



Industry Workforce Committee Meeting

October 10, 2023 - 8:30 am – 10:00 am

[Click here to join the meeting](#) Or call in (audio only) +1 561-486-1414,,273277883#

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

Veteran Performance Incentive Award Program

Jessica Mithcell

1 - 6

Action Items

Approval of Industry Workforce Committee Minutes for April 19, 2022

Mike Menyhart

7 - 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

Thomas LaFlore

9 - 10

- Outcomes in the Aviation/Aerospace Sector

Stephanie Robinson

11 – 14

Objective 2: Support Additional Key Industries Through Sector Work

Thomas LaFlore

15 - 18

- 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

19 -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

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

Kimberly Weatherby

24 - 27

Lori Robinson

28 - 29

Denise Biondi

30 - 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

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

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Veterans Performance Incentive Awards Program- PY22/23

Narrative

CareerSource Brevard (CSB) leadership and Jobs for Veterans Grant (JVSG) staff have the utmost respect for Veterans and other eligible spouses. Through hard work and dedication to the mission, our CSB JVSG team exemplify what the Veteran's Performance Incentive Award Program was instituted to recognize, "Excellence in Service" to Veterans.

Outreach

- Disabled Veteran Outreach Programs (DVOP) conducted 67 outreach activities
- Local Veteran Employment Representatives (LVER) conducted 252 onsite visits to employers
- LVERs conducted 56 Veteran advocacy activities to employers
- JVSG team shows a united front in working diligently to get our Veteran and other eligible persons hired



Job Fairs & Recruiting Events

- Conducted 12 job fairs & 90 recruiting events
- Over 2,500 job seekers attended; 445 veterans (18%)
- 122 job offers made on the spot!
- Average 60 employers per job fair
- Provide unique wristband identifier for Veterans at our large-scale events



Job Fairs & Recruiting Events



<https://www.floridatoday.com/picture-gallery/news/2022/12/05/8th-annual-paychecks-patriots-veterans-job-fair/10811037002/>



Justice Involved Programs

- LVERs helped coordinate two 2nd Chance Job Fairs
- Justice involved veterans attended
- Employers & partner agencies that provide no cost services
- DVOPs co-case management to ensure justice involved vets and eligible spouses have access to all programs and services



Hire Veterans Medallion Program (HVMP)

- LVERs provided info about HVMP to 226 employers in PY 22/23
- CSB LVER's educated more employers about HVMP than any other board in the state!

<https://www.hirevets.gov/>



Community Involvement

- Vet team has done outstanding job being involved in community
- Attend events that support & educate veterans
- LVER presentations & attend grand openings
- Supports Transitional Assistance Program (TAP)



Honorable Mention

- Ask the Recruiter- Veteran focused workshop
- SkillBridge Program- Knights Enterprises
- Melbourne Regional Chamber's Hero Spotlight- Wilfredo Quiles
- National Veteran's Homeless Support, Inc.- C2 GPS donation



Success Stories

Testimonial from Michael Pascale, Talent Acquisition, RGNext:

<https://www.youtube.com/shorts/7p5PNF2t7c4>

Testimonial from Leslie Jones, Career Development Manager, Brevard County Government:

<https://youtu.be/vqlgnwR7BEE>

Testimonial from case managed Veteran jobseeker customer, John Rizzuto:

<https://youtu.be/nkFsfuANNJI>

Testimonial from case managed Veteran jobseeker customer, Clifford Williamson:

<https://youtube.com/shorts/RYH8HDqR6ZU?feature=share>



Questions?



Thank you



CareerSource Brevard

Industry Workforce Committee

July 18, 2023

Minutes

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

Members in Attendance: Mike Menyhart (Chair), Art Hoelke, Karen Houston, Jeff Jurinak, Traci Klinkbeil, Frank Margiotta, Kirsten Patchett, Nancy Peltonen, D. Travis Proctor, Cordell Rolle

Members Absent: Kristen Bakke, Rohit Ghosh, Trudy McCarthy and Rachel Rutledge

Staff in Attendance: Marci Murphy, Joy Bartlett, Amberstar Bush, Thomas LaFlore, Denise Biondi, Melissa Byers, Lisa Fitz-Coy, 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, Julie Berrio, John Bonsignore, Ahmanee Collins-Bandoo, Bob Knippel, Ramsey Olivarez, Sally Patterson. Aaron Smith and Kristine Wolff from the Career Center

Guests in Attendance:

None.

Call to Order:

Mike Menyhart (Chair) called the meeting to order at 8:30 am and roll call was taken.

Public Comment:

There was no public comment.

