



Industry Workforce Committee Meeting

July 18, 2023 - 8:30 am – 10:00 am

[Click here to join the meeting](#) Or call in (audio only) +1 561-486-1414,166931825#

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

Page No.

Call to Order	Mike Menyhart	
Roll Call	Marina Stone	
Public Comment		
Presentation		
Florida Atlantic Workforce Alliance (FAWA) Grant/Activities	Stephanie Robinson	1 - 4
Action Items		
Approval of Industry Workforce Committee Minutes for April 19, 2022	Mike Menyhart	5 - 6
Reports		
President's Updates	Marci Murphy	
Discussion/Information Items		
<i>Goal: Identify Current and Future Workforce Needs of the Business Community and Create Solutions to Meet Their Needs</i>		
Objective 1: Implement & Sustain Sector Strategies in Key Industry Sectors	Thomas LaFlore	7 - 8
<ul style="list-style-type: none"> • Outcomes in the Aviation/Aerospace Sector • Outcomes in the HealthCare Sector Presentation-Regional Partnerships/Apprenticeship Efforts • Outcomes in the IT Sector Presentation 	Jodi Jackson	9 - 11
	Deserine Morgan	12 - 15
Objective 2: Support Additional Key Industries Through Sector Work	Thomas LaFlore	16 - 19
<ul style="list-style-type: none"> • Outcomes in the Manufacturing Sector • Outcomes in the Construction Sector • Outcomes in the Development and Support of Competency and Work Based Learning Programs 	Melissa Byers	20 - 21
	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	Thomas LaFlore	22-23
<ul style="list-style-type: none"> • Educate and Recruit Critical Partners for Sector/Industry Initiatives <ul style="list-style-type: none"> ○ Business Services Quarterly Review Presentation /Working for Brevard Infographic • Multimedia Outreach Presentation 	Thomas LaFlore	24 - 27
	Lori Robinson	24 - 27
	Denise Biondi	28 - 30
Attendance Roster		31
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 2023

18th Industry Workforce Committee-8:30am
25th Career Center Committee-8:30am

August 2023

2nd Finance Committee-3:30pm
2nd Executive Committee-4:00pm
8th Board of Directors -8:30am

September 2023

No meetings

October 2023

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

November 2023

6th Finance Committee-3:30pm
6th Executive Committee-4:00pm
16^h Board of Directors-8:30am

December 2023

No meetings

January 2024

16th Industry Workforce Committee-8:30am
23rd Career Center Committee-8:30am

February 2024

5th Finance Committee-3:30pm
5th Executive Committee-4:00pm
15th Board of Directors 8:30am

March 2024

No meetings

April 2024

9th Industry Workforce Committee-8:30am
23rd Career Center Committee-8:30am

May 2024

6th Finance Committee-3:30pm
6th Executive Committee-4:00pm
16th Board of Directors {Annual Meeting & Retreat}-
8:30am

June 2024

No meetings

A large green geometric graphic consisting of a square divided into four triangles by a diagonal line from the top-left to the bottom-right.

Florida Atlantic Workforce Alliance-FAWA

Stephanie Robinson- Project Coordinator



The FAWA Grant

- In 2019 Governor DeSantis set a goal to make Florida the best state in the nation for workforce education by 2030.
- Nearly \$30 million was dedicated to support workforce development in the Space and Treasure Coast region as part of a multi-agency initiative to support competitive industries in the area. (colleges, apprenticeship and pre-apprenticeship programs, etc.)
- \$9.0 million dedicated to WIOA to create the Florida Atlantic Workforce Alliance, a collaborative effort between workforce boards, educational institutions and school systems and aerospace, aviation, cybersecurity and manufacturing employers from Flagler to Martin counties. (CareerSource Brevard, CareerSource Flagler Volusia, CareerSource Research Coast)
- Objective: Fortify the talent pipeline on Florida's east coast
- AEROSPACE/AVIATION, ADVANCED MANUFACTURING, IT/CYBERSECURITY.

Consortium Meetings

- A meeting of Aerospace/Aviation, IT/Cyber Security, and Advanced Manufacturing industry employers and community stakeholders from all three workforce regions.
- During the first consortium, labor market information was shared, and recommendations by Lightcast® were made on how to meet growing industry workforce demands.
- Two more consortiums will be held before October 2024.
- During these consortiums, Industry Council Chairs will report out progress made within industry council meetings.
- Consortiums also consist of sharing of industry related updates and sharing best practices



Industry Councils

- Three subcommittees that have been divided by industry to take action to address workforce needs within each industry.
- These councils will meet separately for a minimum of 5 meetings to collaborate on initiatives to strengthen the talent pipeline utilizing Industry Council input and data and recommendations shared by Lightcast® at the May 23, 2023, consortium.
- One employer representative will be chosen from each industry to chair each industry council and report outcomes to the consortium.



