

Board of Directors Meeting

September 11, 2024



Welcome and Remarks



Stephanie Smith

Chair



Welcome and Remarks



Stephanie Smith

Chair

FOR PUBLIC COMMENT:

Please see Madison Frazee for a Public Comment card and wait to be recognized by the Chair.

Consent Agenda

For Consideration:

1. Approval of May 20, 2024, Executive Committee Meeting Minutes, to include any modifications or changes noted by the board.
2. Approval of June 18, 2024, Board of Directors Meeting Minutes, to include any modifications or changes noted by the board.
3. Approve local workforce development boards' ITA Waiver Requests.
4. Authorize CareerSource Hillsborough Pinellas' request to be designated as a Direct Provider of Workforce Services retroactively starting July 1, 2024, through June 30, 2026.
5. Certify the local workforce development boards that have met the required standards.
6. Approve subsequent local area designation requests for the following local workforce development boards starting October 1, 2024, through June 30, 2026.
7. Approve new local area designation requests for the following local workforce development boards starting October 1, 2024, through June 30, 2026.

President's Report

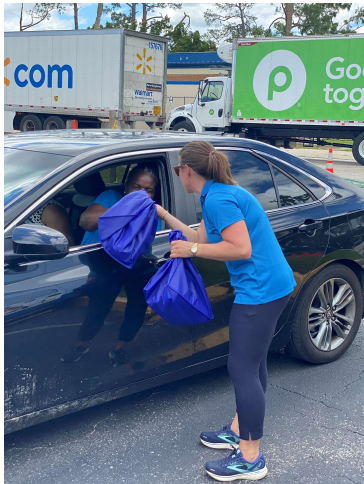


Adrienne Johnston

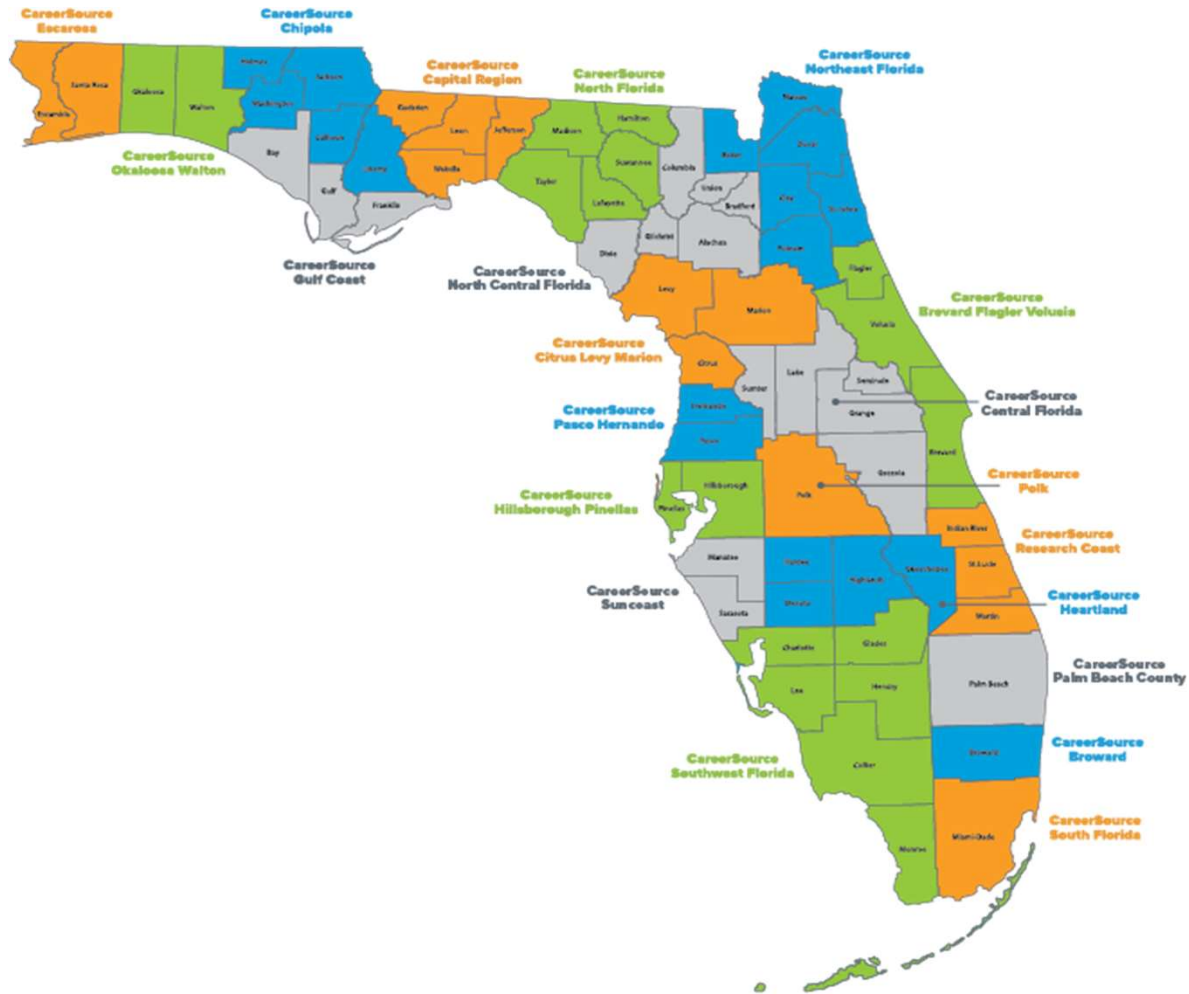
President and CEO, CareerSource Florida

Emergency Response Strategy Activation

- Hurricane Debby
- Resources deployed to hardest-hit areas with minimal delay
- Focus on rapid mobilization and interagency collaboration



Florida's Workforce System Transformed





Priority Initiatives Update: Hope Florida

- Hope Florida
 - Since 2023, **541** individuals referred to our network have either gained employment or secured a higher paying job.
 - **67%** of individuals referred to our network who have exited the Hope Florida program are currently employed.
 - **22** Hope Employers, with **70+** more in the pipeline for designation.

