

August 17, 2023 - 2:30 P.M.
 Hybrid Meeting - 13805 58th St. N.
 Room 1-455
 Clearwater, FL 33760

Zoom

*Join via Zoom – Meeting ID: 338 034 9468

[Zoom Link](#)

*Dial In via Phone – Meeting ID: 338 034 9468

Phone: +1 646-558-8656

Workforce Solutions Committee Agenda

I. Welcome and Introductions Dr. Rebecca Sarlo, Chair

II. Public Comment

*Members of the public may raise their virtual hand during the Public Comment portion of the meeting.
 Members of the public who do so will be acknowledged by the Chair and provided up to three minutes
 to make public comment.*

III. Roll Call

IV. Action/Discussion Items

1. Approval of minutes - June 22, 2023 Workforce Solutions Com. Meeting Page 1
2. Approval of Training Provider Renewal - FleetForce Page 5
3. Approval of New Training Provider – ATA Career Education College Page 6
4. Approval of Related Party Contract – TSE Industries Page 7

V. Information Items

1. Workforce Solutions Committee Duties & Responsibilities Page 11
2. Crafting Local Talent Page 13
3. Work-Based Learning Provider Spending through 6.30.2023 Page 31
4. Training Provider Spending through 6.30.2023 Page 32
5. Training Provider Performance 3 Year Q4..... Page 33
6. Pinellas County Economic Dashboard Page 35
7. Goals Page 36

VI. Industry Insights

1. Education..... Committee Members
2. Economic Development..... Committee Members
3. Healthcare Committee Members
4. Other Industry Sector Committee Members

VII. Other Administrative Matters

(Items of urgency not meeting the seven-day guideline for review.)

VIII. Open Discussion

IX. Adjournment

Next Workforce Solutions Committee – October 19, 2023 (2:30 pm - 3:30 pm)

**All parties are advised that if you decide to appeal any decision made by the Board with respect to any matter considered at the meeting or hearing, you will need a record of the proceedings, and that, for such purpose, you may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.*

**If you have a disability and need an accommodation in order to participate in this meeting, please contact the Executive Assistant at 727-608-2551 or admin@careersourcepinellas.com at least two business days in advance of the meeting.*



Workforce Solutions Committee Members PY'2023 - 2024

Dr. Rebecca Sarlo (Chair)
Evara Health

Shawn McDonnell
International Brotherhood of Electrical
Workers

Belinthia Berry
St. Petersburg College

Ivonne Alvarez
RealNet Brokerage

Bart Diebold
City of Pinellas Park

Michael Jalazo
People Empowering &
Restoring Communities (PERC)

Candida Duff
H&T Global Circuits

Elizabeth Siplin
Empact Solutions

Kevin Knutson
Pinellas County Economic
Development

Denise Sanderson (non-board member)
City of Clearwater

Glenn Willocks
Innisbrook Golf Resort

Jenee Skipper (non-board member)
Pinellas County Economic Development

Mark Hunt
Pinellas County Schools

Anthony Chan (non-board member)
City of St. Petersburg

Esther Matthews
All Small Business Solutions

Eric McClendon (non-board member)
St. Petersburg College

David Hill (non-board member)
University of South Florida



ACTION ITEM 1

Approval of Minutes

In accordance with Article VII, Section 1(H), of the approved WorkNet Pinellas By-Laws: Minutes shall be kept of all Board and Committee meetings. Minutes shall be reviewed and approved at the next CareerSource Pinellas Board or Committee meeting as appropriate.

The official minutes of meetings of the Board and Committees of the Board are public record and shall be open to inspection by the public. They shall be kept on file by the Board Secretary at the administrative office of CareerSource Pinellas as the record of the official actions of the Board of Directors.

The draft minutes from the June 22, 2023 meeting of the Workforce Solutions Committee have been prepared and are enclosed.

RECOMMENDATION

Approval of the draft minutes, to include any amendments necessary.

**CareerSource Pinellas
Workforce Solutions Committee Minutes**

Date: June 22, 2023, at 2:30pm
Location: Hybrid – 13805 58th St. N. Room 1-455, Clearwater, FL 33760/Zoom

Call to Order

Committee Chair Mark Hunt called the meeting to order at 2:33pm.

Members in Attendance

Mark Hunt (In person), Dr. Rebecca Sarlo (Zoom), Belinthia Berry (Zoom), Candida Duff (Zoom), Elizabeth Siplin (Zoom), Ivonne Alvarez (Zoom), Jenee Skipper (In person), Esther Matthews (Zoom), Shawn McDonnell (Zoom)

Members not in Attendance

Angel Barton, Denise Sanderson, Glenn Willocks, Kevin Knutson, Michael Jalazo, Bart Diebold

Staff

Steven Meier (In person), Jay Burkey (Zoom), Mary jo Schmick (In person), Caroline Kenney (Zoom), Leah Geis (In person), Jason Druding (In person), Lysandra Montijo (In person), Frank Molloy (In person)

Guests

Diamante Sadlowski – Pinellas County Schools

ACTION ITEM 1 – Approval of Minutes

The minutes from the April 20, 2023, Workforce Solutions Committee meeting were presented for approval.

RECOMMENDATION

Approval of the draft minutes, to include any amendments necessary.

Motion:	Dr. Rebecca Sarlo
Second:	Ivonne Alvarez

The minutes were approved as presented. The motion carried unanimously. There was no further discussion.

ACTION ITEM 2 – Approval of Regional Targeted Occupations List (RTOL) with CSTB

Staff reviewed the new Regional Demand Targeted Occupations List (TOL) for Pinellas County published by the Labor Market Unit with DEO, analyzing the changes from the 2022-2023 TOL previously approved by the board in June 2022.

Lists of potential additions and deletions were drafted with accompanying Labor Market Information to request review and approval to finalize the 2022-2023 TOL.

In accordance with the REACH Act, CareerSource Pinellas will begin working with CareerSource Tampa Bay on regional approaches prior to the impending consolidation. The accompanying list combines the RTOLs of both regions to create a regional occupation list.

RECOMMENDATION

Approval to adopt the combined list as the 2023 - 2024 Regional Demand Occupation List for CareerSource Pinellas.

Discussion: None

Motion:	Dr. Rebecca Sarlo
Second:	Esther Matthews

The Workforce Solutions Committee motioned for approval to adopt the combined list as the 2023 - 2024 Regional Demand Occupation List for CareerSource Pinellas. The motion carried unanimously.

ACTION ITEM 3 – Approval of Merging Eligible Training Provider List with CSTB

CareerSource Pinellas will begin working with CareerSource Tampa Bay on regional approaches prior to the impending consolidation. The list included in the packet combines the Eligible Training Provider List (ETPL) of both regions to create one regional training provider list.

If approved, each local area will continue to manage their lists and work together to share any changes.

RECOMMENDATION

Approval to adopt the combined Regional Eligible Training Provider List for CareerSource Pinellas.

Discussion: None

Motion:	Belinthia Berry
Second:	Ivonne Alvarez

The Workforce Solutions Committee motioned for approval to adopt the combined Regional Eligible Training Provider List for CareerSource Pinellas. The motion carried unanimously.

ACTION ITEM 4 – Approval of PWE/OJT Outside of Pinellas County

Current Paid Work Experience (PWE) and On-the-Job Training (OJT) Policies and Procedures require the business or work-based learning (WBL) partner to have a physical presence in Pinellas County.

Requesting the approval to change the policies to reflect the ability to contract with employers and WBL partners in other counties when it will be of benefit to the participant.

RECOMMENDATION

Approval of the change in CareerSource Policy to allow for PWE/OJT opportunities with employers located outside Pinellas County.

Discussion: None

Motion:	Dr. Rebecca Sarlo
Second:	Jenee Skipper

The Workforce Solutions Committee motioned for approval of the change in CareerSource Policy to allow for PWE/OJT opportunities with employers located outside Pinellas County. The motion carried unanimously.

ACTION ITEM 5 – Approval of Training Provider Genuine Healthcare Institute

Genuine Healthcare Institute, LLC is seeking initial provider approval. They have a provisional license from the Commission for Independent Education.

- Years in operation: 4 years in business, nearly 2 years in operation
- Total enrollments: 2022 – 2023: 38
- Nursing Assistant and Home Health Aide are on the CareerSource Tampa Bay Regional Targeted Occupation List

RECOMMENDATION

Approval to add Genuine Healthcare as an eligible training provider.

Discussion: None

Motion:	Esther Matthews
Second:	Dr. Rebecca Sarlo

The Workforce Solutions Committee motioned for approval to add Genuine Healthcare as an eligible training provider. The motion carried unanimously.

ACTION ITEM 6 – Approval of Training Provider The EMS Training School, LLC dba School of EMS

The School of EMS is seeking initial provider approval. They are licensed by the Commission for Independent Education.

RECOMMENDATION

Approval to add the School of EMS as an eligible training provider, pending successful site visit and CIE License.

Discussion: None

Motion:	Jenee Skipper
Second:	Esther Matthews

The Workforce Solutions Committee motioned for approval to add the School of EMS as an eligible training provider, pending successful site visit and CIE License. The motion carried unanimously.

INFORMATION ITEM 1 – Work-Based Learning Providers through 4.30.2023

The report was included in the packet.

INFORMATION ITEM 2 – Training Provider Spending Through 4.30.2023

The report was included in the packet.

INFORMATION ITEM 3 – Goals

The report was included in the packet.

INFORMATION ITEM 4 – Q3 WIOA Primary Indicators

The report was included in the packet.

Industry Insights – Some committee members gave updates about their respective sectors.

Other Administrative Matters - None

Open Discussion - None

Adjournment – Committee Chair, Mark Hunt, adjourned the meeting at 3:16pm.



ACTION ITEM 2

Training Provider Renewal - FleetForce

CareerSource Pinellas enters into individual training provider agreements with each approved training provider. These agreements have previously been administered annually with a two year renewal period contingent upon Workforce Solutions Committee and Board of Directors approval. Training providers are also annually required to:

- Provide most recent Florida Education & Training Placement Information Program (FETPIP) Reports to include: enrollment, completion, retention, employment rates of students.
- Provide Training Provider Renewal Application.
- Provide Program Cost details (tuition, books, supplies and testing fees) and a copy of current catalog and schedule or website link with required information.
- Provide a copy of a valid license from the Commission for Independent Education (CIE).
- Provide current Liability Insurance with CareerSource Pinellas listed.
- Provide a copy of completed W-9 form.
- Remain in compliance with performance, financial and other mandated requirements.

FleetForce submitted all required documents for the two year renewal. FleetForce offers CDL Class A and CDL Class B training to eligible individuals.

Program – Course # - Type of Degree or Certificate	Books & Supplies	Tuition & Fees	Total Cost	Duration Of Training	Completion Rate	Average Wage At Placement	Retention Rate
Class A CDL	Included	\$6,995	\$6,995	160 hours	95%	\$25	78%
Class B CDL	Included	\$2,995	\$2,995	40 hours	86%	\$22	98%

RECOMMENDATION

Approval of a two year renewal for FleetForce (9/1/23-8/30/25). This training provider has completed the initial one year term and is in eligible status for the two year renewal.



ACTION ITEM 3

Approval of New Training Provider ATA Career Education College

7351 Spring Hill Drive, Suite 11, Spring Hill, FL 34606

ATA Career Education College is seeking initial training provider approval. They are licensed by Commission for Independent Education by means of accreditation.

Courses/Certificate/Diploma Programs

Program	Books & Supplies	Tuition & Fees	Total Cost	Duration Of Training	Completion Rate	Average Wage at Placement	Employed after Completion
Dental Assist	\$1,822	\$15,080	\$17,752	1070 Clock Hours	54%	\$17.09	84%
Medical Assisting - Diploma	\$2,779	\$13,395	\$17,024	1055 Clock hours	54%	\$13.97	85%
Medical Assisting - Associate of Science	\$4,930	\$21,385	\$27,765	1065 Clock Hours	67%	\$13.97	100%
Pre-Licensure Practical Nursing - Diploma	\$2,647	\$30,420	\$36,017	1658 Clock Hours	71%	\$19.43	84%

- Years in operation: 11 years
- Total enrollments current year: 403
- 181 still in the programs
- Current approval from CareerSource Pasco/Hernando, CareerSource Polk, and CareerSource Citrus, Levy, Marion

RECOMMENDATION

Approval to add ATA Career Education College programs to the Eligible Training Provider List (ETPL).



