerospace Aviation and Healthcare. The top benefits job seekers are looking for is health insurance, paid leave time, long term career growth and training opportunities. Discussion ensued. The committee felt it would be advantageous to survey Brevard County employers to find out what employers are currently offering to potential new employees during this period of unprecedented low unemployment rates.



**Action Items:**Approval of Workforce Operations Committee Minutes of January 13, 2022

Motion to approve the Minutes from the January 13, 2022, meeting was made by Terry Schrupf. Frank Margiotta seconded the motion. The motion passed unanimously.

Selection of Key Industries for Program Year 2022-2023

Staff presented data containing the history and trends of employment growth by industry from 2018 through 2022. The recommended key industries reviewed were aerospace/aviation, manufacturing, information technology, healthcare, construction, leisure/hospitality and logistics, transportation, distribution. Motion to approve staff recommendation of the Key Industries for PY 2022-2023 be included on the consent agenda of the next Board of Directors meeting made by Frank Margiotta. Kristin Bakke seconded the motion and motion passed unanimously.

**Reports:**

Marci Murphy shared information on Brevard's unemployment rate, currently at an unprecedented rate of 2.5%, in January the rate was 3.4%. CSB continues to focus on short and long term strategies to help with labor shortages. CSB's efforts are to find hidden talent, which can include underserved populations, people with barriers to employment, veterans and mature workers which will also drive more traffic into our career centers. Additionally, we strategize with employers to find ways they can re-engage talent. We are working closely with the Brevard County Library, utilizing an automated referral process called Crosswalk with our CBO's and FBO's and advertising with the DMV. CSB continues to work with the Brevard County School system, EFSC and Keiser University along with other educational institutions, as well as community partners and businesses, to develop the talent pipelines our key industries need.

**Discussion/Information Items:**Committee Goal Status

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

Healthcare Sector Strategy Grant Update

A presentation was shared of the Healthcare Sector Strategy Updates. Healthcare Grant Goals for Program Year 21-22 were reviewed. The Nursing Faculty Talent Attraction Tool Kit was highlighted along with a new 2022 focus on youth/young adult engagement and the expanded role of the Healthcare Sector Strategist. Nancy Peltonen inquired about the \$500 scholarships for 10 students attending Educare and if donations would be welcomed from outside sources. Nancy Peltonen will send Megan Cochran additional information on the subject.

Business Services Quarterly Review Presentation

A presentation was shared that highlighted CSB Recruiting Events, Job Fairs, Workshops, Presentation and Panels and Business Learning Events along with a Fact Sheet for July 1, 2021, through March 31, 2022.

Multimedia Outreach Presentation and Matrix

The Outreach Department shared a presentation and a matrix of social media, direct email marketing and paid advertising and other activities from the first three quarters of PY 21-22.

**Adjourn:**

There being no further discussion or business, Mike Menyhart adjourned the meeting at 9:56 am.

Respectfully submitted,

Reviewed by,

<u>{signature on file}</u>	<u>04/29/22</u>	<u>{signature on file}</u>	<u>04/29/22</u>
Marina Stone	Date	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>• CSB hosted two Embraer Recruiting Events in April and May with over 140 job seekers attended that resulted in 10 job offers.</li> <li>• Business Liaison attended Ribbon Cutting for COTG (Competent Operational Testing Group) which provides mobile and onsite COVID testing at the Orlando Melbourne International Airport. Also attended National Space Club Luncheon and received an update from Sidus Space CEO Carol Craig</li> <li>• Convened Northrop Grumman, EFSC, FIT, Orange Technical College to introduce NG's Lower Orbital training program. The purpose was to establish a Virtual Reality training program on the Space Coast.</li> <li>• BL attended Space Coast Consortium Apprenticeship Program (SCCAP) Open House at EFSC to learn about and help promote Fiber Composites Open Lab, Mechatronics and Advanced Machining Apprenticeship Programs</li> <li>• Hosted Aerospace/ Aviation Virtual Job Fair with RG Next, Embraer, Hydro, and Custom Aerospace. Also partnered with Hydro for an offsite recruiting event at the Rockledge location</li> <li>• Staff worked with the EDC on Project OZ, a proposal for a site selection at Kennedy Space Center for approximately 35 hires by December 2022 for 24 mechanics and technicians that have experience with ThermoProtect tiles. Company plans on hiring 400 employees by 2025.</li> </ul>

Healthcare Sector		Ongoing	<ul style="list-style-type: none"> <li>• Healthcare Sector Strategy Updates – <i>See Presentation</i></li> <li>• Business Liaison Presented Workforce Development Services to Brevard Community Healthcare Coalition on March 31<sup>st</sup>, Florida Senior Living Association on April 26<sup>th</sup>, Hibiscus Court on May 11<sup>th</sup>, Florida Healthcare Association on May 17<sup>th</sup> and Brevard Association of Human Services on May 18<sup>th</sup></li> <li>• Healthcare Career Expo on May 23<sup>rd</sup> and Annual Job Fair, June 15<sup>th</sup></li> <li>• Summer Jobs Efforts to Connect to Healthcare Worksite- Contacted 15+ organizations within a geographical territory to place 4 youth. Challenges to participation included age, time to screen for background and corporate permission</li> </ul>
IT Sector		Ongoing	<ul style="list-style-type: none"> <li>• The IT Consortium/Career Fair was held at the Hotel Melby on 5/3/2022. The event was a success. During the consortium employers were able to share their concerns about the IT industry. The following issues were discussed: <ul style="list-style-type: none"> <li>○ Finding qualified candidates</li> <li>○ Lack of soft skills within the industry</li> <li>○ Increasing training/apprenticeship opportunities</li> </ul> Employers also shared their willingness to hire candidates with limited skills who are driven and humble. The career fair segment of the event was also a success. Computer Task Group (CTG) reported that they hired an Associate Software Developer from the event. Indian River Network reported that they also hired individuals from the event and was very impressed with the turnout and quality of the applicants. They committed to sponsoring the next IT Consortium. </li> <li>• Computer Task Group (CTG) held a recruiting event at the Palm Bay office on 6/29/2022, recruiting System</li> </ul>