The Team

- Project Team:

Three project coordinators- one from each involved workforce board

- CareerSource Brevard- Stephanie Robinson
- CareerSource Flagler Volusia- Ashley Ziemann
- CareerSource Research Coast- TBD

- Executive Team:

The three CEOs of the involved workforce boards

- CareerSource Brevard-Marci Murphy
- CareerSource Flagler Volusia-
- CareerSource Research Coast- Brian Bauer



Other Grant Deliverables

- Lightcast SkillFit
 - Connects people, employers, and educators by analyzing a jobseeker's skills and connecting their skills to local jobs and careers that fit those skills.
 - Starts with a jobseeker's interests and then lays out their skills and identifies skill gaps and available training opportunities.
- Scholarships and Work Based Training Opportunities
- Job fairs/Recruiting Events and other opportunities to connect students/jobseekers with employers
- Instructor Attraction
- Intermediary Bootcamps
 - Instructor costs
 - Books/materials
 - Certifications

Are there any Questions?

For additional information contact:
Stephanie Robinson
Project Coordinator- FAWA
321-394-0549
srobinson@careersourcebrevard.com



CareerSource Brevard

Industry Workforce Committee

April 11, 2023

Minutes

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

Members in Attendance: Mike Menyhart (Chair), Kristen Bakke, Karen Houston, Jeff Jurinak, Traci Klinkbeil, Frank Margiotta, Trudy McCarthy, Nancy Peltonen, D. Travis Proctor, Cordell Rolle and Rachel Rutledge

Members Absent: Rohit Ghosh, Art Hoelke and Kirsten Patchett

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

C2 Staff in Attendance: Chakib Chehadi, Caroline Joseph-Paul, Marvetta Kaye Gordon, Linda Hadley, Melissa Janssen, Bob Knippel, Angie Londono and Taciana Raders, Sally Patterson and Kristine Wolff from the Career Center

Guests in Attendance:

None.

Call to Order:

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

Public Comment:

There was no public comment.

Presentation:

A presentation on the Consolidation and Realignment from CareerSource Florida was shared outlining items that have been identified that need to be done, along with a loose timeline of the realignment in our region. The Governor will need to formally approve the realignment and consolidation which should be in the May/June timeframe, followed by funding to bring this concept to fruition. The President also shared information about Dwyer Workforce who purchases nursing homes nationwide and turns them into non-profit facilities. Dwyer Workforce uses the excess funds to provide scholarships for LPN's and RN's. The owners of Dwyer Workforce reside in Melbourne Florida and want this opportunity to increase the healthcare workforce in the local community.

Action Items:

Approval of Workforce Operations Committee Minutes of January 10, 2023

Motion to approve the Minutes from the January 10, 2023 meeting was made by D. Travis Proctor. Nancy Peltonen seconded the motion. The motion passed unanimously.

Selection of Key Industries for Program Year 2023-2024

Staff presented data containing the history and trends of employment growth by industry from 2019 through 2023. The recommended key industries reviewed were aerospace/aviation, manufacturing, information technology, healthcare, construction, and logistics, transportation, distribution and leisure/hospitality. Motion to approve staff recommendation of the Key Industries for PY 2023-2024 be included on the consent agenda of the next Board of Directors meeting made by D. Travis Proctor. Kristen Bakke seconded the motion and motion passed unanimously.

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.

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 March 31, 2023.

Multimedia Outreach Matrix

The Outreach Department shared a presentation and a matrix of social media, direct email marketing and paid advertising and other activities from the third quarter of PY 22-23.

Stephanie Robinson was re-hired and introduced as the CSB FAWA Program Coordinator. CSB’s annual job fair will be held June 7, 2023 from 3:00pm to 6:00pm.

Committee Member Survey

The committee was asked for input through Survey Monkey for suggestions to improve the Industry Workforce Committee Meetings.

Adjourn:

There being no further discussion or business, Marci Murphy adjourned the meeting at 9:42 am.

Respectfully submitted,

Reviewed by,

{signature on file} 04/28/23
Marina Stone Date

{signature on file} 04/28/23
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"> • On June 28th, it was announced that Project Comet came to fruition. Rogue Valley Microdevices, Inc., an Oregon-based advanced manufacturing company specializing in microelectromechanical systems (MEMS), has selected Palm Bay, Florida for the company’s second microfabrication facility, adding 30 jobs over 3 years with an average wage of \$59,900, with anticipation of hiring 75 new employees over 5 years with an average wage of \$65,267. CSB provided a letter of support for this EDC project and will provide support to their workforce efforts as they transition to Brevard. • Staff attended NBEZ board meeting and introduced FAWA Coordinator. Also attended 3 Space Florida Workforce Strategies meeting. • BL graduated from US Chamber Foundation Talent Pipeline Management Institute. • After five years, Aerospace/Aviation BL’s last day with CSB was on June 30th; FAWA Coordinator will assume some duties for industry.
Healthcare Sector		Ongoing	<ul style="list-style-type: none"> • Business Liaison met with Health First on application process for “Come Grow with Us” campaign and Crosswalk process. • In-person meeting with Dwyer Workforce Development, Inc. on April 11th to discuss C.N.A. training for Dwyer Scholars. Posted 2 job orders for company and sent resumes to DWD for open positions. • Rockledge Institute School for Pharmacy Tech program added to Eligible Training Provider List (ETPL). • Dental Laboratory Technicians recommended to the Regional Targeted Occupations List (RTOL); request was approved by Board of Directors for PY23-24.