ACTION ITEM 4

Related Party Contract – TSE Industries

Local Workforce Development Boards (LWDBs) are required to comply with all requirements of FL Statute 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 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 Florida Department of Economic Opportunity and CareerSource Florida for review.

CareerSource Pinellas offers several 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 provides a unique opportunity for employers to train the new employee to their processes and standards. The 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 wage or salary for up to 6 months 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 workforce 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 up to 480 hours. CareerSource Pinellas also covers all unemployment taxes and workers comp during this "trial" period.

- **Grant 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 (ITAs)** are provided to program-specific eligible individuals to receive funding for educational programs for the institution selected. CareerSource Pinellas identifies and maintains a list of qualified training institutions which 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.

Related party contract requiring two-third board approval.

Company	Board Member	OJT/PWE (not to exceed)
TSE Industries, Inc.	Nikisha Lezama	\$50K

Note: Board Member listed must verbally abstain from the vote related to their respective organization.

With approval, information will be submitted to the Florida Department of Commerce.

RECOMMENDATION

Approval of the PY'2023 - 2024 TSE Industries, Inc. related party contract by a two-thirds (2/3rd) vote.

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME Lezama, Nikisha		NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE CareerSource Pinellas Workforce Development Board	
MAILING ADDRESS 5180 113th Avenue North		THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:	
CITY Clearwater	COUNTY Pinellas	<input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY	
DATE ON WHICH VOTE OCCURRED September 13, 2023		NAME OF POLITICAL SUBDIVISION: Pinellas County	
		MY POSITION IS: <input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTIVE	

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Nikisha Lezama, hereby disclose that on September 13, 20 23 :

(a) A measure came or will come before my agency which (check one or more)

- ☐ inured to my special private gain or loss;
- ☐ inured to the special gain or loss of my business associate, _____ ;
- ☐ inured to the special gain or loss of my relative, _____ ;
- ☒ inured to the special gain or loss of TSE Industries, Inc., by
whom I am retained; or
- ☐ inured to the special gain or loss of _____, which
is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

Related Party Contract votes for PWE/OJT Agreements with TSE Industries, Inc.

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

08-05-23
Date Filed


Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.



INFORMATION ITEM 1

Workforce Solutions Committee Duties, Responsibilities & Goals for PY'2023 - 2024

The following represents the Duties and Responsibilities of the Workforce Solutions Committee taken from the Organization's bylaws:

SECTION 6 – Workforce Solutions Committee Membership, Duties and Responsibilities

The Workforce Solutions Committee shall be chaired by a Board member appointed by the Board Chair and shall consist of those members deemed appropriate and appointed to the Committee by the Workforce Solutions Committee Chair. The Workforce Solutions Committee shall be responsible for:

- Reviewing and recommending approval of the services and programs delivered to employers;
- Reviewing and recommending approval of training vendor applications and other actions pertaining to training vendors;
- Reviewing periodic training vendor performance reports;
- Reviewing the region's activities related to targeted industries;
- Creating and maintaining the regional targeted occupations list; and
- Reviewing and recommending approval of the Board's partnerships with economic development organizations and other business associations in accordance with the committee's annual strategic plan.



INFORMATION ITEM 1 (cont.)

Workforce Solutions Committee Duties, Responsibilities & Goals for PY'2023 - 2024

Based upon the above bylaws, the Committee is being asked to develop Goals for 2023-2024. Some of the potential goals may be:

1. Services to Employers:

- a. Increase business engagement by 25% compared to program year 2022-2023
- b. Increase referral of qualified job seekers to open job orders by 15%
- c. Increase the number of Direct Placements and Obtained Employments entered in EF by 15%

2. Approval of Training Providers:

- a. Approve at least 4 new training providers during 2023-2024 to expand training options and customer choice.

3. Targeted Industries:

- a. Host Industry Roundtables, one per quarter minimum, for in-demand industries (e.g., Information Technology, Healthcare, Hospitality and Manufacturing) in compliance with REACH Act Industry Consortium requirements.
 - i. Awaiting guidance from CareerSource Florida; guidance expected to be approved at their September board meeting.

4. Regional Targeted Occupation List:

- a. New occupations will be reviewed and approved as need arises.

5. Economic Development Organizations and Business Associations:

- a. CareerSource Pinellas will present at least 4 times per quarter to various associations and Economic Development agencies.

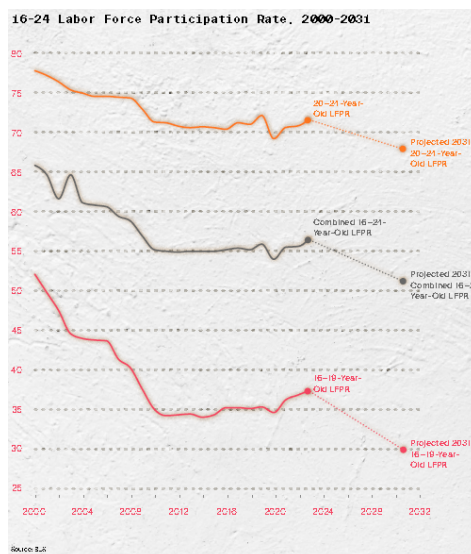


INFORMATION ITEM 2

Crafting Local Talent

Lightcast published a report in May 2023 related to accessing community's workforce with the workers that are already there. The report states:

- Employers continue to struggle to find workers in services, construction, healthcare, tech and many other industries.
- The workers are there. But they're not where we've historically looked and need to be engaged in new ways.
- Labor force participation rate in January 2023 was between 62% and 63%.
- Labor force participation rate for those age 55+ is less than 39%; the 55+ labor force has not returned since the pandemic.
- With births having been below the replacement rate (2.1 per woman) since the early '70s, there are fewer young people entering the workforce pipeline today.
- Missing workers, those that are out of the labor market but want a job, currently represent the largest untapped pool of talent in the US.



If the workers needed aren't coming back and aren't in the pipeline, can we find them anywhere?
THE ANSWER IS YES.

Missing Workers

People who are out of the labor force but want a job.



INFORMATION ITEM 2 (cont.)

Crafting Local Talent

Job Search in the Past Year

Workers “marginally attached” to the labor force and have stopped searching due to a variety of reasons:

Discouraged Workers	Non-Discouraged Workers
• Face or expect young/old age discrimination	• Have family responsibilities
• Face other types of discrimination	• Are in school or pursuing training
• Lack necessary schooling/training	• Face ill health or a disability
• Believe no work is available in area of expertise	• Can’t arrange childcare
• Couldn’t find work	• Lack reliable transportation
	• Are conditionally interested

No Job Search in the Past Year

Abandoned job search amid the unique challenges of the pandemic (school or childcare closure, health concerns, etc.)

Overlooked Talent Pools

People with disabilities, history of incarceration, homeless status, etc.

The number of missing workers exceeds the labor shortage.





INFORMATION ITEM 2 (cont.)

Crafting Local Talent

Creating mechanisms to engage these missing and hidden workers is an opportunity for communities to ease the tight labor market.

Build on the Existing Skills of Local Workers

The majority of job growth a community experiences comes from within. This is why business retention and expansion efforts focus on providing existing businesses with the services and tools they need to grow.

1. Opportunity Occupations: jobs to move people into that show strong opportunity and are critical to the specific industry.
2. Transitional Occupations: jobs currently in high demand, but likely not of high long-term promise for workers due to lower wages, growth, and/or higher risk of displacement due to automation.
3. Upskill Occupations: jobs that tend to be entry-level and have lower wages, and don't show solid future opportunity, but could serve as springboards into better jobs if workers in them gain additional skills.

Increase the Role of Apprenticeships and On-the-Job Training Programs

- New apprenticeships have been expanding rapidly over the last 10 years.
 - In 2021, there were registered apprenticeships in 266 different occupations across 367 distinct industries.
 - More than 40% of those apprenticeships did not exist in 2010.
- Employers themselves have created informal apprenticeship-type training programs that cover an additional 208 occupations.
- Registered and informal apprenticeships now provide entry into 56% of all occupations.

Communities revitalizing their apprenticeship programs and models can expect at least three benefits:

- A reliable supply of talent to high-volume roles
- Talent with skills specific to local employers and industries
- A workforce more responsive to new jobs in the market

Most businesses, however, don't have experience creating and executing apprenticeships or in-house, work-based training programs.



INFORMATION ITEM 2 (cont.)

Crafting Local Talent

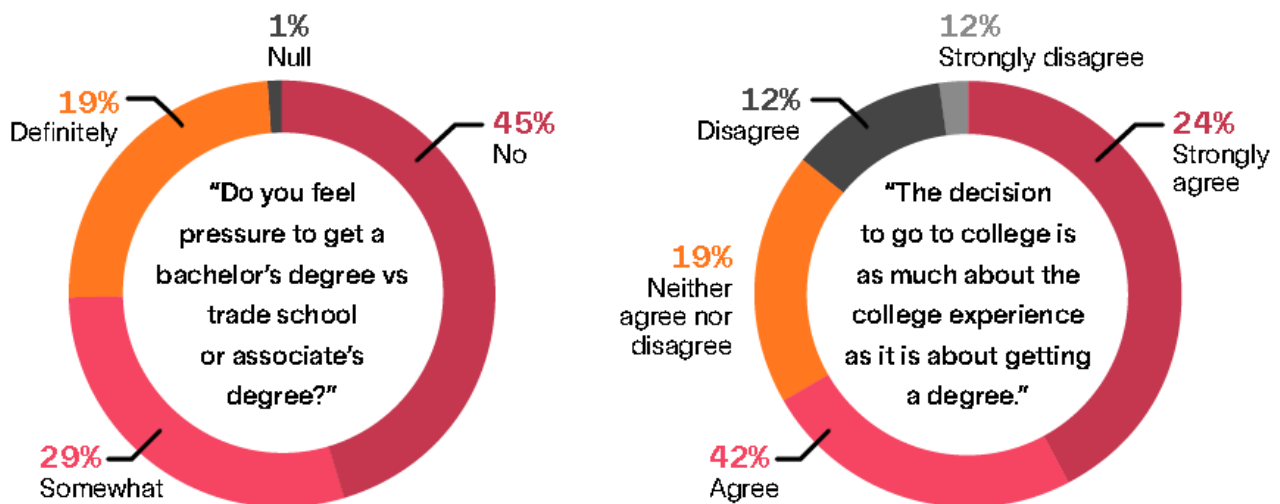
Seize the Opportunity to Engage Young Workers in the Skilled Trades

The raw number of 16-19 year-olds in the labor force has recovered to above pre-pandemic levels and 20-24-year-olds have recovered to a 20-year high. Young workers are being drawn into the workforce by higher wages as employers in industries such as service and retail seek to replace older workers.

Analyzing labor market data and survey data of 1,500 high school and college-age students, the research found that:

1. Students feel pressure from society, peers, and family to get a college degree.
2. The decision to go to college is as much about the experience as the degree.
3. Misperceptions remain about earnings and potential with skilled trade careers.

Pressures and perceptions about college



Source: Tallo/Lightcast Student Survey, 2022

Build and Create

But the workers we need are already in our communities. They may not be in the places we've traditionally looked—in college classrooms, across town at a competitor, or on the receiving end of a talent attraction campaign—but they are there.

How as an organization, does CareerSource Pinellas engage these individuals?

Crafting Local Talent

Building Your Community's Workforce with the Workers You Already Have



www.Lightcast.io

The Workers Are There

IN 2020, LIGHTCAST sounded the alarm about a pending labor shortage with [Demographic Drought](#). It revealed the lack of available workers was not merely a COVID-induced or short-term problem, but a perfect storm of demographic and economic trends decades in the making and with a decades-long impact. Since then, much ink has been spilt regarding the historically tight labor market.

If admitting there's a problem is the first step to finding a solution, that box has been checked. Communities and businesses are well aware of the problem, as employers struggle to find workers in services, construction, healthcare, tech, and many other industries.