Presentation:

A presentation on the Florida Atlantic Workforce Alliance (FAWA) Grant giving a summary of the tri-regional grant, deliverables and the overview of the first Consortium meeting held on May 23, 2023. The objective of this grant is to fortify the talent pipeline on Florida's east coast.

Action Items:

Approval of Industry Workforce Operations Committee Minutes of April 11, 2023

Motion to approve the Minutes from the April 11, 2023 meeting was made by Frank Margiotta. D. Travis Proctor seconded the motion. The motion passed unanimously.

President's Update

Marci Murphy shared an update on the consolidation efforts to date, and a name change for the Department of Economic Opportunity to the new name of Department of

Commerce. Local Market Information (LMI) was shared showing that younger workers are entering the workforce at a higher rate than in the past due to higher wages. Florida's employment in the leisure and hospitality is up 7.3% in Florida and the US is up 5.9%. Education and health services is up 6.6% and manufacturing is up 3.3%. Construction was down by 1.4% and Information Technology was down 1%. Roughly 5.5 million of the 10 million open jobs in the United States need to be filled by people without a college degree; this may not be good news for post-secondary institutions.

Discussion/Information Items:

Committee Goal Status

Staff reviewed the matrix of the Industry Workforce Committee including the Goals, Objectives, Strategies, Actions, Timeframes and Status of each strategy. Brief presentations about the Brevard Healthcare Workforce Consortium, the Information Technology Consortium and the Construction Consortium were shared by members of the Business Services Team. A Board member shared that practical knowledge and usage is lacking in the IT Industry.

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 June 30, 2023.

Multimedia Outreach Presentation

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

Nancy Peltonen shared that the 2023 Space Coast Symposium on August 25th may be a great opportunity to engage businesses into CSB's consortium meetings.

Adjourn:

There being no further discussion or business, Mike Menyhart adjourned the meeting at 9:57 am.

Respectfully submitted,

Reviewed by,

{signature on file} 08/29/23
Marina Stone Date

{signature on file} 08/29/23
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"> • BL completed 2 OJTs for ASRC • The Economic Development Coordinator of Titusville is applying for a Recompete grant that was announced by the Economic Development Administration (EDA) through the Department of Commerce (DOC). The coalition will consist of a handful of community stakeholders, the Chamber of Commerce, the local education systems, representatives from the top employers in the area, CareerSource Brevard, East Central Florida Planning Council, Space Coast Apprentice Program, SpaceTEC, NBEDZ, and a few more will be on the coalition. The primary focus of this grant is to create jobs in areas that have high primary-age employment gaps. Majority of the census tracts in Titusville, and the surrounding areas, were deemed eligible. CSB provided a letter of support for this grant and will provide support in their workforce efforts. • CareerSource Brevard sponsored the Space Coast Symposium on August 25th. CSB promoted participation in the FAWA consortium and Industry Councils, the new manufacturing tech bootcamp, as well as other services. • Manufacturing Technician Bootcamp being created in partnership with Brevard Adult and Community Education, EFSC, and the EDC of the Space Coast. Open House to introduce to employers to take place on October 2nd, in conjunction with Manufacturing Job Fair. • First Industry Council meeting was held virtually on September 27th. This was a meeting of all the councils together, and then was broken out into different rooms for each council.

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"> • Community Events to raise awareness/capture interest in FAWA industries: • CareerSource Brevard to collaborate in NASA Space Apps Hackathon at Kennedy Space Center October 6th. • Customized training contract through code craft works for Northrop Grumman • Aerospace/Aviation Outcomes – See Presentation
Healthcare Sector		Ongoing	<ul style="list-style-type: none"> • Business Liaison Supervisor and VP of Industry Relations met with Health First on Work-Base Training process in support of their “Come Grow with Us” campaign. • Dwyer Workforce Development, Inc. has partnered with CSB to train and hire Certified Nursing Assistants as Dwyer Scholars. DWD hired two staff locally and process has been implemented. • Health First Recruiting Event held on July 12th at the Palm Bay Career Center. • New Business Liaison started on September 25th. BL was the Recruiter for Healthcare Industry prior to transition to new position.
IT Sector		Ongoing	<ul style="list-style-type: none"> • BL completed 4 OJT contracts for Indian River Network, IM Solutions and Artemis. • Completed 1 IWT contract for Alluvionic. • Attended bi-weekly High-Tech Corridor meetings. • Conducted outreach to over 50 employers to obtain work based training opportunities for customers currently enrolled in the Get There Faster program. • Hosted IT Consortium sub-committee on September 27th. The purpose of the meeting was to bring both IT employers and educational institutions together to discuss ways to adequately prepare students for the workforce. Discussion topics included, curriculum alignment, Internship and co-op programs, guest lectures and workshops, industry projects and hackathons, curriculum advisory boards, research collaborations, mentorship programs, soft skills and communication training, job placement and recruitment.



