

**CareerSource Pinellas
Workforce Solutions Committee
Meeting Minutes**

Date: October 13, 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, Andrea Cianek, Mark Hunt, Michael Jalazo, Denise Sanderson, Rebecca Sarlo, and Glenn Willocks.

Members not in attendance

Rebecca Avrin, Candida Duff, Michael Logal, Michael Meidel, Chris Owens, Michael Ramsey

Staff Present

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

Guests

Andrea Falvey

Public Comments - None

Action/Discussion Items

Action Item 1 – Approval of minutes

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

Motion: Michael Jalazo
Second: Andrea Falvey

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

Action Item 2 – Removal of Training Providers

CareerSource Pinellas currently accepts new training vendor and program addition applications throughout the program year. The CareerSource Florida WIOA Eligible Training Provider List Policy 90, dated March 1, 2016 and adopted by CareerSource Pinellas Board of Directors on July 15, 2020, requires all regional workforce boards to conduct "continued eligibility" reviews every two (2) years to ensure that providers and their programs continue to meet the following requirement:

- Maintaining proper accreditation and/or Florida licensure
- Timely reporting of student data to the Florida Education & Training Placement Information Program (FETPIP)
- Meeting state and local performance standards
- Reporting changes in the acceptance of federal financial aid, cost, refund, etc.
- Compliance with federal, state statutory, and regulatory requirements

All institutions that meet the requirements are sent an agreement, which they are required to sign and return, along with relevant documentation, to confirm that the continuing eligibility criteria is met.

The following institutions failed to return completed applications and/or agreements:

Training Provider Name	Programs and Courses	County	CSP Students Currently Enrolled*	# Approved CSP Providers Offering Similar Training
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Access Computer Training	IT and computer skills	Hillsborough	0	6
American Red Cross	Nursing Assistant program defunct	Pinellas	0	3
Florida School of Traditional Midwifery	Midwifery	Alachua	0	0
Florida Technical College	IT and business	Hillsborough	1	6
Learning Alliance Corp	Cabling installation and project management	Hillsborough	0	7
Rasmussen College	Nursing	Hillsborough/Pasco	1	5

**Any currently enrolled students will continue to attend their training programs throughout their projected end dates*

Recommendation: Approval to remove the above training providers from the approved training provider list for LWDB 14.

Discussion: No further discussion.

Motion: Glenn Willocks
Second: Ivonne Alvarez

The Committee made a motion to approve the removal of the attached training providers from the approved training provider list for LWDB 14. The motion carried unanimously.

Other Administrative Matters – Jennifer Brackney

CareerSource Pinellas just received the CARES Grant from Pinellas County. This is a \$2M grant to put individuals to work, training through On-The-Job Training (OJT), and training through an educational provider. There is a quick turnaround time for this grant. The training needs to be completed by December 15, 2020, which means individuals will need to complete their training by mid-November in order to give them 30 days for OJT. We are working with QLM, a staffing agency, who will help act as employer of record for those employers who want to go through that route. We are also providing another route for those employers who would prefer to go through an OJT and bring individuals onboard as an employee.

The first step is to reach out to the business community to ensure we have a robust profile of different job openings available. The next step is to reach out to dislocated workers who have been impacted by COVID.

Mark Hunt asked how this committee can assist. Ms. Brackney said any outreach to employers who might be interested bringing on new employees through OJT, 100 percent of those employees' wages would be paid for a minimum of 30 days through the middle of December.

April Torregiante added that we will have a webpage listing relevant information and frequently asked questions.

Andrea Cianek added that she is on a recruitment networking group for Tampa Bay and Jabil is also hiring. Andrea Cianek also has connections with local HR leaders. Andrea requested a one-pager she could distribute.

Information Items

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

Goal I – Develop Robust Partnerships with Employers

Objective 1: Utilize and partner with existing business groups that convene employers regularly to understand immediate and future needs.

CareerSource Pinellas attracts partnerships through membership with local chambers and business associations and is working with the following chambers or organizations. CareerSource Pinellas continues to strategize ways to maximize its current partnerships with business groups, as well as reaching out to other organizations for potential partnerships.

Business Group Partner's Updates:

<i>Business Groups</i>	<i>Updates</i>
St. Petersburg Chamber	Conducted discussion surrounding the \$15 minimum wage, member appreciation night provided St. Petersburg members the opportunity to highlight their businesses and break out into work groups to discuss how to better promote and assist each other's businesses, a safety plan template was provided for St Pete business owners, school board and general election candidate conversations were held as well as a safety discussion surrounding recent protester events led by the St Pete Police Chief, Anthony Holloway.
Upper Tampa Bay Chamber	New Directory and Community Guide to be released later this year, multiple after hours events, morning mingles and lunch and learn opportunities, monthly non-profit newsletter, Eighth Annual Manufacturing Awards.
Central Pinellas Chamber	Economic Chamber Development Committee reporting, Women's Leadership Committee involvement, upcoming Holiday-a-thon fundraiser for educational scholarship program, community input opportunities.
St. Petersburg Area Econ. Development Corporation	Updates and connections with local businesses for job creation, new project announcements and company moves to St. Pete. Virtual forum with Tampa Bay Works, discussions regarding issues affecting local businesses such as flooding, the work from home movement, and community activity announcements.
Recruiter Networking Group	Consistent engagement with talent acquisition managers and corporate recruiters in Tampa Bay, referrals, job postings and advice in the field. Virtual workshops, after hours meet ups, holiday philanthropy opportunities and a Tampa Bay Works presentation.
Tampa Bay Partnership	Active in the community with virtual forums and presentations pertaining to the Manufacturing and Healthcare Collaborative, planned spinoff of Tampa Bay Works from Tampa Bay Partnership as its own 501(c)(3), creation of potential collaborative in construction, IT and automotive industries.
BAMA (Bay Area Manufacturing Association)	Virtual Awards Ceremony, discussion with Florida Makes and partnership for the Made in Tampa Bay Virtual Career Fair in October, online workshop regarding Business Development for the Manufacturing Industry.