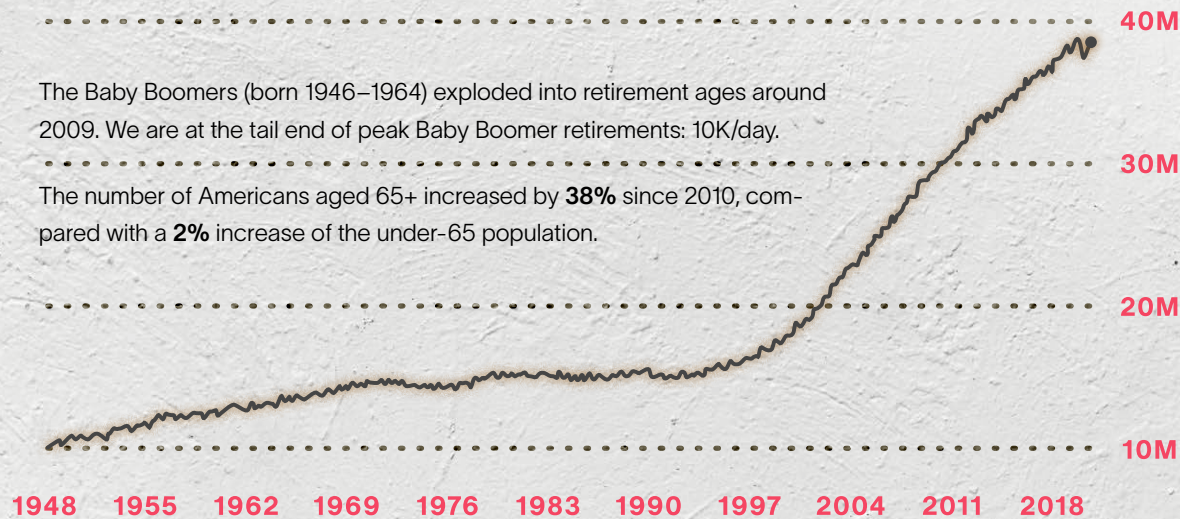
The workers, however, are there. But they're not where we've historically looked and will need to be engaged in new ways. Recognizing two realities of our current problem hastens the pace at which we seek new solutions.



Retirement-Age Americans

The Baby Boomers (born 1946–1964) exploded into retirement ages around 2009. We are at the tail end of peak Baby Boomer retirements: 10K/day.

The number of Americans aged 65+ increased by **38%** since 2010, compared with a **2%** increase of the under-65 population.



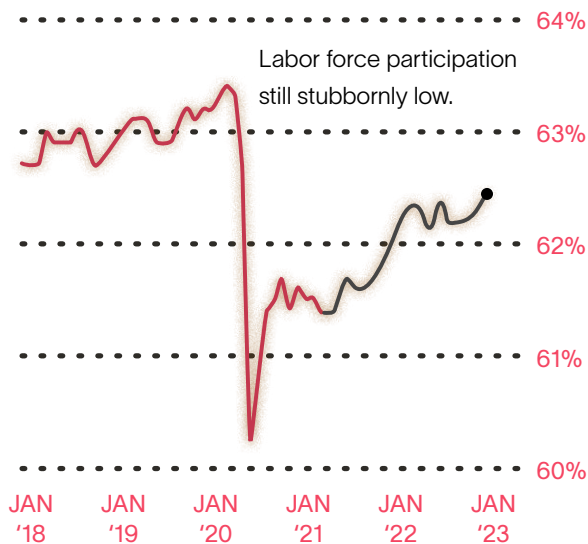
Source: BLS

They Aren't Coming Back

The typical retiree isn't like your favorite athlete who calls it quits, only to come out of retirement for another season or two. Also, when a generation as large as Boomers reaches retirement age, even if some do re-enter the workforce, it's unlikely to tilt the scale. Simply put, retirees aren't coming back and aren't a viable long-term solution to labor market woes.

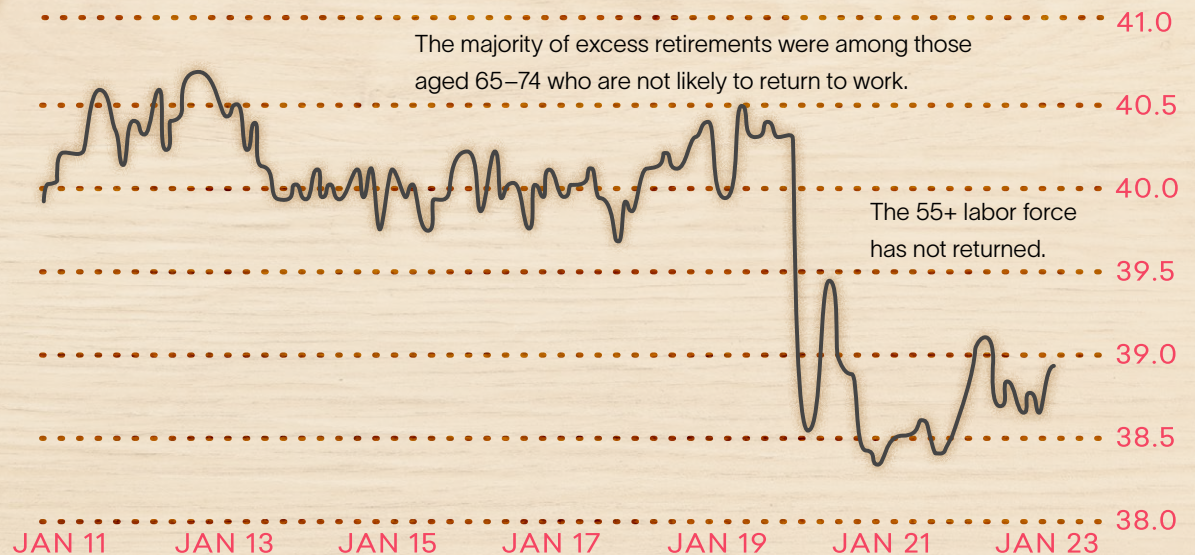
Furthermore, those workers that are coming back, whether retirement age or not, aren't coming back fast enough. The labor force participation rate still sits well below its pre-COVID level.

Labor Force Participation Rate, 2018-23



Source: BLS

Labor Force Participation Rate, Age 55+



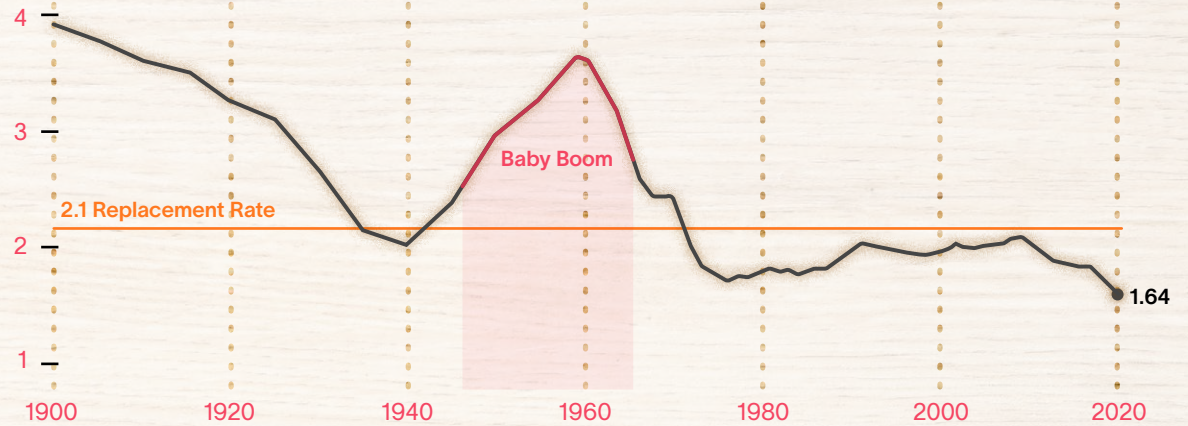
Source: BLS

They Aren't in the Pipeline

With births having been below the replacement rate (2.1 per woman) since the early '70s, there are fewer young people entering the workforce pipeline today.

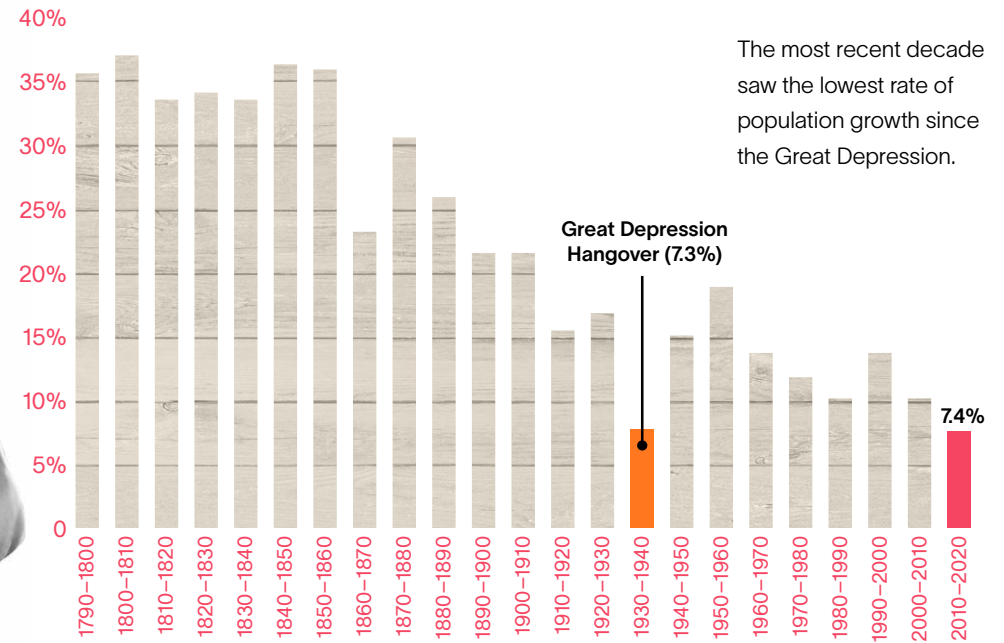
This low birth rate is slowing population growth with the 2010s decade particularly staggering. Not since the Great Depression, when people had fewer children because they weren't sure if they could feed them, has population growth slowed so dramatically.

