



STRENGTHENING
BUSINESSES

CULTIVATING
TALENT

ANNUAL REPORT | 2014 - 2015

LEADING BY EXAMPLE

This past year was one of bold collaboration, innovation and leadership for the CareerSource Florida network. From our corporate organization to our state and local workforce partners — the Florida Department of Economic Opportunity and 24 local workforce development boards, respectively — the individual and collective efforts of our network were mission-focused.

THE POWER OF ANALYTICS

Recognizing the power of data to drive better decision-making and improved measurement and evaluation of our network's performance, the addition of an Analytics Unit to the CareerSource Florida professional team resulted in several achievements. Most notably:

- The development of a first-ever CareerSource Florida Network Earnings and Economic Opportunity Fact Book that outlines the financial impact of Florida's workforce investment. One example: The total annual earnings of Florida job seekers who went to work after being assisted by the network, either through one of the 100 career centers statewide or online, was \$9.8 billion.
- A new \$3 million federal Workforce Innovation Fund grant for Florida that has been used to develop a leading-edge Performance Funding Model for local boards. The model incentivizes achievement, improvement and excellence in key areas such as the rate of job placements and the number of high-value services provided to businesses. All 24 local boards have chosen to participate in the voluntary performance incentive program, which will result in the awarding of additional state-level funds to support local workforce priorities.

BUSINESS IS OUR NO. 1 CUSTOMER

We recognize that if we are to better serve the job seekers and workers who rely on us for assistance with employment, training and career development, then we must continue to understand and respond to the needs of Florida's job creators. Therefore, our network continued its strong focus on Florida businesses by remaining firmly committed to expanding business engagement at both the state and local levels.

- A network-wide, record-setting 124,336 businesses were served, receiving assistance such as help with recruiting, screening and hiring.
- A new \$7 million federal grant is helping to build the pipeline for training and employment as well as support growth in the healthcare and advanced manufacturing industries through regional sector strategies. Ten local boards participate in this sector initiative.

INNOVATION AND OPPORTUNITY

This year also is notable as the foundational year for implementation of the federal Workforce Innovation and Opportunity Act. Florida's business-led and market-responsive approach to workforce development over more than a decade was closely considered by crafters of the new law that now guides the nation's public workforce development system.

CareerSource Florida began working with leaders in business, education, workforce and economic development to develop plans for Florida's vision to implement the new law. WIOA's tenets will guide enhancements to our already innovative network to foster customer service excellence, seek continuous improvement and demonstrate value by enhancing employment opportunities for all Floridians including those with disabilities.

In this report, we highlight several of the accomplishments of this past year. We also wish to say thank you to the many contributors to this year's success.



A handwritten signature in black ink that reads "Britt Sikes".

BRITT SIKES
*Chairman,
CareerSource Florida
Board of Directors*



A handwritten signature in black ink that reads "Chris Hart IV".

CHRIS HART IV
*President and CEO,
CareerSource Florida*

PARTNERS IN LEADERSHIP

FLORIDA WORKFORCE DEVELOPMENT ASSOCIATION

BRUCE FERGUSON, PRESIDENT
CareerSource Northeast Florida

FLORIDA WORKFORCE CHAIRS' ALLIANCE

JOHN WANAMAKER, CHAIR
Coldwell Banker Commercial AI Group

STEVE PARRISH, PAST CHAIR
Steven M. Parrish, P.A.

CAREERSOURCE FLORIDA BOARD OF DIRECTORS

GOVERNOR RICK SCOTT
State of Florida

CHAIRMAN BRITT SIKES
Dex Imaging

FRANK ARTILES
*Florida House of Representatives,
District 118*

BRITTANY OLIVIERI BIRKEN
Florida Children's Council

ELISHA GONZÁLEZ BONNEWITZ
Valencia Promise and Valencia College

ROBERT CAMPBELL
Tison & Associates

STEVE CAPEHART
Jacksonville Supervisors Association

MIKE CARROLL
*Florida Department of Children and
Families*

TIMOTHY CENTER
*Sustainable Florida and the Capital Area
Community Action Agency*

ROSE CONRY
StaffTime

BRYAN DA FROTA
Prioria Robotics

CHRISTINA DALY
Florida Department of Juvenile Justice

DUANE E. DE FREESE
*Indian River Lagoon Council and Indian
River Lagoon National Estuary Program*