Aerospace/Aviation + The Florida Atlantic Workforce Alliance

Stephanie Robinson
Project Coordinator/Business Liaison



City of Titusville Re compete Grant

- Nicholas Gow- City of Titusville Economic Development & Redevelopment Coordinator
- Coalition of community stakeholders and subject matter experts
- Create jobs in areas that have high primary age employment gaps
- CSB provided letter of support and will support efforts

CSB 2023 Space Coast Symposium Sponsor

- August 25, 2023 Space Coast Convention Center Cocoa, FL
- Promoted via conversations and flyers
 - FAWA Consortium and Industry Councils
 - Manufacturing Technician Bootcamp
 - Manufacturing Job Fair
 - CareerSource Flagler Volusia Career Showcase
 - CareerSource Brevard Services
 - Businesses
 - Jobseekers
 - Veterans



Manufacturing Technician Bootcamp

- In partnership with Brevard Adult and Community Education, EDC of the Space Coast, Eastern Florida State College
- Industry certifications (IPC, NDT)
- Clearlake Education Center, Cocoa
- Introduced to employers at Open House on October 2nd in conjunction with Manufacturing Job Fair



FAWA Industry Council Initial Meeting

- Held virtually September 27, 2023
- Quantum Improvements Consulting
- Chairs and Co-Chairs established
- 117 Attendees
- 95 participants in industry councils
- Over the next 12 months, the FAWA Industry Councils will:
 - Meet virtually (with possible hybrid options) 5-6 times
 - Identify at least one actionable workforce issue within the industry
 - Develop a project plan for tackling the industry's issue(s).
 - Determine a measurable outcome to assess the project's success.
 - Work collaboratively to execute the project plan.



Community Events and Sponsorships

- NASA Space Apps Challenge Hackathon
 - October 6th, 2023
 - Kennedy Space Center
- Women in Aviation
 - February
 - Melbourne
 - Promote Careers in Aviation to Young Girls

Created banners to promote training in FAWA industries and encourage participation in Industry Councils



Customized Training for Northrop Grumman

Virtual Entry Level Software Engineering for Aerospace Training Program

- Software Reboot VEST with Codecraft Works is a virtual 16-week training program that prepares participants for entry-level software development roles in the aerospace industry. The program covers a wide range of topics, including Python, C++, requirements gathering, the software development lifecycle, and embedded software development.
- 12 Cohort participants started in July
- CareerSource Brevard to Reimburse WIOA eligible participants
- Candidates to be hired upon successful completion



Aerospace News

- The labor shortage could impede the space economy from reaching its trillion-dollar potential [The space industry's looming workforce problem \(axios.com\)](https://www.axios.com/news/the-space-industry-s-looming-workforce-problem)
- "At the four-year level, engineers from 2017 to 2022 dropped by about 100,000," Tom Roeder, a senior data analyst at the Space Foundation
 - Welders, machinists and other technical jobs that don't require advanced degrees are also in demand for companies building rockets and spacecraft
 - Technically skilled workers are in demand across industries
- Spaceport being developed in Las Vegas
 - Large focus on space tourism
 - STEM academy
 - Pilot training school



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><u>EDC's CPT Program:</u> The Business Liaison and CSB Center Staff provided dedicated outreach within Employ Florida to assist with promotion of the Aug 22nd CPT class. The promotion of the program continues with over 1500 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 ● Business Liaison participated in tour of Valencia College on July 6th with EFSC, BPS Adult Ed & CSB staff to view manufacturing programs & collaboration with CareerSource Central Florida. ● Staff attended CAMID facility at FIT for Lunch & Learn by EOS 3D Printer launch & tour of the facility on July 19th and viewed updates on technical training. ● BL Supervisor attended, with other partners, legislators & Lt. Governor, Space Florida's announcement of Project Kuiper & tour of the KSC location on July 21st. A subsidiary of Amazon, a \$120 million capital investment, creation of 50+ jobs with average wage of \$80,000. This payload integration & processing facility will provide broadband internet service using a constellation of low Earth orbit satellites. ● BL & FAWA Project Coordinator attended the EDC's Mfg. Workshop/networking event onsite at Rapid Prototyping Services on July 26th, learning more about 3D printing capabilities in manufacturing. ● BL met with EDC & Project Shark executives on Aug 7th to present CSB services and LMI data on skilled workforce in the manufacturing sector. 	