Industry Workforce Committee

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

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

			<ul style="list-style-type: none"> • CareerSource/BPS CTE collaboration discussion call to help secure internships for their students this upcoming school year. • Brevard Healthcare Workforce Consortium held on May 18th- See Presentation.
IT Sector		Ongoing	<ul style="list-style-type: none"> • BL completed (2) IWT contracts for Indian River Network; both were for Certified CMMC Professional training. • Completed (2) OJT contracts: Run Smarter IT (IT Support Service Specialist) Indian River Network (Technical Support Specialist). Another potential OJT in the works with another IT company. • Attended bi-weekly High-Tech Corridor meetings. • Worked with Job Developer and Career Advisor to ensure the Get There Faster participants' resumes were updated to share with interested employers at the IT Consortium. • Initiated the process of adding the Get There Participants to the Premier Virtual platform. • Currently working on getting WBT opportunities for the Get There Faster participants with IT background. • IT Consortium held on May 2nd – See Presentation



Healthcare Consortium

MAY 2023



Brevard Healthcare Workforce Consortium



Welcome to Unique Career Pathways in Healthcare

Speakers Panel

Jenny King Career and Technical Education (CTE), Brevard Public Schools

- What's trending in the High School CTE Programs with focus on Health Science

Anne Everly Apprenticeship Training Representative Region 6, Apprenticeship Florida

- How does Apprenticeship in Healthcare work?

Barb Clapp President & CEO, Dwyer Workforce Development

Maria Darby Chief Operating Officer, Dwyer Workforce Development

- Introduction to Dwyer Workforce Development in Brevard County



Current Committee Details

[Quick review from last consortium and committee update](#)

Current Committee: Education Committee:

Find young adults and more specifically, young males already in the healthcare industry to speak to Middle to High School students to educate them on what to expect in the industry to entice them to enroll in the medical field.

Our **goal** is to have several field trip type of visits to the colleges where young professional minorities will discuss their journey into healthcare and motivate high school students to enroll into a medical career.

1. Ginger Kreigh – Health First
2. Tyler Hays -Ross – Health First
3. Jenny King – Brevard Public Schools
4. Teri Jones - METCA
5. Della Jordan – Keiser University
6. – Purple Heart
7. Nadine Nonor – Met Life
8. Carol Watson – The Oxygen Room Consultants
9. Kayla Pendergrass – Brevard Nursing Academy
10. Aimee Brown from - Keiser University
11. Wayne Brown - EFSC



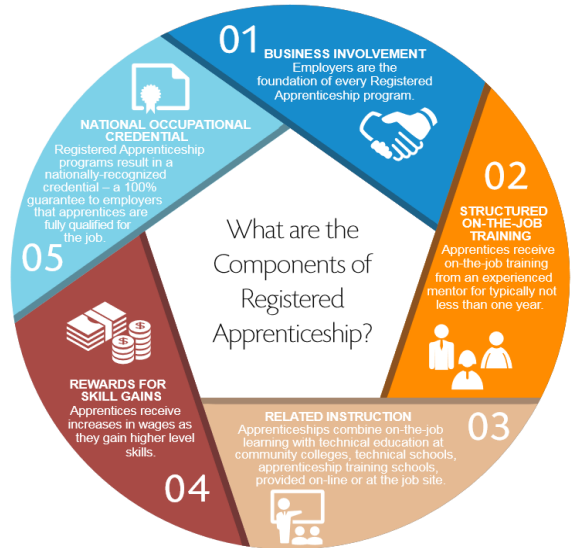
Florida's Bold Vision for Workforce Development

- Governor DeSantis' Goal: Florida will be #1 in the nation for workforce education by 2030
- 2021 Reimagining Education and Career Help (REACH) Act
- CareerSource Florida Strategic Apprenticeship Policy
- CareerSource Florida Board of Directors allocates grants for apprenticeship expansion
- Pathways to Career Opportunities Grants



How Does an Apprenticeship Work?

- **Business Involvement – Employer-driven.**
- **Structured on-the-job (OJT) training.**
- **Related instruction with an educational partner or in-house.**
- **1-, 2-, 3-, 4-year options – occupations.**
- **Wage increases for skill gains with OJT.**
- **Nationally recognized credential.**



Brevard Healthcare Workforce Consortium



- Hybrid meeting- healthcare representation with community partners, educators, employers, and workforce development.
- Jenny King, Brevard Public Schools CTE spoke on various programs and summer internships.
- Apprenticeship Navigator Melissa Byers presented on the benefits of apprenticeships in healthcare.
- Dwyer Workforce provided insight into what they provide as a company in healthcare. Maria Darby, COO explained their offerings and wrap around services for students training to be CNA's.



2023 Information Technology Consortium

- This year's IT Consortium was held on May 2nd at Canaveral Port Authority's Maritime Center.
- The event was sponsored by Indian River Network.
- The Keynote Speaker was Alan Beasley- VP of Business Development at Rudram Engineering.



Purpose

The purpose of the event was to allow our educational partners, local community organizations and employers within the IT industry the opportunity to share their insight and methodologies on how to effectively encourage, retain, train and grow the Information Technology workforce in Brevard County.





