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.

PARTNERS IN LEADERSHIP

FLORIDA WORKFORCE DEVELOPMENT ASSOCIATION

BRUCE FERGUSON, PRESIDENT
CareerSource Northeast Florida

FLORIDA WORKFORCE CHAIRS’ ALLIANCE

JOHN WANAMAKER, CHAIR
Coldwell Banker Commercial Al Group

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

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.
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**

- **90% Direct to Local Workforce Development Boards**
- **2% Discretionary to Local Workforce Development Boards**
- **6% State Operations**
- **1% State Initiatives**
- **1% Incumbent Worker Training**

**LOCAL WORKFORCE DEVELOPMENT BOARDS**

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

The CareerSource Florida network provided training and employment services to a record 124,336 businesses in fiscal year 2014-2015.

<table>
<thead>
<tr>
<th>Year</th>
<th>Businesses Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>124,336</td>
</tr>
<tr>
<td>2015</td>
<td>101,300</td>
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</tbody>
</table>

A 22.7% increase
**STATEWIDE INVESTMENT, LOCAL IMPACT**

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Businesses Served Statewide</td>
<td>124,336</td>
<td>An increase of 23,034 over last year</td>
</tr>
<tr>
<td>High-Value Services Provided to Businesses</td>
<td>236,015</td>
<td>An increase of 58,665 over last year</td>
</tr>
<tr>
<td>Quick Response Training Grants Awarded</td>
<td>$11,680,980</td>
<td></td>
</tr>
<tr>
<td>Incumbent Worker Training Grants Awarded</td>
<td>$3,142,886</td>
<td></td>
</tr>
<tr>
<td>Job Seekers Placed with CareerSource Florida Network Assistance</td>
<td>439,979</td>
<td></td>
</tr>
<tr>
<td>Open Job Positions (June 2015)</td>
<td>273,134</td>
<td>Florida Unemployment Rate: 5.5% (June 2015)</td>
</tr>
<tr>
<td>Private-Sector Jobs Created Since Dec. 2010</td>
<td>896,900</td>
<td></td>
</tr>
</tbody>
</table>

**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.

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.
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.