Industry Workforce Committee

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			<ul style="list-style-type: none"> • BL team attended Palm Bay Chamber Space Coast Symposium on Aug 25th to hear speakers/panelists address Sustainability & Artificial intelligence/Augmented Reality in manufacturing & other business sectors. There has been ongoing outreach to manufacturing employers to participate in recruiting events, and job fairs, including the upcoming Manufacturing Job Fair on Oct. 2nd. • Provided support and promotion of FAWA grant initiatives, completing 2 OJTs with one in manufacturing.
Construction & Skilled Trades		Ongoing	<ul style="list-style-type: none"> • Business Liaison has been working with new home building contractors such NuVision Builders to see what their needs are both in office and out on the job site. Looking towards the future in how they can use Registered Apprenticeships (RA) for some positions to help build their workforce. • Currently collaborating with a company Acousti Engineering, who is statewide and in the process of building a RA. They are needing jobs filled but connected them with Brevard Public Schools to become involved with CTE Building Technologies program throughout Brevard high schools to start tapping into the pipeline early with internships. Construction Overview – See Presentation
Development and Support of Competency and Work Based Learning Programs		Ongoing	<ul style="list-style-type: none"> • Apprenticeship Navigator (AN) has been collaborating extensively with Florida Trade Academy (FTA) to help them establish a presence in Brevard County. Connection has made between FTA and our local American Builders Contractors to look at new ways for their apprenticeship/pre apprenticeship programs. • FTA also introduced to Home Builders & Contractors Association of Brevard (HBCA) to look at a beta pre-apprenticeship program in the trade occupation. This would help pilot and move our local HBCA into the possibility of sponsoring and supporting Registered Apprenticeships. This relationship is being developed as Apprenticeship Training Representative (ATR) and AN

Industry Workforce Committee

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

will be presenting to the Board of Directors at HBCA soon.

- AN and ATR developed a training plan on training other Apprenticeship staff on best practices modeled off current business engagement and outreach, best practices and how to achieve start to finish collaboratively as a team.
- AN facilitated and participated at the Workforce Summit in a Registered Apprenticeship Round Table and developed the concept for this summit. The feedback provided was that this workshop was one of the best sessions of the conference.
- Presented at CommHit Workforce and Apprenticeship Summit alongside local ATR to discuss how to utilize resources to create a new registered apprenticeship program.
- Development of the first semiconductor RA as the documents are with the state awaiting signature. This is the first in the state of Florida and in the nation. The occupation is a SMT Operator. (Surface Mount Technicians – circuit boards)
- Currently working on a Non-Destructive Tester apprenticeship with a company that is currently successful with this occupation in California, and Texas. SpaceX is one of many employers in support that will be a part of this Group Registered Apprenticeships.
- A new electrical apprenticeship was added to region. This is an Individual Non-Joint program for Boys Electrical.
- Working with the National Institute of Information Technology (NIT), FloridaMakes, EDC, and Florida Department of Education ATR, developing a semiconductor accelerator for apprenticeship to introduce the Creating Helpful Incentives to Produce Semiconductors and Science (CHIPS) Act, highlight importance of manufacturing and apprenticeship, present our first semiconductor apprenticeship with their certificate, and more. This will be held on October 11th.
- Met with a manufacturing employer who is looking to join a local apprenticeship group in the future when their company finishes going through growth change. Introduced them to services we can

Industry Workforce Committee

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

			<p>provide outside of RA, and other options for them as well as resources that they can tap into such as CTE, SkillBridge, and work base trainings dollars.</p> <ul style="list-style-type: none">• Continuously supporting and mentoring fellow navigators from multiple workforce boards as well as providing trainings to our center staff on RA's.
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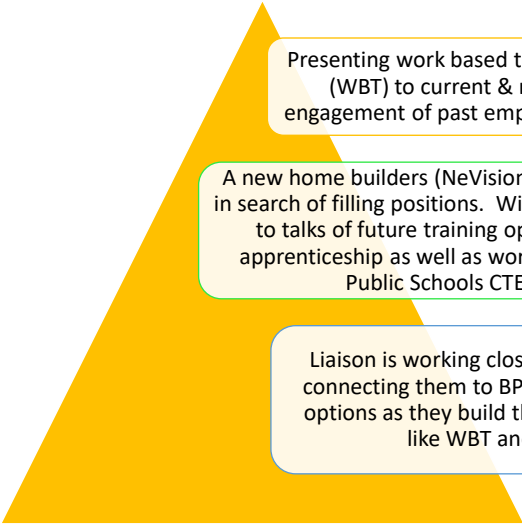


Construction, Hospitality & Apprenticeship Updates

Melissa Byers- Business Liaison/Apprenticeship Navigator



Construction



Presenting work based training (WBT) to current & re-engagement of past employers.

