



Board of Directors Meeting

June 9, 2021

For public comment, please:

- See Lisa Cramer to fill out a comment card
- email Lisa Cramer at lcramer@careersourceflorida.com

Or if you are joining by phone:

- Announce yourself at the appropriate time and wait to be recognized

Welcome and Remarks



Stephanie Smith

Acting Chair

Mission Moment - Summer Youth Programs and Impact



John Flanagan

CEO

CareerSource Tampa Bay

WHAT IS SUMMER JOB CONNECTION?



Summer Job Connection (SJC) is a business-driven future workforce engagement program, funded through WIOA Youth / TANF programs, that gives our emerging talent the ability to learn and earn about exciting career pathways in high priority industries, right here in Hillsborough County.





MISSION IMPOSSIBLE, MADE POSSIBLE!

Since the implementation of our inaugural year, we've experienced tremendous success. To date, we have served a total of 1,802 youth and partnered with over 183 employers, and we are not done!!



**IT ALWAYS SEEMS
IMPOSSIBLE UNTIL
IT BECOMES
REALITY.**

SJC Funding & Program Tracks

Paid Work Experience

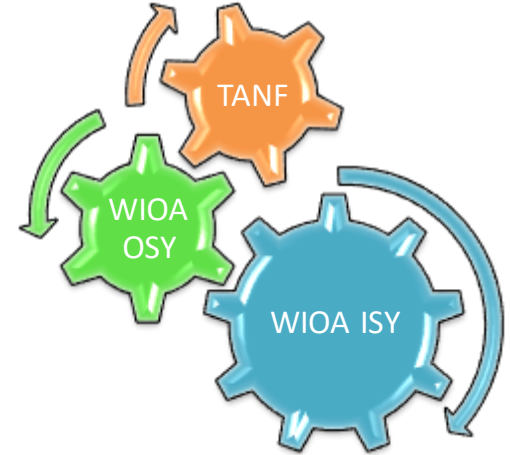
- Duration: 8 Week PWE
- Rate of Pay: \$12 per hour
- Hours per week: Maximum of 30 hours/week
- CSTB – Employer of Record
- Workman’s Compensation covered by the state of Florida, Department of Economic Opportunity (DEO)

Virtual Career Exploration (CXP)

- Duration: 4 Week CXP Program
- Week 1** – Self-evaluation to include learning style, personality assessment and what motivates you
- Week 2** – Career Exploration, Virtual College tours and Reality Check (financial literacy)
- Week 3** – Networking and Communication, the importance of a professional social media presence & Elevator Pitch
- Week 4** – Culmination Project
- Incentives earned weekly

Leadership Academy – Young Leaders of Tomorrow

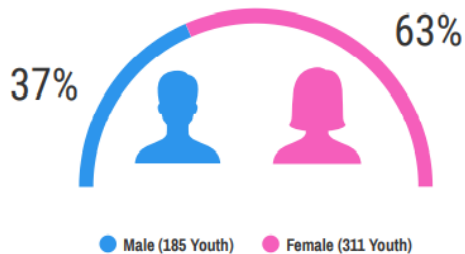
- Duration: Six Week Leadership Academy
- Four- week extensive, interactive in-person leadership training that encourages responsibility, builds confidence, enhance employability and builds on social behavior.
- Final two weeks dedicated to entrepreneurial boot camp training.
- Incentives earned weekly



SJC 2020 Metrics



Gender



Financial Highlights



Piloted re-loadable debit cards

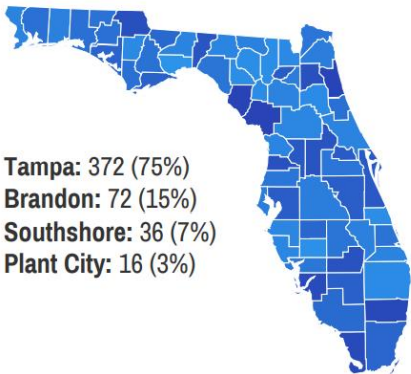
- Issued **461** cards
- Made **2,459** transactions: initial and reload



Partnered with Regions Bank to provide a customized financial literacy virtual workshop



Geographic Area



- Tampa: 372 (75%)
- Brandon: 72 (15%)
- Southshore: 36 (7%)
- Plant City: 16 (3%)



[SJC 2020 report \(flippingbook.com\)](http://flippingbook.com)

Important Program Dates:

June

June 1-4, 2021

Youth Summit tentative dates
Location: DoubleTree by Hilton - Westshore

June 14, 2021

SJC Participants first day of Program

July

July 9, 2021

Last day of Virtual Career Exploration

July 23, 2021

Last day of six-week Leadership Academy
Location: Hyatt House

August 6, 2021

Last day of eight-week PWE/ Internship

August 27, 2021

End of Program Award Celebration
Location: Hyatt House

- SJC Online Application launched 1/4/2021
- **Youth Stats:** 2,040 youth applied
- 762 youth enrolled
- **Employer Stats:** 142 applied
- Over 1,000 internships requested

Voices of SJC

"Always work hard" came from her dad. He came from Cuba with nothing and worked hard to get where he is in life.

