



## **Expanding Business Engagement (EBE) Business Liaisons Steering Council Charter**

- I. Background:** Florida's workforce system, comprised of 24 Regional Workforce Boards (RWB), the Florida Department of Economic Opportunity (DEO) and CareerSource Florida, connects employers with qualified, skilled talent and Floridians with employment and career development opportunities to achieve economic prosperity.

Employers, in particular, fuel the supply of jobs and are a critical component of the system's success. However, based on data measured and reported quarterly by the DEO, Florida is currently serving 4.75% of businesses Employer Penetration Report (EPR) (Q3 2012 data). Moreover, the number of businesses our system serves has remained fairly flat over the last three years.

A recent survey of Florida's workforce system professionals identified as a top training need improved business engagement. Leaders within the system recognize the need to raise this rate and Florida Governor Rick Scott has challenged each RWB to double its EPR by the end of FY 2013-2014.

To that end, CareerSource Florida and its regional partners launched an initiative in June 2012 to enhance engagement among Florida businesses and expand the number of employers to which the system provides services. A \$70,000 grant by the U.S. Department of Labor helped seed the effort and by March 2013, a team of state and regional advisors took the first major step in the process: selecting a technology platform to provide a consistent **system** to track business engagement.

The next step is to develop a tool kit that enables a consistent **process** to expand business engagement including the use of a technology platform by which all regions can track employer engagement.

- II. Purpose:** The purpose of the Steering Council will be to provide valuable input and direct assistance in improving program performance and enhanced business-focused services. The Council will help guide the process.

With the Governor's goal in mind, the Steering Council will have the ability to set expectations for the workforce system that may include:

- Percentage increases annually in employer engagement and satisfaction.
- “Grassroots” improvements in policies, procedures and technology.
- Better business services reporting and more useful analytics.

**III. Scope of Activities:** The Steering Council will help determine factors and set parameters that impact the level of business engagement and quality of customer service to the employer. Council members will work collaboratively to:

- Provide critical regional and process information.
- Provide input on regional “best practices.”
- Support process adoption by peers in the workforce system.
- Assist with promotion of training and other technical support with the “toolkit.”

**IV. Time Line/Deliverables:** It is anticipated that the Expanding Business Engagement initiative and the work of the Steering Council will cover a timeline divided into two phases. Phase I: May 15 – December 2013 and Phase II: January 2014 – June 2014.

The deliverables or “end-products” will be the development, roll-out and provision of training associated with the business development toolkit and the Customer Relationship Management (CRM) platform based on Salesforce.com to CareerSource Florida and a subset of RWBs serving as a pilot group on or before June 30, 2014.

**V. Membership:** Members of the Council will be comprised of a team of professionals --most often called Business Liaisons--who have the responsibility for working with area businesses. Each liaison has direct contact with the regions’ employers and has knowledge of the current delivery of workforce services. One liaison from each of the 24 Regional Workforce Boards (RWB) as well as selected executives and state representatives, has been tapped to serve on a Steering Council for this initiative.

A Core Team has likewise been established, comprised of members from the Steering Council. The Core Team will serve in a more involved role and will guide the development of proposed seamless and consistently applied processes, among other tasks.