Breakout Session Discussion Topics

- Funding Opportunities to Support Employee Career Pathway Development
- Strategic Development for IT Talent, Recruitment, and Retention
- Training Program Updates and Strategies to Recruit Program Instructors



Funding Opportunities to Pathway Development



- Melissa Byers and Anne Everly shared information about apprenticeships and how to become a participating employer
- Lori Robinson provided information about CareerSource Brevard's work base training programs
- Tonya Holder from Brevard Adult Education shared information about their IT Pre-Apprenticeship program.



Strategic Development for IT Talent, Recruitment, and Retention

- Creating a positive company culture to retain employees.
- Creating a career pathway to incentivize employees to be more productive and engaging.
- Offering an employee ownership module.
- Investing in employees by offering training opportunities to increase their professional development.
- Implement a strategic approach to recruiting employees by hiring passionate individuals who are hardworking and willing to learn.
- Taking interest in employees by understanding their love language so they can feel valued.
- Increase flexibility and home-life balance within the workplace.



Training Program Updates and Strategies to Recruit Program Instructors

- Information concerning the disconnect between the IT curriculum offered by educational institutions and employers' expectation for recent graduates were shared.
- Educational institutions need to update their IT
- Teachers not possessing the proper experience to adequately teach their students.
- Instructors should be required to participate in an internship to increase their professional development.
- Brevard Public Schools should require all students taking IT courses to do a tour of an IT facility to gain a better understanding of the industry.

Key Takeaway

- Based on the information gathered, as well as the concerns expressed in the meeting, it was determined there's a major disconnect between what the educational institutions are teaching, versus the employers' actual expectations and needs.
- As a result, there was an agreement throughout the room that we need to have sub-committees to further address the issue between both parties.
- The 1st sub-committee is expected to be late August of this year and it will be facilitated by CSB.



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>		
Manufacturing Sector	Ongoing		<p><u>EDC's CPT Program:</u> The Business Liaison and CSB Center Staff provided dedicated outreach to within Employ Florida to assist with promotion of the May 16th CPT class. The promotion of the program continues with over 1600 customers reached through email blasts.</p> <ul style="list-style-type: none"> ○ Since CPT program inception (2016) CSB has hosted/supported 30 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 ● BL introduced to EDC project, Rogue Valley Microdevices for their expansion to Brevard County and assisted with Workforce Development strategies & community engagement. ● BL attended an onsite meeting at Shapes Precision manufacturing facility to be updated on current projects, workforce needs, WBT options and tour of the facility. ● Staff attended the EDC's Manufacturing Seminar/networking event onsite at Mack Technologies. ● There has been ongoing outreach to manufacturing employers to participate in Recruiting Events, and Job Fairs, including the Annual Job Fair on June 7th. ● Provided support and promotion of FAWA grant, completing IWT and OJT with 2 manufacturers.
Construction & Skilled Trades	Ongoing		<ul style="list-style-type: none"> ● Business Liaison engaged with a new business as well as reengagement with old businesses. Climate Experts, a new business for HVAC is interested in Apprenticeship training and utilized service by participating at Annual Job Fair on June 7th. Re- engaged with Pipeline Plumbing a women owned

Industry Workforce Committee

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			<p>business as they are looking for plumbers, and office coordinator.</p> <ul style="list-style-type: none"> • BL met with FL Rebuild students on April 4th and presented opportunities to them within the different fields their certifications can be used. Also presented opportunities with apprenticeship to the students. • Outreach with Cocoa Housing Authority, NDC Management company as they were interested in services for both jobseekers and employer. Company interested in learning about training programs for their maintenance tech position and about work base training opportunities. As they assist those who are lower income or in need, they must help with career services for their residence. BL connected them with Rapid Response Coordinator to get setup on and utilize Crosswalk portal. • Attended ABC Council Meeting comprised of general and commercial contractors on June 6th at Rush Construction in Titusville. Legislation that was recently passed and put into place was discussed as it pertained to construction industry for immigration efforts that could affect workers, trainings such as apprenticeship funding opportunities, and other housing acts recently either created or amended. Round table discussion talked about hardships they were facing with workforce shortage, jobsites taking longer, shortage in supply chain, coast of materials increasing, culture of generational gaps and high turnover rates. • On June 14th, BL interview by Florida Today on the workforce shortage within the construction industry. Article will be published in July. • Construction Consortium held on June 15th – See Presentation
<p>Development and Support of Competency and Work Based Learning Programs</p>		<p>Ongoing</p>	<ul style="list-style-type: none"> • Apprenticeship Navigator (AN) working with Rockledge Institute and local Apprenticeship Training Representative (ATR) to talk about the development of a Pharmaceutical Tech apprenticeship program. This would be a Group Non-Joint (GNJ) as multiple pharmacy would be part of the group with the Rockledge

Industry Workforce Committee

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

Institute being the sponsor and related technical instruction.

