

**CareerSource Pinellas
Workforce Solutions Committee
Meeting Minutes**

Date: April 14, 2020 @ 2:30pm
Location: *Virtual Zoom Meeting

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

Andrea Henning, Mark Hunt, Michael Jalazo, Jason Krupp, Michael Logal, Andrea Falvey (for Michael Meidel), Denise Sanderson (phone), Zachary White (phone), Michael Ramsey (guest).

Members not in attendance

Vivian Amadeo, Jody Armstrong, Candida Duff, James England, Michael Meidel, Rebecca Sarlo, Glenn Willocks.

Staff Present

Jennifer Brackney, April Torregiante, Steve Meier, Cindy Hockridge.

Public Comments - None

Action/Discussion Items

Action Item 1 – Approval of minutes

The minutes of the February 11, 2020 Workforce Solutions Meeting were presented for approval.

Motion: Denise Sanderson
Second: Michael Logal

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

Action Item 2 – Training Provider Cap Adjustment

CareerSource Florida requires reporting and approval of a third-party contract valued at \$25,000 or more involving a potential 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 the Local Workforce Development Board (LWDB).

Staff reviewed the Training Provider Spending Cap Summary (Information Item #5) for the period of July 1, 2019 to February 29, 2020. It was determined that based on an increase in participant enrollment at St. Petersburg College (SPC), spending will exceed the approved amount of \$300,000. It was also determined that based on an increase in participant enrollment at Ultimate Medical Academy (UMA), spending will exceed the approved amount of \$150,000.

SPC offers a variety of virtual learning options that support high-demand occupations. Enrollments into SPC training programs are currently averaging 12 per month, with an estimated training cost of \$5,000 each. To continue with current enrollment trends and with the likelihood CareerSource Pinellas will see an increased demand of dislocated worker training requests, an increased Training Provider Cap of \$650,000 is being requested.

Enrollments into UMA are currently averaging 5 per month, with an estimated cost of \$5,000 each. To continue with enrollment trends and with the likelihood CareerSource Pinellas will see an increased demand of dislocated worker training requests, an increased Training Provider Cap of \$250,000 is being requested.

Recommendation:

Approval to increase the current SPC spending cap of \$300,000 to \$650,000 and approval to increase the current UMA spending cap of \$150,000 to \$250,000 in anticipation of a continued increase in enrollment trends, new enrollments in virtual learning options, and a potential influx of dislocated worker enrollments

Abstention: Andrea Henning and Jason Krupp abstained from voting as they are representing SPC and Ultimate Medical Academy.

Motion: Michael Logal
Second: Denise Sanderson

The Committee made a motion to approve the current SPC spending cap of \$300,000 to \$650,000 and approve the current UMA spending cap of \$150,000 to \$250,000. The motion carried unanimously.

Action Item 3 – 2020-2021 Related Party Contracts

Local Workforce Development Boards (LWDBs) are required to comply with all requirements of FL Statutes section 445.007 prior to contracting with a board member, with an organization represented by its own board member, or with any entity where a board member has any relationship with the contracting vendor. This section mandates that all LWDBs, entering into a contract with an organization or individual represented on the Board, must meet the following requirements:

- a) Approve the contract by a two-thirds (2/3rd) vote of the Board, when a quorum has been established;
- b) Board members who could benefit financially from the transaction or who have any relationship with the contracting vendor must disclose any such conflicts prior to the board vote on the contract;
- c) Board members who could benefit financially from the transaction or board members who have any relationship with the contracting vendor must abstain from voting on the contracts; and
- d) Such contracts must be submitted to the FL Dept. of Economic Opportunity and CareerSource Florida for review.

CareerSource Pinellas offers a number of programs to assist in training and maintaining a highly skilled workforce. These programs include:

- **On the Job Training program (OJT)** assists companies find, interview and hire the right person for their job vacancies. The OJT program then provides a unique opportunity for employers to train their new employee to their standards and processes -skills learned are directly relevant to the work the employee will perform. Employers who hire new full time workers under OJT receive reimbursement of 50% of the candidate’s hourly wages or salary for up to 10-weeks of employment if the individual meets certain eligibility criteria.
- **Paid Work Experience (PWE)** is a CareerSource Pinellas program that works with local employers to place individuals who are just entering the world of work or others who are re-entering the job market into a position at their company. After placing them at the company, CareerSource Pinellas employs and pays them for 30 days. CareerSource Pinellas also covers all unemployment taxes and workers comp during this “trial” period.
- **Employed Worker Training (EWT)** program is designed to increase the current skills of employers’ existing staff with training grants (each year for each company that submits a successful application). EWT is a great way for employers to invest in the professional development of their employees and provide them the opportunity to acquire industry recognized certifications that can be instrumental in moving the business forward. The employer chooses the training program and instructor and CareerSource Pinellas helps with the cost of training. This program is designed to promote business retention, while contributing to the overall economic growth within the area.