Objective 2: Develop and execute a marketing strategy to build awareness with businesses about how to engage and learn about the services available.

To maximize impact and ROI, CareerSource Pinellas has developed a new website; faster, easier to navigate, and more user-friendly. The marketing department has re-strategized their efforts to put emphasis on easily accessible content and collateral to provide customers and partners with the most accurate, up-to date information, and share about the knowledge and expertise in the field of workforce development.

The strategized plan includes biweekly "Workforce News", which contains program updates and success stories. Additionally, CareerSource Pinellas has committed to creating one annual report per year containing a comprehensive report on the activities throughout the preceding year. The latest Annual Report, completed in September, intends to give board members extensive information about the latest programs and financial performance of CareerSource Pinellas.

Additionally, social media efforts have been overhauled, providing authentic content to reach customers and community partners. Paid and proactive social media campaigns have been advantageous in allowing us to boost our views and designate posts to include events, networking groups, workshops, and interview tips.

Lastly, we have partnered with Tucker Hall, Public Relations Firm to assist with strategic communications, and amplifying our voice in the Tampa Bay area.

Objective 3: Increase services to incumbent workers and underemployed workers.

Incumbent Worker and Quick Response Training Reports

FloridaFlex is administered by CareerSource Florida and offers businesses in Florida, or relocating to Florida, a completely integrated talent support solution to help them compete and grow with programs such as the Incumbent Worker Training Program (IWT) and Quick Response Training (QRT). CareerSource Pinellas works with local businesses seeking to enhance the professional skills of their existing employees by continuing to educate, direct and assist interested employers in applying for CareerSource Florida Flex Training Grants through Incumbent Worker Training (IWT) and Quick Response Training (QRT).

IWT: For-profit, small- to mid-sized businesses in Florida may be eligible for grant dollars to help pay for training existing employees.

PY2019-2020

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	\$0.00
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

PY2020-2021

Company	Amt. Granted	Amt. Requested
Custom Manufacturing and Engineering	\$68,405.00	\$127,098.00
The Empowerment Networks, Inc	\$3,500.00	\$9,000.00
Centratel Services International	\$7,013.00	\$7,500.00
Total:	\$78,918.00	\$143,598.00

QRT: New businesses or those relocating to or expanding in Florida may be eligible for grant dollars to help pay for training new employees.

PY2019-2020

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

PY2020-2021

Company	Amt. Granted	Amt. Requested
180 by Two, LLC	\$69,300.00	\$125,307.60
Power Design, Inc.	\$371,175.00	\$2,018,812.00
Total:	\$440,475.00	\$2,144,119.60

Objective 4: Develop methods that help businesses navigate the workforce system’s services and that connect them with qualified applicants.

Continuous Improvement Performance Initiative

The Continuous Improvement Performance (CIP) Initiative was designed and developed to provide additional measures specifically aligned with WIOA and the goals and strategies of the State of Florida to increase and achieve targeted performance. The CIP Initiative includes three key metrics with additional credit for serving individuals with barriers to employment and for providing staff-assisted, high-value services to business establishments in up to five board-selected industry sectors: Employment Rate 1st Quarter after Exit, Participant Training Rate and Business Penetration. Performance is measured on a quarterly basis and is compared to performance from the same quarter in the previous year. Boards receive funding awards for each metric for which the improvement/performance target is met each quarter.

Business Penetration Report PY 2019-2020

Quarterly Year-Over-Year Goal				Current-Year Performance				Target Met?
Business Penetration Baseline	Applied to Current-Year Business Penetration + Additional Credit		Business Penetration	Improvement without Additional Credit	Business Penetration + Additional Credit	Improvement with Additional Credit		
	Improvement Target	Performance Target						
Qtr 1 <small>(July 1, 2019-Sept. 30, 2019)</small>	32	10%	35.20	97	203.13%	157.60	392.50%	<input checked="" type="checkbox"/>
Qtr 2 <small>(Oct. 1, 2019-Dec. 31, 2019)</small>	64	10%	70.40	105	64.06%	154.80	141.88%	<input checked="" type="checkbox"/>
Qtr 3 <small>(Jan. 1, 2020-March 31, 2020)</small>	60	10%	66.00	140	133.33%	217.10	261.83%	<input checked="" type="checkbox"/>
Qtr 4 <small>(April 1, 2020-June 30, 2020)</small>	45	10%	49.50	75	66.67%	93.30	107.33%	<input checked="" type="checkbox"/>