			<p><b>Administrators and Software Developers.</b></p> <ul style="list-style-type: none"><li>• <b>Get There Faster Grant- Business Liaison</b> outreaching to local employers who are currently using Salesforce to explore WBT opportunities. One employer has expressed interest in the grant.</li><li>• <b>Attended the High-Tech Corridor meetings</b></li></ul>
--	--	--	---



## Healthcare Sector Strategy Update

Industry Workforce Committee  
July 12, 2022



## PY 2021-2022 Grant Goals & Results

Employee Development and Retention Based Goals:

- Increase Healthcare WIOA Funded Work Based Training by 200% to train a total of 8 healthcare employees. **1 OJT awarded this quarter**
- Issue a tuition match of up to \$500 to incentivize employer based up-front tuition assistance or employer-funded tuition deferrals for a minimum of 10 healthcare employees, not to exceed 2 per participating employer. **CSB sponsored this ad in BBN**
- ✓ Facilitate 2 information sessions to include a resource tool kit connecting a minimum of 15 employers to each session on either employee development or resiliency and retention related resources. **93 employers attended sessions to date.**



## PY 2021-2022 Grant Goals & Results

### Nursing Faculty Recruitment Goals:

- ✓ • Develop a Nursing Faculty talent attraction tool kit. **Social media campaign implemented.**
- Achieve 2 Nursing Faculty/Teacher hires. **1 call and 2 applications received as a result of the campaign.**

**Brevard  
Healthcare  
Workforce  
Consortium**  
TAKING **aim** IN HEALTHCARE



## Nursing Faculty Social Media Campaign

Campaign ran from April 26th to May 5th:

- 20,347 video views
- 26 clicks to webpage
- Average cost per click was \$19.23
- Brevard Public Schools reported one candidate phone call
  - University of Central Florida reported two applicants learned about the teaching opportunity through the LinkedIn campaign



**Brevard  
Healthcare  
Workforce  
Consortium**  
TAKING **aim** IN HEALTHCARE



# PY 2021-2022 Grant Goals & Results

Educare Envision College of Nursing Scholarships:



- Issue a minimum of 10 privately funded scholarships to make nursing training more accessible. **12 scholarships were issued to date.**



# New 2022 Focus – Youth/Young Adult Engagement

Healthcare Career Expo held May 23rd





## Health First & EFSC Apprenticeship Exploration

- Health First currently partners with Eastern Florida State College to train workers for critical need occupations and wanted to explore apprenticeship development to address new occupational training needs.
- In response, CareerSource Brevard convened education partners and apprenticeship subject matter experts on June 30<sup>th</sup> to help Health First explore apprenticeship development.
- The critical connections made, and information provided affirmed Health First's interest and a strategy was developed to work toward developing their first apprenticeship program with EFSC.



Eastern Florida  
STATE COLLEGE



## Healthcare Sector Strategist Role Expansion

- Assisted with the first Construction Consortium on April 7<sup>th</sup>
  - The event was developed in collaboration with Space Coast HBCA, Brevard Public Schools, Sustainable Workplace Alliance, and Amplify SoMe
  - Partners informed construction employers about training resources
  - Employers provided feedback on industry needs via a facilitated Q & A
  - The event was followed by a Construction Career Fair
- Assisted with the Information Technology Consortium & Career Fair on May 3<sup>rd</sup>
  - An IT industry labor market overview was provided
  - Education panelists provided updates on training offerings and insights
  - Employer panelists informed about workforce challenges
  - The consortium was followed by the IT Career Fair
- Bi-regional Healthcare Collaboration with CSCFL is postponed



## 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>EDC's CPT Program:</b> The Business Liaison (BL) participated in the EDC CPT Advisory Council meeting on May 26th for selection &amp; voting of new CPT applicants. The BL &amp; CSB staff also hosted a CSB Services &amp; OJT program workshop on June 9th for the new CPT students starting in the June 14<sup>th</sup> class. Although the April 22<sup>nd</sup> EDC CPT Job Fair was cancelled, CSB Center Staff provided a dedicated outreach plan to over 1200 customers and implementation for the upcoming June CPT class.</p> <ul style="list-style-type: none"> <li>○ Since CPT program inception (2016) CSB has hosted/supported 25 recruiting events dedicated solely (or a portion of the time) to CPT graduates with multiple manufacturers and provided vendor table for EDC at Job Fairs held this quarter to support marketing of the CPT program.</li> </ul> <p>Business Liaison participated in the following meetings:</p> <ul style="list-style-type: none"> <li>● FL Manufacturing Apprenticeship Accelerator on April 8th</li> <li>● Aerospace &amp; Defense Skills-based Learning Center meeting with Orange Technical College on April 28th</li> <li>● Northrop Grumman Lower Orbital Pathway Discussion with community partners on May 5<sup>th</sup></li> </ul> <p>BPS Adult &amp; Community Education Open House and Name Unveiling for the Advanced Manufacturing Center, Johnny Fred Bailey Sr. Center for Career Advancement</p>
Construction & Skilled Trades		Ongoing	<ul style="list-style-type: none"> <li>● On April 8th the first ever Construction Consortium/ Career Fair was held at the Home Builders &amp; Contractors Association</li> </ul>