- AN met with EFSC to discuss the updates to the HVAC classroom, as this will have an effect on Brevard Air Condition Contractors Association Apprenticeship program as they use in-kind space. Discussion was regarding the updating of equipment and if they could be a part of a meeting to help redevelop the apprenticeship.
- Assisted in the municipalities job fair on April 20th where apprenticeship opportunities were discussed with the Port Authority, City of Cocoa Beach, and City of Cocoa. Each of their needs were different but ranged from utilities department to HVAC positions.
- AN and ATR attended the Sales Area Teams meeting on April 25 for the hotels within the Cocoa Beach and Cape Canaveral area. This invite was from Peter Cranis with the Tourism Council who was helping CSB gain exposure to introduce apprenticeship opportunities for the Hospitality Industry.
- Held 2nd Annual virtual Apprenticeship Career Fair in conjunction with CareerSource Research Coast and CareerSource Flagler Volusia. There were 8 booths ranging from sponsors to employers. There was a total of 19 jobseekers participating. Out of the 19 participating, 2 were from CSFV and the rest were CSB.
- Presented on apprenticeship ATR at the IT Consortium on May 1st. Gave a generalized overview of apprenticeship and how it can help the workforce, as well as funding opportunities that come with being a registered apprenticeship with the state.
- Met with EDC, Mack Technologies and our ATR as Mack Technologies is looking at building an apprenticeship for the SMT Operator. This meeting took place on May 3rd and has continued to flourish over the last month as they have moved forward in the process with writing their standards, getting their rapids code figured out, found where to get their related technical instruction from. ATR and AN met with them on several occasions since the initial meeting on

Industry Workforce Committee

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May 3rd. This should come to fruition soon and hopefully be submitted for approval in late July.

- Staff attended the Brevard Public Schools Adult Education Pre-Apprenticeship Committee meeting on May 10th.
- On May 18th Apprenticeship Navigator and ATR presented at the Healthcare Consortium on apprenticeship. This overview focused its model on how to create apprenticeship within the healthcare industry. Healthfirst was used as an example as well as the pharmaceutical tech project. Talked about the feeder pipeline from the CTE programs to the apprenticeship programs.
- Met with Florida Trade Academy on June 2nd to learn more about their programs as they are the training provider for the pre apprentice program for ABC Gulf Coast and classes are all online. Talked about possibilities of utilizing their program in Brevard County for the Related Technical Instruction (RTI) component of apprenticeship programs given their online abilities. AN will continue to grow the relationship as CSB looks at development of new apprenticeships within the constructions industry.
- AN and ATR met with Vocation Depot on June 5th as they are a non-profit organization that helps those with disabilities and disabled veterans. This company is looking at starting an apprenticeship in the hospitality industry for the occupation cook for restaurants.
- Collaboration between ATR and AN on June 21st to develop a training for CareerSource Florida; they have been asked to train Apprenticeship Navigators on how they work together, engage businesses, and approach to developing apprenticeships.



Construction Consortium

Agenda

- 8:00AM – 8:30AM **Registration, Continental Breakfast and Networking**
Breakfast Sponsored by Apis Cor.
- 8:30AM – 8:55AM **Welcome** – Melissa Byers- Apprenticeship Navigator/Business Liaison, CareerSource Brevard
Breakfast Sponsor Recognition– Khamare Farrar- Marketing & Communications Coordinator, Apis Cor.
Meeting Overview- Thomas LaFlore- VP of Industry Relations, CareerSource Brevard
- 8:55AM – 9:20AM **Keynote Address** – Mike Jaffe, Director of Operations- ECFL, Christopher Alan Homes
- 9:20AM – 9:25AM **Transition to Breakout Sessions** – Melissa Byers, CareerSource Brevard
Three Sessions, Identification of Groups, Instructions
- 9:25AM-9:30AM **Break**
- 9:35AM – 11:10AM **Breakout Sessions**
- 11:15AM – 11:35AM **Breakout Session Facilitator Report Outs**
- 11:35AM – 11:50AM **Building Subcommittees** - Melissa Byers, CareerSource Brevard
- 11:50AM – 12:00PM **Next Steps and Closing**- Melissa Byers, CareerSource Brevard



Breakout Sessions-

- Three 30min sessions
- Identify your starting group by color on the front of your folder
- There will be a 5min break in-between each session
- Locations of sessions:
 - Blue- Labor Market Data for Industry Wage Overview- Conference Room 3
 - Red- Construction Industry Occupational Analysis- Conference Room 2
 - Green- Industry Certifications, Trainings and Apprenticeship Opportunities – Conference Room 1



Building Subcommittees

- A subcommittee will be comprised of employers, educators, community partners and workforce development.
- Subcommittees will assist in developing:
 - Career Pathways for the Construction Industry
 - Develop trainings/apprenticeships needed for the area
- Subcommittees will meet either quarterly or monthly.