Quarterly Year-Over-Year Goal				Current-Year Performance				Target Met?
Business Penetration Baseline	Applied to Current-Year Business Penetration + Additional Credit		Business Penetration	Improvement without Additional Credit	Business Penetration + Additional Credit	Improvement with Additional Credit		
	Improvement Target	Performance Target						
Qtr 1 <small>(July 1, 2020-Sept. 30, 2020)</small>	97	10%	106.70	37	-61.86%	52.30	-46.08%	<input type="checkbox"/>
Qtr 2 <small>(Oct. 1, 2020-Dec. 31, 2020)</small>	105	10%	115.50	0	0.00%	0.00	0.00%	<input type="checkbox"/>
Qtr 3 <small>(Jan. 1, 2021-March 31, 2021)</small>	140	10%	154.00	0	0.00%	0.00	0.00%	<input type="checkbox"/>
Qtr 4 <small>(April 1, 2021-June 30, 2021)</small>	75	10%	82.50	0	0.00%	0.00	0.00%	<input type="checkbox"/>

EmployFlorida Job Referrals and Placement Reports

The EmployFlorida (EF) system allows for customer self-referrals and staff assisted referrals to open job orders. Each customer in EF must have a full background entered and a staff completed Personal Individual Record Layout (PIRL) before a staff assisted referral can be entered. The staff then match the job requirement to the customer's skills to ensure a quality referral is being made. Employers can review both types of referrals on their job order at any time by reviewing their EF job order.

Period	Service	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
PY2019-2020	Customer Self Referrals	1812	1777	1745	1553	1709	1976	2079	1515	2232	1533	1464	1434	20,829
	Staff Assisted Referrals	619	502	474	479	414	307	416	436	177	46	52	82	4,004
	Total	2431	2279	2219	2032	2123	2283	2495	1951	2409	1579	1516	1516	24,833
	Unique Customers													5,195
PY2020-2021	Customer Self Referrals	1653	935	864										3,452
	Staff Assisted Referrals	124	122	146										392
	Total	1777	1057	1010										3,844
	Unique Customers													926

When a job placement is made, it is recorded one of three ways in the EF system: as a Direct Placement, an Automated Obtained Employment or a Staff Entered Obtained Employment. These can be obtained through directly working with the customer, referring them to an open job that they qualify for, and by obtaining the information from a newly employed participant through automated or staff entered methods.

Period	Service	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD
PY2019-2020	Direct Placements	13	16	12	7	5	6	1	2	1	1	1	0	65
	Staff Entered Obtained Employment	86	91	105	69	95	86	79	78	59	15	30	99	892
	Automated Obtained Employments	313	262	299	340	120	197	237	188	276	171	114	133	2650
	Total	412	369	416	416	220	289	317	268	336	187	145	232	3607
PY2020-2021	Direct Placements	1	2	1										4
	Staff Entered Obtained Employment	40	31	39										110
	Automated Obtained Employments	199	147	118										464
	Total	240	180	158										578

NAICS Job Order Report

As Technicians process and enter incoming job orders, we can see below, as grouped by NAICS code, the number of employers, staff provided services, job orders obtained, job openings and newly registered employers. 3rd party job agents are defined as agencies, organizations or individuals recruiting candidates for employment opportunities on behalf of another employer. Job orders posted by employers or third-party agents in EF must be reviewed and verified by Technicians within two business days of posting into the system. The information below reflects real time data on the date the report was pulled.

NAICS	Employers	Staff Services	Job Orders	Job Openings	Newly Registered Employers
3rd Party	71	156	2006	2029	0
Accommodation and Food Services	4	5	35	36	0
Administrative and Support and Waste Management and Remediation Services	8	11	88	88	0
Educational Services	1	0	4	4	0
Finance and Insurance	6	10	139	139	0
Health Care and Social Assistance	16	46	1215	1215	0
Information	7	35	55	55	0
Manufacturing	9	34	253	275	0
Other Services (except Public Administration)	1	1	70	70	0
Professional, Scientific, and Technical Services	9	4	47	47	0
Real Estate Rental and Leasing	2	2	9	9	0
Retail Trade	2	1	7	7	0
Transportation and Warehousing	2	1	9	9	0
Utilities	1	0	3	3	0
Wholesale Trade	3	6	72	72	0

Non 3rd Party	474	471	662	840	60
Accommodation and Food Services	19	15	9	85	2
Administrative and Support and Waste Management and Remediation Services	67	41	78	107	9
Arts, Entertainment, and Recreation	6	2	2	3	0
Construction	41	31	34	45	7
Educational Services	15	9	15	15	3
Finance and Insurance	24	12	42	44	1
Health Care and Social Assistance	57	89	106	124	1
Information	8	12	3	3	0
Management of Companies and Enterprises	1	0	0	0	0

Manufacturing	77	62	131	145	9
Mining	1	0	0	0	0
Other Services (except Public Administration)	20	56	33	34	3
Professional, Scientific, and Technical Services	44	47	59	74	7
Public Administration	9	14	19	19	0
Real Estate Rental and Leasing	17	11	73	82	2
Retail Trade	29	21	19	21	3
Transportation and Warehousing	12	18	13	13	3
Wholesale Trade	16	17	21	21	2
Unclassified Establishments	11	14	5	5	8
Grand Total	545	627	2668	2869	60

Work-based Learning Reports

Paid Work Experience is a career preparation program intended to introduce young workers to a business environment, with a focus on skill development in high demand occupations. Employers may utilize the OJT program to effectively mitigate the upfront training costs associated with hiring new employees.