			<p>of the Space Coast (HBCA). This was a collaboration and in partnership with HBCA (host), Brevard Public Schools, Sustainable Workforce Alliance, Amplify SOME, and Future Home Builders of America. As a result of consortium, HBCA will be meeting with BL and ATR to discuss apprenticeships. Also, the Viera Company has become active with CSB and interested in sponsoring the new Viera High School CTE classroom for carpentry as well as apprenticeship possibilities.</p> <ul style="list-style-type: none"> <li>• Construction Grant moving forward, as Business Liaison is working closely with the Job Developer to assist in finding local employers to speak to students in the classroom. Creating a specific Construction survey to indicate needs for the Construction Grant and what employers currently are looking for within the industry. Presented information on the industry as well as Labor Market data, jobs available and other great resources for Rebuild candidates. The total number of participants for this quarter was 21 (28 since January), with 10 placed (7 within the construction industry). Nine employers spoke to students during classroom talks.</li> <li>• BL met with larger construction industry companies on connecting them with Career and Technical Education with Brevard Public Schools and the State of Florida Apprenticeships. Continuously engaging with new and previously supported construction/trade companies</li> </ul>
<p>Development and Support of Competency and Work Based Learning Programs</p>		<p>Ongoing</p>	<ul style="list-style-type: none"> <li>• Apprenticeships being a larger focus, BL is working closely with Regions Apprenticeship Training Representative (ATR) to help those who are looking to expand, create new programs, and or assist current programs with their needs.</li> <li>• Reconvened with Brevard Air Conditioning Contractors Association (BACCA) whose apprenticeship was struggling. They have decided to continue with the apprenticeship. Staff was able to provide them with some new employers who may be interested in joining their</li> </ul>

			<p>group, as well as ones who are no longer in businesses. BACCA has talked about expanding on their occupations and will continue to keep in contact with CSB.</p> <ul style="list-style-type: none"><li>• Apprenticeship Career Fair was held on June 3rd. This event was virtual and highlighted apprenticeships from all Region 6 (Volusia, Brevard, Indian River, Port St. Lucie, and Martin Counties). Job seekers were from all areas and had the opportunity to learn about the many different opportunities from the training providers and employers. Event was in partnership with CareerSource Flagler/Volusia, and CareerSource Research Coast as well as the State of Florida Apprenticeships. There were 14 booths with 127 jobseekers registered with 58 attending the day of the event. This event has been slated to be an annual career fair and to be held sometime in April of each year.</li><li>• CSB provided a Registered Apprenticeship Letter of Support to the Florida Assisted Living Association (FALA) that is applying for a PCOG grant, which will support a local facility that will be participating in a Home Health Aid Apprenticeship.</li><li>• On June 30<sup>th</sup>, CSB convened Health First, EFSC, BPS/CTE, CSF, H-CAP and DOE to explore apprenticeship opportunities for Health First. The meeting focused on employer training needs and candidate recruitment, and how education partners could support identified training needs. Apprenticeship Intermediary provided information on assistance they could provide, and ATR gave an overview of how apprenticeships work. Potential funding resources were explored, and the group will convene to work on grant application for future funding opportunities. Health First has a great training model and will pursue a Practical Nursing apprenticeship.</li></ul>
--	--	--	--

## Industry Workforce Committee

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

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

<u>Strategies</u>	<u>Actions</u>	<u>Timeframes</u>	<u>Status</u>
Educate and Recruit Critical Partners for Sector Strategy Initiatives	Educate the Brevard Community on CSB Services and Sector/Industry Initiatives	Ongoing	<ul style="list-style-type: none"> <li>• Rapid Response Coordinator conducted outreach to 93 businesses and Community Partner outreach to 32 nonprofit organizations during the 4<sup>th</sup> quarter.</li> <li>• Aerospace &amp; Aviation BL hosted a virtual Business Learning Event on May 19<sup>th</sup> for employers interested in hiring students that completed the GAMAA/Aero-Flex program.</li> <li>• The Military Family Employment Advocate (MFEA) continues to provide employment counseling, job search assistance, resume development, labor market information, and referrals to eligible military family members at Patrick Space Force Base. This past quarter, staff assisted 6 customers secure employment and conducted four Facebook live events focused on employment topics and two recordings on the MFEA Facebook page for military spouses.</li> </ul>
	Conduct outreach to key partners, stakeholders and community on the programs, services, and successes	Ongoing	<ul style="list-style-type: none"> <li>• At the request of CareerSource Polk, the VP of Operations and CSB Trainer conducted a virtual presentation to roughly 30 business members. A deep dive discussion was held on the characteristics of the older worker, how the pandemic has affected them, how to attract and retain mature workers. The current state of the workforce was part of the webinar and employers were encouraged to "leave no stone unturned" in recruiting, specifically considering hiring older workers due to the value they bring to the workforce that may have been previously overlooked. The event was well received.</li> </ul>