**VI. Steering Council Members:**

<b>RWB # - Organization</b>	<b>Name</b>	<b>Position</b>
RWB 1 - Workforce Escarosa	Eric Flora	Business Liaison
RWB 2 - JobsPlus	Kelly Jordan	Regional Program Manager (WIA & BSR's)
RWB 3 - Chipola Regional Workforce Board	Kenny Griffin	Business Services Manager
RWB 4 - Gulf Coast Workforce Board	Katherine Motley	Employer Service Representative II
RWB 5 - Workforce Plus	Zukeika Perera	Business Consultant
RWB 6 - North Florida Workforce Board	Sheryl Rehberg	Executive Director
RWB 7 - Florida Crown Workforce Board	Denise Wynne	Lead Employer Services Rep.
RWB 8 - WorkSource	Melissa Terbruggen	Dir. Business Services
RWB 9 - Gainesville Chamber & Florida Works	Ian Fletcher	VP of Workforce
RWB 9 - Gainesville Chamber & Florida Works ( <i>CORE TEAM Member</i> )	Kim Tesch-Vaught	Executive Director
RWB 10 - Workforce Connection	Brenda Chrisman	Chief Business Development Officer
RWB 10 - Workforce Connection	Rusty Skinner	Executive Director
RWB 11 - Center for Business Excellence	Ted Young	Business Services Manager
RWB 12 - Workforce Central Florida	Anika Holmes	Business Services Manager
RWB 12 - Workforce Central Florida	Shirley Walker	Business Services Account Manager
RWB 13 - Brevard Workforce ( <i>CORE TEAM Member</i> )	Judy Blanchard	Industry Relations Director
RWB 13 - Brevard Workforce	Jennifer Lasser	Business Services Liaison
RWB 14 - WorkNet Pinellas		
RWB 15 - Tampa Bay Workforce Alliance		
RWB 16 - Pasco Hernando Workforce Board	Ken Russ	VP Business Services
RWB 17- Polk Works	Steve Carr	Assistant Director, Business Services Unit
RWB 18 - Suncoast Workforce ( <i>CORE TEAM Member</i> )	Joshua Matlock	Director of Business Services
RWB 19 - Heartland Workforce ( <i>EBE</i> )	Colleen Dukes	Business Operations Manager
RWB 20 - Workforce Solutions	Marcelo Dossantos	Director of Business Services
RWB 21 - Workforce Alliance ( <i>CORE TEAM Member</i> )	Steve Craig	CEO / President
RWB 21 - Workforce Alliance ( <i>EBE &amp; CORE TEAM Member</i> )	Gerry Genovese	COO
RWB 22 - Workforce One	Tony Ash	Business Services Manager
RWB 23 - South Florida Workforce Board ( <i>CORE TEAM Member</i> )	Cheri Kavehersi	Business Services Manager
RWB 24 - Southwest Florida Works	Peg Elmore	Center Director
Workforce Florida	Jayne Burgess	Program Director
Workforce Florida	Andra Cornelius	Sr. VP, Programs and Policy
Workforce Florida	Dehryl McCall	Program Manager
Workforce Florida	Debbie McMullian	Program Manager
Workforce Florida	Carmen Mims	Program Manager
DEO ( <i>EBE &amp; CORE TEAM Member</i> )	Cliff Atkinson	Program Guidance & Training Manager

**CORE Team Members:**

<b>RWB # - Organization</b>	<b>Name</b>	<b>Position</b>
RWB 7 - Florida Crown Workforce Board	Denise Wynne	Lead Employer Services Rep.
RWB 9 - Gainesville Chamber & Florida Works (CORE TEAM Member)	Kim Tesch-Vaught	Executive Director
RWB 13 - Brevard Workforce (CORE TEAM Member)	Judy Blanchard	Industry Relations Director
RWB 18 - Suncoast Workforce (CORE TEAM Member)	Joshua Matlock	Director of Business Services
RWB 21 - Workforce Alliance (CORE TEAM Member)	Steve Craig	CEO / President
RWB 21 - Workforce Alliance (EBE & CORE TEAM Member)	Carol Carlson	VP of Business Services
RWB 23 - South Florida Workforce Board (CORE TEAM Member)	Cheri Kavehersi	Business Services Manager
DEO (EBE & CORE TEAM Member)	Cliff Atkinson	Program Guidance & Training Manager
Workforce Florida	Andra Cornelius	Sr. VP, Programs and Policy

**VII. Meetings:** Steering Council members will participate in a monthly teleconference call at a minimum during Phase I and on an as-needed basis during Phase II. To facilitate ease of scheduling and cost savings, meetings will be held via teleconference and webinar. However, if appropriate, a limited number of in-person meetings may be scheduled.

Core Team members will participate in monthly teleconference calls for structured conversations to solicit information, receive feedback and assist CSF and its contractors with the business development process.

**VIII. Meeting Recaps:** Meeting recaps will [at a minimum] be posted on the CareerSource Florida Expanding Business Engagement web page for view by all interested parties. The recaps will contain a record of the persons present, a complete and accurate description of matters discussed and conclusions reached, and copies of all reports received, issued, or approved.

**IX. Communication:** A web portal will be established to facilitate ongoing communication between advisors, RWB directors and others as deemed necessary. The Core Team will work with the web team to design and develop a secure system of interaction and e-mail communication for members, and create a method for balanced interaction between council members, the RWB directors and others as deemed appropriate. The site is envisioned to incorporate such items as links to key resources (i.e. articles, up-coming speaking engagements, and publications) and to act as a central clearinghouse for interaction between the council, RWB directors and others as deemed appropriate.

**Contact Information:**

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