

**CareerSource Pinellas
Workforce Solutions Committee
Meeting Minutes**

Date: February 11, 2020 @ 2:30pm
Location: 13805 58th Street N. Clearwater, FL, 33760

Call to Order

Committee Chair Mark Hunt called the meeting to order at 2:30 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, Mark Hunt, Jason Krupp, Michael Meidel, Denise Sanderson (phone), Rebecca Sarlo (phone), Zachary White (phone).

Members not in attendance

Andrea Henning, Michael Jalazo, Michael Logal, Glenn Willocks.

Staff Present

Jennifer Brackney, Don Shepherd, April Torregiante, Cindy Hockridge, Mary Jo Schmick.

Action/Discussion Items

Action Item 1 – Approval of minutes

The minutes of the October 8, 2019 Workforce Solutions Meeting were presented for approval.

Motion: Jody Armstrong
Second: Jason Krupp

The minutes were approved as presented. The motion carried unanimously.

Other Administrative Matters

Action Item 2 – Approval of Training Vendor/Connecticut School of Broadcasting

Connecticut School of Broadcasting has a license from the Commission for Independent Education. Staff conducted a site visit on Friday, 1.03.2020. Connecticut School of Broadcasting has begun reporting to FETPIP.

Courses/Certificate/Diploma Programs

Program – Course # - Type of Degree or Certificate	Books & Supplies	Tuition & Fees	Total Cost	Duration Of Training	Completion Rate	Average Wage At Placement	Retention Rate
Radio and Television Broadcasting Program	\$100	\$13,890	\$13,990	112 hours	90.63%	\$12-18	93.75%
* Intro to Mobile Application Design & Development	Included	\$3,990	\$3,990	112 hours	N/A	Anticipated \$26.24	N/A
* Intro to Web Design & Development	Included	\$4,990	\$4,990	112 hours	N/A	Anticipated \$18-30	N/A
* Social Media Marketing Specialist	Included	\$3,990	\$3,990	112 hours	N/A	Anticipated \$18	N/A

* New programs approved by Florida Department Education on 11.29.2018

- Years in operation: 16 years
- Total enrollments for prior year: 17

Recommendation: Staff are recommending approval of Connecticut School of Broadcasting as an approved training vendor for LWDB 14.

Discussion: Mark confirmed that the programs listed with asterisks (Intro to Mobile Application Design & Development, Intro to Web Design & Development and Social Media Marketing Specialist) are new programs to the Connecticut School of Broadcasting.

Motion: Jody Armstrong
Second: Denise Sanderson

The Committee made a motion to approve the training vendor/Connecticut School of Broadcasting for LWDB 14. The motion carried unanimously.

Action Item 3 – Approval of Training Vendor/BICSI Learning Academy

BICSI Learning Academy has a license from the Commission for Independent Education. Staff conducted a site visit on Friday, 1.17.2020. BICSI Learning Academy will begin reporting to FETPIP.

Courses/Certificate/Diploma Programs

Program – Course # - Type of Degree or Certificate	Books & Supplies	Tuition & Fees	Total Cost	Duration Of Training	Completion Rate	Average Wage At Placement	Retention Rate
Cabling Installation Program – Course IN101 – Installer 1	\$260	\$2,010	\$2,270	35 hours	N/A	Anticipated \$14-16	N/A
Cabling Installation Program – Course IN225	\$260	\$2,530	\$2,790	35 hours	N/A	Anticipated \$14-16	N/A
Cabling Installation Program – Course IN250	\$260	\$2,730	\$2,990	35 hours	N/A	Anticipated \$16-18	N/A
Cabling Installation Program – Course TE350	\$260	\$2,830	\$3,090	35 hours	N/A	Anticipated \$18-20	N/A

* New programs approved by Florida Department Education on 11.29.2018

- School Opened for 32 years
- Total enrollments for prior year: 330 for all courses in the Cabling Installation Program

We are also requesting that this occupational area be reviewed and added to the 2019-2020 RTOL for LWDB 14 under SOC Code 49-9052.