			<ul style="list-style-type: none"><li>• <b>On May 11th, the President presented to the Titusville Area Chamber of Commerce on the conditions of the labor force and how CSB is tackling the workforce shortage issue in the local community. Labor Market Information was also discussed to educate the group on industry trends and competitive wages.</b></li><li>• <i>See Quarterly Multimedia Outreach Matrix (Quarter 4 – April - June)</i></li></ul>
--	--	--	--

# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## Recruiting Events

### 23 Onsite Events

- 9 unique employers included Hospitality, Security, Family Services, Construction, Information Technology, Staffing Agency, & Aviation industries represented
- Appointments & Walk-Ins
- 254 Job Seekers attended, 50 Veterans
- Multiple and immediate job offers as result of recruiting efforts

**RECRUITING EVENT**  
Thursday  
April 23rd  
10:00 am - 2:00 pm

**EMBRAER RECRUITING EVENT**

Meet the hiring manager and interview on-the-spot!  
**Signing Bonuses Available!**  
Walk-ins are welcome!

April 23rd  
10:00 am to 2:00 pm  
CareerSource Brevard - Rockledge career center  
205 Barnes Boulevard, Rockledge

For more information, call (321) 504-7600 or email: [info@careerresourcesbrevard.com](mailto:info@careerresourcesbrevard.com)  
Bring your resume and dress for success!

**RECRUITING EVENTS**

**TERMINAL SECURITY SOLUTIONS**  
A HUNTLEK COMPANY

Meet the hiring manager and interview on-the-spot!  
Interviews are available! Walk-ins are welcome!

**CAREER CENTERS**

Rockledge Career Center  
205 Barnes Blvd., Rockledge, FL 32955  
(321) 504-7600

Titusville Career Center  
1311 North U.S. 1, Titusville, FL 32796  
(321) 504-7600

For more information, call (321) 504-7600 or email: [info@terminalsecurity.com](mailto:info@terminalsecurity.com)  
Bring your resume and dress for success!

# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## North Brevard Area Job Fair

- Hosted on April 13th
- Eastern Florida State College, Titusville
- 54 employers participated
- 76 job seekers attended; 8 veterans
- Positive feedback for hosting in-person event for north part of the county



**CareerSource Brevard's North Brevard Area JOB FAIR**  
April 13th  
Eastern Florida State College  
10:00 am to 2:00 pm

**CAREER CENTERS**

TITUSVILLE  
1311 North U.S. 1, Titusville, FL 32796  
(321) 504-7600

ROCKLEDGE  
205 Barnes Blvd., Rockledge, FL 32955  
(321) 504-7600

For more information, call (321) 504-7600 or email: [info@careerresourcesbrevard.com](mailto:info@careerresourcesbrevard.com)  
Bring your resume and dress for success!

**Participating businesses in:**  
Aerospace, Aviation, Engineering, Healthcare, Hospitality, Manufacturing, Construction, Administration, Information Technology, Warehousing, Logistics, Transportation, Education, Law, Environment and more!

**For Jobs and Events, Visit US@BREVARD at (321) 504-7600**

# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## Construction Consortium & Job Fair

- Held on April 8<sup>th</sup> at Home Builders & Contractors Assoc.
- In partnership with SWA & FL DOE Apprenticeship programs
- Job Fair participation of 6 employers & 14 job seekers

## Information Technology Consortium & Job Fair

- Held at Hotel Melby on May 3<sup>rd</sup>
- Total of 9 employers in attendance
- Total of 23 career seekers; 2 were Veterans



# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## Second Chance Resource & Job Fairs

- Two events held in partnership with Dept. of Corrections
- Hosted on April 26<sup>th</sup>, FL Dept of Corrections, Melbourne
- 8 employers participated and 23 job seekers
- Hosted on April 28<sup>th</sup>, Joe Lee Smith Rec Ctr, Cocoa
- 8 employers participated and 93 job seekers
- Great opportunity for connections to community partners and employers
- Florida Today article highlighted these events!

<https://www.floridatoday.com/story/news/2022/04/27/second-chance-job-fair-helps-brevard-convicts-find-employment/9539930002/>

**RISE**  
RE-ENTRY TO EMPLOYMENT

**Second Chance Resource & JOB FAIR**  
Two convenient dates and locations

**Tuesday, April 26th**  
Florida Dept. of Corrections  
1500 West Eau Gallie Blvd.  
Melbourne (parking lot)  
10:00 am to 2:00 pm

**Thursday, April 28th**  
Joe Lee Smith Recreation Center  
415 Stone Street, Cocoa  
10:00 am to 2:00 pm

**Questions? Contact Restivo**  
(321) 254-8613  
RSC@floridadepartmentofcorrections.com

**GET HIRED!**  
**Second Chance Resource & JOB FAIR**  
Employers are hiring previous and current justice-involved individuals. This is your opportunity to get connected to stable employment!

Come celebrate National 2<sup>nd</sup> Chance Month with CareerSource Brevard & Florida Department of Corrections by attending one of both job fairs listed below.

Get your resume ready or call now for resume support. Dress for success. Hiring managers are offering interviews on-the-spot! Open to the public and walk-ins are welcome.