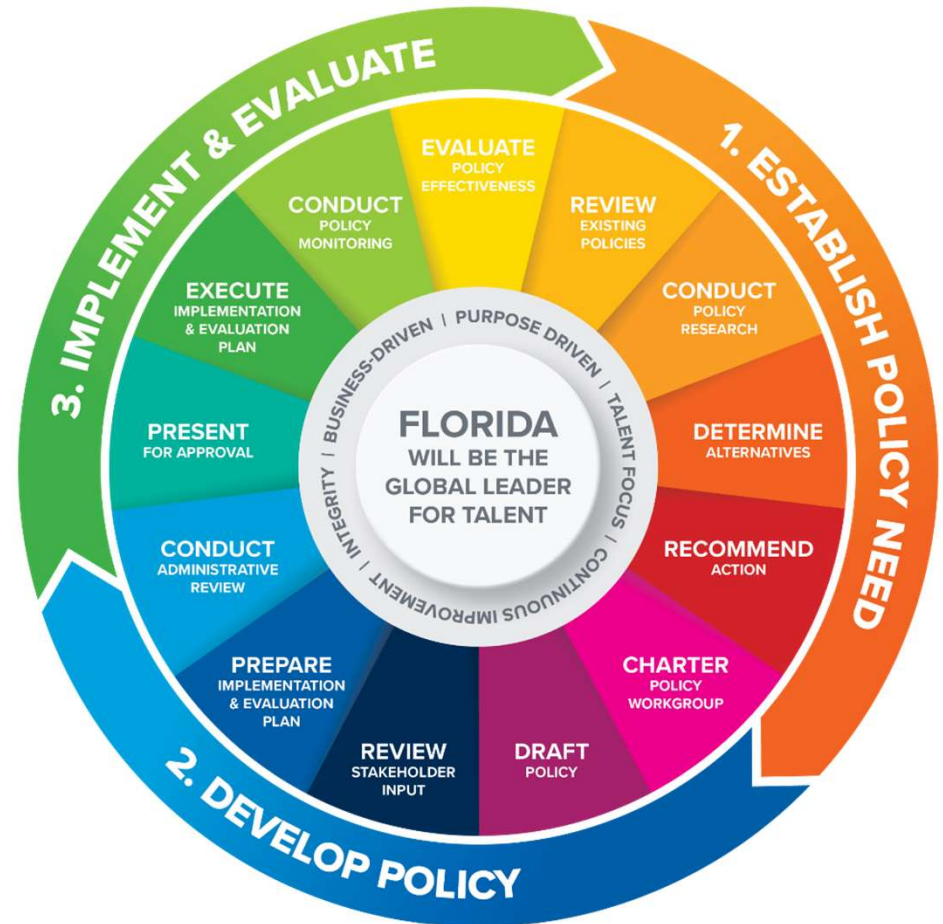


Priority Initiatives Update: Continued

- Set-Aside Initiatives
 - Update on Notice of Funds Available
- Paychecks for Patriots
- Purple Star Workforce Board Designation

New Policy Development Process

- Enhances transparency and efficiency
- Delegates from local workforce boards attending policy development workgroup meetings
- Upfront perspective on the impact of new or changed policies



From the Field Highlight

- **CareerSource Hillsborough Pinellas:** SailFuture Academy, Pinellas Technical College, Boyd Hill Nature Preserve
- **Summit Addresses:** Florida Chamber Foundation's Learners to Earners Summit, Small Business Development Council's Small Business Success Summit
- **CareerSource Escarosa:** Pensacola State College, UWF Center for Cybersecurity, Mayor D.C. Reeves
- **CareerSource Okaloosa Walton:** Staff Development Day
- **CareerSource Chipola:** Leadership Meeting



Thank You!



Joint Council Meeting Report



Sophia Eccleston

Chair

Action Items



Adam Briggs

Senior Director, CareerSource Florida

Action Item 1

Sanctions for Local Workforce Development Boards' Failure to Meet Federal and State Standards

For Consideration:

- Approve revised Administrative Policy 104 – Sanctions for Local Workforce Development Boards' Failure to Meet Federal and State Standards.

Action Item 2

CareerSource Florida Board of Directors
Conflict of Interest Disclosure Policy

For Consideration:

- Approve revisions to CareerSource Florida Board of Directors Conflict of Interest Disclosure Policy.

Action Item 3

Local Workforce Development Board Conflict of Interest and Contracting Policy

For Consideration:

- Sunset CareerSource Florida Strategic Policy 2012.05.24.A.2 – State and Local Workforce Development Board Contracting Conflict of Interest Policy.