Recommendation: Staff are recommending approval of BICSI Learning Academy as an approved training vendor for LWDB 14.

Discussion: The training received through these courses leads to an entry-level, industry-recognized certification in cabling installation. Completion rate information is unavailable from BICSI as they were not previously reporting to FETPIP, however, all placements will be reported to FETPIP moving forward.

Motion: Jason Krupp
Second: Jody Armstrong

The Committee made a motion to approve the training vendor/BICSI Learning Academy. The motion carried unanimously.

Action Item 4 – Local Targeted Occupations List

Background

The Department of Economic Opportunity’s (DEO) Bureau of Labor Market Statistics (LMS) published the 2019-2020 Statewide Demand Occupational Lists on the Department’s website. The Statewide Demand Occupations list identifies the labor market needs of Florida’s business community and encourages job training based on those needs, with emphasis on jobs that are both in high demand and high skill/high wage, and is used as a baseline for establishing the local Targeted Occupations List (TOL). The Local Workforce Development Boards (LWDBs) develop and use their TOLs to identify occupations for which eligible adults and dislocated workers may receive training assistance under the Workforce Innovation and Opportunity Act (WIOA).

A TOL must be updated when occupations are deleted or added. Each LWDB must update and publish the updated TOL to its website and submit a link to DEO with revisions.

Staff have reviewed the current TOL and would like to submit potential additions for consideration. Accompanying Labor Market Information has been received through DEO to request review and approval to add these occupations to the 2019-2020 TOL for LWDB 14. The TOL governs Occupational skills training, Paid-Work Experience, and On-the-Job training programs, including Apprenticeships.

Potential Occupational Title Additions

SOC Code	SOC Title	2018	2026	Growth	Percent Growth	Total Job Openings	2017 Medial Hourly Wage (\$)	FL	BLS
37-3011	Landscaping and Groundskeeping Workers	3,991	4,507	516	12.9	4,531	12.29	NR	NR
49-9052	Telecommunications Line Installers and Repairers	473	494	21	4.4	401	19.32	PS	HS

**Education Levels are abbreviated as follows for both Florida and USDOL, Bureau of Labor Statistics.
 HS: High School diploma or GED; NR: No Formal Educational credential required; PS: Post-secondary non-degree award*

Recommendation: Staff is recommending approval of the updated Targeted Occupations list for CSPIN.

Discussion: The Landscaping and Grounds keeping Workers occupation title coincides with the development of an irrigation technician apprenticeship program, anticipating potential wage of up to \$18/hr. The Telecommunications Line Installers and Repairers coincides with the BICSI approval for their cabling installation program.

Motion: Michael Meidel
Second: James England

The Committee made a motion to approve the targeted occupations list for CSPIN. The motion carried unanimously.

Action Item 5 – Training Provider Cap Adjustment

Background

CareerSource Florida requires reporting and approval of a third-party contract valued at \$25,000 or more involving a conflict of interest of board members or employees. This contracted amount must be approved by the Workforce Solutions Committee and a two-thirds vote of a quorum of Local Workforce Development Board (LWDB).

Staff reviewed the Training Provider Financial Summary (Information Item #5) for the period of July 1, 2019 to December 31, 2019. It was determined that based on an increase in participant enrollment at UMA, spending will exceed the approved amount of \$75,000. We anticipate a continued enrollment through June 30th because of a focus on enrollment in healthcare occupations.

Recommendation: Staff is recommending an increase in the approved spending provider cap from \$75,000 to \$150,000 for Ultimate Medical Academy to allow for continued enrollments through June 30, 2020.

Discussion: As the training provider spending caps are monitored and are nearing their approved spending, or an anticipation of spending is determined, a recommendation goes to the Board asking for approval of a cap adjustment. The proposed increase for UMA reflects the increased program enrollments due to additional outreach.

Motion: Jody Armstrong
Second: Michael Meidel

The Committee made a motion to approve the training provider cap adjustment. The motion carried unanimously.