To speed your entrance  
**Register now!**  
Tuesday, April 26<sup>th</sup> from 10:00 am to 2:00 pm  
Florida Dept. of Corrections, 1500 West Eau Gallie Blvd, Melbourne (parking lot)  
<https://www.floridadepartmentofcorrections.com/>  
Thursday, April 28<sup>th</sup> from 10:00 am to 2:00 pm  
Joe Lee Smith Recreation Center, 415 Stone Street, Cocoa  
<https://www.joesmithrecreation.com/>

Need the equipment? Here's a list:

- CM7I
- Jahn More Window Cleaning
- LA City Country Club
- RoadSafe
- Amott
- JMI
- Waste Pro
- FARR Chemical

A proud partner of the **americanjobcenter** network

Event Co-Sponsors: CareerSource BREVARD, FDC, 2-1-1 Brevard

For more details, visit <https://www.floridadepartmentofcorrections.com/> or <https://www.joesmithrecreation.com/>





# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## Virtual Apprenticeship Career Fair

- Hosted in partnership with CareerSource Flagler/Volusia, CareerSource Research Coast and the State of Florida Department of Education Apprentice Florida
- Held on June 3<sup>rd</sup>
- Total of 14 apprenticeships participated
- Total of 58 career seekers attended

**FREE Virtual Apprenticeship Career Fair**



**Join us online!**  
Friday, June 3<sup>rd</sup>  
11:00 am to 2:00 pm

**FREE Virtual Apprenticeship Career Fair**  
Register Today!  
[bit.ly/3FwLX](http://bit.ly/3FwLX)

**Get paid to learn and grow in a job you'll love!**  
Jumpstart your career in a job as a PAID Apprentice earning a nationally recognized credential across a variety of occupations in Florida's rapidly growing industries.

Join us online and get connected to the PAID registered apprenticeship program opportunities near you:

- Healthcare & Healthcare Technology
- HVAC & Construction
- Information Technology
- Hospitality Management & Culinary Arts
- Advanced Manufacturing
- and more!

Get on the apprenticeship career path, and jumpstart your future today!

**FREE Virtual Apprenticeship Career Fair**  
June 3<sup>rd</sup>, from 11:00 am to 2:00 pm

Learn more about the benefits of FREE apprenticeship training!  
Check out this short video [youtu.be/6Z8oZ31638c](https://youtu.be/6Z8oZ31638c).  
Or visit [www.ApprenticeFlorida.com](http://www.ApprenticeFlorida.com)

For all your career and training support, click the CareerSource logo below for a career expert personal plan!



Florida's apprenticeships are registered through these career fair partners:



# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## Annual Job Fair

- Hosted on June 15<sup>th</sup>
- Radisson Convention Center at the Port
- Total of 64 employers and 286 job seekers
- Positive feedback from employers and attendees



**CAREERSOURCE BREVARD ANNUAL JOB FAIR**  
June 15<sup>th</sup>  
Radisson Resort at the Port

**CAREER CENTERS**

**WINTER HAVEN**  
180 W. Washington Ave.  
33480-2100

**ROCKLEDGE**  
3000 Sunset Blvd.  
32951-2200

**MILITARY FAMILY EMPLOYMENT ASSISTANCE CENTER (MFEAC)**  
4601 Paces Blvd., Suite 2200  
32910-3200

**PALM BAY**  
1000 S. US Highway 1  
32909-4000

**Participating businesses:**

- ACE
- ACSI
- ACSI
- Florida Dept. of Children & Families
- Florida Dept. of Health
- Florida Dept. of Transportation
- Florida Dept. of Banking & Finance
- Florida Dept. of Corrections
- Florida Dept. of Education
- Florida Dept. of Environmental Protection
- Florida Dept. of Financial Services
- Florida Dept. of Health Services
- Florida Dept. of Industrial Affairs
- Florida Dept. of Law
- Florida Dept. of Natural Resources
- Florida Dept. of Parks & Recreation
- Florida Dept. of Safety & Security
- Florida Dept. of State
- Florida Dept. of Technical Education
- Florida Dept. of Transportation
- Florida Dept. of Veterans Affairs
- Florida Dept. of Workforce Development
- Florida Dept. of Youth Services
- Florida Dept. of Corrections
- Florida Dept. of Health Services
- Florida Dept. of Industrial Affairs
- Florida Dept. of Law
- Florida Dept. of Natural Resources
- Florida Dept. of Parks & Recreation
- Florida Dept. of Safety & Security
- Florida Dept. of State
- Florida Dept. of Technical Education
- Florida Dept. of Transportation
- Florida Dept. of Veterans Affairs
- Florida Dept. of Workforce Development
- Florida Dept. of Youth Services

**For jobs and events, text 305.321 to 305.5665**

**Facebook:** [careersourcebrevard](https://www.facebook.com/careersourcebrevard)  
**Twitter:** [careersourcebrevard](https://twitter.com/careersourcebrevard)  
**LinkedIn:** [careersource-brevard](https://www.linkedin.com/company/careersource-brevard)  
**Website:** [www.careersourcebrevard.com](http://www.careersourcebrevard.com)

# Fact Sheet

Business Services Provided July 1, 2021 through June 30, 2022



## Communications & Marketing Highlights (January – June 2022)

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

### Get a Jump Start

Two comprehensive campaigns promoting **jobseeker and employer programs, services, and training** available through the **Rebuild Florida Construction Training Grant**.

**Paid and non-paid media:** Space Coast Area Transit (SCAT) interior bus ads, DMV waiting room videos, Brevard Public Schools e-news ads, social media and email marketing, Google ads and CSB website.

