



# Industry Workforce Committee Meeting

October 11, 2022 - 8:30 am – 10:00 am

[Click here to join the meeting](#) Or call in (audio only) [+15614861414](tel:+15614861414), [114488691](tel:+1561488691)#

## Attendees:

Mike Menyhart (Chair), Kristin Bakke, Rohit Ghosh, Art Hoelke, Karen Houston, Traci Klinkbeil, Jeffrey Jurinak, 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

Apprenticeship Navigator Role/Sales Pitch (Health First example)

Melissa Byers

1 – 4

Healthcare Data from Consortium, Skills Gaps (Lightcast)

Jodi Jackson

5 - 10

### Action Items

Approval of Industry Workforce Committee Minutes for April 19, 2022

Mike Menyhart

11 - 12

### 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

13 - 15

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

Objective 2: Support Additional Key Industries Through Sector Work

Thomas LaFlore

16 – 19

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

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

20 - 21

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

Lori Robinson

22 – 25

26

Denise Biondi

27 - 29

Attendance Roster

30

### Adjourn

Mike Menyhart

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## ***Upcoming Meetings***

### **October 2022**

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

### **November 2022**

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

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

### **June 2023**

No meetings

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## Apprenticeship Navigator (POC)

## Apprenticeship Navigator Role

- Promote apprenticeships as an effective tool for developing a workforce and are an asset to getting an apprenticeship program started.
- Serve as a key point of contact and assist partners throughout the process, from concept to implementation.
- They support existing or foster new partnerships and develop an extensive network of stakeholders at all levels of the public and private sector within the region to identify opportunities for program expansion and promotion.
- Implement a targeted approach to business engagement.
- Build capacity by developing and strengthening the knowledge, skills, abilities, processes, and resources that businesses, educational institutions, local workforce areas, and/or community partners need to create new or expand existing apprenticeship programs.
- The objective of the Apprenticeship Navigators is to expand registered apprenticeship programs in existing and new occupational areas within the region.

# Apprenticeship Navigator Role



Supporting Existing RA/  
& Fostering New  
Relationships

Build a regional network of partnerships.  
Bring regional players together, such as training providers, employers, as well as identifying potential partnerships over various industry sectors.  
Act as a liaison between employers, economic development organizations, educational providers, apprenticeship training representatives, among others

Conduct Industry  
Engagement &  
Outreach

Work with businesses to understand their workforce "pain points" and determine how apprenticeship can be a sustainable solution to their workforce needs.  
Schedule "events" where they convey why and how the program provides a workforce solution, using a consultative sales approach, along with a variety of marketing materials in their outreach.  
Promote existing programs in the area and develop methods to include special populations.

Serve as the Key Point  
of Contact

Assist apprenticeship partners throughout the process, from concept to implementation, and connecting partners with the appropriate resources.  
Facilitate regional coordination and partnership with apprenticeship stakeholders, including businesses, the Florida Department of Education's Office of Apprenticeship, training and service providers, and other education and state agency partners.  
Connect interested parties to the correct partner and the various apprenticeship components.

# Apprenticeship Navigator Regional Actions



## Apprenticeship Region 6

- Region 6 Apprenticeship includes- Volusia, Brevard, Indian River, Port St Lucie, Martin, Okeechobee Counties.
- Work closely with our Apprenticeship Training Representative (ATR)

## Navigators/POC- Trainings

- Work with other CareerSource Navigators or POC as well as CareerSource Florida Apprenticeship Navigator Meetings- Monthly.

## Hold Reginal Events

- Working with the full reginal we have developed an Annual Apprenticeship Career Fair to help drive jobseekers to the RA programs.
- Working on a regional Apprenticeship Week event that will be a business learning event for employers, programs, and educators.

# Apprenticeship Region 6- ATR – Anne Everly

## Programs Regionally Supported

<https://web02.fl DOE.org/Apprenticeship/search.aspx?a=FL006>

## Working Together ATR & Navigator

Meet with businesses, RA programs, development of programs as working together makes for a stronger presentation for what apprenticeship is.

## Additional

ATR's will be the ones who write the apprenticeship, go over rules, polices, regulations and submit the documents to the State.

Navigators will be able to offer support with employers, funding opportunities, jobseekers (apprentice), and more.



# Currently Working On- HealthFirst & EFSC

## Program

Currently developing a LPN Apprenticeship with HealthFirst as the Sponsor and EFSC as the RTI.

## Working Together ATR & Navigator

This has been ongoing meetings between HealthFirst, EFSC, CareerSource Brevard, HCAP –intermediary, and Anne Everly ATR.

## Additional

Currently: We have a rough outline of how the standards will look. It was failure easy as EFSC and HealthFirst have been working together with this training for years.

Next Steps: HealthFirst, HCAP and ATR will finish developing the standards. Once complete we will reconvene for the final look then off to the state for approval.