KEVIN DOYLE
Wexford Strategies

ARNIE GIRNUN
New Horizons South Florida

JENNIFER GROVE
Gulf Power Company

BENEDICT GRZESIK
*University of Maryland University
College*

ELLI HURST
IBM

DWAYNE INGRAM
IT Capital Services

WILLIAM JOHNSON
Retired, Coca-Cola Refreshments

RICK MATTHEWS
Northrop Grumman

THOMAS MCINTOSH
Berkshire Hathaway Trend Realty

BILL MONTFORD
Florida Senate, District 3

EDWIN H. MOORE
*Independent Colleges and Universities
of Florida*

W. ALEXANDER MOSELEY
MoseSys Inc.

BRYAN NELSON
Orange County Commission

JESSE PANUCCIO
*Florida Department of Economic
Opportunity*

ANDY M. PEREZ
EB5 Visa Funds

ELIZABETH PORTER
*Florida House of Representatives,
District 10*

MARIA C. RODRIGUEZ
Youth Co-Op Inc.

RICHARD SHRIVER
Hospital Corporation of America

LINDA SPARKS
*Jacksonville Academy of Electrical
Technology*

PAM STEWART
Florida Department of Education

ALFREDO STIMAC
Metal Essence Inc.

MIKE TOMAS
U.S. Stem Cell Inc.

SAMUEL VERGHESE
Florida Department of Elder Affairs

ARDIAN ZIKA
Florida Community Bank

DESIGNEES

WILLIAM D'AIUTO
*Florida Department of Children and
Families*

ROD DUCKWORTH
Florida Department of Education

JULIE ORANGE
Florida Department of Juvenile Justice

**CareerSource Florida thanks former
board members and designees for
their service in 2014-2015:**

MATTHEW FALCONER
Falcon Development

LESLIE INGRAM
H2O-Overgroup

LINDA REITER
Miami-Dade County Public Schools

RODNEY WICKHAM
*International Brotherhood of Electrical
Workers Local Union 2358*

CHANGING OF THE GUARD

In fiscal year 2014-2015, Tampa technology executive and entrepreneur Dwayne Ingram stepped down as CareerSource Florida chairman after leading our network to new levels of collaboration and through the development of a national award-winning unified brand. Ingram was succeeded by Broward County business and community leader Britt Sikes, who is now charting the network's course for implementation and transformation enabled by the new federal Workforce Innovation and Opportunity Act.

NEW THIS YEAR

Learn more about the regional and statewide economic impact of Florida's workforce investment in the 2015 Earnings and Economic Opportunity Fact Book at careersourceflorida.com.



Our blog, *From the Source*, serves as a resource for Florida business leaders and talent development partners across the state. Read more at blog.careersourceflorida.com.

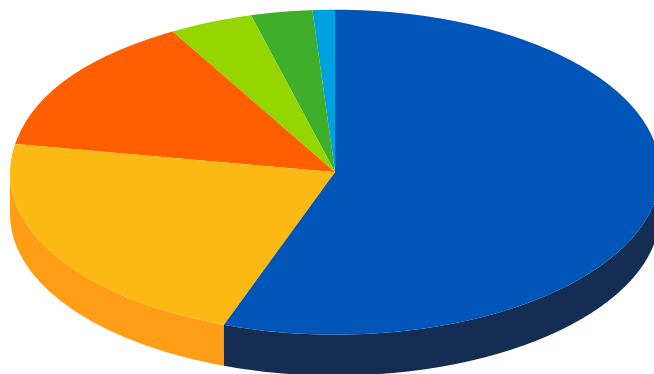
INVESTMENT

Florida's workforce system is funded primarily through federal dollars. The majority of this federal funding is passed through to the 24 local workforce development boards statewide to directly support employment and training services for businesses and job seekers.

