



2020-2021

# ANNUAL REPORT



# CAREERSOURCE PINELLAS BOARD

The vision for CareerSource Pinellas is to enhance lives by making talent a key competitive asset for Pinellas County. Despite the dynamic economic conditions of the past year, we made significant progress toward that vision in several key areas:

- expanding sector strategies in industries such as health care, manufacturing, financial and professional services, information technology and construction
- growing apprenticeship opportunities
- enhancing collaboration with local businesses

We also launched a wide range of personal computing solutions tailored to the changing ways people live, work, and learn, and continue to monitor business trends to ensure our local workforce is prepared to compete.

Our team consistently worked together and innovated to meet new customer needs and accelerate key elements of our strategy where necessary. We prioritized our values by mobilizing support for the community's most urgent needs.

In the pages of this year's report, we outline the strong programmatic and financial results we have achieved on behalf of the workforce system in Pinellas County. With these deliverables in hand, we are launching fresh conversations across workforce sectors about how best to respond to our community's evolving workforce needs. For instance, while the hospitality and travel industries are still recovering, we are working with business and elected leaders to usher in continued growth in a diverse array of additional sectors.

Through strong partnerships, ever-expanding community access and ensuring quality services, we are confident that CareerSource Pinellas will play a critical role in accelerating our region's recovery and continue to help create a bright future for the residents of Pinellas County.



**Commissioner René Flowers**  
Pinellas County Commission  
Vice Chair



**Barclay Harless**  
CareerSource Pinellas  
Board Chair



**Steven Meier**  
CareerSource Pinellas  
Interim CEO

## BOARD MEMBERS

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RealNet Brokerage

MS. JODY ARMSTRONG  
Disability Achievement Center

MS. BELINTHIA BERRY  
St. Petersburg College

MS. LISA CANE  
Pinellas County School Board

MS. ANDREA CIANEK  
Jabil

MS. CANDIDA DUFF  
H&T Global Circuits

MS. CELESTE FERNANDEZ  
Dept. of Children & Families

MR. DAVID FETKENHER  
Crown Automotive Group

**COMM. RENÉ FLOWERS (VICE-CHAIR),**  
Pinellas County BCC

**MR. JACK GELLER, ESQ. (PAST CHAIR),**  
Harper, Kynes, Geller, &  
Greenleaf, P.A.

**MR. BARCLAY HARLESS (CHAIR),**  
Bank OZK

MR. JOHN HOWELL,  
Department of Education—  
Division of Vocational Rehabilitation

MR. MARK HUNT,  
Pinellas County Schools

MR. MICHAEL JALAZO,  
People Empowering &  
Restoring Communities

MR. KEVIN KNUTSON  
Pinellas County Economic Development

**MR. MICHAEL LOGAL (CHAIR-ELECT),**  
AppleOne Employment Services

MS. MICHELE MATTHEWS,  
Matthews' HR Consulting Services

MR. CHRIS OWENS,  
Salty Computers, LLC

**DR. REBECCA SARLO (TREASURER),**  
Ultimate Medical Academy

MS. PATRICIA SAWYER,  
Pinellas Opportunity Council

MS. ELIZABETH SIPLIN  
Empact Solutions

MR. SCOTT THOMAS  
HCR ManorCare

MR. ZACHARY WHITE,  
Homeless Empowerment Project, Inc.

MR. KENNETH WILLIAMS,  
Teamsters Local Union No. 79

MR. GLENN WILLOCKS,  
Innisbrook Golf Resort

# RESULTS AND KEY METRICS



Met or exceeded all 15 U.S Department of Labor “Performance Indicators” for the Workforce Investment and Opportunity Act (WIOA) Program Year ending June 30, 2021.

**PROVIDED CAREER SERVICES TO 21,766 INDIVIDUALS**

Provided 21,766 individuals with career services, including job search assistance, job referrals, career transition, resume assistance and program orientations through the Career Resource Centers.

**919 individuals in WIOA training programs** with 392 placed in employment. Average wages, per placement, was \$28.65 for dislocated workers and \$21.02 for adults.

**284 individuals in Special Projects training programs**, including the Department of Labor Trade Adjustment Assistance Act (TAA), US Department of Labor YouthBuild, and state-led initiatives.