Paid Work Experience (PWE)															
Period	Performance	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD	
PY2019-2020	Total Funding Expended													\$242,224	
	# of Enrollments	0	0	1	0	0	0	0	0	0	0	0	1	6	8
	# of Completers	0	0	1	0	0	0	0	0	0	0	0	0	6	6
	# of Employers	0	0	1	0	0	0	0	0	0	0	0	1	2	4
	Avg Placement Wage	0	0	11.00	0	0	0	0	0	0	0	0	10.50	10.00	\$10.19
PY2020-2021	Total Funding Expended													\$37,057	
	# of Enrollments	2	0	2											4
	# of Completers	0	0	0											0
	# of Employers	1	0	1											1
	Avg Placement Wage	13.00	0	12.00											\$12.50

On the Job Training (OJT)															
Period	Performance	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD	
PY2019-2020	Total Funding Expended													\$ 0	
	# of Enrollments	0	0	0	0	0	0	0	0	0	0	0	0	0	
	# of Completers	0	0	0	0	0	0	0	0	0	0	0	0	0	
	# of Employers	0	0	0	0	0	0	0	0	0	0	0	0	0	
	Avg Placement Wage	0	0	0	0	0	0	0	0	0	0	0	0	0	
PY2020-2021	Total Funding Expended													\$ 0	
	# of Enrollments	0	1												1
	# of Completers	0	0												0
	# of Employers	0	1												1
	Avg Placement Wage	0	10.00											\$10.00	

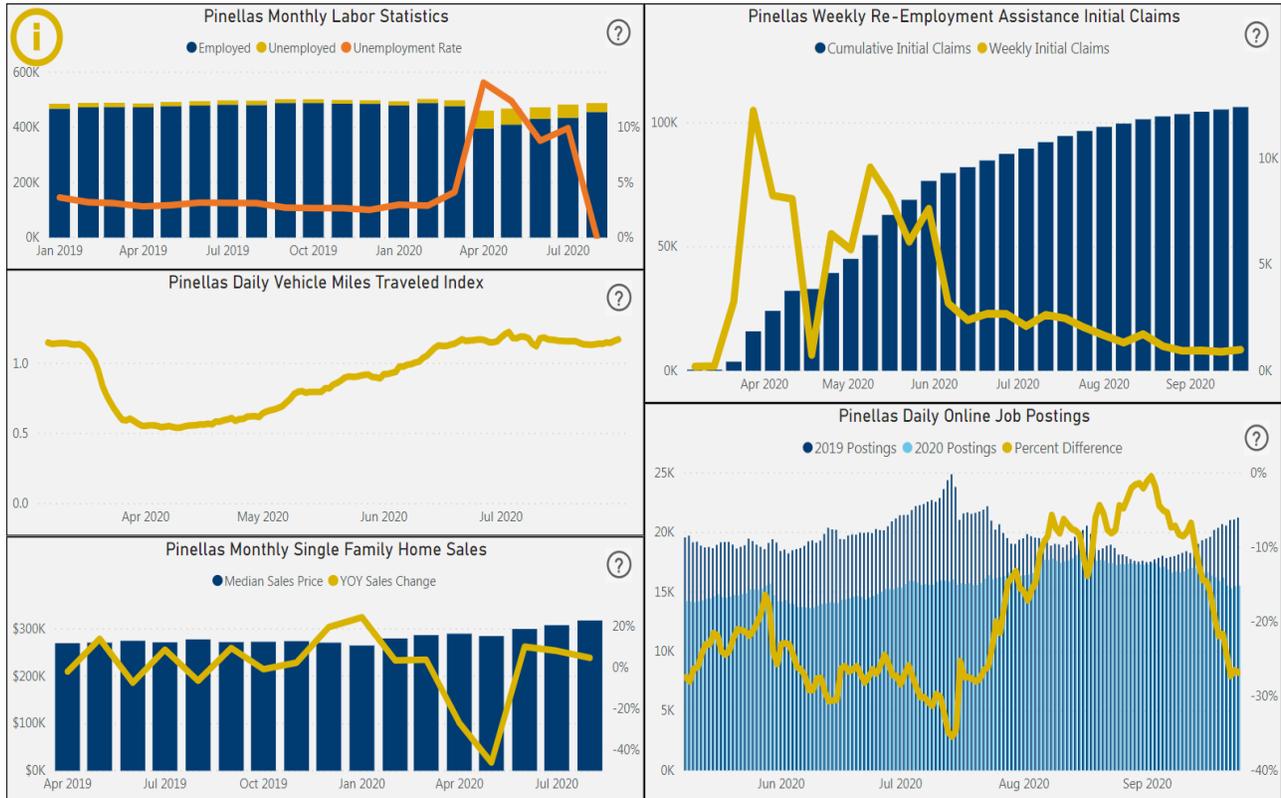
Objective 5: Inventory best and promising practice approaches for working with and engaging businesses and scale up.