**Website:** <https://bit.ly/3OfIFkL>

**DMV video:** <https://bit.ly/3OccNwa>



## Communications & Marketing Highlights (January – June 2022)

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

### Job Fairs & Sector Strategy

**Consortiums** Comprehensive campaigns promoting more than **15** different job fairs and consortium events. Website, targeted media outreach, paid, owned and earned social media, email marketing, flyers, and more. **Annual Job Fair video** <https://bit.ly/3nc4uo9>  
**Prepare for a job fair video** <https://bit.ly/3xO2APz>  
**North Brevard Job Fair radio** <https://bit.ly/3naO4wx>



## Communications & Marketing Highlights (January – June 2022)

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

### Become a Nurse Educator Campaign

Multimedia grant-funded campaign to build the talent pipeline for nurse education. Paid LinkedIn ads, partner social media toolkit, flyer, website, and more.

**Social media video:** <https://bit.ly/3NcbJXP>



### CSB Annual Report

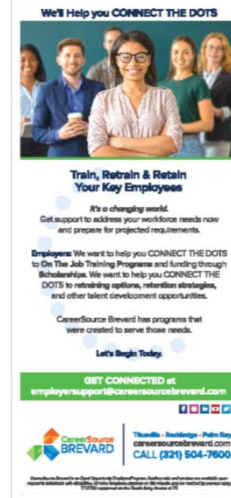
Review a successful year in CSB's 2019-2020 digital annual report.

<https://bit.ly/30E1Svg>



### Employer Support Services

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



## Communications & Marketing Highlights (January – June 2022)

Earned Media – CareerSource Brevard in the News

**florida today**  
PART OF THE USA TODAY NETWORK

**Hometown News**

**everything**  
brevard

**BBW**

**98.5**  
The Beach  
The Greatest Hits

**WFTV 9 abc**

**SPECTRUM**  
**NEWS 13**

**SPACE COAST**  
**DAILY**

### Florida Today:

- Amazon centers opening in Brevard
- Brevard's Jobless rate rise to 3.3%
- Brevard County employers struggle to fill jobs
- Reporter John Torres year-end stories: Help Wanted, Really!
- 10 things to know about low employment
- Tips to re-enter the workforce at an older age
- Second chance (RISE) Job Fair
- Embraer expands: Career fair at CSB

### Hometown News:

- CSB Spring Job Fair
- Virtual Apprenticeship Career Fair
- Annual Job Fair

### Brevard Business News:

- Annual Job Fair
- Virtual Apprenticeship Career Fair

### EverythingBrevard.com:

- Neighbor Up, Sustainable Workplace Alliance brings training to Brevard
- CSB Palm Bay Spring Job fair
- CSB jobseeker workshops

### 98.5 The Beach Radio:

- Daily Hot Jobs
- CSB's North Brevard Job Fair

### WFTV Channel 9:

- Annual Job Fair

### News Channel 13:

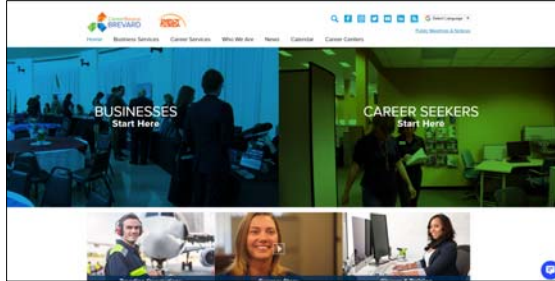
- CSB and Brevard County Job Fair

### Space Coast Daily

- CSB and City of Cocoa host summer youth internship program
- CSB and City of Cocoa host job fair
- CSB's Embraer hiring event

# Impact by the Numbers (January – June 2022)

## Metrics for CSB website and social media platforms



### CareerSource Brevard Social Media:

12,971 followers across Facebook, LinkedIn, Twitter & Instagram

- 1,002 new followers, for a 100%+ increase over the last 6 months!

### CareerSource Brevard Website:

55,912 unique visitors visited 77,009 times

- Top viewed page: SSI calculator: 12,305 pageviews
- Top sources of traffic: Web search



### Social Media Tip Sheet:

Share CSB's posts and tag us in your posts so we can share your news.

#### Tip sheet:

<https://bit.ly/3TY3vM9>



## Quarterly Multimedia Outreach (April –June 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/](https://www.instagram.com/careersource_brevard/)

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

- **Daily promotions:** Job openings, virtual and in-person workshops, job fairs, recruiting events, skills training, supportive services and resources, jobseeker success stories & testimonials.
- **Quarterly highlight:** Annual Job Fair, Young Adult workshops & summer jobs, Veterans workshops & job fair, Aero-Flex training for manufacturing, Aerospace, Construction and IT sector strategy training programs & career fairs, Careers in Healthcare outreach campaign, RISE program, AARP Foundation back to work 50+, COVID grant hiring event, Rebuild Florida Construction Training grant, Virtual Apprenticeship Career Fair in partnership with CS Flagler Volusia and CS Research Coast, Job fairs in partnership with Brevard County and Brevard Public Schools, and Salesforce training with PepUp Tech.

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

- **Daily promotions:** Job openings, virtual and in-person business learning events, CSB-hosted recruiting events, talent attraction job fairs, employee retention skills training, supportive services and resources, employer success stories & testimonials. These efforts support CSB’s Sector strategy initiatives (Aerospace/Advanced Manufacturing, Information Technology, Hospitality, Healthcare, and Construction)
- **Quarterly highlight:** Annual Job Fair, Veteran’s job fair, Aero-Flex training for manufacturing, Business consortiums, Job fairs and talent attraction for each key sector, Healthcare tuition match, Military spouse talent attraction, Soft Skills, and SkillUp Brevard (Metrix Learning) training to create qualified candidates and retain existing staff.