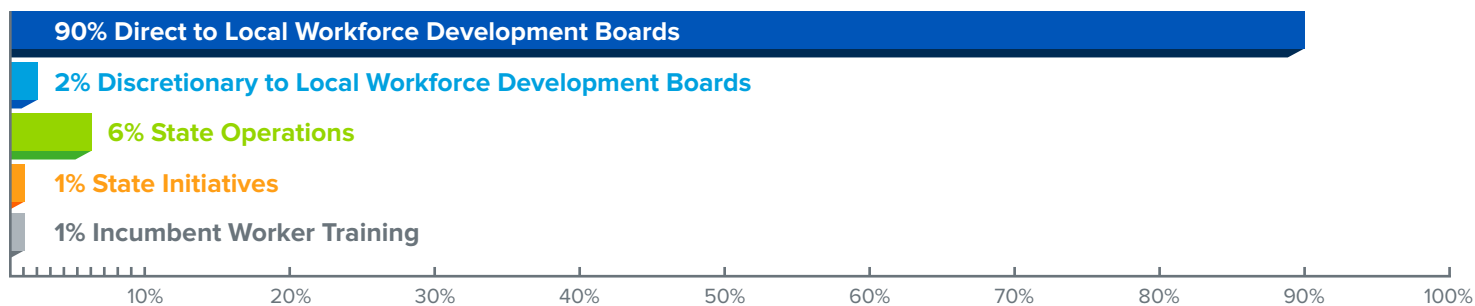
FISCAL YEAR 2014-2015 BOARD-ALLOCATED FUNDING

- ▶ **Workforce Investment Act: \$150,361,328**
- ▶ **Temporary Assistance For Needy Families: \$59,744,036**
- ▶ **Wagner Peyser: \$38,551,390**
- ▶ **Veterans Program: \$11,485,000**
- ▶ **Supplemental Nutrition Assistance Program: \$8,685,259**
- ▶ **Reemployment Assistance Program: \$3,000,000**

TOTAL: \$271,827,013

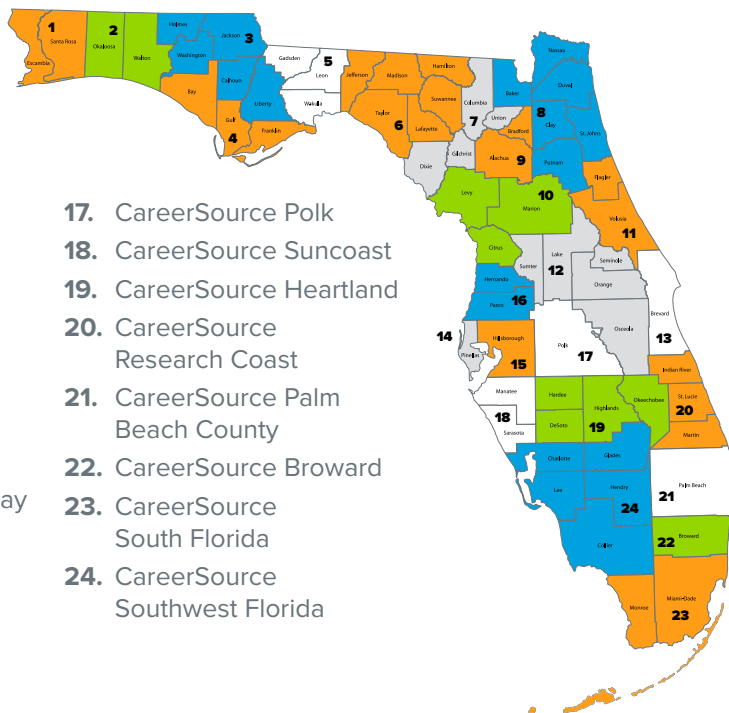


DISTRIBUTION OF FISCAL YEAR 2014-2015 BOARD-ALLOCATED FUNDING



LOCAL WORKFORCE DEVELOPMENT BOARDS

- | | | |
|-----------------------------------|---------------------------------------|------------------------------------|
| 1. CareerSource Escarosa | 9. CareerSource North Central Florida | 17. CareerSource Polk |
| 2. CareerSource Okaloosa Walton | 10. CareerSource Citrus Levy Marion | 18. CareerSource Suncoast |
| 3. CareerSource Chipola | 11. CareerSource Flagler Volusia | 19. CareerSource Heartland |
| 4. CareerSource Gulf Coast | 12. CareerSource Central Florida | 20. CareerSource Research Coast |
| 5. CareerSource Capital Region | 13. CareerSource Brevard | 21. CareerSource Palm Beach County |
| 6. CareerSource North Florida | 14. CareerSource Pinellas | 22. CareerSource Broward |
| 7. CareerSource Florida Crown | 15. CareerSource Tampa Bay | 23. CareerSource South Florida |
| 8. CareerSource Northeast Florida | 16. CareerSource Pasco Hernando | 24. CareerSource Southwest Florida |