Total Fertility Rate in the US, 1900-2020



Source: CDC National Vital Statistics

US Population Growth by Decade

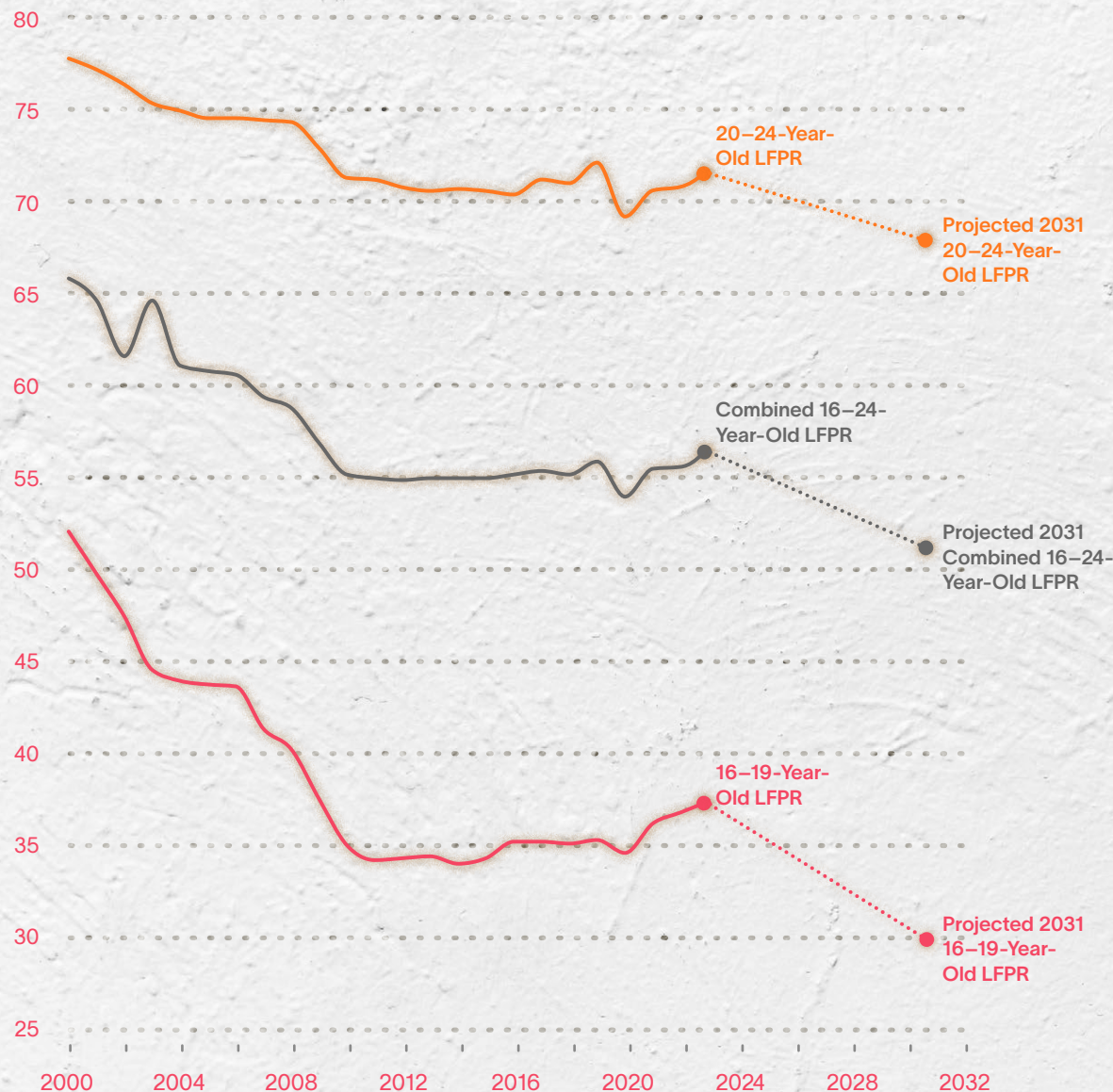


The most recent decade saw the lowest rate of population growth since the Great Depression.

Source: US Census Bureau



16-24 Labor Force Participation Rate, 2000-2031



Source: BLS

This dwindling pipeline is already being felt as younger working populations are drying up. The 55+ cohort is steadily growing while prime-age workers in the labor force has flattened. At the same time, the 16-24-year-old LFPR saw declines early in the century followed by a bit of a recovery in the last decade. But projecting out to 2031, the Bureau of Labor Statistics expects this cohort's LFPR to fall even more than the general LFPR (-1.6%).

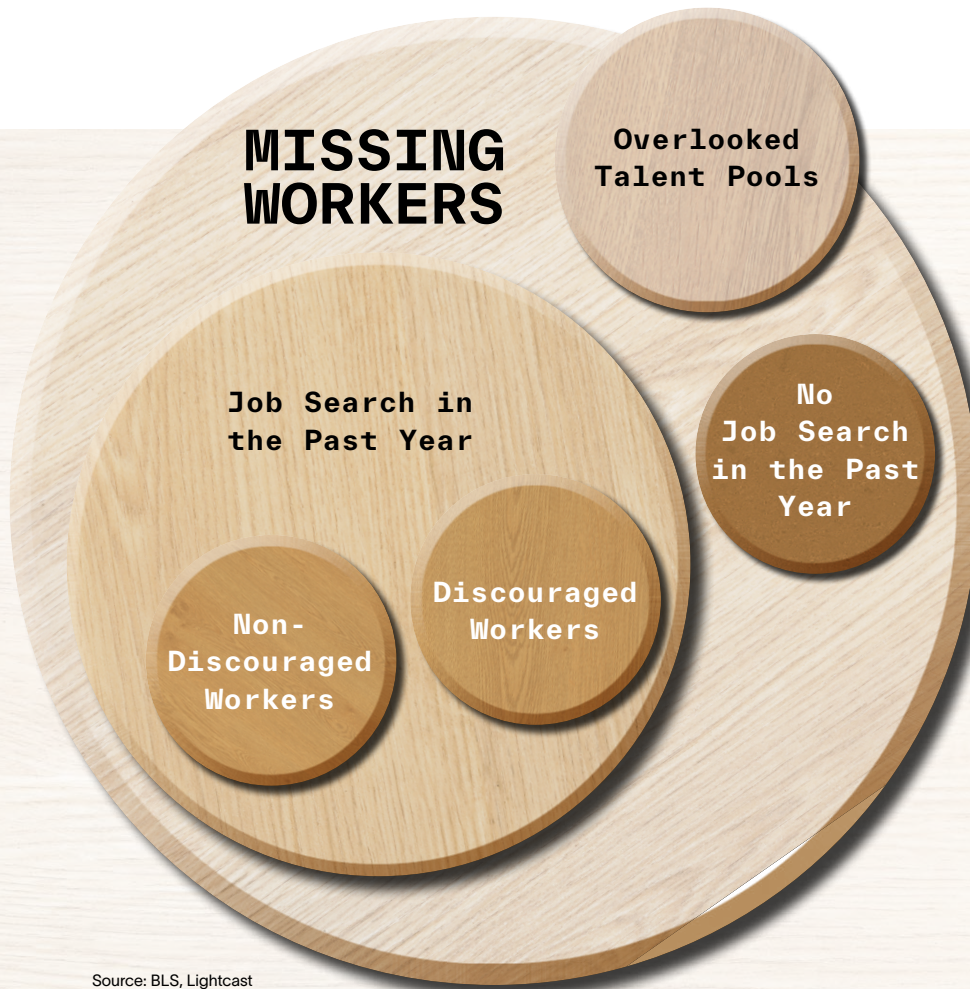


If the workers needed aren't coming back and aren't in the pipeline, can we find them anywhere?
THE ANSWER IS YES.



They Are Already in Your Community

THEY MAY NOT BE AS ABUNDANT as in past generations, but the talent local businesses are seeking is there, already in our communities. The work of economic and workforce development is to help reveal it. Much like how a craftsman creates a boat out of logs or a woodcarver creates a doll out of driftwood, this talent needs to be brought out.



Source: BLS, Lightcast

1 Bring Missing and Hidden Workers into the Market

Missing workers—those that are out of the labor force but want a job—currently represent the largest untapped pool of talent in the US. Within this large bucket of missing workers there are a few different categories. Of those that have searched for a job in the last year, the “marginally attached,” there are discouraged and non-discouraged workers. There are also those that have not searched for a job in the last year due to factors such as health or caring for an aging parent.



Missing Workers

People who are out of the labor force but want a job

Job Search in the Past Year

Workers “marginally attached” to the labor force and have stopped searching due to a variety of reasons:

Discouraged Workers

- Face or expect young/old age discrimination
- Face other types of discrimination
- Lack necessary schooling/training
- Believe no work is available in area of expertise
- Couldn't find work

Non-Discouraged Workers

- Have family responsibilities
- Are in school or pursuing other training
- Face ill health or a disability
- Can't arrange child care
- Lack reliable transportation
- Are conditionally interested

No Job Search in the Past Year

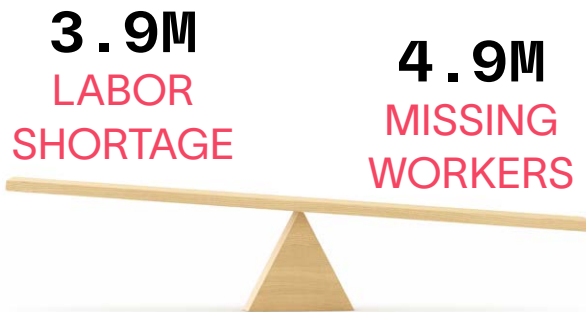
Abandoned job search amid the unique challenges of the pandemic (school or child care closures, health concerns, etc.)

Overlooked Talent Pools

People with disabilities, history of incarceration, homeless status, etc.

The number of missing workers exceeds the labor shortage.

Amazingly, if we were able to fully tap into missing workers, we could potentially end the labor shortage.



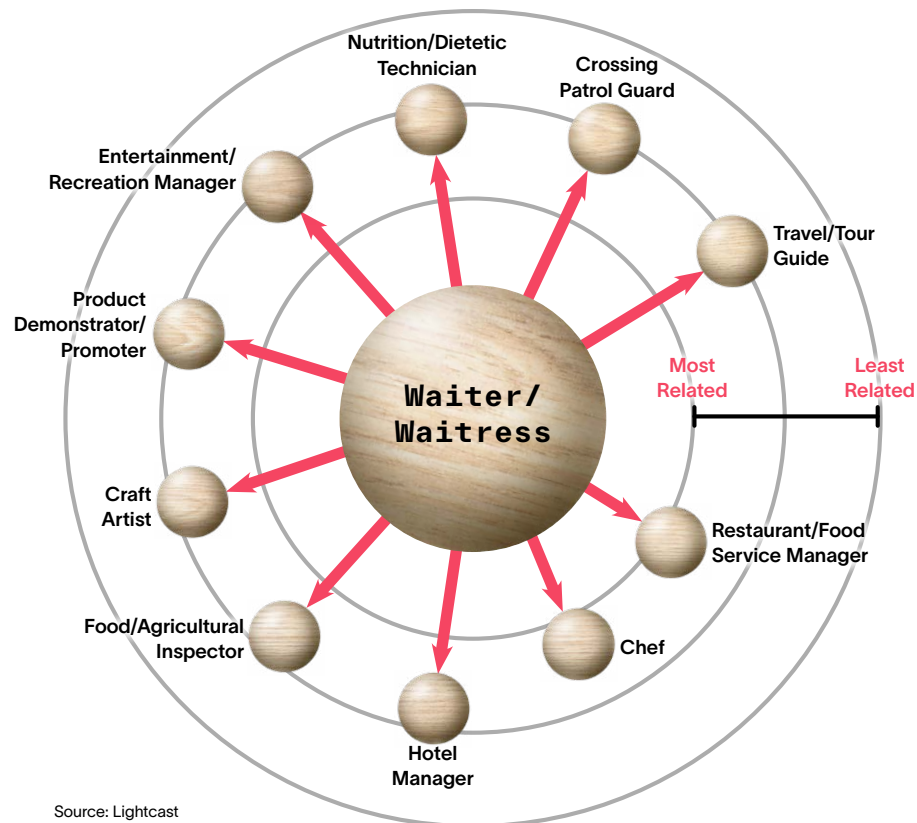
March 2023 job openings - April 2023
unemployed persons = labor shortage

Then there are hidden workers. These aren't workers hiding from work, but those who are often overlooked in the recruitment process. As [*Hidden Workers: Untapped Talent*](#) from Harvard Business School and Accenture notes, "They experience distress and discouragement when their regular efforts to seek employment consistently fail due to hiring processes that focus on what they don't have (such as credentials) rather than the value they can bring (such as capabilities)." These could be workers with a disability, the formerly incarcerated, the homeless, veterans, and others.