A new home builders (NeVisions Builders) reached out in search of filling positions. With a site visit this has led to talks of future training options like registered apprenticeship as well as working with our Brevard Public Schools CTE programs.

Liaison is working closely with Acousti as in connecting them to BPS CTE, Apprenticeship options as they build theirs, and other items like WBT and LMI data.

Hospitality

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

Liaison spoke to a group of leaders for Motel 6 at the beginning of August. Presented LMI data, CSB services, and other workforce development options like apprenticeship.

Looking at unique ways to engage jobseekers to fill these positions as we move forward with planning an event for January 2024.

Liaison is keeping the great relationship with our tourism council, Peter Cranis, as we continue to plan events together and have some great upcoming ideas for 2024 to help with development of the industry.



Apprenticeship

Apprenticeship Navigator (AN) has been working extensively with Florida Trade Academy as they look to bring their programs and training to Brevard County. Currently they serve the Tampa area and work with the ABC in Tampa. They have made connections with ABC Space Coast and our local HBCA. They are looking to launch a possible beta program with HBCA.

Currently AN has been working to help CareerSource Florida with trainings for other Navigators along with best practices on current outreach and working with our local Apprenticeship Training Representative (ATR).

Mack Technologies will be the first semiconductor apprenticeship registered in the State of Florida as well as in the Nation as we build a new Rapids code. This is at the State for approval. AN and ATR have been working on this since the end of June.

Semiconductor Accelerator will be taking place October 11th in partner with FLDOE, NIIT, FloridaMakes, and EDC.

Navigator facilitated and help with the development of the Apprenticeship Round Table during the Workforce Development Summit.

AN spoke at CommHit Workforce and Apprenticeship Summit held out at Kennedy Space Center September 28th along side Anne Everly our local ATR. Presented on utilizing resources to develop apprenticeships.

Continue support of employers who are looking to develop RA. Currently working with a non-destructive testing apprenticeship program that is in the works and should be at the State for approval.

AN supports programs currently approved as well as those employers who are apart of those programs with our services.

Event Flyers

**FREE BUSINESS LEARNING EVENT:
Securing Our Nation – Building the Future**

**Semiconductors, Nano Technology & Manufacturing Supply Chain
Registered Apprenticeship Accelerator**

Wednesday, October 11th
8:00 am to 11:30 am
at **Canaveral Port Authority**
Administrative Offices Commission Meeting Room
4000 Highway 1A, Cocoa, FL 32922

Continental Breakfast and Networking a Networking Opportunities
Learn about the CHIPS Act Initiative, protecting our economy and national security, hear from Mark
Techniques for... Florida's first Semiconductor Registered Apprenticeship, get an update on Florida's
Apprenticeship program from the Florida Department of Education, and more!

Continental Breakfast and Networking a Networking Opportunities
Learn about the CHIPS Act Initiative, protecting our economy and national security, hear from Mark
Techniques for... Florida's first Semiconductor Registered Apprenticeship, get an update on Florida's
Apprenticeship program from the Florida Department of Education, and more!

Keynote Presenters:
Mike Biagini, President, National Institute for Innovation and Technology (NIIT)
Martha Poirie, National Director of Apprenticeships, National Institute for Innovation and Technology (NIIT)
Scott Eisenwerk, Director of Center, Center for Economic Consulting
Melissa Byers, Business Liaison and Registered Trainer, www.floridaregisteredtrainer.com

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CommHIT23 Summit
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Melissa Byers
Business Liaison, CareerSource Brevard
Apprenticeship Navigator, Florida State

I AM SPEAKING!

As a Business Liaison with CareerSource Brevard, Melissa serves the workforce needs of Brevard's construction and hospitality employers. Additionally, Melissa was selected by the State of Florida to serve as Apprenticeship Navigator for Brevard County area, tasked with educating the area's businesses on the benefits of an apprenticeship program.

Presenting at CommHIT23 on Thurs, Sept 28





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"> • Rapid Response Coordinator (RRC) provided 123 services to 109 businesses registered in Employ Florida. • Of the 109 business, RRC conducted outreach to 63 businesses that may be starting to struggle financially. This outreach resulted in verifying closure of 7 businesses still appearing on the Econovue report. These closed businesses are likely listed on the Econovue report due to the business still owning buildings or having outstanding bills to repay. • Community Partner Outreach to 14 non-profit organizations to share CSB partnership, Metrix Skillup, and Crosswalk portal information. • Layoff assistance was offered to Ivy H. Smith, Diamondback, Certerra, Thriveworks, and Evans Center. Prochamps closed and Acuity International laid off without notice to CSB. • On-site presentation on re-employment assistance was scheduled at Ivy H Smith on 8/7/2023. Reduction in Force (RIF) packages were provided to 19 people who were affected by the company's closure in Melbourne. A recruiting event was held with QLM at the West Melbourne Public Library on 8/26/2023 to the Ivy H Smith employees an opportunity to be hired quickly. Three of the 19 attended the recruiting event. • RRC continues training monthly with the Florida Commerce and the other 23 coordinators to learn new skills to help struggling businesses avoid layoffs. • Staff conducted one Super Tuesday Virtual Job Fair on July 25, 2023. The event had 10 businesses and 36 job seekers. The booths were visited a total of 431 times with each job seeker stopping at an average of 7 virtual booths. • RRC participated in two Business Services SME Team meeting organized