-Kathleen Ramos

"Always chase your dreams" - Parents told him this and this is what led him to the SJC program.

-Chauncey Johnson

"If you feel like quitting remember why you started".

-Jessie Nqokoye

"Men of action, above all those whose actions are guided by love, live forever."

-Read poetry from Jose Marti

"Always be prepared for the worst." Told to her by many individuals in her life."

-Qewana Morris

■ SJC Work Experience positions:

- Accounting Interns
- Administrative Office Specialist
- Assistant Project Manager
- Energy Auditors
- Social Media Coordinators
- Engineering Technicians
- Electrician Assistant
- Medical Assistant
- Drafting Assistants
- Metal Finishers



[Employer: Priority Care Solutions](#)



[Intern: Chelsea Delancy](#)

SJC Employer Testimonial



"There is no doubt, these are unprecedented times. Employers are worried about maintaining their business, production, and customer base. Employees are worried about their jobs and families. Our youth are emerging into a very different workforce.

Last year CareerSource Tampa Bay commenced Summer Job Connection. As an employer it gave me the opportunity to promote my industry as a career option to the emerging workforce/students. CareerSource Tampa Bay provided the composition for "On The Job Training" which provided me a healthy workforce without cost thus yielding a measurable increase in company profits."

SJC Employer Testimonial

“Combined with the fact I gained firsthand experience and dubs on the emerging workforce – I say it was a GREAT success.

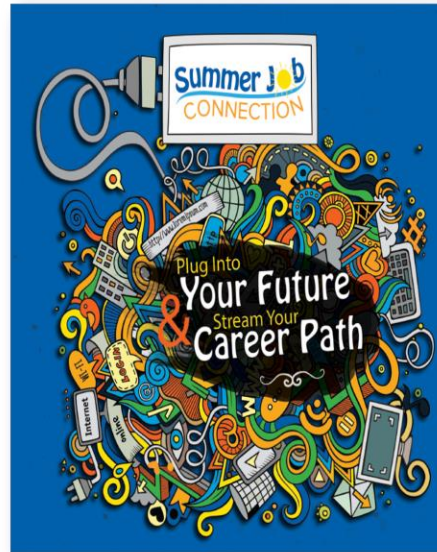
Strange, I no longer think of them as the unemployment office. I think of CareerSource Tampa Bay as my business partner. CareerSource Tampa Bay is the perfect example of a successful Private Public Partnership (P3)”

- Larry Pasetti, COO - Minimise USA



- Annual Youth Summit & Job Fair event
- Portfolio – Theme established each year and content customized by CareerSource Tampa Bay
- Reinforces work readiness training taught in the SJC Youth Summit

<https://www.youtube.com/watch?v=FEPnpg3CNmM&t=42s>



SJC Marketing & Outreach Initiatives

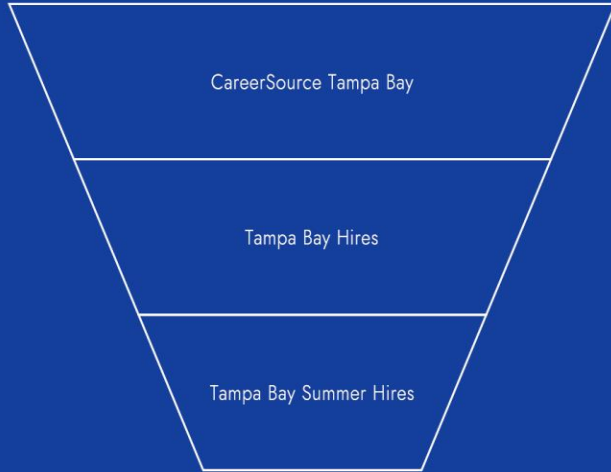


- Promoted via CareerSource Tampa Bay's social media pages
- Promoted in a May 2021 appearance on the Morning Blend
 - A local information television show on the ABC station in Tampa
- Incorporated language in radio advertising
- Display Campaigns (Facebook) 104,487 impressions resulting in 1,253 clicks to CareerSource Tampa Bay's website
- Google Ads 136,283 impressions
- Partnered with Hillsborough County Public School District: featured in Superintendent's Newsletter and Peach Jar – district wide notification to parents

SJC Branding



OUR BRANDING SYSTEM



- Used state COOP funds to develop a campaign and logo for Youth/SJC program.
- Rebranding effort included market research conducted by Moore Communications, youth stakeholder meetings, internal polling of staff/Leadership Team, and final name selection by the Committee.
- Moore Communications presented at the May 2021 Youth Development Committee meeting.
- Next step will be for Moore Communications to provide a new logo and theme by June 30, 2021.
- Marketing is also developing a new website for the Youth/SJC program.