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 74 businesses. • Rapid Response (RR) Coordinator conducted outreach to 43 businesses that may need workforce assistance. Outreach was conducted using the Econovue reports. • Community Partner outreach to 25 nonprofit organizations to share CSB partnership, Matrix Skillup and Crosswalk portal information. • Layoff assistance was provided to Makita USA, Bed Bath and Beyond, and Boeing. Maggie's Ice Cream was listed as closing soon by Florida Today and was contacted to help. • Super Tuesday Virtual Job Fair held on April 25, 2023, featuring 10 businesses. There were 8 job seekers who attended the event. • RR Coordinator attended 6 meetings at the Chamber of Commerce and Together in Partnership (TIPS) to network and educate the community on CSB services and industry initiatives. • 3 non-profit agencies registered and approved for Crosswalk referrals during the quarter.
	Conduct outreach to key partners, stakeholders and community on the programs, services, and successes	Ongoing	<ul style="list-style-type: none"> • On May 8th, CSB President was part of a panel at the Florida Economic Development Council Conference titled "Fortifying the Space Industry Talent Pipeline" where she talked about Sector Strategy Initiatives. • Board Chair and CSB President had a front-page article in Brevard Business News on May 29th. The article discussed the Aerospace Technician Workforce, aviation, aerospace, defense manufacturing sectors and CSB's services in these sectors. • Rapid Response Business Learning Event in partnership with CareerSource Capital Region held on June 6, 2023. There was a total of 19 who attended the event. Of those, 11 were businesses, 8 from CareerSource Brevard.

			<p>See Business Services Quarterly Review Presentation</p> <ul style="list-style-type: none">• See Quarterly Multimedia Outreach Presentation (Quarter 4– April - June)
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Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Recruiting Events

21 Onsite Events

- 18 unique employers included Manufacturing, Healthcare, Services, Gov't agencies, Aviation & Staffing Agencies represented
- Appointments & Walk-Ins
- 130 Job Seekers attended, 4 Veterans



Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Job Fairs - 6 Events & Partnerships

Second Chance Resource & Job Fair on April 13th

- Partnering with Dept. of Corrections to recognize National 2nd Chance Month
- 19 Employers and community partners
- 80 jobseekers / 13 Veterans

Port & Municipalities Job Fair on April 20th

- Canaveral Port Authority and City of Rockledge, City of Cape Canaveral, City of Titusville, City of Cocoa and City of Cocoa Beach
- 34 jobseekers / 4 Veterans



Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Job Fairs - 6 Events & Partnerships

Super Tuesday Virtual Job Fair on April 25th

- 9 Employers
- 8 jobseekers / 1 Veteran

Palm Bay Career Center Job Fair on April 27th

- 18 Employers
- 104 jobseekers / 17 Veterans



Super Tuesday VIRTUAL JOB FAIR



Super Tuesday
Virtual Job Fair
Featured employers:
Florida Department of Children
and Families, BAC, RGNext,
Florida Department of Health,
Army and Air Force Exchange,
and more.

Tuesday, April 25th
11:00 am to 1:00 pm
Virtual



Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Job Fairs - 6 Events & Partnerships

Back to Work 50+ Job Fair on May 24th

- 36 Employers and 12 community partners
- 209 jobseekers / 15 Veterans

12th Annual Job Fair on June 7th

- 64 Employers & partners
- 407 jobseekers / 57 Veterans



Business Learning Events

Educating Brevard Businesses

- **Proactive Solutions for Talent Retention on June 6th**
- Hosted virtually by our Rapid Response Coordinator team
- Learn about programs that can help you retain employees
- Uncover funding and training opportunities
- Learn about the State of Florida's Rapid Response Program

BUSINESS LEARNING EVENT

PROACTIVE SOLUTIONS FOR TALENT RETENTION

Join your peers for this free virtual event!
 Learn about programs that can help you retain your staff
 Uncover funding and training opportunities
 Learn about the State of Florida's Rapid Response Program
 and how your business can get personalized assistance
 Get your questions answered!



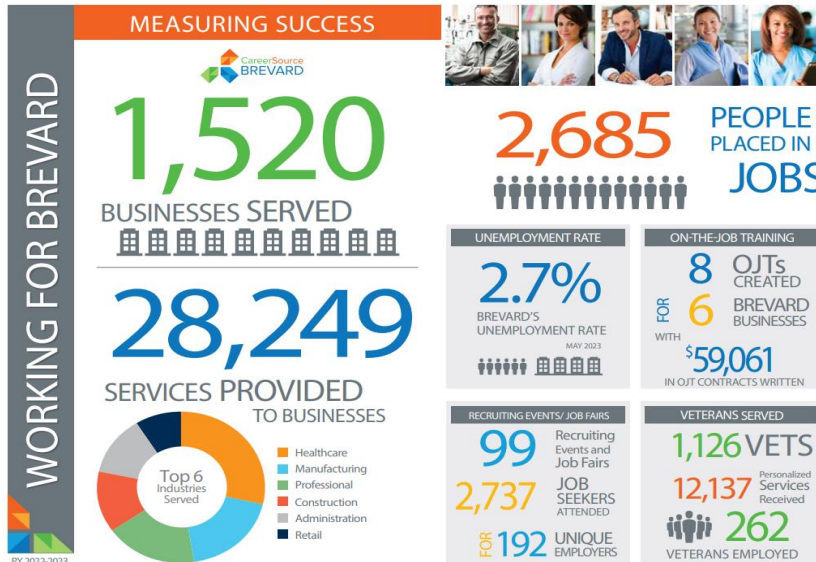
Tuesday, June 6, 2023
 12:00 pm to 1:00 pm
 VIRTUAL – via Microsoft Teams

Register TODAY!
 RSVP to Kimberly Weatherby, kweatherby@carersourcebrevard.com

CareSource Brevard partners with local and national experts to bring you FREE business learning events. Meet our business experts for advice, inspiration and learn how to help your business succeed. Proud Partner of the American Job Center network.

