

**CareerSource Pinellas
Workforce Solutions Committee
Meeting Minutes**

Date: August 11, 2020 @ 2:30pm
Location: *Virtual Zoom Meeting

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

Ivonne Alvarez, Rebecca Avrin, Andrea Cianek, Mark Hunt, Michael Jalazo, Michael Logal, Michael Meidel, Chris Owens, Michael Ramsey, Denise Sanderson, Rebecca Sarlo, and Glenn Willocks.

Members not in attendance

Candida Duff

Staff Present

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

Public Comments - None

Action/Discussion Items

Action Item 1 – Approval of minutes

The minutes of the June 30, 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 – Approval of Training Vendor/Academy for Dental Assistants

Academy for Dental Assistants has a license from the Commission for Independent Education. Staff conducted a site visit on Thursday, July 23, 2020. Academy for Dental Assistants 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
Academy for Dental Assistants	\$270	\$2,495	\$2,670	284 hours	94%	\$14	94%

- School Opened for 5 years
- Total enrollments for prior year: 147
- Total Cost, Completion Rates and Average Wage at Placement for the program are comparable to other private schools that offer the same type of training.

Recommendation: Approval of Academy for Dental Assistants as an approved training vendor for LWDB 14.

Discussion: No further discussion.

Motion: Michael Ramsey
Second: Michael Logal

The Committee made a motion to approve Academy of Dental Assistants as an approved training vendor for LWDB 14. The motion carried unanimously.

Action Item 3 – Approval of Training Vendor/ServiceSource Florida Career Institute

ServiceSource Florida Career Institute has a license from the Commission for Independent Education. Staff conducted a site visit on Friday, July 24, 2020. ServiceSource Florida Career Institute 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
Opportunity Calls, Customer Service and Contact Center Training	N/A	\$2,995	\$2,995	180 hours	95%	\$12	75%

- School opened for 3 years
- Total enrollments for prior year: 17
- Total Cost, Completion Rates and Average Wage at Placement for the program are comparable to other private schools that offer the same type of training.

Recommendation

Approval of ServiceSource Florida Career Institute as an approved training vendor for LWDB 14.

Discussion: No further discussion.

Motion: Michael Ramsey
Second: Rebecca Sarlo

The Committee made a motion to approve ServiceSource Florida Career Institute as an approved training vendor for LWDB 14. The motion carried unanimously.

Action Item 4 – Strategic Plan

At the request of the Board of Directors, a Strategic Planning Committee was formed to develop a comprehensive strategic plan that will help to sustain growth and provide direction to the organization over the next three years.

The committee comprised of 20 members, consisting of Board Members, Partners and CareerSource Pinellas staff members facilitated by Lori Strumpf of Strumpf & Associates.

The Committee held four Strategic Planning sessions: January 17, January 29, February 7 and February 25.

In addition, five Focus Groups were held: Board Members, Partners, Employers, Employees and Job Seekers.

The overarching goals were approved by the Board on March 18, 2020 for review by the Workforce Solutions Committee. Staff has reviewed the key strategies, and align key indicators.

Recommendation:

Approval of the Strategic Plan including key strategies and key indicators that impact Workforce Solutions Committee.

Discussion:

There was considerable discussion about how to best link partners with the strategic plan, especially education partners. There was a request to better educate the committee about the various employer services. Ms. Torregiante responded by saying CareerSource Pinellas has been working to provide staff assistant services to employers and would like to continue to get the information out to the community. Mr. Logal and Mr. Owens inquired about partnering with staffing agencies. This is an option that is being explored. The State has already contracted with one firm to assist with the DWG initiative. There is also an option to continue to partner with the Tampa Partnership to manufacturing.

Mr. Meidel spoke about a \$2M grant to CareerSource for COVID-related job losses that will be divided between helping a limited number of unemployed individuals to receive training and to employers to help offset the cost of salaries of new hires. This could be an opportunity to put out a press release and get the word out.

Motion: Michael Ramsey
Second: Denise Sanderson

The Committee made a motion to approve the Strategic Plan including key strategies and key indicators that impact Workforce Solutions Committee. The motion carried unanimously.

Other Administrative Matters - None

Information Items

Information 1: Workforce Solutions Strategic Plan Goals Update (Covering through June, 2020)

Goal I - Provide Employers with a Skilled Workforce

Objective 1: Provide workforce resources to employers.