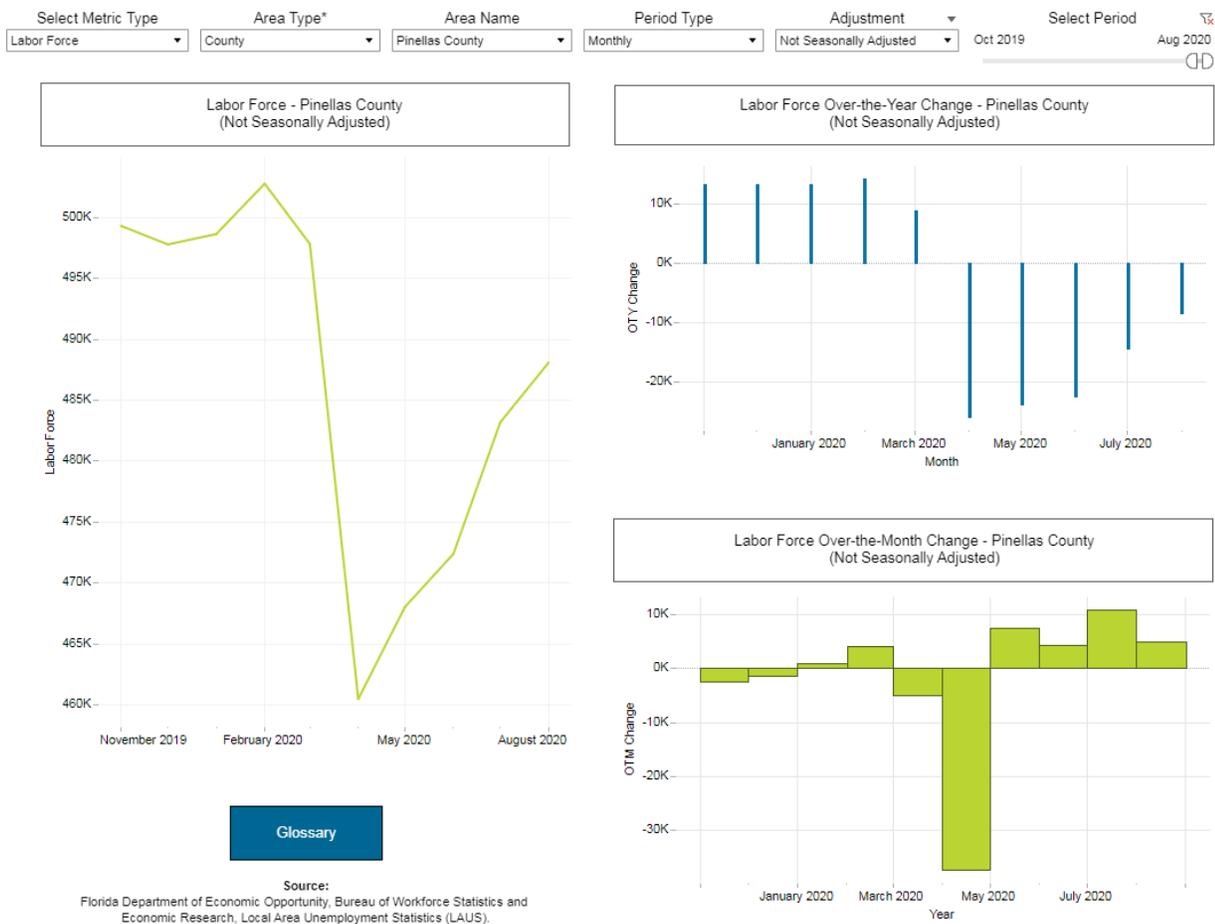
- *Creating opportunities to work with third-party agencies*
- *Increasing outreach to reinforce and grow current business relationships and partnerships*
- *Increased engagement with local groups and associations and maximizing opportunities to partner on events and initiatives*
- *Expanding virtual service offerings to businesses and job seekers*

Goal II

Strengthen Partnerships with Organizations that Provide Educational Opportunities

Objective 1: Compile all Labor Market Information (LMI) data and information to work together to create *LMI Briefs* that can be used by jobseekers, employers, and other workforce organizations in easy to consume formats.





Objective 2: Convene employers to identify skill needs and align education providers' offerings to current and future skill needs.

The current Regional Targeted Occupations List (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 within the RTOL include occupations identified as critical to the four targeted industry sectors: Healthcare, Manufacturing, Information Technology, and Financial and Professional Services. CareerSource Pinellas follows DEO Guidance in order to remain compliant and has an approved policy for processing training vendors. Approved list is currently available on the CSPIN website via following link, under general resources: <https://careersourcepinellas.com/employers/how-to-become-a-training-provider/>

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: Provide easy to use 'career maps' for jobseekers to use to both know where to go for education/training to obtain necessary credentials and next steps on a career path.

The current Approved Training Provider List (ATPL) outlines educational options for job seekers and is located at <https://careersourcepinellas.com/job-seekers/wioa/>. Data provided on this list is continuously updated and subject to change.

Objective 4: Ensure that there is a Talent Pipeline that connects business service staff between CareerSource and educational institutions.

Programs:	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD PY 20-21	YTD PY 19-20
													# Total Served	# Total Served
JATC	62	62	67										67	73
RACCA	27	27	27										27	36
Central Florida Heat and Frost	1	1	1										1	4
International Union of Engineers	2	2	2										2	11
Ironworkers	2	2	2										2	5
Plumbers and Pipefitters	36	36	36										36	45
LWDB Totals	130	130	135										135	183

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

Expand Outreach to Jobseekers

Objective 1: Target outreach efforts based on areas of opportunity.

