

**CareerSource Pinellas
Workforce Solutions Committee
Meeting Minutes**

Date: October 8, 2019 @ 2:30pm
Location: 13805 58th Street N. Clearwater, FL, 33760

Call to Order

Committee Chair Mark Hunt called the meeting to order at 2:31 pm. There was a quorum present with the following committee members participating.

Members in attendance

Vivian Amadeo (phone), Jody Armstrong, Candida Duff (phone), James England (phone), Mark Hunt, Michael Jalazo (phone), Jason Krupp, Andrea Falvey (for Meidel), Rebecca Sarlo, Zachary White.

Members not in attendance

Andrea Henning, Michael Logal, Denise Sanderson, Glenn Willocks.

Staff Present

Jennifer Brackney, Steven Meier, Don Shepherd, April Torregiante, Luna Clarke, Carlows Ellis.

Action/Discussion Items

Action Item 1 – Approval of minutes

The minutes of the August 20th, 2019 Workforce Solutions Meeting were presented for approval.

Motion: Jody Armstrong
Second: Zachary White

The minutes were approved with correction made to note the attendance of Ms. Rebecca Sarlo by phone. The motion carried.

Other Administrative Matters

The Workforce and Education Summit is in its planning stage. A Summit Committee is set to meet on a bi-weekly basis to coordinate the event.

Information Items

Information Item 1 – Workforce Solutions Strategic Plan: Goals Update (Covering thru December 2018)

Goal I - Provide Employers with a Skilled Workforce

Professional Talent of Tampa Bay: networking group providing professional level job seekers the ability to connect and interact with their peers as well as a dedicated Business Services staff member

Period	Performance	YTD
Program Year 2018-2019	# of Placements	120
	Average Wage \$	28.65
Program Year 2019-2020	# of Placements	19
	Average Wage \$	\$27.40

Goal II - Develop Effective Employer Based Workforce Programs

Employers may utilize the OJT program to effectively mitigate the upfront training costs associated with hiring new employees.

On the Job Training (OJT)

Program Year 2018-2019	Total Funding	\$ 415, 000
	# of Trainees	39
	# of Employers	21
	Ave. Wage at Placement \$	16.10

Program Year 2019-2020	Total Funding	\$ 0
	# of Trainees	0
	# of Employers	0
	Ave. Wage at Placement \$	0

Paid Work Experience (PWE) is a career preparation program intended to expose young workers to a business environment, with a focus on skill development in high demand occupations.

Period	Performance	YTD
Program Year 2018-2019	Total Funding	\$275,000
	# of Trainees	7
	# of Employers	5
	Ave. Wage at Placement \$	\$11.58
Program Year 2019-2020	Total Funding	\$0
	# of Trainees	0
	# of Employers	0
	Ave. Wage at Placement \$	\$0

The **EWT (Employed-Worker Training) program** is designed for businesses who seek to enhance the professional skills of existing employees.

Period	Performance	YTD
Program Year 2018-2019	# of EWT Awards	8
	# of Trainees	284
	Total EWT Funding	\$142,081
Program Year 2019-2020	# of EWT Awards	0
	# of Trainees	0
	Total EWT Funding	\$0

IWT: For-profit, small- to mid-sized businesses in Florida may be eligible for grant dollars to help pay for training existing employees. For the current PY 2019-2020, the following employers have used the program.

Company	Amt. Requested
BioDerm Inc.	\$5,125.00
Englander Englander Enterprises Inc.	\$6,927.00
Exaxol Chemical Corp	\$11,250.00
Sign-Age of Tampa bay, Inc.	\$10,500.00
Salvo Technologies Inc	\$20,400.00
Total:	\$54,202.00

QRT: New businesses, those relocating to, or expanding, in Florida may be eligible for grant dollars to help pay for training new employees. For PY2019-2020, the following businesses have participated:

Company	Amt. Requested
Power Design, Inc.	\$724,500.00
Powertown Line Construction, LLC	\$367,500.00
Total:	\$1,092,000.00

Internship Programs:

Period	Performance	YTD
Program Year 2018-2019	No of Employers	15
	No of Internships	16
	No of Interns Registered	94
	No of Placement	8
Program Year 2019-2020	No of Employers	1
	No of Internships	0
	No of Interns Registered	34
	No of Placement	0

Goal III – Effectively Market and Brand Services and Programs

CareerSource Pinellas utilizes a range of tools and tactics to help raise awareness and encourage use of services and programs. The outreach strategy includes an emphasis on digital sources, as well as television, radio, and print advertising to reach customer. Each message is developed to reflect a call to action to job seekers seeking to advance in their careers and employers encouraging them to visit careersourcepinellas.com. We use a suite of social media platforms to complement other outreach efforts aimed at informing and engaging job seekers, workers and businesses.