### EARNED Media

*This “earned” multi-channel media tactic leverages relationships built with media outlets, community & workforce partners, and local employers. It is free, and expands our reach to educate and inform jobseekers, employers, legislators, community partners, and media about CSB’s mission and the benefits of its no-cost programs and services.*

**Print, broadcast, and digital media coverage for this quarter:**

- **Florida Today** --- requesting workforce data/information/quotes for news related to Brevard's economy.
  - 10 things to know about low employment: <https://www.floridatoday.com/story/money/business/2022/05/30/here-10-things-know-brevard-record-low-unemployment/9912689002/>
  - Tips to re-enter the workforce at an older age <https://www.floridatoday.com/story/life/wellness/2022/04/19/tips-help-re-entering-workforce-after-long-absence/7354208001/>
  - CSB referenced regarding unemployment rate <https://www.floridatoday.com/story/news/2022/05/09/brevard-county-backs-employee-pay-raise-using-covid-19-relief-funds/9698437002/>
  - Second Chance (RISE program) Job Fair <https://www.floridatoday.com/story/news/2022/04/27/second-chance-job-fair-helps-brevard-convicts-find-employment/9539930002/>
  - Embraer plans to expand... career fair at CSB <https://www.floridatoday.com/story/money/business/2022/04/20/expansion-embraer-melbourne-add-150-people-its-staff/7370048001/>
  - Brevard struggles to fill jobs. [Low unemployment rate means Brevard employers face hiring challenges.pdf](#)
- **Brevard Business News:** Annual Job Fair and Virtual Apprenticeship Career Fair
- **EverythingBrevard.com:** CSB jobseeker workshops
- **Space Coast Daily:** CSB and Embraer Hiring event <https://spacecoastdaily.com/2022/04/embraer-has-150-open-positions-at-melbourne-facility-hiring-event-set-april-21-in-rockledge/>
- **Hometown News:** Virtual Apprenticeship Career Fair, Annual Job Fair, [https://www.hometownnewsbrevard.com/news/careersource-brevard-to-host-virtual-apprenticeship-fair/article\\_ef7451f6-db93-11ec-a12d-5b76b4186b1d.html](https://www.hometownnewsbrevard.com/news/careersource-brevard-to-host-virtual-apprenticeship-fair/article_ef7451f6-db93-11ec-a12d-5b76b4186b1d.html)
- **Skies Magazine:** Embraer brings jobs ... CSB recruiting event <https://skiesmag.com/press-releases/embraer-brings-over-150-jobs-to-melbourne-florida-facility/>
- **98.5 The Beach radio:** Daily run of CSB hot jobs and CSB/EFSC North Brevard Job Fair <https://bit.ly/3naO4wx>
- **WFTV Channel 9:** Annual Job Fair
- **News Channel 13:** CSB and Brevard County Job Fair
- **Greater Palm Bay Chamber:** Young Adult work experience program
- **Melbourne Regional Chamber:** recognizes CSB team members in the nonprofit category during Heroes Appreciation week
- **Melbourne Regional Chamber:** Beatrice Boursiquot, RISE and BRW program coordinator shares program benefits on podcast
- **Titusville Area Chamber of Commerce:** Appreciating CBS as a member; Marci Murphy guest speaker; CSB's Young Adult Business Startup Bootcamp and North Brevard Job Fair.
- **CareerSource Florida** shared CSB's Virtual Apprenticeship Career Fair in the Quarterly Apprentice Florida Update news.

	<ul style="list-style-type: none"> <li>• <b>Google Ad Grant program:</b> Reaching hidden and underemployed talent. CSB is a qualifying nonprofit who maintains 5% ad engagement to receive no cost display ads valued up to 10k/mo.</li> <li>• <b>Senator Debbie Mayfield and Eastern Florida State:</b> CSB VP Industry Relations at the table on workforce needs. <a href="https://www.easternflorida.edu/news-events/news-releases/2022/06-12-workforce-conference.cfm">https://www.easternflorida.edu/news-events/news-releases/2022/06-12-workforce-conference.cfm</a></li> </ul> <p><b>Earned social media for expanded coverage this quarter.</b>  <i>Partners who have “tagged” CSB in their posts and/or “shared” CSB posts to their networks:</i></p> <ul style="list-style-type: none"> <li>• Sorenson Moving and Storage, EFSC, Family Promise of Brevard, Gilbane Building Co, Brevard Fire, City of Satellite Beach, My Community Cares, Space Coast Credit Union, Talk of Titusville, Ready for Life Brevard, Perrone Properties, Terminal Security, Hydro, Embraer, Brevard Health Alliance, Micron Technology, Florida East Coast Real Estate, Brevard County, City of Cocoa, New Horizons, CHIP, Dittmer Air and Heat, FL Dept Corrections, STS Technical Services, Parrish Medical Center, VyStar Credit Union, Terminal Security Solutions, Danielle Dodge for Congress FL District 8, Early Learning Coalition, The Reentry Center of Brevard, Emma Jewel Charter School, Space Coast Living on The Cheap, Mutual Aid Brevard, Housing Authority of Brevard, Acuity International, STS Aviation Group, Viera Regional Business Alliance, Premier Virtual, Eckerd Connects, Heritage High School, Reflection of Hope Food Pantry, Florida Today, Brevard Schools, Eau Gallie High School, Spectrum News 13, Destination Brevard, St. Francis Reflections, The Beacon, Health First, Interrogating Justice, Early Learning Coalition, Propeller Club, Sea Pines Rehab, The REAL Church of Brevard, Space Coast Intelligent Solutions, BKK12 Branding Solutions, 98.5 The Beach radio, Brevard Homeless Coalition, Realogic HR, Florida Tech Career Services, AMI Kids, Veteran Owned, PepUp Tech, LS Technologies, 321 Count Down County Parents, HELPS Community Initiatives, Assisting Hands-Serving Brevard, Tooley Development Group, Brevard Alzheimer's Foundation, Melbourne Regional Chamber, CareerSource Florida, Canaveral Pilots Association, Acara Solutions, Florida Makes, Titusville Chamber, Wilson HCG, The Chiles Academy, CJ Harris Radio, Brevard Business News, Port Canaveral, WSW Healthcare Staffing, BAC, Technical Systems Integration, General Dynamics, ASRC, West Melbourne Police Department, Contec Americas, SMTC, Sourcepoint, and Stetson University.</li> </ul>
<p><b>PAID Media</b></p>	<p><i>Buying media allows CSB to reach jobseekers beyond those unfamiliar with our services.</i></p> <p><b>Paid media campaigns this quarter included:</b></p> <ul style="list-style-type: none"> <li>• <b>Facebook, Instagram and LinkedIn ads:</b> IT Consortium, Second Chance Job Fairs, In-person workshops, ReBuild Florida construction training grant, Nurse educator talent attraction, Young adult program, Annual Job Fair.</li> <li>• <b>Brevard Business News print ads:</b> Train &amp; retain key employees, Business resources: On the Job Training (OJT) &amp; SkillUp Brevard, IT virtual strategy summit, Healthcare sector strategy consortium, Healthcare employee tuition matching program.</li> <li>• <b>Department of Motor Vehicles waiting room videos:</b> ReBuild Florida Construction Training Grant, General jobseeker programs and services.</li> </ul>