# Is Apprenticeship Right For You?

## Would Your Business like to be a Sponsor or be the Related Training Provider?

- The steps are simple
- You could join an existing apprenticeship or create a new one
- There is funding streams available exclusively for RAPs

If you would like more information, contact the Apprenticeship Navigator for CareerSource Brevard –Melissa Byers [mbyers@careersourcebrevard.com](mailto:mbyers@careersourcebrevard.com)

Thank you





# Nursing Occupational Insights for Brevard County

Information Source: Lightcast

Lightcast Q2 2022 Data Set | [www.economicmodeling.com](http://www.economicmodeling.com)



## Occupation Age Breakdown



Age Group	% of Jobs
14-18	0.7%
19-24	9.7%
25-34	20.7%
35-44	20.1%
45-54	21.8%
55-64	20.8%
65+	6.3%

## CNA

Gender	% of Jobs
Males	12.1%
Females	87.9%

## LPN

Gender	% of Jobs
Males	10.0%
Females	90.0%



Age Group	% of Jobs
14-18	0.1%
19-24	4.2%
25-34	17.7%
35-44	21.8%
45-54	23.8%
55-64	25.0%
65+	7.4%

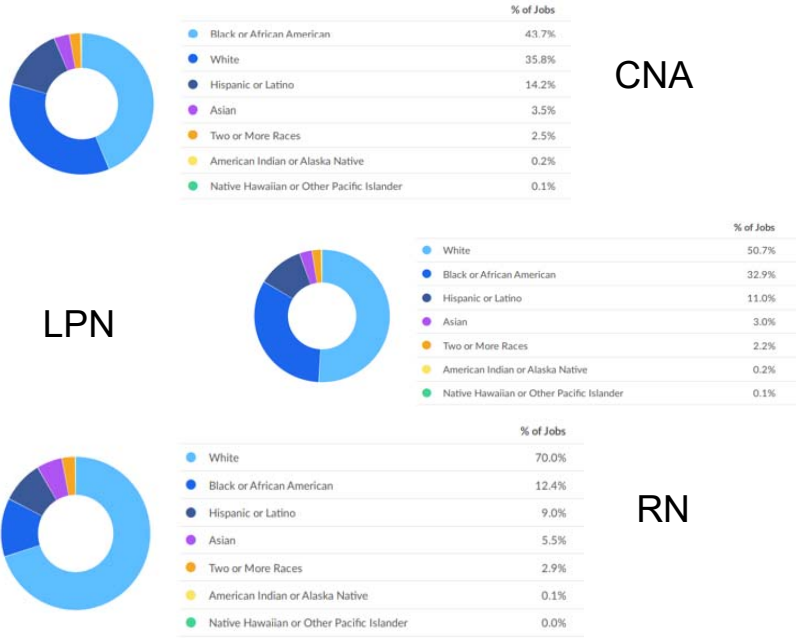


Age Group	% of Jobs
14-18	0.0%
19-24	2.4%
25-34	19.6%
35-44	23.2%
45-54	24.1%
55-64	24.5%
65+	6.1%