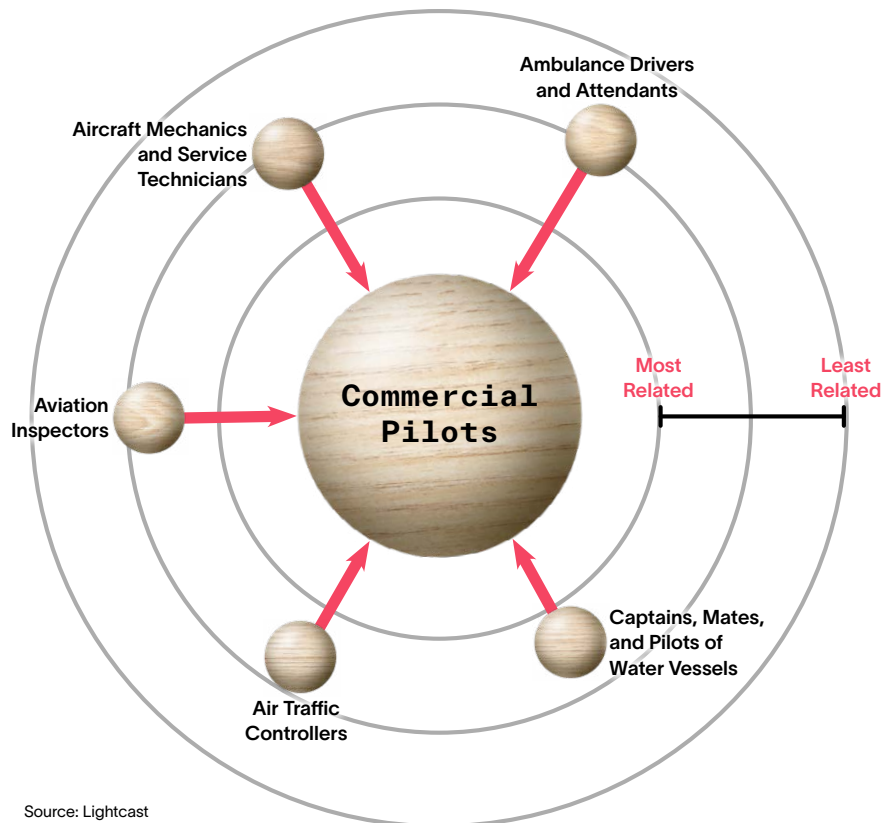
Creating mechanisms to engage these missing and hidden workers is an opportunity for communities to ease the tight labor market. This is an opportunity North County, CA (Carlsbad), seized. Teaming up with Bendable Labs and Lightcast, North County created the [*Job-Readiness Room*](#) in public libraries where entry-level jobseekers are matched to relevant career paths and online course material. Participants complete a free job-readiness microcredential in 15 hours, with a coach provided, that guarantees them a job interview with an employer in their chosen career path.



NEXT-STEP ROLES for Waiters/Waitresses



FEEDER ROLES for Commercial Pilots



2 Build on the Existing Skills of Local Workers

The majority of job growth a community experiences comes from within. This is why business retention and expansion efforts focus on providing existing businesses with the services and tools they need to grow. The same approach should be applied to local talent, too.

Attracting businesses has a place in an economic development strategy, and so does attracting talent. But just like with businesses, most talent growth is going to come from within, by building on the skills of local workers and

retaining existing talent. The most efficient way to do this is skills-based career pathing. Instead of working within degrees, specific industries, and conventional job tracks, a [skills-based pathway](#) uses job postings, real-world profiles, and skills data to show how workers can advance and succeed in the workforce.

Indy Partnership, the economic development wing of the Indy Chamber, is using this approach to hone in on the [workforce and skills needed to grow its target industries](#). They identified three types of occupations, charting the feeder and next step jobs of each.

1. **Opportunity Occupations:** jobs to move people into that show strong opportunity and are critical to the specific industry.
2. **Transitional Occupations:** jobs currently in high-demand, but likely not of high long-term promise for workers due to lower wages, growth, and/or higher risk of displacement due to automation.
3. **Upskill Occupations:** jobs that tent to be entry-level and have lower wages, and don't show solid future opportunity, but could serve as springboards into better jobs if workers in them gain additional skills.

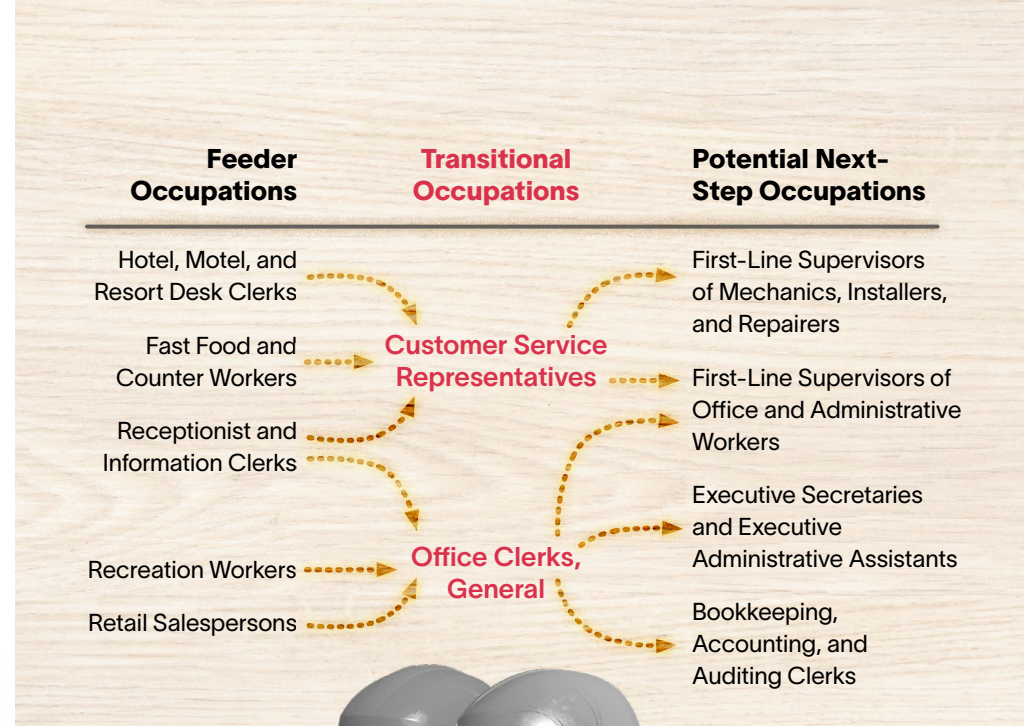
This approach enlarges the talent pool at a time when businesses need to cast a wider net. It also allows communities to see a full view of the local labor supply: who can fill vacant roles and who is a good skill fit to transition to high-demand roles.

③ Increase the Role of Apprenticeships and On-the-Job Training Programs

New apprenticeships have been expanding rapidly over the last 10 years. In 2021, there were registered apprenticeships in 266 different occupations across 367 distinct industries. More than 40% of those apprenticeships did not exist in 2010, and the vast majority of these new apprenticeships appeared after 2015. And these are just registered apprenticeships.

Employers themselves have created informal apprenticeship-type training programs that cover an additional 208 occupations, 120 of which are new since 2010, ranging from personal financial advisors to sales representatives.

These findings come from the Lightcast and Opportunity@Work joint report [*The Changing Face of Apprenticeships: New Opportunities for Employers and STARs*](#). The authors found that registered and informal apprenticeships now provide entry into 56% of all occupations.



REGISTERED APPRENTICESHIPS

meet Department of Labor requirements. There were approximately 240,000 new apprentices in 2021 and 600,000 total registered apprentices.

INFORMAL APPRENTICESHIPS

are not registered with the Department of Labor but are advertised as "apprentice," "apprenticeship," "in-training," or "trainee" in the job postings.

Historically, unions and Joint Apprenticeship and Training Committees (JATC) have led the charge on apprenticeships. However, employers are the primary sponsor of new registered apprenticeship programs, and these new apprenticeship programs are funneling workers into roles that previously required a college degree: 40% of workers in the new registered apprenticeship programs are going into jobs that used to require a bachelor's degree, compared to 2% of traditional apprenticeships. The result is notable growth in apprenticeship pathways for higher-wage roles in management, healthcare, and information technology.

Communities revitalizing their apprenticeship programs and models can expect at least three benefits:

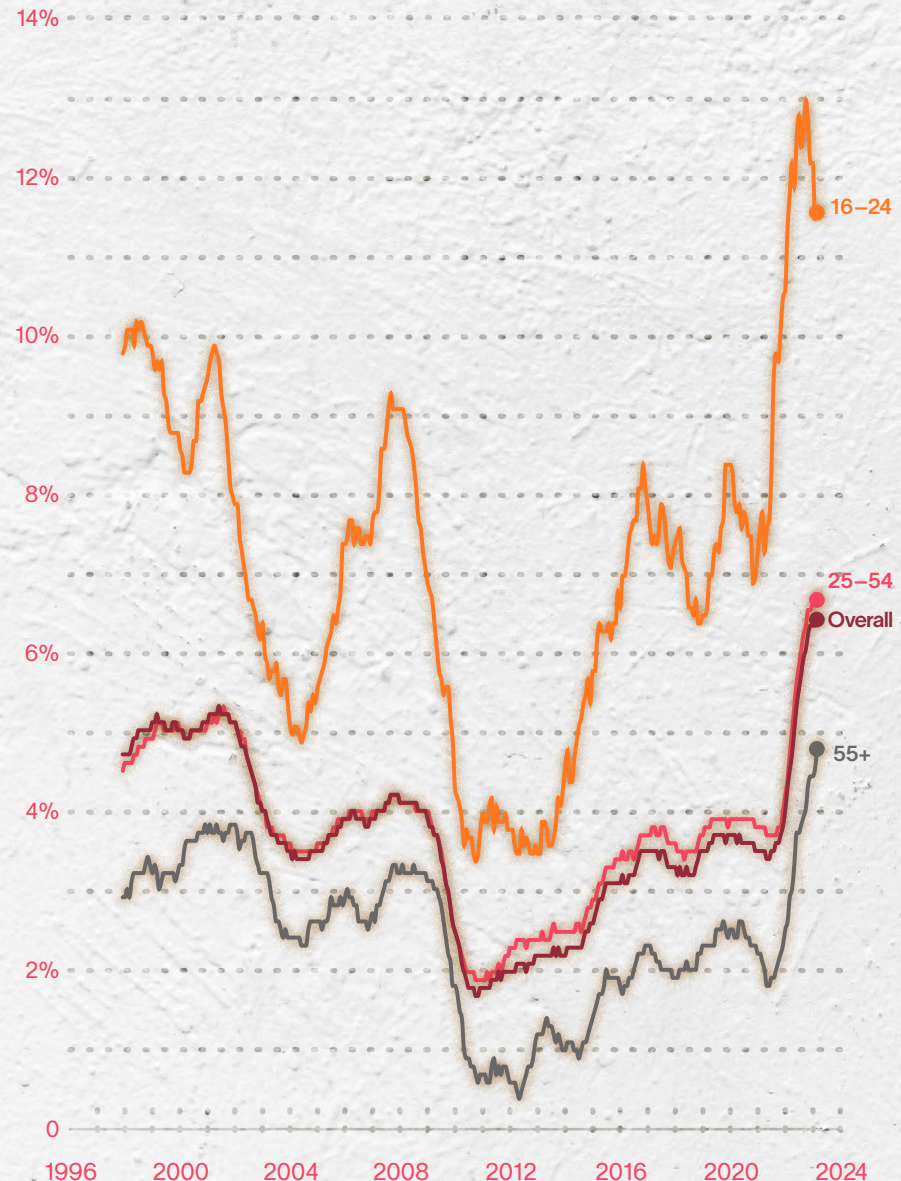
- A reliable supply of talent to high-volume roles
- Talent with skills specific to local employers and industries
- A workforce more responsive to new jobs in the market

Most businesses, however, don't have experience creating and executing apprenticeships or in-house, work-based training programs. This presents a huge opportunity for economic development organizations, chambers of commerce, workforce development agencies, and other business support groups to [help guide local businesses](#) in this strategy. This support is largely going to come in the form of creating partnerships that help establish new apprenticeships and expand existing ones.

4 Seize the Opportunity to Engage Young Workers in the Skilled Trades

While the LFPR of young workers has been on a steady decline, they also represent one of the bright spots coming out of the pandemic. The raw number of 16-19 year-olds in the labor force has recovered to above pre-pandemic levels and 20-24-year-olds have recovered to a 20-year high. Young workers are being [drawn into the workforce by higher wages](#) as employers in industries such as service and retail seek to replace older workers.