Information Items

Information Item 1 – Workforce Solutions Strategic Plan: Goals Update (Covering thru December 2019)

Goal I - Provide Employers with a Skilled Workforce
Objective 1 Provide workforce resources to employers.

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	21
	Average Wage \$	\$22.90
(Sept. – Dec.)	No. of Attendees	245

Objective 2 Identify training opportunities for targeted occupations.

The targeted training opportunities are outlined in the Targeted Occupations List. The approved regional targeted occupation list is located on the CSPIN website at: <https://careersourcepinellas.com/employers/how-to-become-a-training-provider/>

Objective 3 Develop Labor Market Information.

The Tampa Bay Area has numerous resources to help match you to job seekers in your area. Each map will show local employers per industry, as well as contact information and addresses of each company. Plus, you will find industry-specific labor market information such as population, unemployment rates and average industry wages.

- Information Technology
- Manufacturing
- Financial and Professional Services
- Healthcare

Reports have been finalized and posted to the Pinellas website via link below:

<https://www.careersourcepinellas.com/employers/employer-resources/>

Objective 4 Develop a Regional Targeted Occupations List.

The current RTOL list was recently approved by the Board for PY 2019-2020. This item is approved annually in May of any given year, and adopted for the subsequent program year. Training areas included within the Regional Targeted Occupations List (RTOL) include occupations identified as critical to the four targeted industry sectors: Healthcare, Manufacturing, Information Technology, and Financial and Professional Services.

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.

Objective 1 Increase participation in the On the Job Training (OJT) and Paid Work Experience (PWE) programs

On the Job Training (OJT)

Program Year 2018-2019	Total Funding	\$ 415, 000
	# of Trainees	39
	# of Employers	21
	Ave. Wage at Placement \$	16.23

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	\$126,192
	# of Trainees	1
	# of Employers	1
	Ave. Wage at Placement \$	\$11.00

Objective 2 Encourage employer involvement in the Local Employed (EWT) and Incumbent Worker Training (IWT) programs.

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	6
	# of Trainees	259
	Total EWT Funding	\$110,260
Program Year 2019-2020	# of EWT Awards	0
	# of Trainees	0
	Total EWT Funding	\$0

Objective 3 Connect employers with the Florida Flex Program administered by CareerSource Florida.

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	Amt. Granted
BioDerm Inc.	\$5,125.00	\$5,125.00
Englander Englander Enterprises Inc.	\$18,307.50	\$6,927.00
Exaxol Chemical Corp	\$11,250.00	\$11,250.00
Geographic Solutions, Inc.	\$62,245.00	\$27,945.00
PowerTown Line Construction LLC	\$113,264.00	\$31,178.79
Sign-Age of Tampa bay, Inc.	\$26,250.00	\$10,500.00
Salvo Technologies Inc	\$26,250.00	\$20,400.00
Total:	\$262,691.50	\$113,325.79

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	Amt. Granted
Power Design, Inc.	\$4,216,746.00	\$724,500.00
Powertown Line Construction, LLC	\$5,502,095.00	\$367,500.00
Total:	\$9,718,841.00	\$1,092,000.00

Objective 4 Encourage employer participation in the internship programs.

Internship Programs:

Period	Performance	YTD
Program Year 2018-2019	No of Employers	15
	No of Internships	16
	No of Interns Registered	129
	No of Placement	9
Program Year 2019-2020	No of Employers	2
	No of Internships	0
	No of Interns Registered	41
	No of Placement	0

Objective 5 Apprenticeship Initiatives.

CSF 2019 Apprenticeship Expansion grant: \$100,000 This grant will target expanding apprenticeship opportunities in the Tampa Bay region, targeting Pinellas County. The grant will fund the development of a centralized Apprenticeship Portal to increase awareness and knowledge of local apprenticeship programs. It will also expand apprenticeship by funding 82 enrollments into an apprenticeship, providing supported services and assisting with On-the-Job Training for an employer sponsor.