- **Grant Specific Training** is defined as services not offered by CareerSource Pinellas that must be performed by educational institutions as outlined in the proposal and award.
- **Leases** with various institutions and organizations are necessary to cost effectively deliver services within the community.
- **Individual Training Accounts (ITA)** are provided to program specific eligible individuals to assist in funding identified educational programs with the institution selected. CareerSource Pinellas identifies and maintains a list of qualified training institutions to provide occupational training in skill areas of sustained labor market demand or growth.
- **Contracts** with various institutions and organizations are necessary to cost effectively deliver services within the community.

A listing of related party contracts requiring two-third board approval is below.

Action Item	Company	Board Member	OJT/PWE (not to exceed)	IWT (not to exceed)	Leases (not to exceed)	Grant Training (not to exceed)	ITA (not to exceed)	Contracts
A	Ultimate Medical Academy	Rebecca Sarlo					\$250K	
B	St. Petersburg College	Andrea Henning			\$160K		\$700K	\$125K
C	Pinellas County Schools	Mark Hunt			\$130K		\$300K	
D	Florida Pipe Trades	Russell Leggette					\$50K	
E	Pinellas Ex-Offender Re-Entry Coalition	Michael Jalazo				\$50K		

Note: Board Members listed must verbally abstain from the vote related to their respective organization, for the record.

Recommendation:

Approval of the 2020-2021 related party contracts by a two-thirds (2/3rd) vote.

Discussion: No further discussion.

Motion: Denise Sanderson
Second: Michael Logal

The Committee made a motion to approve the 2020-2021 related party contracts by a two-thirds (2/3rd) vote. The motion carried unanimously.

Other Administrative Matters - None

Information Items

Information Item 1 – Workforce Solutions Strategic Plan: Goals Update (Covering thru March 2020)

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	25
	Average Wage \$	\$30.28
	No. of Attendees	465

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
Ignite Chiropractic & Wellness	\$0	\$15,292.00
PowerTown Line Construction LLC	\$113,264.00	\$31,178.00
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	\$128,618.00

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	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	54
	No of Placement	0

Objective 5: Apprenticeship Initiatives.

CSF 2019 Apprenticeship Expansion grant: \$100,000This 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	48,931
	# of Visits	75,427
	Page Views	185,504
	Returning Visitors	24.2%
	New Visitors	75.8%

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	-2
	# of New Facebook Fans	412
	# of New LinkedIn Followers	435
	# of Engagements	34,163
	# of Impressions	1,343,857

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
2/20/20	Hospitality and Customer Svc Career Fair	15	20
3/26/20	Spring General Virtual Career Fair	18	260+ signed up
Total		172	875

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							94
	# IHR Job seekers	141	214	137	92	10	53	106	85	0				838

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	\$415	Listing within Chamber Directory, website with linkage to CSPIN website, and promotional opportunities through Chamber. Networking at monthly meetings.
Central Pinellas Chamber	\$550	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.
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COVID-19 Update – Business Services

CareerSource Pinellas has been working with local employers to continue to provide seamless assistance during the COVID-19 crisis. The following reflects data concerning employers and services, as recorded in EmployFlorida by the Business Services team.

	Week of 03/08/20	03/15 – 03/31/20
Program	Business Services	Business Services
# of Employers Assisted	49	73
# of Services Provided	152	353

To further clarify, below are the types of services that are being offered to employers by the Business Services team.