Recruitment Events

Previously, In-House Recruitment (IHR) Events were held weekly in the Career Resource Centers to bring local businesses and career seekers together to discuss opportunities. As CareerSource Pinellas moves to a more virtual reality, the IHR's have been renamed Virtual Recruitment Events (VRE) and are now being held virtually to continue supporting local businesses by providing opportunities to facilitate meaningful connections.

NEW Virtual Recruitment Events – former In-House Recruitments Events

Period	Performance	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
PY 2019-2020	# IHR Events	17	18	13	10	4	8	10	14	0	0	0	0	94
	# IHR Job seekers	141	214	137	92	10	53	106	85	0	0	0	0	838
PY 2020-2021	# VR Events	0	1	3										4
	# VR Job seekers	0	4	0										4

Networking Groups

The Professional and Career Networking Groups provide professional and entry level job seekers the ability to connect and interact with their peers as well as a dedicated Business Services staff member. In addition, candidates are provided access to additional training to make them more marketable to hiring employers. Guest employers may also be featured during the weekly meetings, which improves the employers' visibility to a diverse talent pool.

Professional and Career Networking Groups														
Period	Performance	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
PY 2019-2020	Attendees	172	196	112	94	61	88	159	74	54	53	133	140	1,336
	Placements	10	15	25	13	13	16	16	16	23	8	10	21	186
	Average Wage \$	31.08	22.61	17.95	27.19	0	28.00	21.90	32.10	13.10	20.00	34.62	23.55	\$22.68
PY 2020-2021	Attendees	122	260	166										548
	Placements	1	5	9										15
	Average Wage \$	25.00	15.00	33.62										\$24.54

Career Fairs

It is CareerSource Pinellas' mission to support local businesses and community partners by providing opportunities to connect jobseekers with employers. These events provide businesses with the opportunity to meet and consider qualified job-seekers for open positions. As we move into a new landscape, these connection events will occur via virtual platforms.

PY2019-2020

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
1/30/2020	New Year, New You 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

PY2020-2021

Date	Type	No. of Employers	No. of Job Seekers
9/15/2020	Fall Virtual Career Fair	12	104
Total		12	104

Objective 2: Expand the virtual delivery of service system currently in place.

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 customers. 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.

Social Media Traffic

Social Media Traffic	Performance	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
PY 2019-2020	# of New Twitter Followers	0	5	4	-3	0	1	-2	-1	-6	13	18	-1	12
	# of New Facebook Fans	58	71	22	15	24	-6	9	5	214	43	17	13	485
	# of New LinkedIn Followers	78	99	49	56	39	29	32	24	29	53	56	52	596
	# of Engagements	5,287	5,218	7,101	3,544	2,832	480	405	264	9,032	750	624	590	36,127
	# of Impressions	176,700	138,800	247,800	119,100	106,500	10,200	13,201	9,185	522,371	15,404	15,315	23,026	1,397,602
PY 2020-2021	# of New Twitter Followers	5	6	10										21
	# of New Facebook Fans	1	-3	1										-1
	# of New LinkedIn Followers	26	19	27										72
	# of Engagements	526	577	646										1,749
	# of Impressions	22,068	15,081	13,288										50,437

Website Traffic

Website Traffic	Performance	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
PY 2019-2020	# of People Visited Site	7,227	6,718	4,737	5,805	3,966	3,734	5,837	4,569	6,338	6,514	4,668	4,925	65,038
	# of Visits	11,272	10,810	7,276	8,683	5,654	5,384	10,174	7,266	8,908	8,882	6,654	7,598	98,561
	Page Views	28,355	26,487	17,278	22,356	14,341	13,582	24,743	18,256	20,106	18,644	16,132	19,079	239,359
	Returning Visitors	23.8%	27%	26.3%	23.1%	23.5%	22.8%	24.7%	25.7%	20.8%	18.9%	21.7%	24.2%	23.5%
	New Visitors	76.2%	73%	73.7%	76.9%	76.5%	77.2%	75.3%	74.3%	79.2%	81.1%	78.3%	75.8%	76.5%
PY 2020-2021	# of People Visited Site	4,285	3,438	3,237										10,960
	# of Visits	6,802	5,591	5,384										17,777
	Page Views	16,900	14,687	13,399										44,986
	Returning Visitors	25%	25.1%	25.6%										25.23%
	New Visitors	75%	74.9%	74.4%										74.76%

Objective 3: Conduct analysis of existing asset mapping to identify local community-based organizations and resource assets that might assist with outreach and service delivery.

Asset Mapping Project

Pinellas County has numerous resources to help job seekers. As we expand upon the project of mapping our community assets and resources, we will update the information below to coincide with the data obtained.

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

<https://careersourcepinellas.com/industry-asset-maps-2/>

Partner Portal

CareerSource Pinellas, along with our One Stop Operator, has created and implemented a Partner Portal as a quick access tool to identify partner agencies and connect customers to needed resources. The Partner Portal is a growing database of local partner agency profiles, providing a brief introduction of the organization, initial application info, basic program eligibility criteria, point of contact, locations and preferred method of referral. This portal allows interaction between organizations to facilitate efficient and timely service delivery.

Objective 4: Conduct a gap analysis through engagement with priority customers and key stakeholders to assess what services may be missing and/or what changes are needed in how services are delivered to ensure participation.