Website Traffic:

Period	Performance	YTD
Program Year 2018-2019	# of People Visited Site	82,416
	# of Visits	130,772
	Page Views	589,409
	Returning Visitors	25.68%
	New Visitors	74.31%
Program Year 2019-2020	# of People Visited Site	18,682
	# of Visits	29,358
	Page Views	72,120
	Returning Visitors	25.6%
	New Visitors	74.4%

Social Media Traffic:

Period	Performance	YTD
Program Year 2018-2019	# of New Twitter Followers	9
	# of New Facebook Fans	641
	# of New LinkedIn Followers	595
	# of Engagements	21,916
	# of Impressions	2,668,328
Program Year 2019-2020	# of New Twitter Followers	9
	# of New Facebook Fans	151
	# of New LinkedIn Followers	226
	# of Engagements	17,606
	# of Impressions	563,300

Career Fairs: For PY 2019-2020, CSPIN has held the following career fairs.

<i>Date</i>	<i>Type</i>	<i>No. of Employers</i>	<i>No. of Job Seekers</i>
7/23/19	Professional Career Fair	5	106
8/14/19	Hospitality & Customer Service Career Fair	29	179
9/26/19	Pinellas Intern Fair	TBD	TBD

In-House Recruitment (IHR) Events

Period	Performance	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
PY 2018-2019	# IHR events	17	14	13	10	9	10	10	14	13	21	23	20	174
	# IHR Job seekers	171	113	113	80	108	78	112	94	111	247	298	222	1,747
PY 2019-2020	# IHR events	17	18											35
	# IHR Job seekers	141	214											355

Goal IV – Encourage participation with partners within the community.

CareerSource Pinellas attracts partnerships through membership with local chambers and business associations. Currently, CSPIN is working with the following chambers or organizations.

<i>Chamber or Organization</i>	<i>Membership Fee</i>	<i>Services Available</i>
Clearwater Chamber	\$395	Listing within Chamber Directory, website with linkage to CSPIN website, and promotional opportunities through Chamber. Networking at monthly meetings.
Palm Harbor Chamber	\$305	Listing within Chamber Directory, website with ability to post CSPIN webpage with linkage to CSPIN website, and promotional opportunities through Chamber. Networking at scheduled meetings.
Upper Tampa Bay Chamber	\$695	As a Member, the Upper Tampa Bay Chamber provides CareerSource Pinellas with the opportunity to increase impact and effectiveness of strategic partnerships by providing support for member companies. The specific marketing opportunities include a listing in the Chamber Directory, website with linkages to CSPIN, promotional opportunities through the Chamber and scheduling through the Chamber Directory, website and networking.
St. Petersburg Area Economic Development Corporation	\$5000	As an Ambassador, the St. Petersburg EDC provides CareerSource Pinellas with the opportunity to increase effectiveness of strategic partnerships by providing support for growing companies, job creation projects in targeted industries, and focusing on target industry talent pipeline activities. The marketing opportunities include monthly e-updates, quarterly newsletter; link in the Online Investor Directory; participate in targeted industry-exclusive events; engage in job creation projects; ability to grow leads for workforce pipeline initiatives; participate in committees, taskforces and roundtables, and engage in economic development conferences
Recruiter Networking Group (RNG) Tampa Bay	\$2500	As a Partner, RNG provides CareerSource Pinellas with the opportunity to increase impact and effectiveness of strategic partnerships by providing support for growing companies, participating in recruitment events and supporting the workforce pipeline. Through this partnership, we will build direct relationships between talent and the in-house recruitment efforts of local companies and CareerSource Pinellas. These relationships will be developed through conducting outreach, marketing and networking efforts. The marketing opportunities include monthly updates; link on the website; participate in targeted industry events; support hiring efforts of growing companies; and engage in workforce pipeline activities.
Pinellas Park Chamber	NA	Listing within Chamber Directory, website with linkage to CSPIN website, and promotional opportunities through Chamber. Networking at monthly meetings.