BUSINESS ENGAGEMENT



The 2014 Future of Florida Forum, hosted by the Florida Chamber Foundation, brought together CareerSource Florida board members and local boards to engage with statewide and local stakeholders, business and community leaders. CareerSource Florida helped shape the dialogue by designing the interactive Entrepreneurship/Intrapreneurship opening panel, featuring HNM Global Logistics CEO Tony McGee; CareerSource North Central Florida's Angela Pate, Executive Chair of OwnForce and Co-founder of Startup Quest®; Youth Empowerment Alliance Inc. Founder and President Sherry Sacino; JPMorgan Chase Executive Director Helen Stewart; and board member, President and CEO of U.S. Stem Cell Inc. and Florida International University Global Entrepreneurship Center Chairman Mike Tomás.



INDUSTRY SECTOR STRATEGIES

To ensure the state's workforce development system is responsive to the talent needs of advanced manufacturing and healthcare businesses, CareerSource Florida launched a sector partnership strategy targeting these critical industries. The U.S. Department of Labor in June 2015 awarded CareerSource Florida and the Department of Economic Opportunity, in collaboration with 10 local workforce development boards, a nearly \$7 million grant to advance this important initiative. The grant will be used to assess current and future needs of employers in healthcare and advanced manufacturing businesses and assist Floridians with training for in-demand occupations in these industries.



Manufacturing Career Fair: In April 2015, a first-ever statewide manufacturing career fair was held through the collaboration of the CareerSource Florida network, the Manufacturers Association of Florida and participating state colleges. Nearly 3,000 job seekers and more than 440 employers attended in 30 locations. Of job seekers who attended, 867 were employed within 120 days of the career fair.



Family Café: The Family Café is an expo-style annual event that has been connecting Floridians with disabilities and their families with information, training and networking opportunities since 1998. The 2015 event drew more than 6,000 attendees. As a primary sponsor for three consecutive years, CareerSource Florida worked with the Department of Economic Opportunity and several local boards to provide on-site employment assistance and guidance.

STATEWIDE INVESTMENT, LOCAL IMPACT



**BUSINESSES
SERVED STATEWIDE**

124,336

*An increase of
23,034 over
last year*



**HIGH-VALUE
SERVICES PROVIDED
TO BUSINESSES**

236,015

*An increase of
58,665 over
last year*



**QUICK RESPONSE
TRAINING GRANTS
AWARDED**

\$11,680,980

*Projected
Trainees
7,469*



**INCUMBENT
WORKER TRAINING
GRANTS AWARDED**

\$3,142,886

*Projected
Trainees
7,148*



**JOB SEEKERS PLACED WITH
CAREERSOURCE FLORIDA NETWORK
ASSISTANCE**

439,979



**OPEN JOB
POSITIONS
(June 2015)**

273,134

*Florida Unemployment
Rate: 5.5% (June 2015)*



**PRIVATE-SECTOR JOBS
CREATED SINCE DEC. 2010**

896,900



With the support of legislative leaders and Gov. Rick Scott, CareerSource Florida embarked upon a first-of-its-kind marketing initiative in fiscal year 2014-2015 to raise the state and national profile of Florida's leading workforce training grant program, Quick Response Training. Extensive market research, including business customer interviews, resulted in the rebranding of the program as FloridaFlex. The new name and logo showcase the program's flexibility, a major competitive advantage against similar programs in other states, and highlight additional updates and enhancements that strengthen its best-in-class reputation.



OUR INVESTMENT AT WORK

Certified Manufacturing is a business located in Holt, Fla., that manufactures cable harness assemblies, circuit cards, and electromechanical assemblies for customers such as Boeing, DRS Technologies, Naval Air Systems Command and the U.S. Air Force. The company recently became NASA certified, which has led to work in the space launch system arena.

What began as a small business of just three employees in 1998 is now a growing business with 50 employees; many are former members of the military. In 2014, Gov. Rick Scott recognized Certified Manufacturing with the Business Ambassador Award for the company's commitment to creating jobs for families in North Florida.

"We've really just taken off and grown over the past few years," said Michelle Rasbeck, Director of Administration for Certified Manufacturing.

That growth has Rasbeck and owners Robert and Pamela Bechtold relying greatly on talent matching and other services provided by their local workforce board, CareerSource Okaloosa Walton, and the state's online jobs portal, employflorida.com.