CareerSource Pinellas conducted a gap analysis with local employers via the Strategic Planning process. The data collected provided valuable information for service assessment and participation. We are reviewing this information in light of recent economic changes.

Objective 5: Support individuals to gain employment through a system of wrap around services that is responsive to their diverse experience and needs.

Please see Information Item 2, Monthly Management Report, for the most updated employment rates and participation results for Welfare Transition, SNAP WIOA programs and Wagner-Peyser (WP) services.

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. CareerSource Pinellas follows DEO Guidance in order to remain compliant and has an approved policy for processing training vendors. Approved list is currently available on the CSPIN website via following link, under general resources: <https://careersourcepinellas.com/employers/how-to-become-a-training-provider/>

Goal IV

Build Organizational Capacity; Promote Change and Transformation of CareerSource Pinellas

Objective 1: Present a positive message of the organization to include all that is currently being done and what will be done based on the strategic plan.

By utilizing the re-developed website, newly created Workforce News and improved, targeted social media efforts, along with increased public relations, CareerSource Pinellas is better poised to present the organization's message, in line with the Strategic Plan.

Objective 2: Create talking points for use by board members and staff as part of the awareness campaign.

CareerSource Pinellas has partnered with Tucker Hall, Public Relations Firm to assist with strategic communications, and to amplify our voice in the Tampa Bay area.

Objective 3: Continue to improve and enhance the technology infrastructure both internally for staff to be more efficient and for communication among the system’s partners and to increase user friendly access for customers.

CIO Technology Report

In order to continue improvements to the CareerSource Pinellas Technology Infrastructure, the following enhancements have been made to increase efficiency, communication and accessibility for partners and customers.

- *Migration of Exchange Server to MS O365*
- *Implementation of Virtual Server*
- *Upgrade Workstations Hardware*
- *Upgrade Workstation Operating Systems*
- *Migration of ATLAS to the CTS Cloud*
- *Conduct End-User Security Training*
- *Address Server Vulnerabilities per Abacode*

Objective 4: Ensure compliance and work with/train staff on the new ways of doing business that are in compliance while reducing the burden on customers through streamlined compliant processes.

As a recipient of federal awards, CareerSource Pinellas is responsible for administering the awards in accordance with applicable laws, regulations, provisions and policies. Programmatic, administrative and fiscal monitoring is conducted to ensure the organization is fulfilling those requirements.

DEO Monitoring

DEO’s yearly programmatic monitoring for LWDB 14 is currently scheduled for April 12-16, 2020.

USDOL Monitoring Timeline



Internal Monitoring

Please see information item 3, Wagner-Peyser (WP) Business services internal program monitoring schedule.

Objective 5: Develop methods to regularly listen to customers to test new processes before implementing them permanently.

Customer Satisfaction Survey

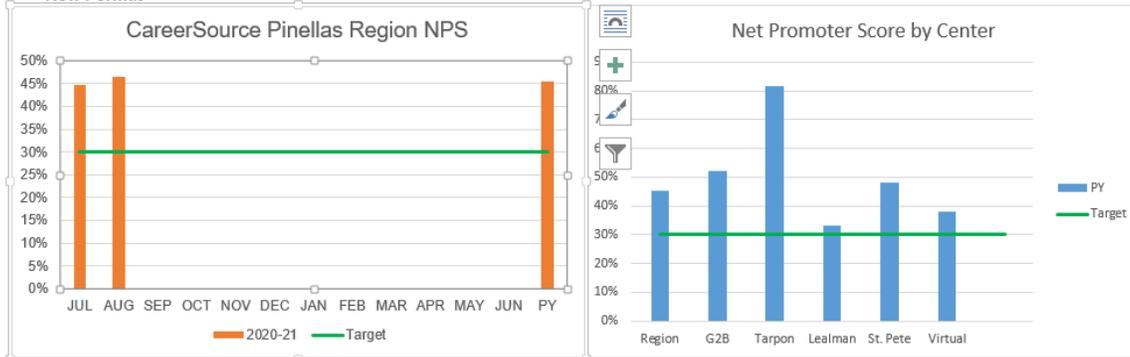
The Customer Satisfaction Survey has historically measured a customer’s satisfaction with the services received in the Career Resource Centers and has been obtained via web links on the Career Resource Center computers and via email. As we transition to a more virtual based service delivery, and to gather more robust feedback from a larger number of customers, CareerSource Pinellas is transitioning to a Net Promoter survey used more frequently by businesses and is the core measurement for customer experience management

worldwide. This style of survey measures customer loyalty and likelihood of referral and assigns a net promoter score that indicates how many of your customers are promoting your services.

Previous Format

Period		Q1		Q2		Q3		Q4		PY	
PY 2020-2021	Location	Total	Rating	Total	Rating	Total	Rating	Total	Rating	Total	Rating
	Career Resource Center	72	100.00%	0	-	0	-	0	-	72	100.00%
	Remote Services	16	100.00%	0	-	0	-	0	-	0	100.00%
	Employability Skills Training	140	96.40%	0	-	0	-	0	-	140	96.40%
	Combined	228	97.79%	0	-	0	-	0	-	212	97.62%

New Format



The overall Net Promoter score is 46%, which is 16% higher than the goal of 30%. The main comment from detractors was the attitude of the staff during their time there. The main comment from the promoters was that the staff was professional and helpful. In July and August, a total of 3130 invitations were sent and 355 surveys were completed for an average response rate of 11%.