	<ul style="list-style-type: none"> <li>• <b>Brevard Public School’s “Headlines” e-newsletter ads:</b> Florida Rebuild Construction Training Grant, General jobseeker programs and services</li> <li>• <b>Space Coast Area Transit (SCAT) interior bus ads:</b> ReBuild Florida Construction Training Grant program, General Jobseeker programs and services.</li> <li>• <b>Print collateral:</b> Career services pocket folders</li> </ul>
<p><b>State-Funded Media</b></p>	<p><i>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.</i></p> <p><b>This quarter, CareerSource Florida delivered nearly all the following no-cost assets:</b></p> <ul style="list-style-type: none"> <li>• <b>Customizable digital outreach toolkit:</b> CareerSource Florida is preparing assets designed to increase the 24 workforce boards’ digital engagement with customers. 100+ customizable paid and organic digital advertising assets, billboard art, radio scripts, updated media list, training opportunities, 2 videos, crisis communications roadmap, website data integrity audit, design platform to customize materials, flyer &amp; rack card templates, Constant Contact email header &amp; copy, partner news article copy, and success story news release template.</li> <li>• <b>Employer engagement advertising campaign:</b> display ads (video or text banner ads) on targeted websites designed to raise awareness of business services, engage customers, and connect them with addresses and phone numbers to our 3 career centers. Run time: February 17 - May 31.</li> </ul>
<p><b>Community Partner Outreach &amp; Engagement</b></p>	<p><i>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.</i></p> <ul style="list-style-type: none"> <li>• <b>Use social media to share partners’ workforce news with CSB targeted audiences:</b> Palm Bay Chamber, LEAD Brevard, Melbourne Regional Chamber, Brevard 211, Brevard County, City of Cocoa, City of Titusville, Titusville Chamber of Commerce, B2K12 Branding, Florida Dept. Children and Families, Florida Dept, of Corrections, EFSC, Brevard Public Schools, Brevard Public Libraries, Brevard Prevention Coalition, EDC, BAC, Tooley Community Dev. Group, Florida DEO, Florida Dept. of Education, CareerSource Florida, AARP Foundation, New Horizons, Embraer, HUD.gov, US Dept. of Labor, United Way of Brevard, and more.</li> <li>• <b>Veterans Florida Expo:</b> CSB local veteran employment rep, Wilfredo Quiles joins panel discussion on Veteran career services</li> <li>• <b>Titusville Chamber Luncheon:</b> Marci Murphy presents: The Condition of the Workforce.</li> </ul>
<p><b>Website</b></p>	<p><i>Daily nurturing of the CSB home site is required to maintain good Search Engine Optimization (SEO).</i></p> <p><b>Industry-relevant posts, fresh content, refinements to highest performing keywords and messaging:</b></p> <ul style="list-style-type: none"> <li>• Monthly news posts: <a href="https://careersourcebrevard.com/news">https://careersourcebrevard.com/news</a></li> <li>• New events calendar layout: <a href="https://careersourcebrevard.com/events/">https://careersourcebrevard.com/events/</a></li> </ul>

	<ul style="list-style-type: none"><li>• Exploring updates to website menu and pages with the newly-formed communications committee</li></ul> <p><b>Web Analytics</b></p> <ul style="list-style-type: none"><li>• 31,289 unique visitors to CareerSource Brevard website (April 1, 2022-June 23, 2022) <i>24,338 last quarter</i></li><li>• Top viewed pages (same as last quarter): SSI Calculator (Ticket to Work), Hot Jobs, and Career Services landing page.</li></ul>
--	--

# INDUSTRY WORKFORCE COMMITTEE (IWC)

## ATTENDANCE RECORD

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