- Approve CareerSource Florida Administrative Policy – Local Workforce Development Board Conflict of Interest and Contracting Policy and delegate authority to administer all processes related to the review of related party contracts over \$10,000.00 to the Florida Department of Commerce.

Action Item 4

Local Targeted Occupations List Requirements

For Consideration:

- Approve sunsetting CareerSource Florida Strategic Policy 2013.11.07.A.1 – Local Area Targeted Occupations List Process and revisions to CareerSource Florida Administrative Policy 82 – Local Targeted Occupations List Requirements.

Action Item 5

Sector Strategies Strategic Policy

For Consideration:

- Approve revisions to CareerSource Florida Strategic Policy 2018.02.14.A.2 – Sector Strategies.

2024-2025 Communications Planning



Keri Nucatola

External Affairs and Strategic Initiatives Vice President,
CareerSource Florida

COMMUNICATIONS OUTREACH OVERVIEW

Fiscal Year 2024 - 2025





FY 2024-25 Communication Priorities

- Employment opportunities that build economic self-sufficiency for Floridians
- Next phase of Florida's Workforce System Plan
- Governor's set-aside initiatives:
 - Get There Faster Veterans
 - Rural Initiatives
 - Youth Career Exploration
 - Apprenticeships
 - Training Grants

How We Measure Success


Impressions

Initial Actions

Secondary Actions

Target Audiences

Job Seekers

-  Individuals who have filed for unemployment assistance
-  Individuals overcoming from substance use disorders
-  Individuals experiencing housing insecurity
-  Residents of rural communities
-  Youth aging out of foster care
-  New Florida residents
-  Veterans and qualified family members
-  Pregnant women
-  Job seekers who have never utilized network's services
-  High school students in high-poverty areas
-  Former inmates
-  Prospective job seekers
-  Individuals receiving public assistance
-  Individuals with disabilities