			<p>by CareerSource Capital Region. This meeting was developed to help staff from different regions learn strategies and best practices that we can bring back to career centers to provide better services to businesses and job seekers.</p> <ul style="list-style-type: none"> • RRC was one of three coordinators selected by the Department of Commerce to participate in the Rapid Response Panel at the Workforce Summit. This panel was comprised of the 3 top performing Rapid Response Coordinators out of 24. • Created a newsletter that will be used from October 2023 through the end of this program year to highlight the activities of each Business Services Staff member.
	<p>Conduct outreach to key partners, stakeholders and community on the programs, services, and successes</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> • Rapid Response Coordinator attended the Melbourne Chamber’s Women of Excellence, Cocoa Beach Chamber Young Professionals, and Viera Means Business (two meetings). RR Coordinator attended the Workforce Summit in September. • BL for Hospitality spoke and presented to a group of hotels in Cocoa Beach at a conference for their operations Managers to provide them with workforce data, LMI, and service overviews for their industry specific • <i>See Business Services Quarterly Review Presentation</i> • <i>See Quarterly Multimedia Outreach Presentation (Quarter 1– July - September)</i>

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RAPID RESPONSE COORDINATOR UPDATES

Services to Businesses

- A total of 109 Employ Florida registered businesses received 123 services
- Of the 109 businesses, 63 were listed as beginning to struggle on the Econovue Report
- There were 14 nonprofits that received information on partnering with CSB, Metrix Skill Up Brevard and the Crosswalk Portal.
- CareerSource Brevard information was provided to 5 unregistered businesses to encourage working with CSB

WARN & Layoff Notifications

- Ivy H. Smith
- Diamondback
- Evans Center
- Thriveworks
- Certerra
- Acuity International
- Prochamps



Specific Layoff Assistance

1. Of the 7 companies laying off, only one accepted the offer to provide onsite assistance.
2. Deserine Morgan and C2 staff assisted with the 8/7/2023 onsite re-employment and CSB presentation at Ivy H Smith. We explained to the group how to apply for re-employment and discussed the services CareerSource Brevard offers to those affected by a layoff. Rif packages were provided to 19 people who were affected by the companies closure in Melbourne.
3. A recruiting event was held for QLM at the West Melbourne Public Library on 8/26/2023 to offer the Ivy H Smith employees an opportunity to be hired quickly. Three of the 19 attended the QLM recruiting event.

Super Tuesday Virtual Job Fair

- July 25, 2023 from 11:00 to 13:00
- There were 10 businesses
- Job seekers attending: 36
- The Premier Virtual report showed a total of 431 booth visits with each job seeker stopping at an average of 7 of the 10 employer booths



Accomplishments

1. Florida Commerce Rapid Response Team selected 3 Rapid Response Coordinators out of 24 to participate in a panel at the Workforce Summit in September. Kimberly Weatherby was honored to be chosen to present based on performance measures reviewed by Florida Commerce.
2. Creation of a monthly newsletter that will begin in October 2023 to highlight the work completed by each Business Services staff member.

Training, Conferences, & Webinars

- Attended 6 Department of Labor Workforce GPS Webinars
- SME Meetings with other CareerSource Regions to learn Workforce best practices
- Attendance at Workforce Summit
- Completed 5 Emotional Intelligent courses through Skill Up Brevard (Metrix)
- Monthly Rapid Response Coordinator Trainings
- Monthly Econovue Trainings for Rapid Response Coordinators



Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Recruiting Events

22 Onsite Events

- 11 unique employers included Manufacturing, Healthcare, Security Services, Gov't agencies, Staffing Agencies & Restaurants represented
- Appointments & Walk-Ins
- 333 Job Seekers attended, 20 Veterans



Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

Job Fairs - 2 Events

Super Tuesday Virtual Job Fair on July 25th

- Partnering with AFRC Patrick
- 9 Employers
- 35 jobseekers / 2 Veterans

Palm Bay Job Fair on September 13th

- 15 employers in various industries
- 149 jobseekers / 14 Veterans



CareSource Brevard JOB FAIR
 September 13, 2023
 Palm Bay Center
 10:00 am to 1:00 pm