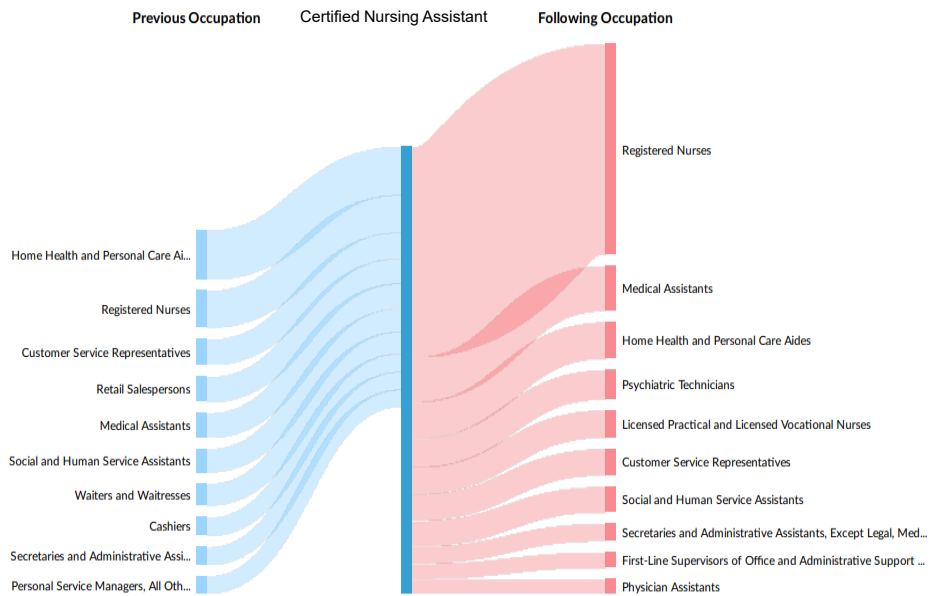
## RN

Gender	% of Jobs
Males	10.6%
Females	89.4%

### Occupation Race/Ethnicity Breakdown

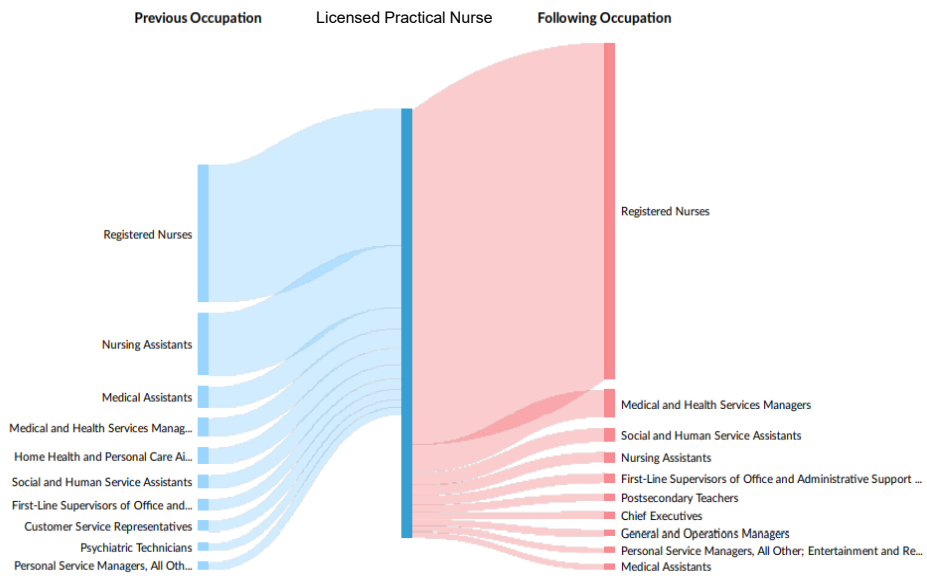


### Occupational Gain and Drain

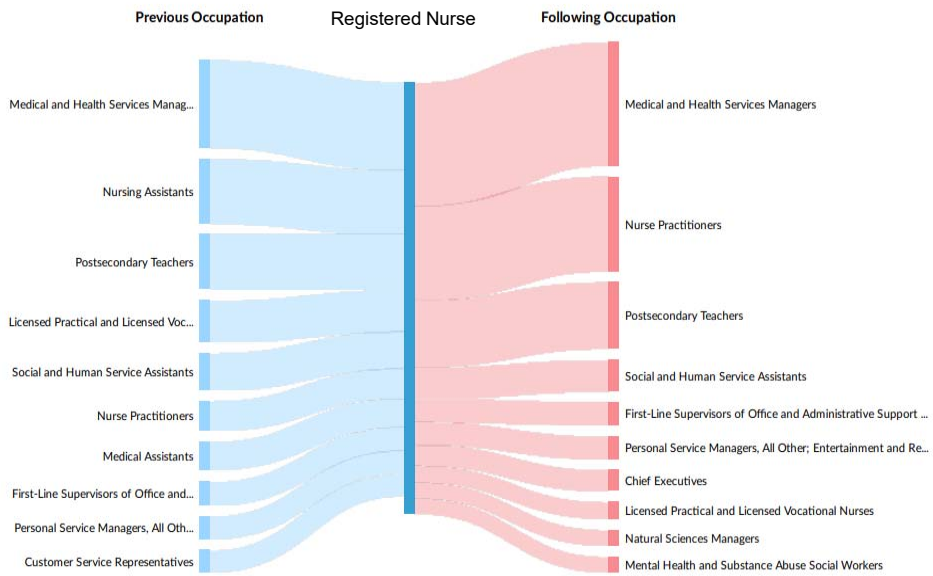




### Occupational Gain and Drain



### Occupational Gain and Drain



## Panel Discussion: Hidden Talent Sources

### Hidden workers are people who may have...



## CareerSource Brevard Healthcare Consortium

### Event was hosted by CSB on Sept 22nd

- 25 employers in person and 10 virtually
- Thomas LaFlore did a presentation on CSB services and Hidden Talent
- Panel discussion about ways to find talent
- Employer brainstorming breakout sessions

### Panelists:

Julia Williford, Human Resources, Leonard DRS and MSEEZ Chair –Space Coast Military Spouse Economic Zone (virtual)

Lois Thomas, Customer Solutions Facilitator, CSB – AARP Back to Work 50+

Michael Kiser, Business Projects Specialist, Florida Department of Education – Division of Vocational Rehabilitation

Beatrice Boursiquot, Program Coordinator, CSB – BRW/RISE



## Brainstorming Session Topics

1. Hidden Talent Strategies
  - Connecting or partnering with community agencies to source and develop talent
  - Recruiting workers from other industries
2. Occupational Insight Strategies
  - Engaging young workers (ages 16-24)
  - Attracting males
  - Promoting career development/advancement for Black or African American Certified Nursing Assistants and Licensed Practical Nurses



## Feedback

- Focus on the young adult population through social media and looking at the gender aspect of encouraging more males to go into healthcare
- How do we support instilling the longevity of keeping them in jobs.
- How can we encourage Retirees to fill these part-time positions
- Need to embrace the younger generation, help with soft skills, how to articulate with the patients
- Reach out to BPS High School guidance counselors to identify potential clients/employees
- Alumni and or employers going back to high school and talk about jobs available in healthcare facility (IT, Dietary, Diagnostic etc.)



## Feedback

- Colleges giving incentives to high school students like tuition breaks/credit for classes completed in high school
- Plant seeds early. Companies consider visiting BPS at the junior high level as children prepare for high school. Or provide field trips to different facilities
- Mentor of same race
- Touching base in community and faith based to share all the information we offer.
- Cocoa HS is starting a speaker series with healthcare professionals for the at-risk youth.
- BNA works closely with METCA and Elevate Brevard to reach under deserved markets.
- The use of social media- use of hashtags and keep it consistent.



# Thank You

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# CareerSource Brevard

Industry Workforce Committee

July 12, 2022

## Minutes

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

**Members in Attendance:** Mike Menyhart (Chair), Kristen Bakke, Jennifer Kenny, Traci Klinkbeil, Frank Margiotta, Trudy McCarthy, Kirsten Patchett, Nancy Peltonen, D. Travis Proctor and Rachel Rutledge

**Members Absent:** Rohit Ghosh, Art Hoelke, and Terry Schrupf

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

**C2 Staff in Attendance:** Chakib Chehadi, Caroline Joseph-Paul, John Bonsignore, Ahmanee Collins-Bandoo, Crisanta Garza, Marvetta Kay Gordon, Linda Hadley, Bob Knippel, Ramsey Oliverez, Sally Patterson, Taciana Raders, 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 8:32 am and roll call was taken.