Businesses



Businesses looking to expand to Florida (Quick Response Training Grant)



Florida businesses looking to enhance current employees' skills through continued education and training (Incumbent Worker Training Grant)



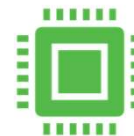
Aviation/aerospace apprenticeships



Information technology apprenticeships



Healthcare apprenticeships



Advanced manufacturing apprenticeships



Trade and logistics apprenticeships

Campaign Overviews

Training Grants

Timing: Q1

August – October 2024

Audience:

Businesses within selected industries across the state

Goal: Actions Taken

Focus on lead generation and driving traffic to the website



Apprentice Florida

Timing: Q2

September – October 2024

Audience:

Businesses within selected industries and markets with existing sponsors

Goal: Actions Taken

Focus on lead generation and driving traffic to the website



Brand Awareness

Timing: Q3

January – March 2025

Audience:

Current and future Floridians looking for employment or to switch positions, and businesses

Goal: Awareness

Focus on building awareness and driving traffic to the website

Timing: Q4

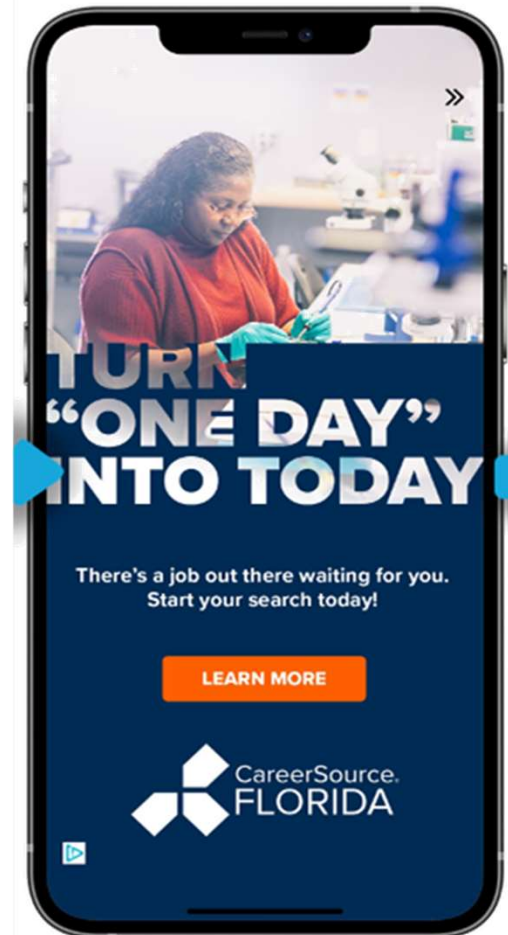
April – May 2025

Audience:

Current and future Floridians looking for employment or to switch positions

Goal: Actions Taken

Focus on driving career center contacts and traffic to the website





Amplify Our Message



CareerSource
FLORIDA

careersourceflorida.com

collaborate.
innovate.
lead.



How YOU Can Amplify Our Message

- **Share** CareerSource Florida content on social media.
- **Contribute** content, such as LinkedIn articles and blogs, that can be shared on CareerSource Florida social media channels.
- **Attend** an event.
- **Host** a field experience and share on your organization's social media channels.
- **Include** CareerSource Florida messaging in talking points for speaking engagement and events.



THANK YOU

Collaborate. Innovate. Lead.



Regional Planning Areas and System-wide Improvements



Garrick Wright
Program Director,
CareerSource Florida

Agenda

1. New and Aligned Boards Update
2. Continuous Workforce System Improvement
3. Regional Planning

New and Aligned Boards Update

New and aligned boards continue to make progress on operational efforts and communicating change to their communities and partners.

United in Purpose! Committed to Our Community.

Together, we aim to create a thriving workforce in Hillsborough & Pinellas Counties where every individual has the tools for success and local businesses are equipped with a skilled, diverse team.