**PROVIDED SERVICES TO MORE THAN 2,077 EMPLOYERS**

Provided services to more than 2,077 local employers, including labor market information, career fairs, internet-based job postings, employee recruitment/screening, employee referrals, career transition and customized services.

**Facilitated 152 professional skills workshops.**

**Hosted 138 onsite and virtual career fairs and recruitment events** connecting 163 businesses and local organizations with over 1,783 job seekers.



**1,065 PINELLAS COUNTY VETERANS**

Worked with 1,065 veterans in Pinellas County to provide resources and assistance in transitioning to a civilian career.



**Maintained 76 operational and strategic partnerships** in order to leverage resources to expand and enhance services.

**Participated in the Ticket to Work program** to assist individuals with different abilities with returning to work by utilizing career services provided through the CareerSource Pinellas Career Resource Centers.

**Partnered with PERC to host the STARS program**, connecting 55 ex-offenders to services, assistance and resources in the community.

**Provided 23 YouthBuild students with the opportunity** to complete their high school education, learn construction-related skills, develop leadership skills and work on building or renovating low-income homes.

## CHANGE, EVOLUTION, AGILITY

**Facilitated 28 board, committee and board-related meetings**, virtually, to fulfill governance role.

**Successfully navigated change**, stabilized operations, fostered an environment of transparency, and realigned our teams with WIOA fundamentals.

**Adapted to the evolving needs of the community amid the pandemic** by adding more cleaning measures, more seating, and more computers to be used by customers.

**Continued to grow an agile organization** that promotes business engagement, strengthens meaningful connections across partners, and expands our talent pipeline.



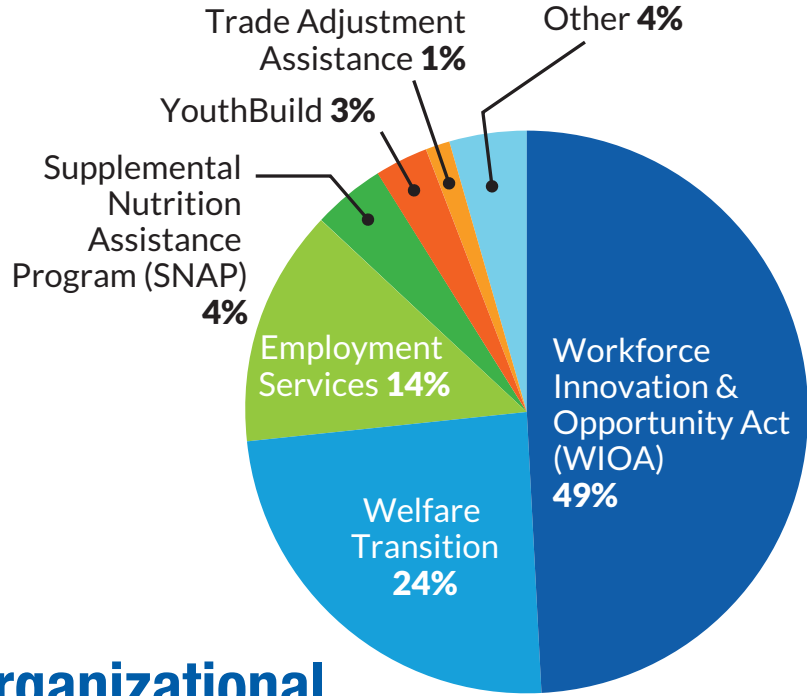
## FLORIDA'S WORKFORCE SYSTEM

Florida's workforce system is funded primarily through federal resources. Upon approval of the CareerSource Florida Board of Directors and in alignment with federal funding formulas, the majority of these resources are passed through to the 24 local workforce development boards to directly support employment and training services for businesses and job seekers statewide.

