



Workforce Florida (WFI) - Enhancing Business Engagement (EBE) Initiative

EBE Core Team Conference Call - Meeting Recap
 Friday, October 18 2013, 11 a.m. - 12 p.m.

Participants: Andra Cornelius, WFI
 Carmen Mims, WFI
 Jayne Burgess, WFI
 Dehryl McCall, WFI
 Cliff Atkinson, DEO

Lorri Shaban, TW squared
 Ray Gilley, Solodev

EBE Core Team Representatives present on the call: Denise Wynne, Judy Blanchard, Joshua Matlock, Carol Carlson, Cheri Kaveheresi

Meeting Summary

<p>Introductions and Welcome/Roll Call</p>	<p>Andra Cornelius welcomed the group and called roll.</p>
<p>NASWA 2013 Annual Conference Survey Results</p>	<p>The focus of the conference was on the future of the workforce system. They polled attendees from across the nation on what they believed to be chief issues facing the public workforce system. They came up with a list of 10 and from that list, identified the top three:</p> <ol style="list-style-type: none"> 1. Increase and improve business engagement, earlier in program design in better ways. 2. Increase flexibility of funding. 3. Better leverage resources, including aligning education and training resources. <p>Given the #1 priority—increasing and improving business engagement—this project is well-suited towards moving us to that objective.</p>
<p>New Intelligence Report - Overview</p>	<p>Lorri gave an overview of the report that was conducted independently.</p> <p>Key observations discussed:</p> <ul style="list-style-type: none"> - No two regions are alike in how they are structured for business outreach and measured - With the economy improving, many regions are struggling to find balance and move their organizations to a more employer-focused model (versus job seeker support) <p>Structure and organization:</p> <ul style="list-style-type: none"> - Mostly based on geography (rather than industry) - Essentially three parts to the business services team: business development, employer services and training experts - Not a lot of consistency from region to region in terms of business development

	<ul style="list-style-type: none"> - Prospecting is conducted more by networking and is not data-driven - Not always a clear cut answer as to who owns the relationship with employers within the organization <p>Tracking</p> <ul style="list-style-type: none"> - Most regions are using Excel spreadsheet (note: as does WFI for training grant programs) Five of 19 regions are using a CRM system with different levels of usage <p>Best Practices</p> <ul style="list-style-type: none"> - Region 18 in the way they set dollar values to discrete business activities - Region 21 with an impressive Talent Acquisition team and high business development sales performance model - Region 23's First Source initiative to require organizations receiving county/city incentives/funding to use South Florida Workforce Board's employer services to post and fill positions - Region 15 for their exceptionally close relationship with economic development partners - Region 13 for their value proposition with employers in that employers have "pre-paid" for services with their business taxes (versus "free" services which connotes low-value) <p>Challenges</p> <ul style="list-style-type: none"> - Employ Florida Marketplace - Too many unqualified applicants are reaching the employers that post jobs orders with the board <p>Opportunities</p> <ul style="list-style-type: none"> - All regions welcomed additional training opportunities - Fee-for-service <p>Joshua Matlock, R18 and Dehryl McCall, WFI, thanked the group and are looking forward to seeing the report. Kim Tesch-Vaught, R9, commented that coming from a small region it's important to understand the findings and create resources.</p>
CRM Pilot Program - Update	<p>Ray and Andra identified and thanked the regions involved in the pilot program (R5, R12, R18 and R21) and reviewed the project timeline.</p> <ol style="list-style-type: none"> 1. Pilot Group input/feedback changes or suggestions on the CRM design: Tuesday, October 25nd. 2. Synthesizing and incorporating feedback/input; further revisions: Friday, November 1st. 3. The CRM design will then be shared and expanded to the EBE Core Team Committee for their review and input: Friday, November 15th. 4. Final input received, reviewed and CRM updates and changes to CRM initial install completed and submitted to WFI: Tuesday, November 26th. <p>The EBE FAQ document on WFI's EBE web page (under Initiatives) will be updated to include these recent activities on the CRM.</p>
Questions/Answers	There were no additional questions from the team.
December Workforce	Andra asked if anyone from the EBE Core Team plans to attend the upcoming

Leadership Conference	Leadership Conference in Orlando. Kim Tesch-Vaught, R9 indicated she would be there for a portion of it and Gerry Genovese and Steve Craig, R21, plan to attend.
Next Steps, Wrap-up & Adjourn	Andra thanked the group again and wrapped the call with positive feedback and excitement about the future of the initiative.