Service Levels Types of Services	Week of 03/08/20		03/15/20 – 03/31/20	
	Previous		Current	
	Onsite	Remote	Onsite	Remote
On-site Visit	Y	N	N	N
Job Order Follow Up	N	Y	N	Y
Promotional Call	N	Y	N	Y
Service Information Packet Provision	Y	Y	N	Y
Phone Contact	N	Y	N	Y
Applicant Referral	N	Y	N	Y
Internal Resume Review	Y	Y	N	Y
Organizational Visit	Y	N	N	N
Career Fair – Onsite CSPIN	Y	N	N	Y
Career Fair – Offsite Employer	Y	N	N	N
Virtual Career Fair	N	Y	N	Y
Networking Groups	Y	N	N	Y
In-House Recruitment Event	Y	N	N	N
Candidate Sourcing	Y	Y	N	Y

In addition to the services being offered above, the Business Services team is working on the following projects:

- FDOT Statewide Workforce Development Program New Initiative - Contractor Job Readiness Training for the Gateway Express Project
- Virtual Professional and Career Networking Groups
- Developing apprenticeship program model for Lockheed Martin
- Virtual Toolkit for Employers
- Assistance with taking local educational partner resource fair to a virtual platform

Information Item 2 – Monthly Management Report (02/29/2020) (Wagner-Peyser)

WP Entered Employment Rate (for those unemployed at time of first service)	YTD R14 7/1/2019 – 2/29/2020
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.	1,991
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.	4,994
Performance (A÷B)	39.9%
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.	264
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.	699
Performance (A÷B)	37.8%
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.	118
B. The # of veterans who have not received a WP reportable service in 90 days and were unemployed when they first started receiving services.	484
Performance (A÷B)	38.8%
Ranking	5th
WP Job Placement Wage Rate	
A. The average wage of job openings' placements.	\$13.20
B. Regionally adjusted federal low income guideline for family of 3.	\$14.87
Performance (A÷B)	88.8%
Ranking	12th

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
January	295	98.32%	13	7,419
February	251	98.23%	13	6,563
March	308	102.81%	12	7,901
Totals	2,457	100.90%	12.1	60,396

Information 4: Training Provider Report – Region 14 Total (PY 2019/2020- Thru 3/31/2020)

1. Number that exited training: 148
2. Exited without completing training: 5

3. Exited after completing training: 143
4. No job at the point of training completion: 78
5. Had a job at the point of training completion: 65
6. Number that obtained a job whether or not they completed training: 67
7. Number that obtained job directly related to the training: 55
8. Training completion rate: 97%
9. Job placement rate: 45%
10. Training related job placement rate: 37%
11. Average wage at job placement: \$29.19

Information 5 – Training Provider Spending Summary (July 1, 2019 – February 29, 2020)

A training provider summary was provided for the period from July 1, 2019 – February 29, 2020. 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 – February 29, 2020)

A spending report for the On-the-Job training program was provided for the period from July 1, 2019 – February 29, 2020. 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).

February 2020	January 2020	February 2019	Over the Month Change	Over the month % change	Over the year change	Over the year % change
23,856	24,166	21,277	-310	-1.3%	2,579	12.1%

Industry Insights

- **Education** – Michael Ramsey explained that since COVID-19, SPC has shifted online and has been extended through the summer term. There has been a good response for summer enrollment and with the unemployment rate increasing, we are preparing for an increase in education.

Mark Hunt added that PCS has distributed 25,000 devices to K-12 students, including laptops and Chrome books and continue to distribute meals to families weekly. PTC is also 100% virtual and have also given out 100 devices to adults that need technology access for online learning. They are also scheduling small groups of students to demonstrate skills in areas that would be in a campus lab environment like welding or machining. They are planning to be virtual through the summer and until they are cleared to resume business as usual.

- **Economic Development** – Michael Logal stated there is a \$5,000 tax free initiative for private businesses to sponsor their employees for continuing education. Mark Hunt added that post-secondary institutions have been granted money through the cares act to help students negatively impacted by the emergency.

Andrea Favley shared the Pinellas County website: pced.org/disaster, where you will find all the information about their response to the COVID-19, all of the loan programs and assistance programs for the business community.

Ms. Sanderson shared the city of Clearwater's website: myclearwater.com, where all of their COVID-19 information can be found. They also have a program going to counsel this week that will provide cash and technical assistance to businesses along with a professional services component attached to the funding.

Ms. Brackney shared that our young adult population (ages 18-24) have difficulties in a thriving economy and now face greater barriers. They are not always eligible for unemployment and often lack the necessary work experience for employment. We have work based learning and educational opportunities available between now and June, and if there are employers or schools interested in helping these young adults, we can make a real impact for this population.

*It was decided among the committee members to move forward with scheduling a June Workforce Solutions Committee meeting.

Adjournment

The meeting was adjourned at approximately 3:34 pm.