Hourly Median Wage Growth by Age Group



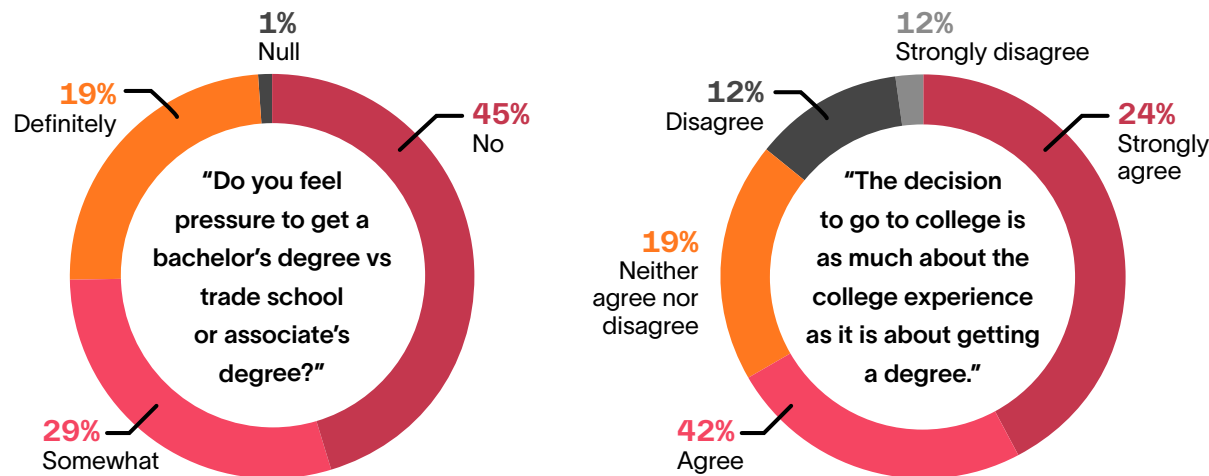
Source: BLS/Atlanta Fed

This is a welcome development as the majority of jobs open right now need to be filled by people without a college degree. A healthy regional economy needs workers from every education level, but our service economy is still primarily dependent on those with a high school diploma.

This misalignment of education and market demand raises the question of who is going to do the work? As many skilled trades and service jobs still go unfilled. Lightcast and talent connection firm Tallo sought to [answer this question](#) and discover what's keeping young people from entering community college or the skilled trades. Analyzing labor market data and survey data of 1,500 high school and college-age students, the research found that:

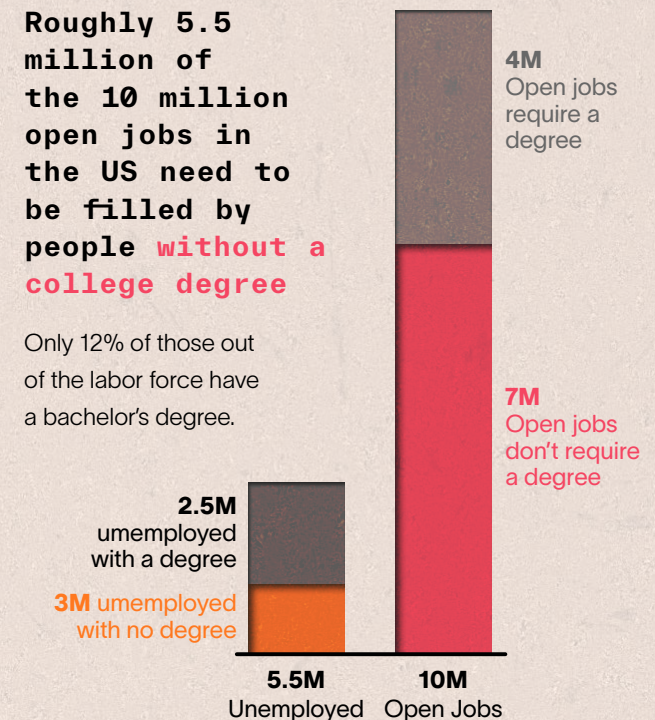
1. Students feel pressure from society, peers, and family to get a college degree
2. The decision to go to college is as much about the experience as the degree
3. Misperceptions remain about earnings and potential with skilled trade careers

Pressures and perceptions about college

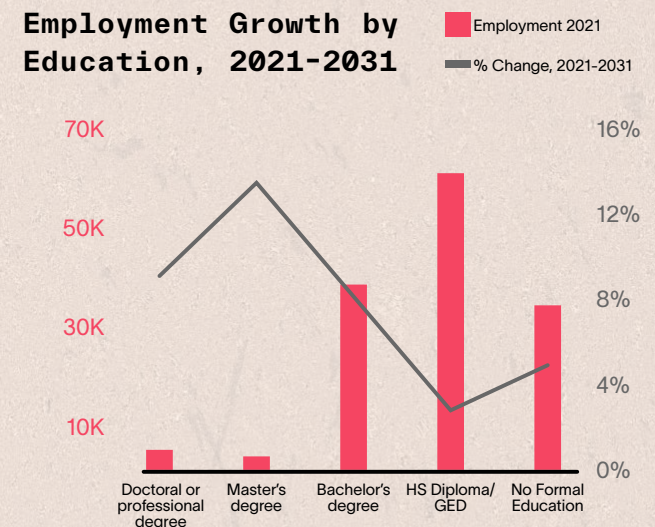


Source: Tallo/Lightcast Student Survey, 2022

In essence, skilled trades and any other non-degree occupation suffer from a marketing problem. But with a growing number of young people getting a taste of a paycheck and learning valuable communication and customer service skills, now is a great time to show them alternatives. Communities should



Source: Lightcast Analysis of BLS and JOLTS



Source: BLS

market to young people the benefits of a skilled trade or non-degree career just as much—perhaps more—as a career path requiring a college degree. These benefits include:

Compensation & Experience

Careers in the trades provide a much quicker path to work experience and potentially higher wages. Additionally, these higher wages are not just in the short term, but over an entire career.

Career Progression

Far from “dead-end” jobs, skilled trades offer a path from apprentice to senior-level in just a few years. Additionally, coupled with a business bootcamp program or courses at a community college, electricians, locksmiths, carpenters, and many others can create and run their own businesses.

Value to Society

Few are more equipped to give back to their community, help disadvantaged populations, travel the world, and contribute to charitable agencies like those in the skilled trades.

Ownership

If the career progression leads to ownership, people can gain real-world business skills such as pricing, scheduling, inventory management, negotiation, human resourcing, and many more. Furthermore, they gain freedom: work the hours they want, take vacation when they want, and, best of all, the amount they make is largely under their control.

Getting these messages to young people early and often will help dispel misconceptions about the skilled trades. Doing so will result in more young people opting for this pathway. This benefits the individual with a career that provides a high quality of life, and it benefits a community by helping fill the roles that provide the quality of life residents have become accustomed to.



Build and Create

With Boomers hitting retirement age, individuals retiring during the pandemic and not returning, and a low LFPR not rebounding, the reality is that workers simply aren't coming back—or at least not as quickly as needed. Additionally, a half-century of births below the replacement rate means workers aren't in the pipeline.

But the workers we need are already in our communities. They may not be in the places we've

traditionally looked—in college classrooms, across town at a competitor, or on the receiving end of a talent attraction campaign—but they are there.

They're in a middle school shop class, an entry-level job gaining customer service skills, or may have dyslexia or autism and are part of a large overlooked talent pool. They may need to develop some transitional skills or participate in an on-the-job training program, but they are there. Communities

that are willing to look, recognize the potential, and work with them are like craftsmen who build and create from what they have.

As with any building, the right tools are needed. This may be [job postings data](#) to determine if local employers are altering their postings to attract missing and hidden workers, or it could be mapping [career pathways](#) to reveal qualified candidates for a role previously unknown to business or industry.

With the vision and right tools, communities can craft their workforce to meet demand and mitigate demographic changes. 🛠️



Crafting Local Talent

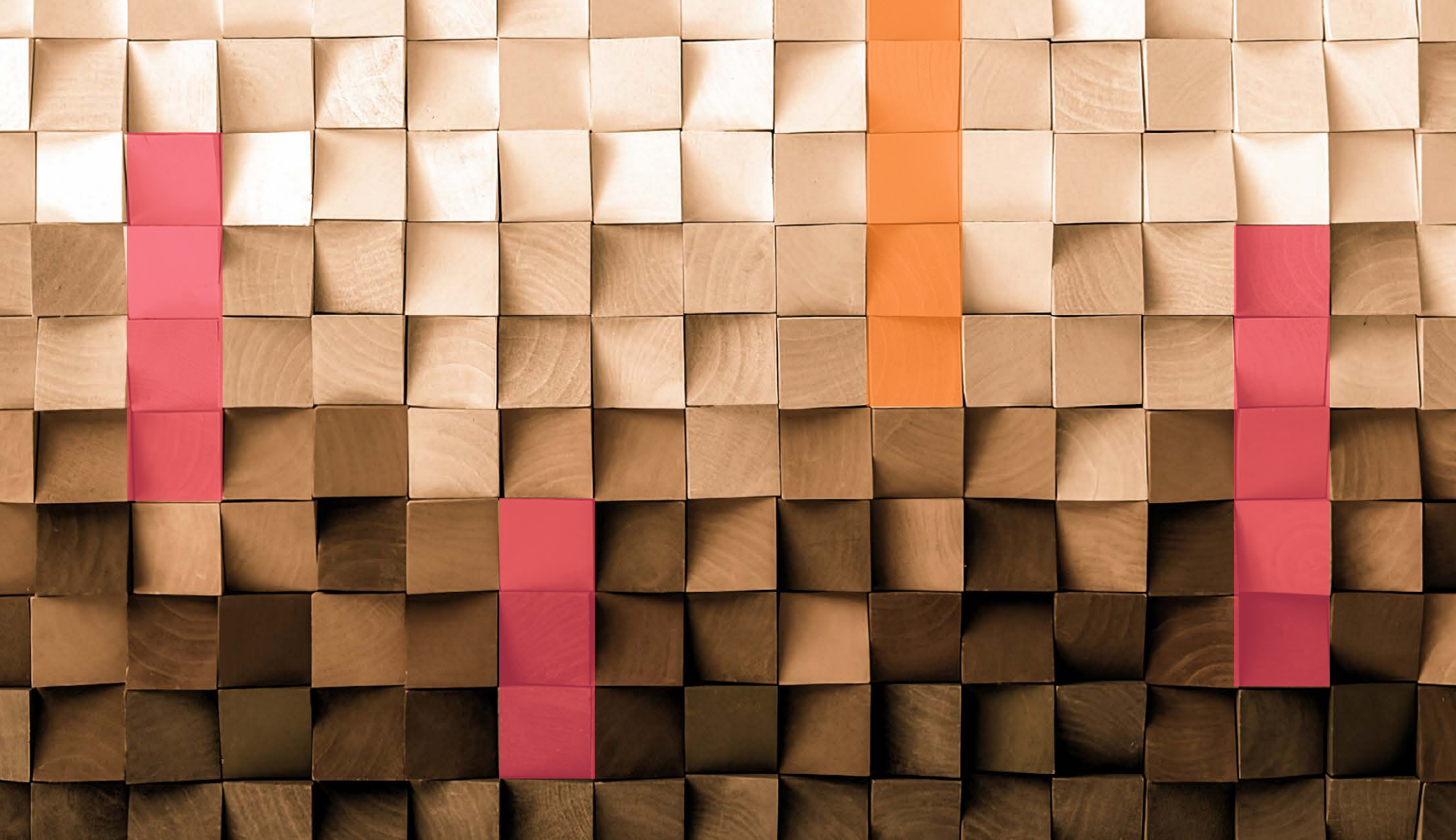
Building Your Community's
Workforce with the Workers
You Already Have

by
Drew Repp

Design by
Hannah Grieser

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Media inquiries:
media@lightcast.io



www.Lightcast.io



INFORMATION ITEM 3

CareerSource Pinellas

Work-based Learning and On-the-Job Training Spending For the period July 1, 2022 - June 30, 2023

OJT Provider	Work-based Learning Spending	Approved Spending (if required)	Remaining	# of Participants	Avg./ Per Part	Prior Year Spending
Badaro Group	\$ 9,281			2	\$ 4,641	-
Bert Smith Oldsmobile, Inc.	\$ 3,065			1	\$ 3,065	-
Clean Soil Technology	\$ 2,285			1	\$ 2,285	-
Catalyst QLM LLC	\$ -			-		224,018
Manpower	\$ 906,708			174	\$ 5,211	166,312
McManus & McManus	\$ 3,080			1	\$ 3,080	-
Mechanical A/C Designs LLC	\$ -					11,845
Net Synergy Virtual Solutions LLC	\$ 35,344			9	\$ 3,927	-
Research Development Manufacturing, LLC	\$ 1,603			1	\$ 1,603	
Universal Life and Health Insurance	\$ 1,401			1	\$ 1,401	-
Veterans Metal LLC dba DHS Enterprises	\$ -					1,853
Total	\$ 962,766			190	\$5,067	\$ 404,029