# RESPONSIBLE STEWARDSHIP

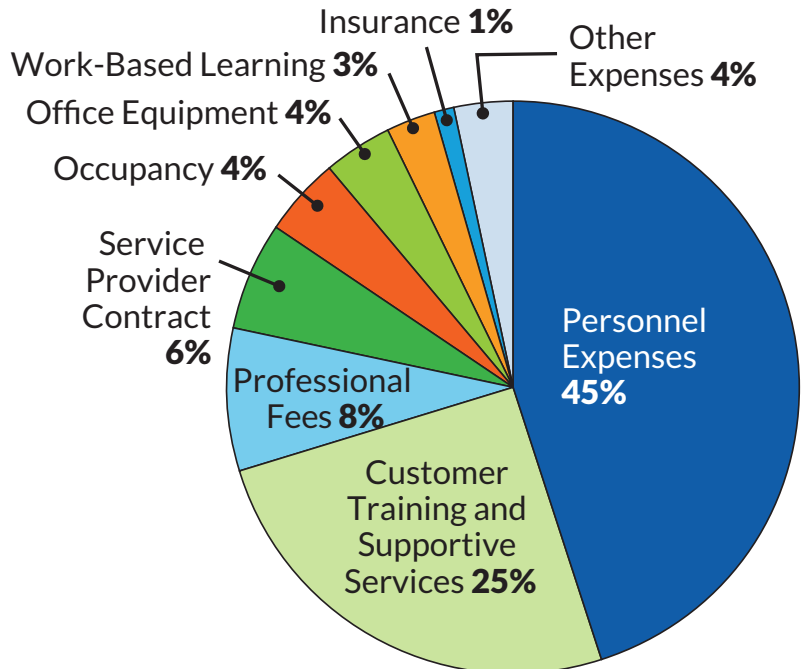
## Actual Revenue

(Percent of \$8,435,830 total revenue)



## Organizational Expenditures

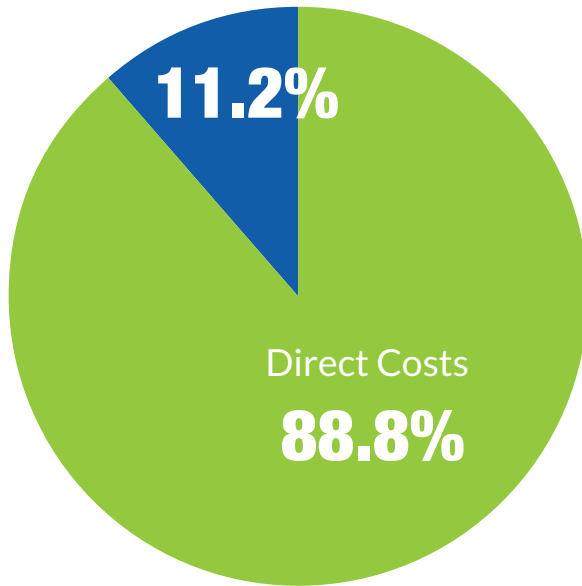
(Percent of \$8,369,496 total expenses)



Audited Financial Statements are available online at: <https://careersourcepinellas.com/wp-content/uploads/2022/02/WorkNet-Pinellas-Audited-FS-FY2021.pdf>