Information Item 2 – Monthly Management Report (08/31/2019) (Wagner-Peyser)

WP Entered Employment Rate (for those unemployed at time of first service)	YTD R14 7/1/2019 – 08/31/2020
A. The # of individuals identified as employed in Employ FL or found on the Dept. of Revenue's New Hire report since they last received a service.	674
B. The # of job seekers who have not received a WP reportable service in 90 days and were unemployed when they first started receiving services.	1,483
Performance (A÷B)	45.4%
Ranking	8th
WP Entered Employment Rate (for those already employed at time of first service)	
A. The # of individuals employed when they first received a service that are identified as now employed in Employ FL or found on the Dept. of Revenue's the New Hire report since they last received a service.	101
B. The # of job seekers who have not received a WP reportable service in 90 days and were employed when they first started receiving services.	216
Performance (A÷B)	46.8%
Ranking	2nd
Short Term Veterans Entered Employment Rate	
A. The # of veterans who were unemployed when they first received a service who are identified as now employed in Employ FL or found on the Dept. of Revenue's the New Hire report since they last received a service.	67
B. The # of veterans who have not received a WP reportable service in 90 days and were unemployed when they first started receiving services.	163
Performance (A÷B)	41.1%
Ranking	6th
WP Job Placement Wage Rate	
A. The average wage of job openings' placements.	\$12.96
B. Regionally adjusted federal low income guideline for family of 3.	\$14.87
Performance (A÷B)	87.2%
Ranking	14th

Information 3 – DEO Daily Governor's Report: Local Tracking for Program Year 2019-2020

CareerSource Pinellas				
PY 2019/2020	Placements	Composite Score	Ranking	Statewide Placements
July	371	104.17%	11	8,426
August	341	117.58%	12	6,985
Totals	712	110.88%	11.5	15,411

Information 4: Training Provider Report – Region 14 Total (PY 2019/2020- Thru 09/30/2019)

1. Number that exited training: 9
2. Exited without completing training: 1
3. Exited after completing training: 8
4. No job at the point of training completion: 6
5. Had a job at the point of training completion: 2
6. Number that obtained a job whether or not they completed training: 3
7. Number that obtained job directly related to the training: 1
8. Training completion rate: 89%
9. Job placement rate: 33%
10. Training related job placement rate: 11%
11. Average wage at job placement: \$17.17

Information 5 – Training Provider Spending Summary (July 1, 2019 – August 31, 2019)

A training provider summary was provided for the period from July 1, 2019 – August 31, 2019. Customer Training totaled \$342,816, for 178 participants and an average cost of \$1,926 per participant.

Information 6 – OJT Provider Spending: (July 1, 2019 – August 31, 2019)

A spending report for the On-the-Job training program was provided for the period from July 1, 2019 – August 31, 2019. OJT Spending totaled \$ 360 for 1 participant. Prior year OJT spending was \$120,072.

Information 7 – Help Wanted Online

Help Wanted Online™ (HWOL) from The Conference Board is a measure of real-time labor demand captured through online job ads. The Conference Board compiles online job ads from over 16,000 sources and publishes the data in an online application that covers national, state, Metropolitan Statistical Area (MSA) and county levels, detailed by occupation, industry and employer. Online jobs ads are an additional measure of labor demand. Reports of hiring demand by area, industry, occupation, and employer are a valuable tool for identifying employment opportunities and helping with the reemployment of Florida’s out-of-work citizens. The Florida Department of Economic Opportunity, Bureau of Workforce Statistics and Economic Research compiles and publishes reports every month from Help Wanted Online that show hiring demand at both the state level and the regional workforce board level. Below is the online Ads data for the Pinellas Region (Region 14).

August 2019	July 2019	August 2018	Over the Month Change	Over the month % change	Over the year change	Over the year % change
17,535	17,069	18,961	466	2.7%	-1,426	-7.5%

Industry Insights

The Workforce Solutions Committee focuses on monitoring trends in sectors such as: workforce, education, and economic development. Using this information, the committee will promote the identification and analysis of market demands, the outcome of which is expected to enhance the region’s global competitiveness in the area of workforce resources. To this end, committee members are encouraged to share some insights from their respective industry.

Education: Pinellas Technical College is entering into a partnership with Homeless Empowerment Project to provide homeless customers with career education programming opportunities. Adult education classrooms will be established in HEP locations, such as GED classes, High School diploma and help them establish a career path that way. Facility maintenance, grounds landscaping, retail, culinary, transportation and custodial operations are some of the career paths that were identified in this partnership. PTC will provide career counsel to those clients and provide basic safety courses. Eventually those individuals will transition into more advanced training, with the potential for full-time employment opportunities.

Public Comments

None

Adjournment

The meeting was adjourned at approximately 3:14 pm