**Public Comment:**

There was no public comment.

**Presentation:**

A presentation from CSB's Rapid Response Coordinator (RRC) was shared. The purpose of the Rapid Response Program was defined and is beneficial to businesses that are struggling and to help them in developing strategies to help the company get back on track financially to avoid potential lay-offs, as layoff aversion is a key component of the program. Rapid Response also provides services to job seekers that will be laid off. Each of the 24 regions of CareerSource has a dedicated Rapid Response Program.

Frank Margiotta joined the meeting.

**Action Items:**

Approval of Workforce Operations Committee Minutes of April 19, 2022

Motion to approve the Minutes from the April 19, 2022 meeting was made by D. Travis Proctor. Nancy Peltonen seconded the motion. The motion passed unanimously.

**Reports:**

Marci Murphy shared information on working with other regions. A Virtual Apprenticeship Summit which was held on June 3, 2022 with Volusia, Indian River, Port St. Lucie and Martin counties. Marketing campaigns and facilitation resources were leveraged across the regions. CSB also partnered with CareerSource Central Florida in a regional Economic Development Administration grant. If awarded, CSB would receive \$1-\$1.5M for 2 years. Award is scheduled to be announced in September 2022. Designated Lead on a project to tap into funds set aside for workforce board and education surrounding high tech industry on the workforce side for the \$9M Governor set aside under CareerSource Florida. She also shared the May unemployment rate in Brevard is at 2.3% for May 2022. In response to signs of the US entering a recession, the latest report by economists highlighted the growing disconnect between the economy’s performance and the labor market. She also shared key takeaways on the subject. Committee members asked how many left the workforce during the pandemic, retired early but with inflation, may be reconsidering returning. Also, clarification of the participation rate was asked. Ms. Murphy will follow up with the members via email.

**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 and results for Program Year 21-22 were reviewed along with nursing faculty recruitment goals. The new 2022 focus for the grant will be on the youth/young adult engagement.

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 June 30, 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 PY 21-22.

**Adjourn:**

There being no further discussion or business, Mike Menyhart adjourned the meeting at 10:08am.

Respectfully submitted,

Reviewed by,

{signature on file}      07/27/22  
Marina Stone                      Date

{signature on file}                      07/27/22  
Mike Menyhart, Chair                      Date

## Industry Workforce Committee

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

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

<u>Strategy</u>	<u>Actions</u>		
Effective implementation and outcomes in Key Industry Sectors	Industry Driven Career Pathways for Jobseekers, Staff and Stakeholders		
	Gathering and Disseminating Industry Workforce Needs and Opportunities		
		<u>Timeframes</u>	<u>Status</u>
Aerospace and Aviation Sector		Ongoing	<ul style="list-style-type: none"> <li>• CSB President and VP of Industry Relations participated in a series of meetings coordinated by Senior Chancellor of Education Henry Mack, convening education, workforce, and industry to apply for the Governor’s WIOA set-aside funding to support pipeline for aerospace/aviation in Brevard and contingent counties. Later named the Florida Atlantic Workforce Alliance (FAWA), CSB was the lead in securing \$3M through a regional collaboration to expand the workforce talent in aerospace, aviation, manufacturing, and cybersecurity</li> <li>• Business Liaison attended National Space Club Luncheons and Board Member meetings</li> <li>• Staff assisted with One Web Job Fair for individuals being laid off, connected affected individuals to similar aerospace companies</li> <li>• BL attended Space Coast Symposium hosted by Palm Bay Chamber to engage aerospace/aviation companies in need of CSB services</li> <li>• AAR Recruiting Campaign in all three centers                         <ul style="list-style-type: none"> <li>○ August 30, Titusville</li> <li>○ September 7, Rockledge</li> <li>○ September 13, Palm Bay</li> </ul> </li> <li>• Assisted Embraer with a recruiting event on August 2<sup>nd</sup>. Employer reported they hired 1,006 new hires YTD</li> <li>• Staff worked with the EDC on Project Vista, revising a letter of support for a proposal to bring 400 Engineering and</li> </ul>

## Industry Workforce Committee

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

			highly skilled technical positions to the Space Coast beginning in 2024.
Healthcare Sector		Ongoing	<ul style="list-style-type: none"> <li>• Business Liaison and Apprenticeship Navigator attended several apprenticeship meetings to further discuss the development of programs at Health First</li> <li>• Attended METCA student recruitment fair to present CSB resources</li> <li>• Supported Health First partner to speak at CSB staff meeting to present their “Come Grow with Us” initiative</li> <li>• CSB presented overview of services to Social Workers at BPS during their Professional Development Day</li> <li>• Professional Development- BL attended the Workforce Summit in Orlando, FL in September to learn more about healthcare apprenticeships &amp; programs.</li> <li>• Hosted Healthcare Consortium on September 22<sup>nd</sup></li> <li>• Attending a CommHIT at Kennedy Space Center for the Telehealth Forum</li> </ul>
IT Sector		Ongoing	<ul style="list-style-type: none"> <li>• Business Liaison attended the High-Tech Corridor meetings bi-weekly to get regional updates for I.T. industry</li> <li>• Incumbent Worker Training contract executed for IM Solutions; training is for the employee to become a Master Crestron Programmer.</li> <li>• On-the-Job Training contract in pipeline for a Jr. IT Systems Administrator for Run Smarter IT</li> <li>• Information provided to BAC students of the LaunchIT program regarding CSB services, and how staff can assist them with obtaining employment within the IT industry.</li> <li>• BL attended the Entrepreneurship/Cybersecurity learning event at Eastern Florida State College.</li> </ul>