Variance \$ \$ 558,737

Variance % 138%



INFORMATION ITEM 4
CareerSource Pinellas
Training Provider Spending
For the period July 1, 2022 - June 30, 2023

Training Provider	Customer Training	Approved Spending (if required)	Remaining	# of Participants	Avg/ Per Part
Academy for Dental Assistants, (Pinellas)	28,955			10	2,896
Access Computer Training, (Hillsborough)	57,500			9	6,389
American Manufacturing Skills Initiative (AmSkills)	-				
BizTech Learning Centers, Inc., (Pinellas)	-				
Center for Technology Training	17,490			4	4,373
Central Florida Heat and Frost Insulators J.A.C. (RA)					
Champion Truck Driving School	247,585			49	5,053
Computer Coach IT Training Solutions	42,500			7	6,071
Concorde Career Institute, (Hillsborough)	15,000			2	7,500
Connecticut School of Broadcasting, (Hillsborough)					
Fleet Force Truck Driving School	14,268			2	7,134
Florida Technical College					
Galen College of Nursing, (Pinellas)	292,215			60	4,870
Gold Coast Professional Schools					
Hillsborough Community College	-			-	
IEC- Independent Electrical Contractors, FAAC					
International Union of Operating Engineers (RA)					
Ironworkers (RA)					
JATC - Tampa Area Electrical JATC, (Hillsborough), FAAC (RA)	28,020			27	1,038
Jersey College, (Hillsborough)	35,937			10	3,594
Keiser University	12,500			2	6,250
Masonry (RA)					
National Aviation Academy	141,171			24	5,882
Net Synergy Virtual Solutions LLC	44,612			7	6,373
New Horizon Computer Learning Center, (Hillsborough)	348,550			55	6,337
Pinellas Ex-Offender Re-Entry Coalition *		50,000	50,000		
Pinellas Technical Education Centers *	52,586	300,000	247,414	36	1,461
Plumbers and Pipefitters and HVAC, local union 123 (RA) *					
R.V. Training Center					
Rasmussen College	18,774			5	3,755
Refrigeration & Air Conditioning Contractors (RACCA) (RA)					
Roadmaster Drivers School, Inc., (Hillsborough)	7,495			1	7,495
Schiller International University, (Pinellas)					
Southern Technical Institute, Pinellas Park, (Pinellas)	9,578			9	1,064
St. Petersburg College *	150,950	1,200,000	1,049,050	57	2,648
Superior Aviation Gate	4,820			1	4,820
Tampa Bay Aviation	5,000			1	5,000
Tampa Truck Driving School, Inc.	68,000			12	5,667
Ultimate Medical Academy (Pinellas) *	150,286	250,000	99,715	24	6,262
Ultimate Medical Academy (Online)					
University of South Florida / Innovative Education, SACS	44,630			10	4,463
Veritas Nursing Academy					
Webster University					
Total	\$ 1,809,463			414	\$ 4,371
Prior Year for Same Period	\$ 1,210,790			340	\$ 3,561
Variance	\$ 598,673			74	\$ 810
	49%			22%	23%

RELATED PARTY CONTRACTS (with multiple components)

	Spending	Amount	Remaining	Component
Pinellas Technical Education Centers *				
	52,586	300,000	247,414	Training (ITA)
	124,031	130,000	5,969	Leases
	176,617	430,000	253,383	
St. Petersburg College *				
	150,950	1,200,000	1,049,050	Training (ITA)
	118,037	160,000	160,000	Leases
	69,500	125,000	55,500	Contracts
	338,487	1,485,000	1,264,550	
Ultimate Medical Academy (Pinellas) *				
	150,286	250,000	99,715	Training (ITA)
	-	100,000	100,000	OJT
	150,286	350,000	199,715	

* Contracts required two-third board approval.

Note: Amounts above represent disbursements made to training providers during time period.

PY20/21 - thru 06/30/2023

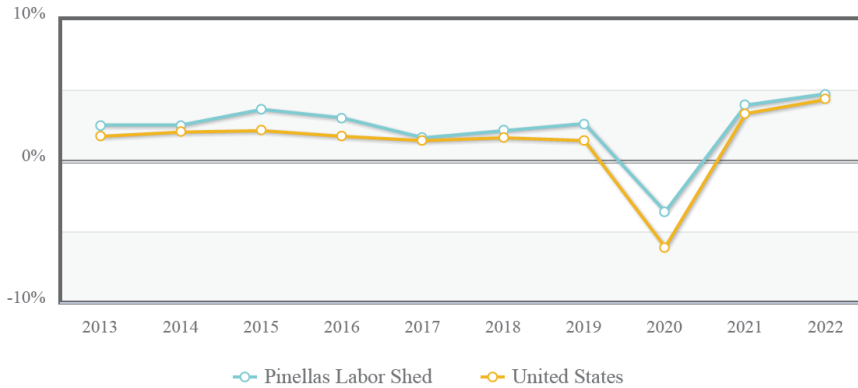
Provider	Enrolled	# that Exited Training	Exited after Completing Training	No job at the point of training completion	# that obtained a job whether they completed training or not	Job Placement Rate	Training Related Job Placement Rate	Average Wage at Job Placement
PY22/23	392	144	100	58	58	42.0%	27.8%	\$23.49
PY21/22	327	150	111	31	105	72.1%	48.7%	\$26.93
PY20/21	491	261	241	28	484	88.4%	61.7%	\$24.62
Grand Total	1210	555	452	117	647	74.1%	49.4%	\$25.05

Academy for Dental Assistants	10	4	2	1	2	50.0%	25.0%	\$14.00
Access Computer Training	6	1	0	0	0		0.0%	
ACI Learning, Online	0	0	0	0	0			
Biztech Learning Centers, Inc	0	0	0	0	2			
Building Industry Construction Service International (BI	0	0	0	0	0			
Center for Technology Training	15	7	4	1	8	75.0%	28.6%	\$24.75
Champion Truck Driving School	43	28	28	23	5	17.9%	14.3%	\$18.18
Computer Coach IT training solutions	100	47	43	12	52	72.1%	53.2%	\$30.80
Concorde Institute	3	1	1	0	2	100.0%	100.0%	\$20.00
FleetForce Truck Driving School	0	0	0	0	0			
Florida School of Traditional Midwifery, (Alachua)	0	0	0	0	0			
Florida Technical College	1	1	1	0	4	100.0%	100.0%	\$24.03
Galen College of Nursing, (Sarasota)	0	0	0	0	0			
Galen Health Institute, Inc.	193	59	43	5	66	88.4%	67.8%	\$22.86
Jersey College	39	11	6	1	10	83.3%	54.5%	\$24.77
Keiser University	2	1	1	0	1	100.0%	100.0%	\$25.00
Learning Alliance Corp	0	0	0	0	0			
National Aviation Academy	90	48	44	12	52	72.7%	52.1%	\$21.75
Net Synergy Pre-Apprenticeship LT3 Academy	0	0	0	0	0			
New Horizons Computer Learning Center of Tampa Bay	223	138	120	25	171	79.2%	49.3%	\$33.68
Palm Beach Code School	0	0	0	0	0			
Pinellas County Schools	129	48	36	9	58	75.0%	47.9%	\$17.97
Rasmussen University	12	2	1	0	1	100.0%	50.0%	\$14.00
Roadmaster Driver's School, Inc.	2	2	2	1	4	50.0%	50.0%	\$18.00
RV Training Center, (Pinellas)	0	0	0	0	0			
Schiller International University, (Pinellas)	0	0	0	0	0			
ServiceSource Florida Career Institute	0	0	0	0	0			

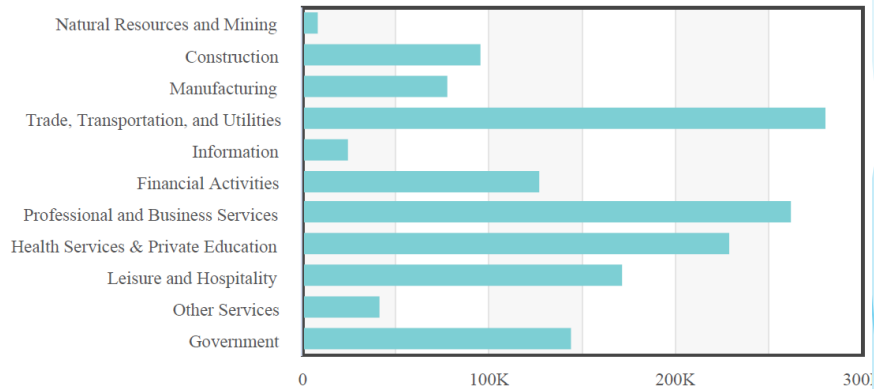
Southern Technical Institute	16	7	6	1	7	83.3%	28.6%	\$15.51
St. Petersburg College	219	90	60	15	141	75.0%	36.7%	\$20.02
Tampa Truck Driving School	29	22	20	3	18	85.0%	68.2%	\$20.41
Ultimate Medical Academy - Online	1	1	1	0	1	100.0%	100.0%	\$15.00
Ultimate Medical Academy, Inc.	40	17	16	3	17	81.3%	76.5%	\$15.59
University of South Florida	37	20	17	5	25	70.6%	55.0%	\$24.92
Grand Total	1210	555	452	117	647	74.1%	49.4%	\$25.05

Pinellas County Economic Dashboard

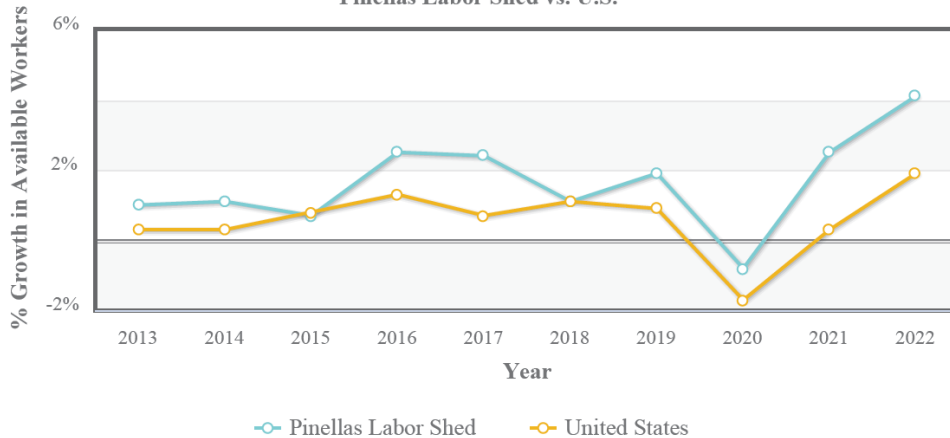
Annual Employment Growth, 2012-2022
Pinellas Labor Shed vs. U.S.



Employment By Industry
Pinellas Labor Shed



Growth in Available Workforce, 2012-2022
Pinellas Labor Shed vs. U.S.



Goal 1 - Develop Robust Partnerships with Employers

- **Objective 1:** Utilize and partner with existing business group that convene employers regularly to understand immediate and future needs.
- **Objective 2:** Develop and execute a marketing strategy to build awareness with businesses about engagement and services available.
- **Objective 3:** Increase services to incumbent workers and underemployed workers.
- **Objective 4:** Develop methods that help businesses navigate the workforce system's services and that connect them with qualified applicants.