CONTROL CENTER
 321.584.7600

Palm Bay Job Fair
 Open to the public and walk-ins are welcome!
 Veterans are encouraged to attend.
 Get your resume ready and dress for success.
 Hiring managers are offering interviews on the spot.
 Date & Time: Wednesday, September 13, 2023, 10:00 am to 1:00 pm
 Location: Palm Bay center, 5275 Babcock Street, Suite 98, Palm Bay, FL 32909
 To space your entrance: Sign up here: <https://www.caresourcebrevard.com/palm-bay-job-fair>
 Questions? Email: events@caresourcebrevard.com

Participating businesses in: Healthcare, Hospitality, Manufacturing, Construction, Administration, Transportation, Logistics, Transportation, Education, Law Enforcement, and more!

Participating Employers & Organizations:
 Career Development Center
 JAC
 Brevard Public Schools
 Brevard County Sheriff's Office
 Englestone Tire
 CareSource Brevard
 City of Palm Bay
 City of Palm Bay Police Department
 Ocular Tree
 Ichiban Cleaning
 Lakeland Credit Union
 LF Staffing
 Q&A
 Walmart



Find Your Next Best Employee!
Super Tuesday Virtual Job Fairs

Quarterly Fourth Tuesday
 10:00 am - 12:00 pm
 Online via Premier Virtual

SECURE YOUR FREE ONLINE BOOTH TODAY!
<https://www.caresourcebrevard.com>

Why attend a Virtual Job Fair?
 • Job Fairs are an effective, efficient way to consider new employees and make connections that can lead to hiring the talent you need.
 • CareSource Brevard Job Fairs attract candidates from across the county and many vendors of the marketplace.
 • Need help getting your online booth set up? We can help.
 • Many candidates will have pre-registered in Employ Florida, providing you with information your company needs to take the next step.

As an employer participant, your job openings must be posted in employflorida.com

a program of **CARESOURCE BREVARD**



Fact Sheet

Business Services Provided July 1st, 2023 through September 30th, 2023





Quarterly Multimedia Outreach (July – September 2023)

OWNED Media

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

View social media efforts by following us!

- <https://www.linkedin.com/company/careersourcebrevard/>
- <https://www.facebook.com/careersourcebrevard>
- <https://twitter.com/csbrevard>
- <https://www.youtube.com/user/careersourcebrevard>
- https://www.instagram.com/careersource_brevard/

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

- **Daily promotions:** Hot Jobs, virtual and in-person workshops, job fairs, local employer recruiting events, skills training, supportive services and resources, career tips, jobseeker success stories & testimonials.
- **Program outreach campaigns this quarter:** [Weekly Jobseeker e-news](#), [Virtual Job Fair](#), [CSB & Partner workshops](#), [WeVenture Entrepreneur Workshops](#), [Veterans workshops](#), [RISE program](#), [Young Adults Program](#), [CSB & Partner hiring event](#), [Recruiting Events](#), [Ask the Recruiters panel discussions](#), [CSB General jobseeker services](#), [CSF & CSB Veteran program collab.](#), [State Veteran Apprenticeship initiative](#), [Non-Custodial Parent Employment program](#), [BACK TO WORK 50+](#), [Healthcare CNA Training & Recruitment](#), [Jobseeker Success testimonial](#), [SkillUp Brevard](#), [Palm Bay Job Fair](#)

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

- **Daily promotions:** Virtual and in-person business learning events, CSB-hosted employer recruiting events, talent attraction job fairs, employee retention & work experience skills training, supportive services, resources, grant and collaborative partner news, employer success stories and testimonials. These efforts support CSB’s Sector strategy initiatives (Aerospace/Aviation, Manufacturing, Information Technology, Hospitality, Healthcare, and Construction)
- **Quarterly highlights:** [FAWA: Industry Councils](#), [CSB Community Partner Recognition](#), [CSFV Partner News](#), [Construction Sector](#), [Apprenticeship Navigator](#), [Registered Apprenticeship Accelerator event](#), [Manufacturing Tech Bootcamp & Job Fair](#), [Aerospace & Aviation sector news](#), [Business Services quarterly e-news](#), [IT Sector](#), [PepUp Tech Reverse Virtual Job Fair](#), [Recruiting Event services](#), [Employer Testimonials](#), [Workforce Development Month](#).

EARNED Media

“Earned” media is the result of relationship building with traditional media outlets as well as community and workforce partners, and customers and employers who have a following CSB can provide services to. This no-cost media expands CSB’s opportunity to raise awareness of its no-cost programs and services.