## Industry Workforce Committee

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

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

- Attended a Pep-Up Tech/Salesforce Networking event.
- Brevard County Sheriff's Office engaged regarding recruitment efforts for their IT positions, as well as possibly hosting an information session at our three locations to educate the public about their job opportunities and career pathway options.
- Presented at the Brevard Public School workshop and shared LMI data regarding the IT industry with the teachers.
- Indian River Network invited BL to present information about CSB services at the Rotary Club of Melbourne.
- Met with Booz Allen Hamilton regarding the Get There Faster grant. Employer expressed interest in partnering by offering Salesforce work experience opportunities for our customers.
- Space Coast Symposium attended to learn about various technical advancements coming to Brevard.
- Engaged 15 employers within the industry during the quarter:

## Industry Workforce Committee

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

### Objective 2: Support Additional Key Industries through Sector Work

<u>Strategy</u>	<u>Actions</u>		
Support Other Strategies Through Key Sectors	Industry Driven Career Pathways for Jobseekers, Staff and Stakeholders  Gathering and Disseminating Industry Workforce Needs and Opportunities		
		<u>Timeframes</u>	<u>Status</u>
Manufacturing Sector		Ongoing	<p><b><u>EDC's CPT Program:</u></b> The Business Liaison &amp; CSB staff hosted a CSB Services &amp; OJT program workshop on Sept. 9th for the new CPT students starting in the Sept. 13th class. CSB Center Staff provided a dedicated outreach plan in Employ Florida and implementation for the upcoming September CPT class. Began collaborating/planning for upcoming Manufacturing Job Fair in October.</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 assisted with the OneWeb Satellites private job fair on Aug. 23<sup>rd</sup> for their dislocated workers, including invites to Brevard manufacturers which have similar workforce needs.</p> <p>BL attended the Greater Palm Bay Chamber event, Space Coast Symposium on Aug. 26<sup>th</sup>. The event offered opportunity to hear from international innovators on their accomplishments and vision for the future in the areas of science, technology, manufacturing, and communications. Keynote Speaker, Jared W. Perdue, Secretary of the Florida Department of Transportation, presentation by Sr. Director, Launch Facility Development of Blue Origin, Gerry Gleckel and panelists from the manufacturing and transportation industries.</p>

## Industry Workforce Committee

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

			<p>Staff attended the Workforce Professional Development Summit in Orlando on Sept 12<sup>th</sup>-14<sup>th</sup> which highlighted several Apprenticeship workshops to further knowledge and best practices from around the state.</p>
<p>Construction &amp; Skilled Trades</p>		<p>Ongoing</p>	<ul style="list-style-type: none"> <li>• Two OJT contracts have been written during quarter for Paint Technicians for a specialty trade of resurfacing countertops, bathtubs, floors and more.</li> <li>• Presented information on the industry as well as labor market data, jobs available and other resources for Rebuild candidates while working with Project Coordinator and Job Developer to assist with the construction grant.</li> <li>• Business Liaison engaged new employers within Construction to build new relationships to better serve the industry needs.</li> <li>• Attended Propeller Club meeting and met with several construction companies that were interested in learning more about training opportunities, connecting with Brevard Public Schools CTE students, and learning more about labor market data.</li> </ul>
<p>Development and Support of Competency and Work Based Learning Programs</p>		<p>Ongoing</p>	<ul style="list-style-type: none"> <li>• Staff working with Health First and Eastern Florida State College to move their Practical Nursing Apprenticeship development forward. The convening includes an intermediary as well as local ATR. CSB has arranged several meetings and progress is being made with Practical Nursing apprenticeship.</li> <li>• Met with HBCA on July 25<sup>th</sup> along with ATR to discuss the opportunities of apprenticeship as well as the need within the trades for the region. Data was brought</li> </ul>

## Industry Workforce Committee

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

forth to show how other Home Builders Associations in other regions house apprenticeships for the trades, labor market data to show the need for certain trade skills Brevard County is lacking for apprenticeships currently. The ATR and Apprenticeship Navigator showed the connections it would bring with BPS CTE programs, as well as some employers who are already interested in participating in a group apprenticeship.

- In August, met with a company that is interested in created an apprenticeship for its unique trade. The company is an engineering and testing firm that is looking at a training program for individuals who go out in the field and do the collection of the materials to be tested. They are doing internships now for their lab assistances.
- Apprenticeship Navigator (AN) participated as a Pathway to Careers and Opportunities Grant (PCOG) Reviewer for the State. Reviewed 23 grants. These grants are for those who have an apprenticeship pre- apprenticeship looking to expand or those looking to start an apprenticeship/pre- apprenticeship. The reviews were conducted August 15<sup>th</sup> to August 26<sup>th</sup>.
- Met with a small business that trains individuals for sales representatives for the hospitality industry. Business inquired about converting training program to an apprenticeship. ATR was able to join meeting and discussed in detail what it takes to run, write and have an apprenticeship.
- Currently working with CommHIT, CareerSource Flagler/Volusia, CareerSource Research Coast, and TechQuest on a National Apprenticeship Week Event. CSB will be holding a

## Industry Workforce Committee

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

business learning event for Apprenticeship that will encompass everything from Apprenticeship 101 to Braided Funding. There will be panels, guest speakers, success stories, networking and more. It will be held on November 18<sup>th</sup> at Kennedy Space Center. Event is for all employers, educators, Register Apprenticeships, Pre-Apprenticeships, ones in development and all those that wish to learn more about apprenticeship.