11 Business Group Partners

- | [BAMA \(Bay Area Manufacturing Association\)](#)
- | [Central Pinellas Chamber](#)
- | [Greater Seminole Chamber of Commerce](#)
- | [Pinellas Economic Development](#)
- | [Recruiter Networking Group](#)
- | [St. Petersburg Area Econ. Development Corp](#)
- | [St. Petersburg Chamber](#)
- | [Tampa Bay Beaches Chamber](#)
- | [Tampa Bay Tech](#)
- | [Upper Tampa Bay Chamber](#)
- | [Volunteers of Active Disaster \(VOAD\)](#)

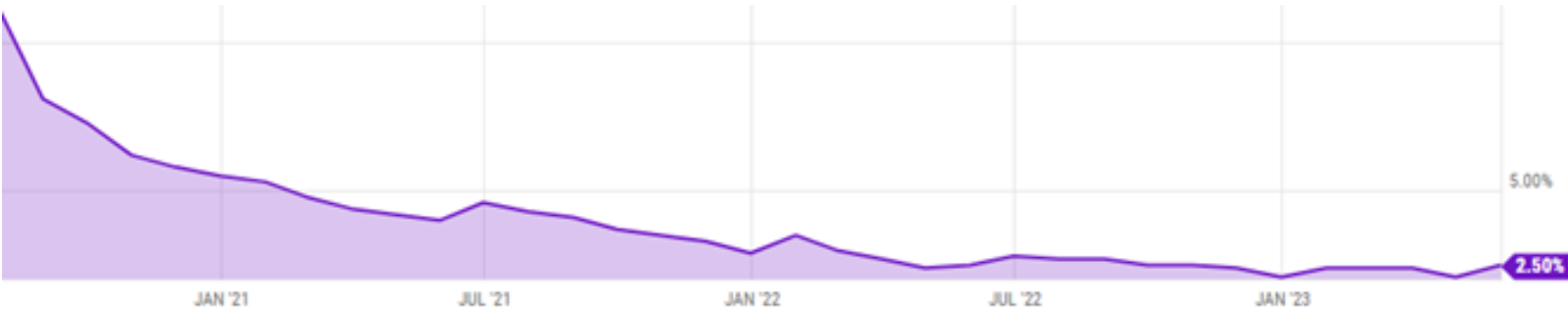
1462
Employers Served

368
Newly Registered Employers

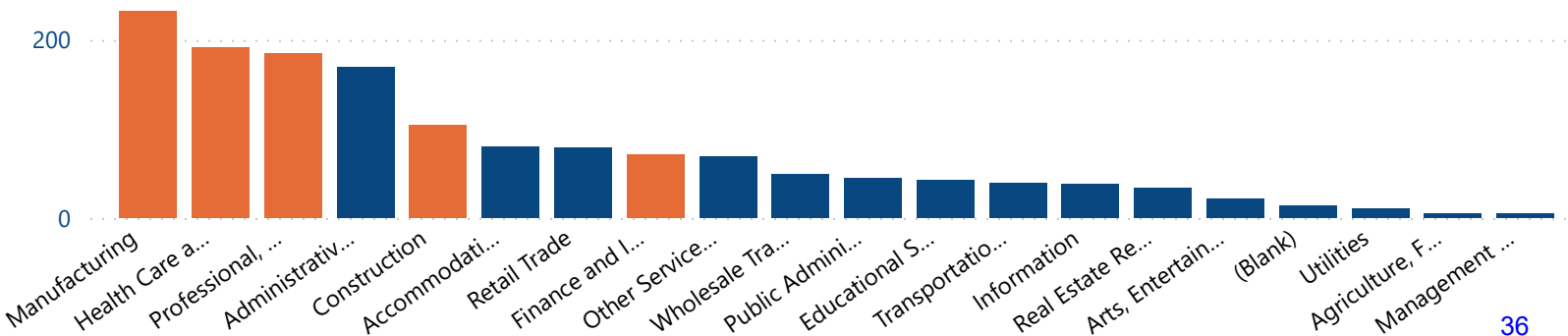
5726
Services Provided by Staff

15186
Job Orders Posted

The unemployment rate in the CareerSource Pinellas region (Pinellas County) was 2.7 percent in June 2023. This rate was 0.1 percentage point lower than the region's year ago rate of 2.8 percent. The region's June 2023 unemployment rate was 0.3 percentage point lower than the state rate of 3.0 percent. The labor force was 535,657, up 22,087 (+4.3 percent) over the year. There were 14,537 unemployed residents in the region.



Employer Industries Represented



Goal 2 - 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.
- **Objective 3:** Provide easy to use 'career maps' for jobseekers to use to both knew where to go for education/training to obtain necessary credentials and next steps on a career path.
- **Objective 4:** Ensure that there is a Talent Pipeline that connects business service staff between CareerSource and educational institutions.

42 Approved Training Providers and
129 Regional Targeted Occupations



The industries gaining jobs over the year were Professional and Business Services (+18,600 jobs); Education and Health Services (+18,600 jobs); Trade, Transportation, and Utilities (+9,800 jobs); Leisure and Hospitality (+5,500 jobs); Mining, Logging, and Construction (+4,300 jobs); Other Services (+3,100 jobs); manufacturing (+2,500 jobs); and Government (+2,000 jobs).



The Tampa-St. Petersburg-Clearwater MSA had the highest annual job growth compared to all the metro areas in the state in the Professional and Business Services (+18,600 jobs); Education and Health Services (+18,600 jobs); and Mining, Logging, and Construction (+4,300 jobs) industries.

Goal 3 - Expand Outreach to Jobseekers

- **Objective 1:** Target outreach efforts based on areas of opportunity.
- **Objective 2:** Expand the virtual delivery of service system currently in place.
- **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.
- **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.
- **Objective 5:** Support individuals to gain employment through a system of wraparound services that is responsive to their diverse experience and needs.
- **Objective 6:** Develop a Regional Targeted Occupations List.

254 Employers participated in
11 career fairs with **1016** job
seekers attending.

Job Seekers during PY

8540

Placements Recorded

1880

Services Provided

25317

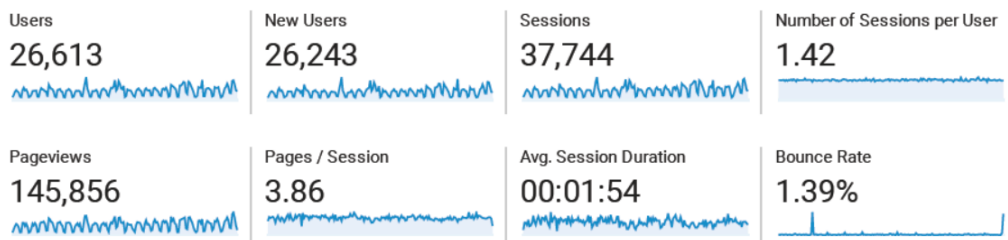
Focus on service

Business Services teammates continue to reenergize relationships across all sectors as COVID impacts continue to abate, adding new partnerships and memberships to Chambers of Commerce, community groups and sector specific support organizations.

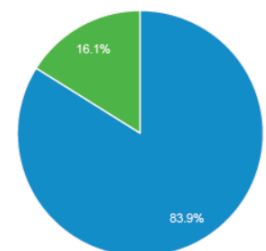
Networking Groups

***Networking events resumed in December 2022 and average about 10 attendees per session.*

Website Visits Jan 1 - Jun 30, 2023



New Visitor Returning Visitor



Goal 4 - 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.
- **Objective 2:** Update talking points for use by board members and staff as part of the awareness campaign.
- **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.
- **Objective 4:** Ensure compliance and work with/train on the new ways of doing business that are in compliance while reducing the burden on customers through streamlined compliant processes.
- **Objective 5:** Develop methods to regularly listen to customers to test new processes before implementing them permanently.

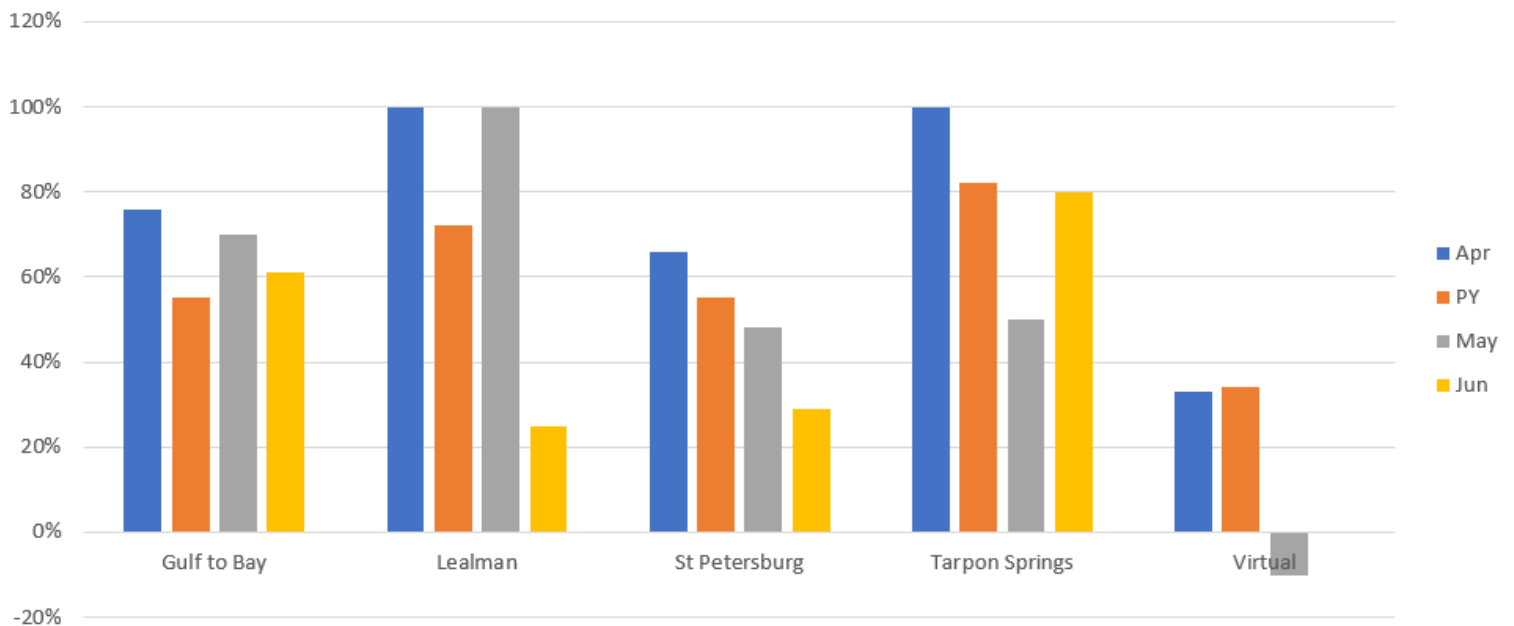
Strategy

By continuing strategic leadership expansion, CareerSource Pinellas has begun to grow the organization, to include multiple director level roles, expand during pre-COVID operations.

Awareness

Our internal marketing team and Tucker Hall, Public Relations Firm, are actively working to assist with strategic communications and to amplify our voice in the Tampa Bay area.

Net Promotor



Services Accessed by Month

Service	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Appointment with Staff	25.00%	17.39%	19.61%	22.73%	12.50%	33.82%	30.00%	42.59%	30.88%	37.18%	36.67%	38.60%	28.91%
Live or Recorded Online Workshops	25.00%	21.74%	35.29%	25.76%	34.38%	33.82%	28.57%	33.33%	44.12%	48.72%	40.00%	42.11%	34.40%
Recruitment Event	0.00%	4.35%	5.88%	16.67%	7.81%	1.47%	10.00%	11.11%	7.35%	7.69%	6.67%	5.26%	7.02%
Reemployment Assistance	58.33%	50.00%	56.86%	66.67%	60.94%	61.76%	75.71%	64.81%	58.82%	66.67%	55.00%	56.14%	60.98%
Use of Computer Lab	8.33%	23.91%	11.76%	12.12%	15.63%	8.82%	17.14%	16.67%	19.12%	10.26%	10.00%	10.53%	13.69%
Workforce Program Services (Job Search/WIOA/WTP/SNAP)	33.33%	43.48%	25.49%	24.24%	18.75%	38.24%	44.29%	33.33%	39.71%	23.08%	33.33%	33.33%	32.55%
Other	2.78%	17.39%	9.80%	6.06%	7.81%	5.88%	10.00%	0.00%	8.82%	7.69%	6.67%	8.77%	7.64%