Goal III – Effectively Market and Brand Services and Programs

Objective 1 Develop innovative strategies and outreach materials to market various 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	25.7%
	New Visitors	74.3%
Program Year 2019-2020	# of People Visited Site	32,187
	# of Visits	49,079
	Page Views	122,399
	Returning Visitors	24.4%
	New Visitors	75.6%

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	21,917
	# of Impressions	2,668,328
Program Year 2019-2020	# of New Twitter Followers	7
	# of New Facebook Fans	184
	# of New LinkedIn Followers	350
	# of Engagements	24,462
	# of Impressions	799,100

Objective 2 Host employer focused and sponsored events based on trends and interest.

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

Date	Type	No. of Employers	No. of Job Seekers
7/23/19	Professional Career Fair	5	106
8/14/19	Hospitality & Customer Service Career Fair	29	179
9/26/19	Pinellas Intern Fair	10	63
10/23/19	Manufacturing Career Fair	18	74
11/13/19	Veteran/General Career Fair	52	98
1/30/20	New Year, New You Evening Career Fair	25	75
Total		114	520

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	13	10	4	8							70
	# IHR Job seekers	141	214	137	92	10	53							647

Objective 3 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

Chamber or Organization	Membership Fee	Services Available
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 (12/31/2019) (Wagner-Peyser)

WP Entered Employment Rate (for those unemployed at time of first service)	YTD R14 7/1/2019 – 12/31/2019
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.	1,568
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.	3,824
Performance (A÷B)	41.0%
Ranking	7th
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.	218
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.	550
Performance (A÷B)	39.6%
Ranking	5th
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.	149
B. The # of veterans who have not received a WP reportable service in 90 days and were unemployed when they first started receiving services.	383
Performance (A÷B)	38.9%
Ranking	5th
WP Job Placement Wage Rate	
A. The average wage of job openings' placements.	\$13.08
B. Regionally adjusted federal low income guideline for family of 3.	\$14.87
Performance (A÷B)	88.0%
Ranking	13th

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
September	385	120.49%	11	7,974
October	370	88.83%	14	9,831
November	210	83.33%	12	6,391
December	234	96.23%	11	6,807
Totals	1,911	101.77%	11.8	46,414

Information 4: Training Provider Report – Region 14 Total (PY 2019/2020- Thru 12/31/2019)

1. Number that exited training: 58
2. Exited without completing training: 1
3. Exited after completing training: 57
4. No job at the point of training completion: 34
5. Had a job at the point of training completion: 23
6. Number that obtained a job whether or not they completed training: 24
7. Number that obtained job directly related to the training: 18
8. Training completion rate: 98%
9. Job placement rate: 41%
10. Training related job placement rate: 31%
11. Average wage at job placement: \$30.60

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

A training provider summary was provided for the period from July 1, 2019 – December 31, 2019. Customer Training totaled \$1,216,958, for 460 participants and an average cost of \$2,646 per participant.

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

A spending report for the On-the-Job training program was provided for the period from July 1, 2019 – December 31, 2019. OJT Spending totaled \$ 11,376 for 5 participant. Prior year OJT spending was \$295,759.

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).

December 2019	November 2019	December 2018	Over the Month Change	Over the month % change	Over the year change	Over the year % change
25,636	22,594	19,604	3,042	13.5%	6,032	30.8%

Industry Insights

- Education – The summer internship program is available for any employers interested in interns, they can get in touch with Mark Hunt. Rebecca Sarlo is seeing an increase in housing instability with students. She suggested talking about this in the future to see what is available to assist students. Jason Krupp mentioned that February is Career Technical Education month with campaigns currently going on.
- Economic Development – Michael Meidel explained that this year's focus is on social impacts and how we can take advantage of the employer outreach for workers with disabilities, veterans and those previously incarcerated. The EDC is also reviewing the effects of economic development projects on targeted populations. The goal is to focus on developing career paths that offer opportunities to earn a livable wage.

Public Comments

None

Adjournment

The meeting was adjourned at approximately 3:23 pm