- September 23<sup>rd</sup>, AN attended the Telehealth Conference out at Kennedy Space Center that was organized by CommHIT. This event talked about IT and Health care. There is a registered apprenticeship in our region that supports the occupation of Information Technology Specialist for Telehealth and Cybersecurity that was represented at the event.
- In attendance at Viera Means Business, Business Liaison met several new restaurants and discussed some work-based training opportunities, softskill trainings through Metrix-SkillUp Brevard and all our services that would be beneficial to their new business.

## 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>• Outreach to 81 businesses registered in Employ Florida. 28 non-registered EFM employers contacted</li> <li>• Rapid Response Coordinator conducted outreach to 32 of 87 businesses that were on the Econvue report of companies that may be starting to struggle financially</li> <li>• Community Partner outreach to 19 nonprofit organizations to share CSB partnership, Metrix Skillup and Crosswalk portal information. A non-profit business successfully registered and was approved for Crosswalk to refer customers to CSB for services.</li> <li>• Layoff assistance for OneWeb Satellites: Onsite Workshops for Resume Writing July 2022, Interviewing August 2022 and Re-employment September 2022</li> <li>• OneWeb onsite job fair at on August 23, 2022, for the 68 employees who received notice their last day would be September 30</li> <li>• Meetings with BPS School Social Workers, Career Education, and Guidance Counselors to enlighten on services CSB offers students and parents of students. Discussed Crosswalk and encouraged the social workers to register for the referral portal</li> <li>• RRC coordinated meeting with 7 Rapid Response Coordinators to help develop marketing material to be handed out to businesses to help educate the community on CSB services and sector/industry initiatives</li> </ul>
	Conduct outreach to key partners, stakeholders and community on the programs, services, and successes	Ongoing	<ul style="list-style-type: none"> <li>• Local Veterans Employment Representatives (LVERs) presented veteran services to the Florida Association of Veteran-Owned Businesses Inc. (FAVOB) Space Coast Chapter on August 9<sup>th</sup>. Employer services was the focal point, and</li> </ul>

			<p><b>informational packets provided for business and job seeker services, which was well received from attendees.</b></p> <ul style="list-style-type: none"><li>• <b>On September 9<sup>th</sup>, the President was a panelist at Melbourne Chamber retreat, providing short &amp; long-term solutions to attract, develop, and retain workforce talent.</b></li><li>• <i>See Business Services Quarterly Review Presentation</i></li><li>• <i>See Quarterly Multimedia Outreach Matrix (Quarter 1 – July - September)</i></li></ul>
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# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## Recruiting Events

38 Onsite Events

- 18 unique employers included Hospitality, Security, Family Services, Construction, Healthcare, Aerospace/Aviation, Gov't & Public Sectors, Staffing Agencies represented
- Appointments & Walk-Ins
- 239 Job Seekers attended, 53 Veterans



# Business Learning Events

Educating Brevard Businesses

## Business Learning Event

- CareerSource Florida's FloridaFlex Training Grants
- Hosted virtually on July 21st
- Presented by CareerSource Florida's, Sr. Director of Business Development & Workforce Strategies
- Learn how to apply and secure state training dollars
- Strengthen and enhance current employee's skills

**STRENGTHEN YOUR WORKFORCE here**

Register today for this NO COST virtual workshop, taking you step-by-step through the training grant process.

The business services team at CareerSource Brevard knows how to recruit, train and retain talent to help your business succeed, and our state workforce partners know funding is a critical component of that success.

Join us, the CareerSource Florida team, and your colleagues, as we learn how to apply for – and secure – training dollars you can use to enhance your employee's skills and strengthen your bottom line.

**Thursday, July 14th, from 11:30 am to 12:30 pm**

Presented by Carmen Hilbert, Business & Workforce Business Director for CareerSource Florida. CareerSource Florida is the statewide workforce policy and investment board whose partners include the Department of Economic Opportunity, 24 local workforce development boards and 100 career centers throughout Florida.

[Click here to register](#)

Have a question? [Email us!](#)  
[Check out our website](#) for more information.

A proud partner of the [America's JobCenter](#) network.

As a 501(c)(3) nonprofit, CareerSource Florida's mission is to provide workforce services to individuals with disabilities. All state training dollars are awarded to eligible employers by the Florida Dept. of Education.

CareerSource Florida is the direct service provider for various workforce programs with a fully supported by the U.S. Department of Labor, Health and Human Services, and Agriculture as part of a federal funding of \$1.5 billion. All statements, press releases, requests for proposals, job candidates, job interviews, social media, social, website updates, website and other presentations are U.S. funded with federal money.