"I rely heavily on my points of contact at CareerSource Okaloosa Walton to assist me, and the ability to post job opportunities online is a definite plus," said Rasbeck.

SUPERIOR SERVICE



During the 2015 Workforce Professional Development Summit, CareerSource Florida joined hundreds of professionals from across Florida to recognize and honor some of the most dedicated and accomplished “workforce champions” from each local workforce development board.

Through their exceptional daily efforts, these champions, typically not managers or supervisors, personify the CareerSource Florida brand and exemplify our network’s values — business-driven, continuous improvement, integrity, talent focus and purpose-driven — in action. Leadership award winners include:



SCOT FRANK
*Leadership
Ambassador Award*



MICHELLE ROBERTS
*Workforce Advocacy
Award*



CAROLYN NELSON
*Service Innovator
Award*



MARTHEA PITTS
Goodwill Emissary

SERVING VETERANS

Three local workforce development boards were selected and recognized with federal incentive funding for the outstanding service to veterans provided by their employees during the 2014-2015 fiscal year:

- **CareerSource South Florida** – this region created partnerships with local businesses to support a veterans’ stand-down event by providing employment opportunities. Caterers for the event hired homeless veterans and support companies also hired veterans for the event. Many of the temporary assignments became permanent employment for the veterans.
- **CareerSource Florida Crown** – this region partnered with a special mentoring and homelessness assistance organization to help homeless veterans in the community connect with employment.
- **CareerSource Okaloosa Walton** – this region uses its mobile unit to reach veterans in rural areas with limited transportation as well as to visit military installations.

BRAND REACH

The CareerSource Florida network continues to pave the way as a national leader for workforce development with the successful execution of our statewide unified brand, which launched in February 2014.

When we launched the CareerSource Florida network brand, one of our goals was to reach more businesses and job seekers to let them know about the vast array of resources available to help them succeed. The numbers tell us we are reaching that goal. Throughout fiscal year 2014-2015, we have seen our business engagement numbers more than double as the CareerSource Florida network becomes the go-to resource for career development assistance, employee training solutions and talent recruitment.

BY THE NUMBERS



10M: Businesses and job seekers who have seen, read or heard the network’s positive media coverage



88,000: Views of CareerSource Florida’s YouTube videos



41,360: People who follow CareerSource Florida network Facebook pages



22,000: People who follow CareerSource Florida network Twitter handles



14,700: People who follow CareerSource Florida network LinkedIn pages



500: Number of third-party mentions by the media

FUTURE IN FOCUS

A primary emphasis for Florida's workforce development policy and investment board in the year ahead is implementation of the federal Workforce Innovation and Opportunity Act. CareerSource Florida was charged in June 2015 with leading a task force of state agency, business and education partners to evaluate new requirements of WIOA and provide specific recommendations to the state board for policy consideration, the Governor for decision and action, and the Florida Legislature for statutory consideration. Input from the task force and dozens of partners and stakeholders will inform and direct implementation of the new law over the next few years.

Florida is well-positioned for WIOA implementation, having benefited for the past several years from a business-focused workforce system that engages with multiple partners. The new law both codifies and compels improvements in relationships with businesses and core partners. Further, it requires the expansion of these partnerships to create a truly inclusive workforce system in which all Floridians have the opportunity to maximize their potential for self-sufficiency.

CareerSource Florida also will build upon its sector strategy initiative, gathering and leveraging market intelligence for the healthcare and advanced manufacturing industries and engaging business leaders to help strengthen Florida's workforce.

CareerSource Florida remains committed to enhancing customer service to businesses in all industries, as well as internal partners and stakeholders. Essential to Florida's ongoing position as a national leader in workforce innovation is the dedication of its workforce system to the core value of continuous improvement. This commitment is taken seriously by the entire CareerSource Florida network and remains an area of ongoing focus for the coming year and beyond.

Hiring the perfect employee, obtaining training resources to help advance your business, and landing the perfect job — all of these milestones evoke strong emotions.

Our new advertising campaign highlights the emotions related to finding the right talent and training solutions for business success and growth. We are featuring businesses and employers around the state in a variety of key industries who have benefited from the resources of their local workforce development boards through talent recruitment, training grants and more.



careersourceflorida.com | (850) 921-1119 |     

CareerSource Florida is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Disponible in Español.