Fact Sheet

Business Services Provided July 1st, 2022 through June 30th, 2023



MEASURING SUCCESS



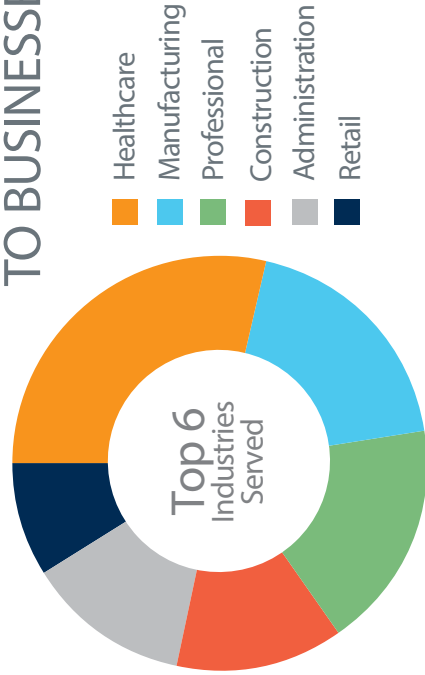
1,520

BUSINESSES SERVED

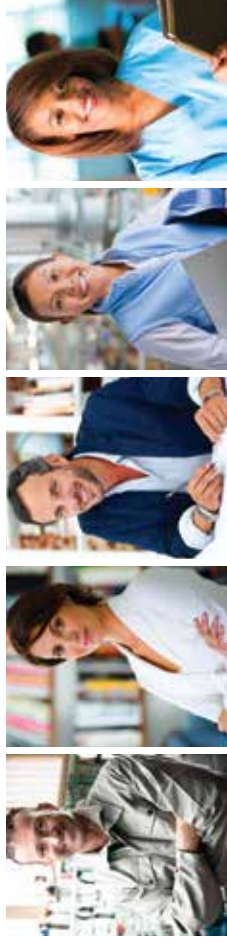


28,249

SERVICES PROVIDED
TO BUSINESSES



WORKING FOR BREVARD



2,685

PEOPLE
PLACED IN
JOBS



UNEMPLOYMENT RATE

2.70%

BREVARD'S
UNEMPLOYMENT RATE
MAY 2023



ON-THE-JOB TRAINING

8

OJTS
CREATED

6

FOR
BREVARD
BUSINESSES

\$59,061

WITH
IN OJT CONTRACTS WRITTEN

RECRUITING EVENTS/ JOB FAIRS

99

Recruiting
Events and
Job Fairs

2,737

JOB
SEEKERS
ATTENDED

FOR 192

UNIQUE
EMPLOYERS

VETERANS SERVED

1,126

Personalized
Services
Received

262

VETERANS EMPLOYED



Strategic Outreach & Awareness

January to June 2023 Highlights

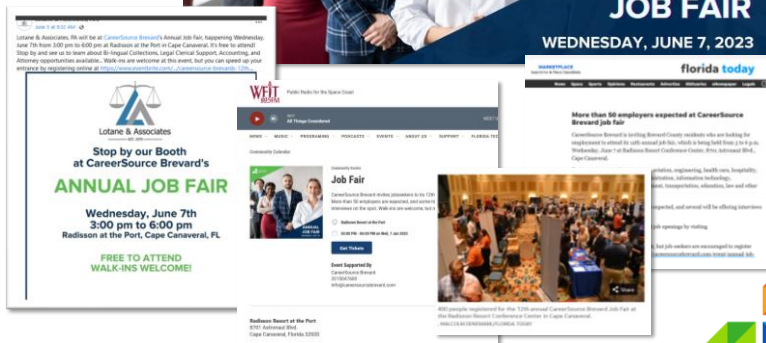
Engaging digital and traditional multimedia strategies to further business, jobseeker and industry partner relations.

Annual Job Fair Multimedia Campaign

Connecting 407 Jobseekers with 64 employers ready to hire!

Outreach Support to Engage Businesses Participation

- **Flyer:** Created for the business services team to use in reaching out to prospective employers.
- **Recruitment Social Media Posts:** Created for participating employers to share news about their open jobs and invite their followers to attend.
 - Analytics show business and jobseeker engagement and cross-promotion.
 - Increased awareness of employers and CSB's services.
 - Increased jobseeker traffic to the event.
- **Media Relations:**
 - 10 countywide pre/post event news (radio, newsprint, electronic and digital) highlighting employers – supporting employer awareness and jobseeker engagement.