# Presentations & Panels

Offering businesses and career seekers quality workforce services

## Ask the Recruiter Panel Discussion

- Hosted on July 28th
- Virtual with Q & A
- 5 Industry and Staff panelists
- Company information & available jobs
- Resume and interviewing advice
- Social media and personal branding tips
- Engaged audience with questions and discussions

# Presentations & Panels

Offering businesses and career seekers quality workforce services

## Ask the Recruiter Panel Discussion

- Presented on August 25th
- 4 Industry panelists
- Veteran-focused, branding campaign
- Resume and interviewing advice
- Q & A

## Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

### Career Networking & Interviewing Mixer

- Held on August 18<sup>th</sup>
- Gave jobseekers a chance to meet with multi-industry employers for resume review and a brief mock interview by industry experts
- Allowed for sharpening interview skills & show off the individual's unique skill sets
- Gathered valuable feedback
- Secured new career tips and job leads

#### SPEED NETWORKING & MIXER

*Network with employers and practice your interviewing skills!*



a FREE Event, presented by



## Presentations & Panels

Offering businesses and career seekers quality workforce services

### Brevard Public Schools Professional Development Days

- Our Business Services team presented career trends, LMI, various resources & websites that can be used to assist students with more effective career exploration
- Shared online tools offered by CSB at no cost
- Hosted at Viera High School on Aug. 4<sup>th</sup> for the Secondary Leading & Learning team
- Hosted at School Board office on Sept 1<sup>st</sup> for the Social Workers
- Hosted at BPS Adult & Community Education on Sept 15<sup>th</sup> for the Guidance Counselors



# Recruiting Events, Job Fairs & Workshops

Offering businesses and career seekers quality workforce services

## Brevard Healthcare Workforce Consortium

- Hosted on Sept 22nd virtually and in-person
- Presentation on the condition of the labor force
- Industry panelists for insight on locating hidden talent
- Group discussion and brainstorming for hiring strategies

In partnership with:



**TAKING aim IN HEALTHCARE**

**Brevard Healthcare Workforce Consortium**  
VIRTUAL & IN-PERSON MEETING

**Data-Informed Hidden Talent Search**  
Join your peers to learn about the condition of the labor force, receive occupational insights for locating hidden talent, and brainstorm recruitment strategies!

Thursday, September 22  
8:00 am Networking Breakfast  
8:30 am to 10:00 am Meeting

Join us in person or virtually at:  
CareerSource Brevard - Rockledge career center  
295 Barnes Blvd.

Register today!  
[bit.ly/brevardhealthcareconsortium22](http://bit.ly/brevardhealthcareconsortium22)

In partnership with:  
Brevard Community Healthcare Coalition BCHC  
Brevard Healthcare Workforce Consortium  
TAKING aim IN HEALTHCARE  
CareerSource BREVARD

**Top 3 Reasons to Attend:**

1. Learn how workforce data can reveal where to find hidden talent.
2. Hear from organizations who can bridge to untapped talent.
3. Brainstorm strategies to recruit and develop healthcare workers.

Participate, Collaborate, Innovate.

For more information: [info@brevardhealthcareconsortium.com](mailto:info@brevardhealthcareconsortium.com) | (321) 639-9911 | [www.brevardhealthcare.com](http://www.brevardhealthcare.com)

# Fact Sheet

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



# MEASURING SUCCESS



# 643

## BUSINESSES SERVED



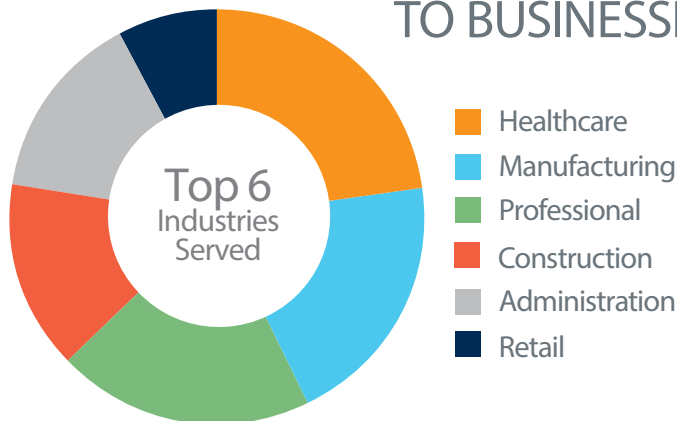
# 863

## PEOPLE PLACED IN JOBS



# 5,902

## SERVICES PROVIDED TO BUSINESSES



### UNEMPLOYMENT RATE

# 2.7%

BREVARD'S UNEMPLOYMENT RATE

AUGUST 2022



### ON-THE-JOB TRAINING

**3** OJTs CREATED

**2** BREVARD BUSINESSES

FOR

WITH

# \$13,500

IN OJT CONTRACTS WRITTEN

### RECRUITING EVENTS/ JOB FAIRS

**43** Recruiting Events and Job Fairs

**183** JOB SEEKERS ATTENDED

FOR **56** UNIQUE EMPLOYERS

### VETERANS SERVED

**398** VETS

**2,973** Personalized Services Received

**96**

VETERANS EMPLOYED



## Quarterly Multimedia Outreach July-Sept. 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:** Hot Jobs, virtual and in-person workshops, job fairs, recruiting events, skills training, supportive services and resources, career tips, jobseeker success stories & testimonials.
- **Quarterly highlights:** Hannah: Jobseeker Success story, Young Adult program, AARP Foundation back to work 50+, SkillUp training for jobseekers, Virtual Job Fair, Salesforce training with PepUp Tech, RISE program, Rebuild Florida Construction Training grant, Job fairs in partnership with Brevard County, Brevard Adult Education and DCF.