## Direct vs. Administrative Costs

Administrative Costs



## Career Seekers Employed



**1,849**  
Employed



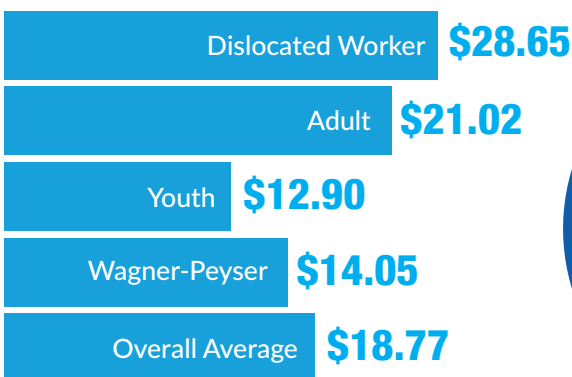
**\$18.77**  
Average Wage



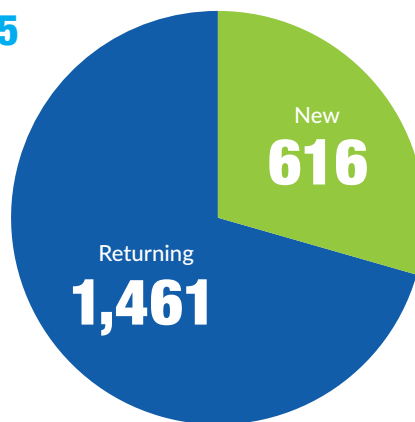
**408**

Trained and  
Obtained New  
Employment

## Median Wages



## Employers



## TOTAL ECONOMIC IMPACT

**\$15,928,973**

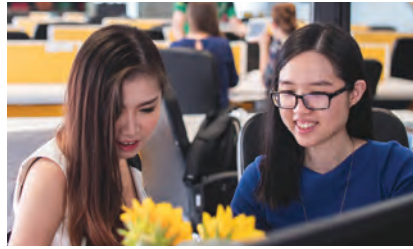


# 2020-2021 PROGRAMS OVERVIEW



## WIOA ADULT

Cost Per Participant: \$1,689  
Number of Participants: 787  
Average Wages: \$21.02



## WIOA YOUTH

Cost Per Participant: \$1,715  
Number of Participants: 540  
Average Wages: \$12.90



## DISLOCATED WORKER

Cost Per Participant: \$2,375  
Number of Participants: 646  
Average Wages: \$28.65



## TRADE ADJUSTMENT ASSISTANCE

Cost Per Participant: \$2,744  
Number of Participants: 76  
Average Wages: \$16.62



## SNAP

Cost Per Participant: \$1,279  
Number of Participants: 272  
Average Wages: \$11.61



## WELFARE TRANSITION

Cost Per Participant: \$2,381  
Number of Participants: 858  
Average Wages: \$13.60



## VETERANS SERVICES

Cost Per Participant: \$422  
Number of Participants: 1,065  
Average Wages: \$16.09



## EMPLOYMENT SERVICES

Cost Per Participant: \$91.77  
Number of Participants: 21,766  
Average Wages: \$14.05



## SPECIAL PROJECTS

Cost Per Participant: \$2,692  
Number of Participants: 284  
Average Wages: \$20.76

## 2020-2021 PROGRAMS OVERVIEW:



### APPRENTICESHIPS

Apprenticeships are a valuable tool in workforce development, allowing employers to train employees in their protocols, regulations, business practices, and equipment before transitioning them to full time positions within their company. This gives job seekers access to well-paid jobs and employers an additional tool to recruit, train, and retain talent.



### CAREER FAIRS

Career fairs are one of the best opportunities job seekers have to connect directly with potential employers. This year, in response to COVID-19, we pivoted to produce career fairs in new formats, including outdoor, virtual, and drive-through events, providing continuity in the workforce development arena as we work together to improve our local economy.



### NETWORKING EVENTS

Networking events give job seekers the opportunity to make professional connections while exploring topics such as ageism in the workplace, using LinkedIn, and wellness in the workplace. By making these events virtual during the last year, more job seekers and members of the community were able to attend and gain useful information with their peers.

## 2020-2021 PROGRAMS: APPRENTICESHIP GAIN

An increasing number of Pinellas businesses are turning to apprenticeships to build a quality workforce with the exact skills they need to be competitive. According to the U.S. Department of Labor, businesses that offer apprenticeship programs see significant benefit to their bottom line:

- ▶ **97%** of employers recommend apprenticeship as a training model
- ▶ **For every dollar spent** on apprenticeships, employers receive an average **return on investment of \$1.50**
- ▶ **91%** of apprentices who complete an apprenticeship program are still employed nine months later





# NS MOMENTUM



CareerSource Pinellas is focused on helping expand apprenticeship opportunities in five key sectors: advanced manufacturing, healthcare, information technology, construction, and professional services. As apprenticeship opportunities expand, CareerSource Pinellas supports both businesses and prospective apprentices.

Key components of a Florida registered apprenticeship program include:

- ▶ **BUSINESS INVOLVEMENT:** Employers are the foundation of every apprenticeship program
- ▶ **STRUCTURED ON-THE-JOB TRAINING:** Apprentices receive training from an experienced mentor
- ▶ **RELATED TECHNICAL INSTRUCTION:** Apprentices may receive training in a variety of formats, whether online, at the job site, in a classroom, or a hybrid
- ▶ **GUARANTEED WAGE STRUCTURE:** Apprentices receive wage increases as skill levels and knowledge increase
- ▶ **NATIONALLY RECOGNIZED OCCUPATIONAL CREDENTIAL:** Apprentices are certified as fully qualified for the jobs in which they are trained

By working collaboratively to help businesses create their own self-sustaining talent pipelines through apprenticeships, CareerSource Pinellas is diversifying opportunities for the region's businesses, communities and individuals to prosper.