Information 2: Monthly Management Report (PY 2020/2021- Thru 7/31/2020)

WP Entered Employment Rate (for those unemployed at time of first service)	YTD R14 7/1/2020 – 7/31/2020
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.	104
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.	318
Performance (A÷B)	32.7%
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.	10
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.	29
Performance (A÷B)	34.5%
Ranking	14th
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.	11
B. The # of veterans who have not received a WP reportable service in 90 days and were unemployed when they first started receiving services.	26
Performance (A÷B)	42.3%
Ranking	5th
WP Job Placement Wage Rate	
A. The average wage of job openings’ placements.	\$10.50
B. Regionally adjusted federal low income guideline for family of 3.	\$15.12

Performance (A+B)	69.4%
Ranking	21st

Information 3 – WP Business Services Program Monitoring

As a recipient of federal awards, CareerSource Pinellas is responsible for administering the awards in accordance with applicable laws, regulations, provisions and policies. Programmatic, administrative and fiscal monitoring is conducted to ensure the organization is fulfilling those requirements.

CareerSource Pinellas PY 20-21 Monitoring Schedule					
Schedule	Review Period	Program/Service	Assigned Reviewer	Summary of Review	Results
Oct 2020	July – Sept 2020	Job Orders – Staffing Agencies	MIS and Program Coordinator	Review of all job orders from private/temporary employment agencies	In Progress
Oct 2020	July – Sept 2020	PWE Case Documentation Review	Program Coordinator	Review of all new PWE case documentation	In Progress
Oct 2020	July – Sept 2020	Job Orders and Placements	MIS and Program Coordinator	Review of all job orders and placements	In Progress
Oct 2020	July – Sept 2020	Participant Registration	MIS and Program Coordinator	Review of all participant registrations for validity of information	In Progress
Oct 2020	July – Sept 2020	Placements - Timeframe and Staff Engagement	MIS and Program Coordinator	Review of all placements for reasonable timeframes and staff engagement	In Progress
Oct 2020	July – Sept 2020	Quality Referrals	MIS and Program Coordinator	Review of job order referrals	In Progress
Oct 2020	July – Sept 2020	Placements – Case Notes	MIS and Program Coordinator	Review of case notes on placements for open job orders	In Progress
July 2020	January – June 2020	Minimum and Zero Wage Review	MIS and Program Coordinator	Review of verification of minimum wage and zero job orders	Issued/Findings
Oct 2020	July – Sept 2020	RESEA EDP and Objective Assessment	MIS and Program Coordinator	Review documentation and case notes	In Progress

Information 4 – Training Provider Report – Region 14 Total (PY 2020/2021 – Thru 9/30/2020)

1. Number that exited training: 17
2. Exited without completing training: 0
3. Exited after completing training: 17
4. No job at the point of training completion: 9
5. Had a job at the point of training completion: 8
6. Number that obtained a job whether or not they completed training: 8
7. Number that obtained job directly related to the training: 7
8. Training completion rate: 100.0%
9. Job placement rate: 47.1%
10. Training related job placement rate: 41.2%
11. Average wage at job placement: \$22.41

Information 5 – Training Provider Spending Summary (July 1, 2020 – August 31, 2020)

A training provider summary was provided for the period from July 1, 2020 – August 31, 2020. Customer Training totaled \$491,531, for 171 participants and an average cost of \$2,874 per participant.

Information 6 – OJT Provider Spending: (July 1, 2020 – August 31, 2020)

A spending report for the On-the-Job training program was provided for the period from July 1, 2020 – August 31, 2020. OJT Spending is \$0 so far with no participants. Prior year OJT spending was \$13,606.

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 2020	July 2020	August 2019	Over the Month Change	Over the month % change	Over the year change	Over the year % change
19,499	17,936	15,157	1,563	8.7%	4,342	28.6%

Industry Insights

- **Education**

Dr. Rebecca Sarlo shared that they are working to partner with CareerSource to help train individuals in areas that can be difficult to staff, especially in the healthcare industry.

Mark Hunt shared that the school is 100 percent operational. They are also recipients of the CARES Grant that they are using to support students who had problems staying in school during COVID. They are looking into expanding some programs because of increased enrollment.

- **Economic Development**

Andrea Falvey added that they are working hard to ensure CARES Grant funding gets out to the community. They are focusing on assisting small businesses.

Denise Sanderson updated the committee from the City of Clearwater Economic Development. Their Back-to-Business program provided about \$1.4M to small businesses. They recently took a first step in the creation of the North Greenwood’s CRA. If approved, the Urban Leadership Coalition envisions job training services being delivered to the community, which could have some impact with this organization. The Landings Golf Course is up for referendum on November 3, 2020, which is a potential development of light industrial space, anticipating new jobs on the site.

- **Healthcare**

No update

Public Comments – None

Committee Member Comments

Ivonne Alvarez stated that with an influx of people coming into our state, there has been a lot of activity with home sales. With low inventory and a high volume of buyers, it is a sellers’ market. Interest rates are low but closing times are longer. Business sales rates are high and longer than usual closings.

Adjournment

The meeting was adjourned at approximately 3:33 pm.