TAMPA BAY HIRES

Building tomorrow's workforce.

TAMPA BAY SUMMER HIRES

THANK YOU!



John Flanagan

Chief Executive Officer

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 @JohnFlanagan813



Florida Economic Development Council



Marc Hoenstine, CEcD

Chair

Florida Economic Development Council

Director

Economic Development, Duke Energy Florida

EDUCATE

stakeholders
on the impact of
job creation
and capital
investment
as it relates to
community
strength

FEDC and CareerSource Florida

Focus on employer needs and respond at the speed of business

- Sites/site readiness
- Infrastructure
 - Utilities
 - Transportation
 - Broadband
- Talent/skills

- Embrace Florida 2030 Blueprint goals

Nucor Steel

Nucor Steel Florida

Nucor, the largest steel company in the U.S., announced its plans to build a 256,000-square-foot micro-mill on approximately 440 acres in Frostproof. Polk County competed with South Carolina for the \$240 million project which will employ 250.

Nucor Steel Florida stated that local and state incentives, as well as logistics and the availability of skilled labor, were key decision drivers for locating to Florida. Nucor is headquartered in Charlotte, North Carolina and employs more than 24,000 nationwide.



ADVOCATE
for effective
economic
development
policies
and
programs

FEDC and CareerSource Florida

Collaborate on key/unified messaging

- Strengthen relationships with state and local leaders in industry, education and government
- Create strategies for
 - Reducing business engagement fatigue by using common technology platforms
 - Primer for gig economy employers and workers
 - Rapid response and layoff aversion
- Promote regional best practices
 - St. Pete Works

St. Pete Works



CONNECT

business
executives
policy makers
and practitioners

FEDC and CareerSource Florida

Are part of a vibrant economic development eco-system

- 400 economic, workforce and community developers across 170 public, private and P3 organizations
- Guided by business leaders and executives from
 - CareerSource Florida
 - Enterprise Florida
 - Space Florida
 - Florida SBDC Network
 - Florida Chamber of Commerce
 - Florida Realtors
- Each with their own international network of business and industry consultants

Consent Agenda

For Consideration:

Approve the Consent Agenda as presented, to include any modifications or changes noted by the Board.

President's Report



Michelle Dennard
President and CEO

CareerSource Capital Region Open House



Legislative Highlights

- **HB 1507 - Reimagine Education and Career Help (REACH) Act**
- **Quick Response Training**

Lockheed Martin Ribbon Cutting




CareerSource Florida Hispanic Outreach Campaign



Para más información de CareerSource llame al (813) 930-7400
o visite www.careersourcetampabay.com

Despierta TAMPA BAY

**ADIESTRAMIENTO
Y EDUCACION**
aquí



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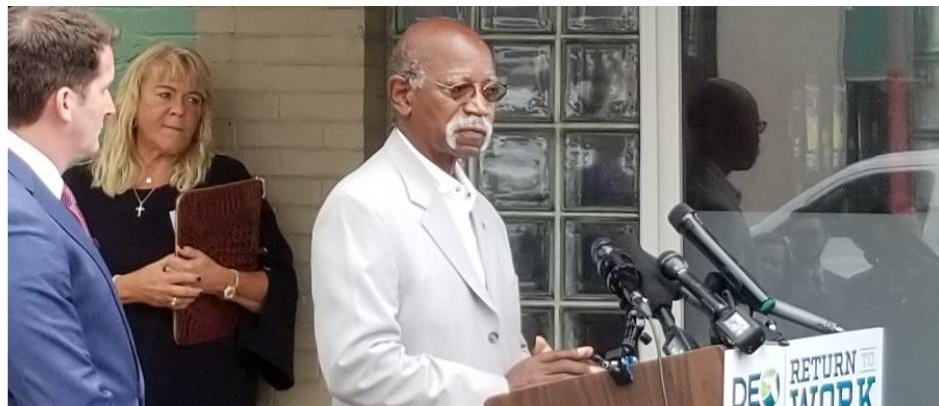
**OBTENGA
ASESORAMIENTO
PROFESIONAL** *aquí*