## 2020-2021 PROGRAMS: VETERANS

When members of the United States Armed Forces leave active duty, it can be difficult for them to translate the certifications and skills they acquired in the military to employers in the civilian workforce. At CareerSource Pinellas, we provide specialized support to veterans who have chosen to call Pinellas County home, and connect employers with this highly skilled talent pool.

In addition to the priority career assistance available to all veterans, CareerSource Pinellas partners with the Florida Department of Economic Opportunity, the Florida National Guard, and the Florida Department of Veterans' Affairs to host annual hiring events specifically for veterans. Paychecks for Patriots, held every November, also supports employment needs for military-connected families in addition to the service members themselves. In February, we partnered with U.S. Rep. Gus Bilirakis to host a successful Veterans Employment Fair. CareerSource Pinellas team members are trained and stand ready to lend a helping hand to those who have fought to protect our freedom at home and abroad.



## 2020-2021 PROGRAMS: YOUTH

We know the weight young adults carry when they realize how the choices they make today affect the rest of their lives. That's why we invest in their talent early on, building skills, inspiring confidence and showing them how to take charge of their own future. CareerSource Pinellas assisted **471 young adults** earn their high school diploma and GED, learn on-the-job skills and develop their professionalism. When the next generation begins to forge their own path, they'll have the ability to take their first steps confidently – and soar.

In addition to our youth programming available year-round, our summer program places a special emphasis on developing young leaders with internships and work experience. Businesses in the region connected with over **290 young adults** this year, providing future leaders with valuable work experience, insight on career paths, and career planning.



# MARKETING AND OUTREACH

## WEBSITE

During this program year, CareerSource Pinellas focused on simplifying its website, creating a more user-friendly experience for customers and business partners.

- Nearly 90,000 customers visited the CareerSource Pinellas website and viewed our pages 206,290 times.
- CareerSourcePinellas.com saw a 6.74% increase in sessions per user from the previous program year.



**CUSTOMER VISITS:**  
90,000+



**PAGE VIEWS:**  
206,290



**INCREASE IN SESSIONS OVER LAST YEAR:**  
6.74%

## SOCIAL MEDIA

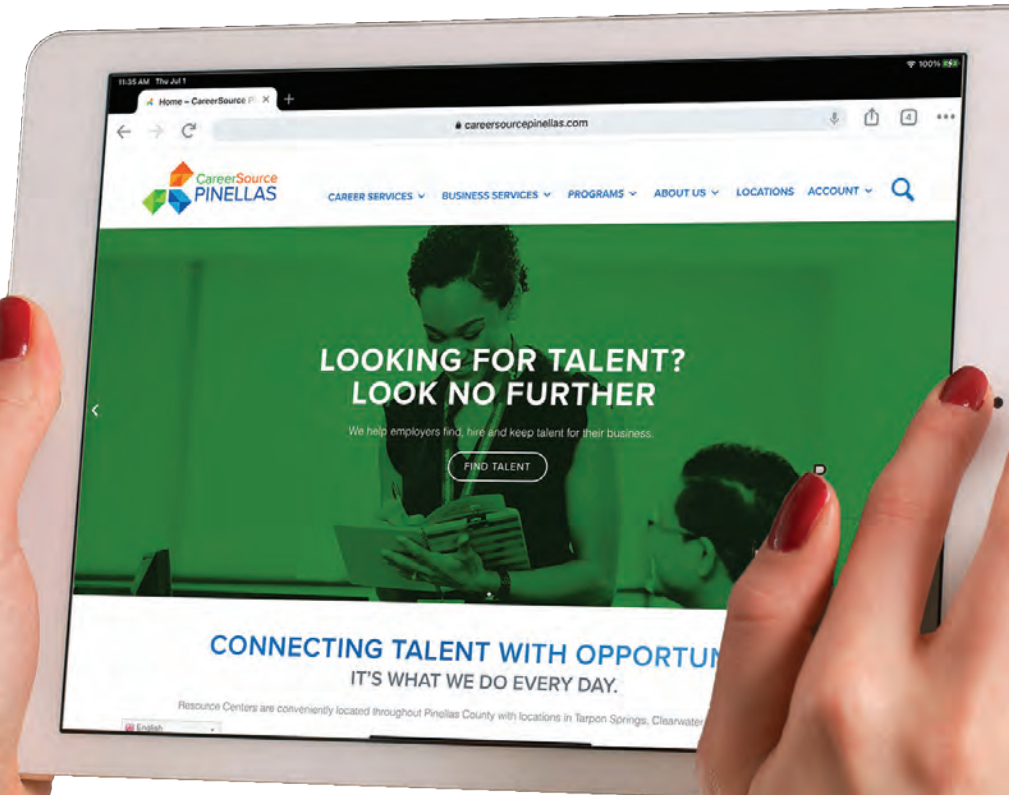
Across social media platforms, CareerSource Pinellas rededicated its efforts to provide more consistent, customer-focused messaging. As a result, the CareerSource Pinellas audience grew more than 5% from the previous year. Social media content on Twitter performed the best across the four platforms used by CareerSource Pinellas, with Twitter engagement up 81.5% from the 2019-2020 program year.