Hillsborough

Pinellas

BREAKING NEWS

CAREERSOURCE CAPITAL REGION
SERVING JEFFERSON COUNTY

HELP IS HERE
CAREER SEEKER NEWSLETTER
JULY 2024 EDITION



CAREERSOURCE BREVARD AND
CAREERSOURCE FLAGLER VOLUSIA UNITE TO
EXPAND SERVICES TO EMPLOYERS AND
JOBSEEKERS IN THE TRI-COUNTY REGION



CareerSource
BREVARD FLAGLER VOLUSIA



Continuous Workforce System Improvement

CareerSource Florida is continuing to identify areas where the Florida workforce system could benefit from improvement or standardization.

CareerSource Florida is currently conducting research to better understand how time directly supporting customers is charged to workforce programs within the systems of record.

GOAL

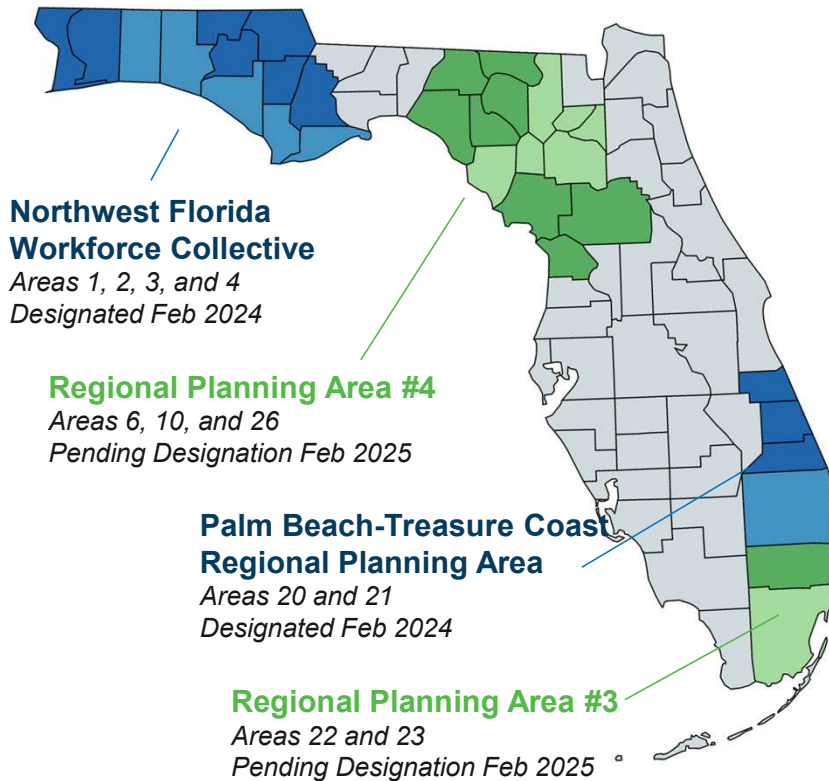
To understand **processes, best practices, limits, and perceptions** for charging customer support activities to workforce programs to optimize how local area program budgets are leveraged and to serve job seekers more effectively.

OBJECTIVES

- ✓ Increase the longevity of available program funding.
- ✓ Clarify understanding of state-level procedures and promote accurate charging insights.
- ✓ Standardize program charging practices across the workforce system.

Regional Planning

Regional planning activities will continue through FY25 as regional plans and designation requests are submitted by regional planning areas (RPAs).



Upcoming FY25 Milestones

Date	Activity	Regional Planning Area (RPA)
October 2024	Submit Regional Plan	Northwest Florida Workforce Collective Palm Beach-Treasure Coast RPA
February 2025	Submit Designation Request	RPA #3: CS Broward & CS South Florida RPA #4: CS North Florida, CS Citrus Levy Marion, CS North Central Florida
June 2025	Submit Designation Request	Remaining local areas

Next Steps

1. Continue engagement with new and aligned boards to ensure progress and provide support.
2. Analyze data collected from local workforce development boards and FloridaCommerce on charging customer support activities to workforce grant programs.
3. Prepare for submission of regional plans in October and designation requests in February and June.

FloridaCommerce Report



J. Alex Kelly

Secretary, FloridaCommerce

Local Partners Report



Marcus McBride, Ph.D.

President, Florida Workforce Development Association
CEO, CareerSource Escarosa

OPEN DISCUSSION AND PUBLIC COMMENT

Closing Remarks



Stephanie Smith

Chair