Print, broadcast, and digital media coverage quarterly highlights:

CareerSource Florida campaign for state-wide coverage:

<https://careersourcebrevard.com/teens-and-young-adults-empowered-through-summer-youth-employment-program/>



Quarterly Multimedia Outreach (July – September 2023)

Florida Today:

- [CSB, Family Promise of Brevard Fight Homelessness](#)
- [Construction labor shortage](#)
- [Apprenticeship Navigator program](#)
- [Florida Pulse YouTube on Construction sector](#)

Brevard Business News

- [Rogue Valley Microdevices in Palm Bay](#)
- [CSF brand: Summer Youth Employment](#)

Everything Brevard

- [CDL licenses address driver demand](#)

98.5 The Beach radio:

- Daily Hot Jobs public service announcements

PAID Media

Buying media reaches audiences beyond those familiar with CSB services.

Paid media campaigns this quarter included

Brevard Business News

- [Find Business Resources](#) ad pg. 3
- [Train, Retrain & Retain Key employees](#) ad pg. 7

Quarterly Campaign Highlight:

Florida Atlantic Workforce Alliance (Three regions building a talent pipeline for: Aerospace/Aviation/IT/Cybersecurity/Advanced Manufacturing)

- Partner outreach events: weVenture Impact Summit
- Targeted industry consortium awareness and communications campaign <https://www.linkedin.com/feed/update/urn:li:activity:7107704304714571777/>
- Industry councils' awareness, communication and recruitment campaign [FAWA: Industry Councils](#).
- Manufacturing Technician Bootcamp training initiative campaign <https://careersourcebrevard.com/employers-invited-to-manufacturing-tech-bootcamp-open-house-and-manufacturing-job-fair/>
- Enhancements to industry relevant CSB web pages <https://careersourcebrevard.com/who-we-are/florida-atlantic-workforce-alliance/>
- Job seeker & referring partners training opportunities outreach campaign
- Event support: literature and event banners

Dwyer Workforce Development (Attract jobseekers and career-starters with CNA scholarship opportunities that lead to advanced careers in healthcare.)

- Enhancements to CSB Healthcare sector web page and custom [landing page](#)
- Email marketing campaign [Healthcare CNA Training & Recruitment](#),
- Social media campaign <https://www.instagram.com/p/CxYZU-vPwbT/>
- Jobseeker CNA training flyer

Website & Social Media

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

WEBSITE (data pulled from new Google software analytics)

- **Content updates**

Quarterly Multimedia Outreach (July – September 2023)

- New page: <https://careersourcebrevard.com/who-we-are/florida-atlantic-workforce-alliance/>
- New page: <https://careersourcebrevard.com/trending-in-brevard/construction/>
- New success story added to homepage- BACK TO WORK 50+ <https://www.youtube.com/watch?v=P8Fu-f-D1yg>
- Updated page: <https://careersourcebrevard.com/career-services/education-and-training/careers-in-construction/>
- Updated page: <https://careersourcebrevard.com/career-services/education-and-training/aerospace-aviation/>
- Updated page: <https://careersourcebrevard.com/career-services/education-and-training/manufacturing-advanced-manufacturing/>
- Updated page: <https://careersourcebrevard.com/career-services/career-exploration/explore-it-careers-2/>
- Updated page: <https://careersourcebrevard.com/career-services/apprenticeships/>
- Updated page: <https://careersourcebrevard.com/trending-in-brevard/>
- Updated page: [Certified Nursing Assistant Training Program - CareerSource Brevard](#)

- **Monthly news posts:**

- <https://careersourcebrevard.com/teens-and-young-adults-empowered-through-summer-youth-employment-program/>
- <https://careersourcebrevard.com/commhit23-summit-achieving-todays-advanced-workplace/>
- <https://careersourcebrevard.com/florida-atlantic-workforce-alliance-news-industry-councils-meeting-planned/>
- <https://careersourcebrevard.com/employers-invited-to-manufacturing-tech-bootcamp-open-house-and-manufacturing-job-fair/>

- **Unique visitors this quarter:** 25,000, 26,662 *previous quarter*

- **Top viewed pages**

- Hot Jobs
- Career services
- Upcoming events (*Due to number of CSB events, surpassed "Pathway to Finding a Job" page*)

- **Top sources of traffic to our website** (*CSB-driven, partners were not launching events & initiatives this quarter*)

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

SOCIAL MEDIA

- 256 new followers this quarter, 262 last quarter (*YOY follower increase solid & on track with nonprofits our size*)
- Top referring social media site: Facebook
- Social media site with strongest follower growth: Facebook

INDUSTRY WORKFORCE COMMITTEE (IWC)

ATTENDANCE RECORD

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