**ENGAGEMENTS:**  
INCREASED 5%  
OVER PREVIOUS YEAR



**BEST PERFORMER:**  
TWITTER ENGAGEMENT UP 81.5%  
OVER PREVIOUS YEAR



# COMMITTEE INFORMATION

## One-Stop Committee

*John Howell, Chair*

**Mission:** To leverage partnerships to enhance and expand programs and services in Pinellas County.

- Reviewed and made recommendations for approval of four policies aligning with CareerSource Florida, the Department of Economic Opportunity and U.S. Department of Labor.
- Aided Career Services' transition to a virtual and remote platform assisting 10,866 individuals.
- Developed and maintained a Partner Portal to improve coordination of services with 20 partners, as well as leverage resources and links.
- Reviewed customer survey feedback to ensure customer input is integrated in the development of services.

## Workforce Solutions Committee

*Mark Hunt, Chair*

**Mission:** To ensure coordination of local workforce development programs to strengthen business partnerships.

### Accomplishments:

- Promoted sector strategy initiatives in health care, manufacturing, financial and professional services, information technology and construction.
- Analyzed local economic trends to ensure the Local Targeted Occupations List reflects local, in-demand occupations.
- Engaged the business community and expanded resources to fill existing skill gaps through targeted training opportunities.
- Participated in business-focused partnerships with local chambers, educational institutions, and economic

development.

## Ad Hoc Committee

*Barclay Harless, Chair*

**Mission:** To support strategies for the organization's future development.

- Presented a slate of Officers to be reviewed at the Annual Meeting.
- Reviewed the performance and compensation of the CEO and Legal Counsel.

## Compensation Committee

*Candida Duff, Chair*

**Mission:** To provide oversight of human resource functions, policies and plans related to compensation, benefits and performance.

- Developed the annual performance evaluation to ensure each employee's performance aligns with performance expectations and supports the development of a positive work culture.
- Approved a performance benefit stipend or merit increase of up to 5% of base salary for employees based on overall annual performance evaluation rating.
- Reviewed employee pay and compensation.
- Implemented a health and wellness plan offering a flat rate benefit stipend.
- Evaluated and approved training policies to ensure that employees meet the necessary requirements under the Workforce Investment and Opportunity Act (WIOA).

## Audit Committee

*Dr. Rebecca Sarlo, Chair*

**Mission:** To provide oversight related to audit compliance.

- Provided oversight and approved the annual audit of the June 30, 2020 financial statements and

December 31, 2019 401K Plan in accordance with generally accepted auditing standards.

- Authorized and procured Taylor Hall Miller Parker P.A. to conduct Internal Monitoring and Thomas Howell Ferguson P.A. to conduct the Annual Independent Financial Audit.
- Reviewed audits and reports on the monitoring of activities, operations and expenditures under the programs.
- Reviewed the Internal Control Questionnaire (ICQ) to assure a strong system of internal controls.