**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 recruiting events, talent attraction job fairs, employee retention skills training, supportive services and resources, grant and collaborative partner news, employer success stories & testimonials. These efforts support CSB’s Sector strategy initiatives (Aerospace/Advanced Manufacturing, Information Technology, Hospitality, Healthcare, and Construction)
- **Quarterly highlights:** State 9M Florida Atlantic Workforce Alliance grant announcement, SkillUp training for employers, CSB engagement in the Annual Workforce Education Summit, Virtual Job Fair, Healthcare Consortium, Tobacco Cessation program, Soft Skills, and SkillUp Brevard (Metrix Learning) training to create qualified candidates and retain existing staff.

### EARNED Media

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

**Print, broadcast, and digital media coverage** quarterly highlights:

- **Florida Today** --- requesting workforce data/information/quotes for news related to Brevard’s economy.
  - **Labor Market information:**  
<https://www.linkedin.com/feed/update/urn:li:activity:6971472489965051904/>

## Quarterly Multimedia Outreach July-Sept. 2022)

	<ul style="list-style-type: none"> <li>○ <b>Brevard employers face hurdles</b> of tight labor market in filling vacancies <a href="https://www.floridatoday.com/story/money/business/2022/09/01/brevard-county-health-first-brevard-schools-get-creative-fill-jobs/7895486001/">https://www.floridatoday.com/story/money/business/2022/09/01/brevard-county-health-first-brevard-schools-get-creative-fill-jobs/7895486001/</a></li> <li>● <b>Brevard Business News:</b> Article on Business services and Tri-regional construction Apprenticeships career fair</li> <li>● <b>EverythingBrevard.com:</b> Brevard Adult Ed’s Solid Works pre-apprenticeship program</li> <li>● <b>98.5 The Beach radio:</b> Daily run of CSB hot jobs</li> <li>● <b>Melbourne Regional Chamber:</b> Beatrice Boursiquot, RISE and BRW program coordinator shares program benefits on podcast: <a href="https://www.melbourneregionalchamber.com/podcast/">https://www.melbourneregionalchamber.com/podcast/</a></li> <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> </ul>
<p><b>PAID Media</b></p>	<p><i>Buying media allows CSB to reach jobseekers beyond those familiar with our services.</i></p> <p><b>Paid media campaigns this quarter included:</b></p> <ul style="list-style-type: none"> <li>● <b>Video Success stories</b>, Hannah, one of 5 videos created for multimedia use. <a href="https://www.youtube.com/watch?v=uLGC_AZI0II">https://www.youtube.com/watch?v=uLGC_AZI0II</a></li> <li>● <b>Department of Motor Vehicles waiting room videos:</b> ReBuild Florida Construction Training Grant, General jobseeker programs and services.</li> <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> ReBuild Florida Construction Training Grant program direct mailers.</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> <ul style="list-style-type: none"> <li>● <b>Issues management roadmap</b> with messaging Boards can use to communicate with staff, partners, and media when sensitive business issues arise.</li> <li>● <b>Services Video General</b> State workforce services with the CSB logo <a href="https://www.youtube.com/watch?v=MESyxwYpue8">https://www.youtube.com/watch?v=MESyxwYpue8</a></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. Extended run through September.</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>



## Quarterly Multimedia Outreach July-Sept. 2022)

- **Sharing partners' workforce news** with jobseekers, employers, community, and workforce partners via social media and email media.
- **Annual Workforce Professional Development Summit:** Staff gave presentations to statewide workforce partners: LinkedIn, Multi-channel Social Media management, Becoming a Brand Ambassador, Working with Second Chance jobseekers and jobseekers in recovery, Leadership, Increase participation in Welfare Transition, How to get the interview and more...
- **Melbourne Chamber Unlocking our Potential Through People: Workforce, Innovation, and Entrepreneurship Retreat:** Marci Murphy and CSB Board member Dr. Mullins participate in a panel sharing data on the labor shortage and talent attraction and retention strategies.
- **Melbourne Chamber Small Business Council meeting and Melbourne Chamber Podcast:** CSB's RISE program coordinator, Beatrice Boursiquot presented the RISE Re-Entry to employment and the Brevard Recovery programs.

### Website

*Daily nurturing of the CSB home site is required to maintain good Search Engine Optimization (SEO).*

#### **Industry-relevant posts, fresh content, refinements to highest performing keywords and messaging:**

- Monthly news posts: <https://careersourcebrevard.com/news>
- Addition of Community Resources: <https://careersourcebrevard.com/career-services/community-resources/>
- Addition of Digital Literacy Resources: <https://careersourcebrevard.com/career-services/digital-literacy-resources/>
- Ongoing updates to website menu and pages with the newly-formed communications committee

#### **Web Analytics**

- Top viewed pages (same as last quarter): Hot Jobs, SSI Calculator (Ticket to Work), and Career Services landing page.
- Average monthly unique visitors, so far for this program year: 11,367
- 450 visitors referred to CSB website from Google Ad grant
- Top referring website: CareerSource Florida, due to state-wide ad campaign
- Top referring social media site: Facebook

# INDUSTRY WORKFORCE COMMITTEE (IWC)

## ATTENDANCE RECORD

<b>PY 2022-2023</b>	<b>JUL</b>	<b>OCT</b>	<b>JAN</b>	<b>APR</b>
Bakke, Kristin	P			
Ghosh, Rohit	A			
Hoelke, Art	A			
Kenny, Jennifer	P			
Klinkbeil, Traci	P			
Margiotta, Frank	P			
Menyhart, Mike	P			
McCarthy, Trudy	P			
Patchett, Kirsten	P			
Peltonen, Nancy	P			
Proctor, D. Travis	P			
Rutledge, Rachel	P			
Schrumph, Terry	A			