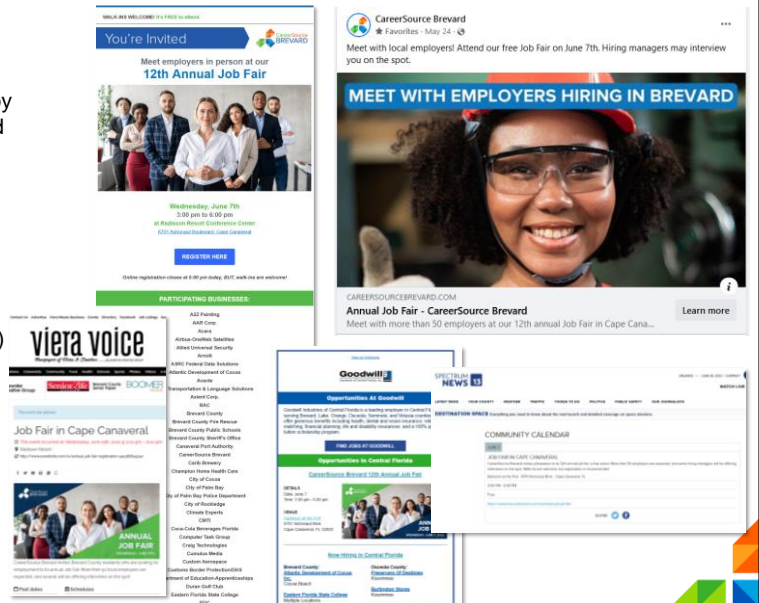


Annual Job Fair Multimedia Campaign

Connecting 407 Jobseekers with 64 employers ready to hire!

Outreach to Jobseekers

- **Flyer:** Engaging jobseekers
- **Email Marketing:** Sent to jobseekers in Employ Florida, media, referring community partners, and other stakeholders.
 - 17,000+ unique contacts reached
- **Organic Social Media Posts:** Reaching jobseekers, referring community partners and other stakeholders.
- **Facebook & Instagram Paid Ads:**
 - 28,012 people reached
 - 840 engagements (likes, comments, shares)
 - Approx. \$0.43 per jobseeker engaged
 - \$390 budget
 - Driving 782 to the event page
- **Media Relations:**
 - 10 countywide press mentions (radio, newsprint, electronic and digital)
- **Google/SEO:** Event added to CSB's Google business profile and website for SEO.



Hurricane Ian Nichole Multimedia Campaign

Providing carpentry & equipment training on the job!

Outreach to Engage Jobseekers

- **Web landing page "Jobs Now":** with lead generation form. www.careersourcebrevard.com/JOBSNOW
- **Flyer and email marketing:** Engaging jobseekers and referring sources.
- **Social & news media engagement:** Multi channel organic reach to jobseekers and referring sources.
- **Digital and in-stream radio:** Paid 2-week campaign across 8 local channels.
 - 425 spots aired

Campaign Outcomes

- 46,500+ people reached
- 195 unique visitors to web landing page
- 517 total web page views
- 79 Social media engagement (likes, comments, shares)
- 61 employed



Construction Grant Multimedia Campaign

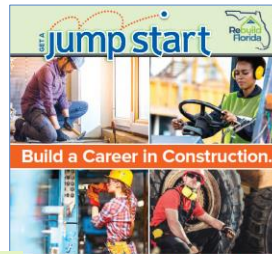
Providing heavy equipment training, certifications & employment.

Outreach to Engage Jobseekers

- **Website:** Jumpstart landing page and construction page with lead gen form. www.careersourcebrevard.com/jumpstart
- **Flyer and direct email marketing:** Engaging jobseekers and referring sources.
- **Social media:** Multi-channel organic reach to jobseekers and referring sources.
- **Department of Motor Vehicles:** Paid video on 15 min. loop, Tville, MI, PB locations. <https://bit.ly/3r85E9s>
- **Brevard Public Schools, “Headlines” e-news,** monthly paid ads (parents, employees, partners)
- **Space Coast Area Transit (SCAT)–** Paid interior ad posters in 60 buses county-wide.

Campaign Outcomes

- 54,127 people reached plus additional 2M with SCAT purchase.
- 456 users landed on program web pages, 1,852 total web page(s) views
- 42 Social media engagement (likes, comments, shares)
- 95 completed training, 77+ employed



Build a Career in Construction.



FREE TRAINING. NO EXPERIENCE REQUIRED. LET US HELP YOU PLAN YOUR NEXT STEP.



Looking for a career change? Build a career in construction.

Three ways to apply!

1. Visit a CareerSource Brevard career center nearest you.
2. Visit www.careersourcebrevard.com/jumpstart
3. With www.careersourcebrevard.com/jumpstart code in SCAT or apply.

Call (321) 334-4127 or email jumpstart@careersourcebrevard.com

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Website:

January – March: 23,440 unique visitors
April – June: 25,333 unique visitors (Hot Jobs: top viewed page with 19,282 pageviews)
 January – March: 744 jobseeker inquiries
April – June: 885 jobseeker inquiries
 January – March: 23 business inquiries
April – June: 39 business inquiries



Facebook, Instagram and LinkedIn:

Increased **reach**: 549.5% Facebook, 1,000% Instagram
 Increased **engagement** 140.6% Facebook, 27.2% Instagram
 Increased **follower shares** 33.7% LinkedIn



Constant Contact Email Messaging to Jobseekers:

Increased **opens and click rates** to 42% and 1.92% respectively
 Previously: 25.70% average open rate and 1.05% click rate

INDUSTRY WORKFORCE COMMITTEE (IWC)

ATTENDANCE RECORD

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