## Finance Committee

*Dr. Rebecca Sarlo, Chair*

**Mission:** To provide oversight responsibilities regarding financial activities.

### Accomplishments:

- Approved the FY21-22 and FY20-21 annual budgets and all subsequent modifications.
- Provided financial oversight through a review of detailed financial and monitoring reports.
- Provided oversight as the WorkNet Pinellas 401K Plan transitioned from ADP to John Hancock.
- Approved the Local Workforce Area Designation and continued charter of CareerSource Pinellas under WIOA.
- Approved Supportive Services and Needs Related Payments Policy.
- Approved new contracts, contract extensions and procurement for virtual workshops, virtual Chief Information Officer, case management support, website, and electronic document management system.

## REAL PEOPLE, REAL RESULTS



"Thanks to CareerSource Pinellas I was able to get the hands-on experience I needed to get back to work."

~Franz Barton

### FRANZ BARTON

When the restaurant he worked at closed, Franz Barton struggled to secure new employment in order to provide for his family. With a limited work history and employability skills, Franz sought assistance from CareerSource Pinellas.

After meeting with a Career Counselor, Franz expressed his interest in being considered for On-the-job Training with Orbit Motors/Express Oil Change in Oldsmar. Owner, Jason Nastasi, met with Franz for an interview and established a training plan to put Franz on the path to career growth.

As a Hood/Pit Technician, Franz completed his OJT period with Express Oil Change, where he has continued employment. As the top Service Tech for this business, Franz now receives customer accolades on Yelp and Google business reviews.

### JOHN REALI

After losing his position as a Facilities Manager that he held for more than two decades, John Reali turned to CareerSource Pinellas for guidance on his next career steps.

With the loss of his job, John was reminded of his long-time dream to pursue a college degree. John met with a career counselor, who helped him determine his best options. Within a few months, John was working towards an Associate Degree in Business Administration from St. Petersburg College.

After graduation, John began working as a Trainee Manager at Econo Auto Painting & Body Works of Florida.



**"Thank you all for providing the programs that allow people to succeed. It truly has made a difference."**

~John Reali

## HEATHER DAVIS

Like so many other Pinellas County residents, Heather Davis, former Administrative Assistant, lost her job during the COVID-19 pandemic.

After being out of work for many months, Heather was eager to support her family and was referred to our Pinellas Gives Back Program. Heather completed the interview process and was able to get a temporary job as an Assistant at the Gulf-to-Bay Career Resource Center. During her temporary employment, Heather was able to find full-time employment as an Administrative Assistant at Lake Haven Mobile Homes.

Through Pinellas Gives Back, Heather was able to close the gap in her employment history while serving her community and find the kind of employment she needed to support her family.



**“I am thankful Career Source Pinellas gave me the opportunity to get back on track with my employment.”**

*~Heather Davis*



**I’m thankful for both the support and the assistance provided by CareerSource Pinellas.**

*~Gelene Ordonez*

## GELENE ORDONEZ

Gelene Ordonez always knew that she wanted a career in health care and pursued that dream to be a part-time employee with St. Anthony’s Hospital as a Monitor Tech.

Eventually, Gelene decided she wanted more for her career in health care and reached out to CareerSource Pinellas for assistance. After meeting with a Career Counselor and learning she was eligible for assistance with tuition, exam fees, and transportation, Gelene enrolled in the RN program at Galen College of Nursing, where she successfully completed the RN program as well as her licensure exam. She is now a full-time Registered Nurse with BayCare.



# CAREERSOURCE PINELLAS PROUDLY SERVES JOB SEEKERS AND BUSINESSES IN PINELLAS COUNTY

## **CLEARWATER**

13805 58th Street North  
Suite 2-140  
Clearwater, FL 33760  
(727) 524-4344

## **GULF-TO-BAY**

2312 Gulf to Bay Boulevard  
Clearwater, FL 33765  
(727) 608-2408

## **LEALMAN EXCHANGE**

5175 45th Street North  
St. Petersburg, FL 33714  
(727) 524-4344

## **ST. PETERSBURG**

3420 8th Avenue South  
St. Petersburg, FL 33711  
(727) 608-2512

## **TARPON SPRINGS**

682 E. Klosterman Road  
Tarpon Springs, FL 34689  
(727) 524-4344



A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION FOR WORKNET PINELLAS, INC.  
(REGISTRATION NO. CH41759) MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES  
BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT,  
APPROVAL, OR RECOMMENDATION BY THE STATE.



[CAREERSOURCEPINELLAS.COM](http://CAREERSOURCEPINELLAS.COM)