Professional Networking Group: The Professional 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	23
	Average Wage \$	\$28.50

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 \$	\$11.21
Program Year 2019-2020	Total Funding	\$242,224
	# of Trainees	8
	# of Employers	4
	Ave. Wage at Placement \$	\$10.19

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. Granted	Amt. Requested
BioDerm Inc.	\$5,125.00	\$5,125.00
Englander Englander Enterprises Inc.	\$6,927.00	\$18,307.50
Exaxol Chemical Corp	\$11,250.00	\$11,250.00
Geographic Solutions, Inc.	\$27,945.00	\$62,245.00
Ignite Chiropractic & Wellness	\$15,292.00	\$0
PowerTown Line Construction LLC	\$31,179.00	\$113,264.00
Sign-Age of Tampa bay, Inc.	\$10,500.00	\$26,250.00
Salvo Technologies Inc	\$20,400.00	\$26,250.00
Total:	\$128,618.00	\$262,691.50

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

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	56
	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. The CSF 2019 Apprenticeship Expansion has been extended, and ends March 31, 2021.

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	65,038
	# of Visits	98,561
	Page Views	239,359
	Returning Visitors	23.5%
	New Visitors	76.5%

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	12
	# of New Facebook Fans	485
	# of New LinkedIn Followers	596
	# of Engagements	36,127
	# of Impressions	1,397,602

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
3/26-4/1/20	Virtual Career Fair	24	55
6/10/20	Tampa Bay Tech Virtual Job Fair	12	155
Total		190	825

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
St. Petersburg Chamber	\$350	Listing within Chamber Directory, listing of events to Chamber calendar and newsletter, and promotional opportunities through Chamber. Networking at scheduled 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.

Information 2: Monthly Management Report (PY 2019/2020- Thru 4/30/2020)

WP Entered Employment Rate (for those unemployed at time of first service)	YTD R14 7/1/2019 – 4/30/2020
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.	2,329
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.	6,059
Performance (A÷B)	38.4%
Ranking	9th
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.	312
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.	831
Performance (A÷B)	37.5%
Ranking	6th
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.	229
B. The # of veterans who have not received a WP reportable service in 90 days and were unemployed when they first started receiving services.	598
Performance (A÷B)	38.3%
Ranking	5th
WP Job Placement Wage Rate	
A. The average wage of job openings' placements.	\$13.27
B. Regionally adjusted federal low income guideline for family of 3.	\$14.87
Performance (A÷B)	89.2%
Ranking	10th

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
April	163	105.22%	12	3,843
Totals	2,928	101.52%	12.1	72,140

Information 4 – Training Provider Report – Region 14 Total (PY 2019/2020 – Thru 6/30/2020)

1. Number that exited training: 238
2. Exited without completing training: 29
3. Exited after completing training: 209

4. No job at the point of training completion: 96
5. Had a job at the point of training completion: 113
6. Number that obtained a job whether or not they completed training: 135
7. Number that obtained job directly related to the training: 108
8. Training completion rate: 87.8%
9. Job placement rate: 54.1%
10. Training related job placement rate: 45.4%
11. Average wage at job placement: \$27.21

Information 5 – Training Provider Spending Summary (July 1, 2019 – June 30, 2020)

A training provider summary was provided for the period from July 1, 2019 – June 30, 2020. Customer Training totaled \$2,465,057, for 815 participants and an average cost of \$3,025 per participant.

Information 6 – OJT Provider Spending: (July 1, 2019 – June 30, 2020)

A spending report for the On-the-Job training program was provided for the period from July 1, 2019 – June 30, 2020. OJT Spending totaled \$ 13,606 for 6 participants. 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).

June 2020	May 2020	June 2019	Over the Month Change	Over the month % change	Over the year change	Over the year % change
18,551	17,861	19,131	690	3.9%	-580	-3.0%

Industry Insights

- **Education**

Mr. Hunt stated that Pinellas Technical College will start onsite classes on Wednesday. K-12 school starts on August 24th in-class and online.

- **Economic Development**

Mr. Meidel mentioned phase two of the local business grants have been expanded to support small business and other programs such as child care centers, nonprofit organizations dealing with food distribution, behavior, health and substance abuse issues and legal assistance.

Mr. Willocks thanked Ms. Brackney and her team for their assistance throughout these times and keep up with the good work.

Public Comments - None

Adjournment

The meeting was adjourned at approximately 3:29 pm.