Citas presenciales o virtuales

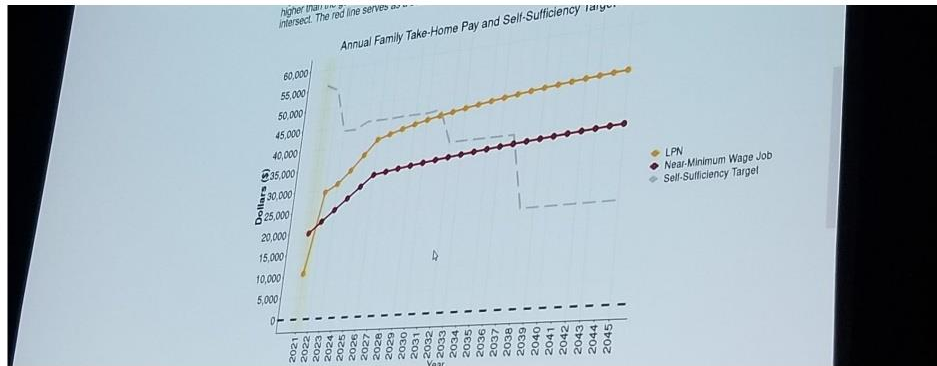
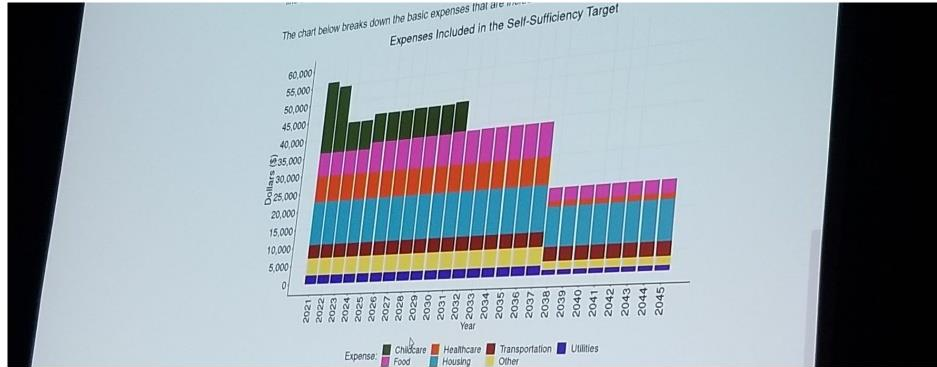
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EMPEZAR AQUÍ

Return to Work Initiative Press Conference



Florida Chamber Foundation Prosperity & Economic Opportunity Solution Summit



Strategic Policy and Performance Council Report



Brittany Birken

Chair

Strategic Policy and Performance Council

Action Item 1

For Consideration:

- Approve CareerSource Florida Policymaking Authority and Delegation Strategic Policy directing the CareerSource Florida professional team to present all strategic policies to the CareerSource Florida Board of Directors to be considered for approval.
- Approve CareerSource Florida Policymaking Authority and Delegation Strategic Policy delegating authority to the CareerSource Florida professional team, in consultation with the Department of Economic Opportunity, to use its discretion in determining how to issue administrative policies and guidance.
- Adopt the CareerSource Florida Policy Development Framework and authorize the CareerSource Florida professional team, in consultation with the Department of Economic Opportunity, to update and revise the Framework as necessary to ensure its effectiveness in managing organizational performance.

Action Item 2

For Consideration:

- Approve Rapid Response and Layoff Aversion System Strategic Policy.

Action Item 3

For Consideration:

- **Certify local workforce development boards that have met the required standards.**
- **Conditionally certify local workforce development boards that do not meet the requirements contingent upon receipt of additional information within the required timeframe.**

Action Item 4

For Consideration:

- Approve subsequent local area designation requests as submitted, contingent upon any additional information or approval signatures required.

Action Item 5

For Consideration:

- Approve Amended Bylaws of CareerSource Florida, Inc.

Action Item 6

For Consideration:

- Approval of the Program Year 2021/22 Workforce Innovation and Opportunity Act Initiatives.
- Approval of the Program Year 2021/22 Wagner Peyser 7(b) projects.

Reimagining Education and Workforce Collaboration for Stronger Outcomes



Michelle Dennard
President and CEO
CareerSource Florida



Dane Eagle
Secretary
Department of Economic
Opportunity



Eric Hall
Senior Chancellor
Department of Education



Taylor Hatch
Deputy Secretary
Department of Children and
Families

Local Partners Report



Robin King

President

Florida Workforce Development Association

President and CEO

CareerSource Flagler Volusia

A group of five business professionals (three men and two women) are seated around a conference table in a meeting room. They are engaged in a discussion, with one man in the center gesturing with his hands while speaking. The table is set with papers, laptops, glasses of water, and coffee cups. The background is a blurred office environment.

Open Discussion/Public Comment

Closing Remarks



Stephanie Smith

Acting Chair

Upcoming Meetings:

Board of Directors and Council Meetings - September 14-15, 2021

Board of Directors and Council Teleconferences - December 9, 2021