

Board of Directors Meeting

February 20, 2025

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 December 11, 2024, Board Meeting Minutes, to include any modifications or changes noted by the board
2. Approval of January 23, 2025, Executive Committee Meeting Minutes, to include any modifications or changes noted by the board
3. Approval of Wendy Castle to serve as FloridaCommerce Designee
4. Workforce Innovation and Opportunity Act Local Workforce Development Board Local and Regional Plan Approval
5. Local Workforce Development Board Composition and Certification
6. Recommendation to Sunset Three CareerSource Florida Strategic and Administrative Policies
 - CareerSource Florida Policy – Performance Incentives Policy
 - CareerSource Florida Administrative Policy – Reemployment and Eligibility Assessment (REA) Program
 - CareerSource Florida Administrative Policy – Employed and Incumbent Worker Training
7. 2025 – 2026 Updated Master Credentials List

President's Report

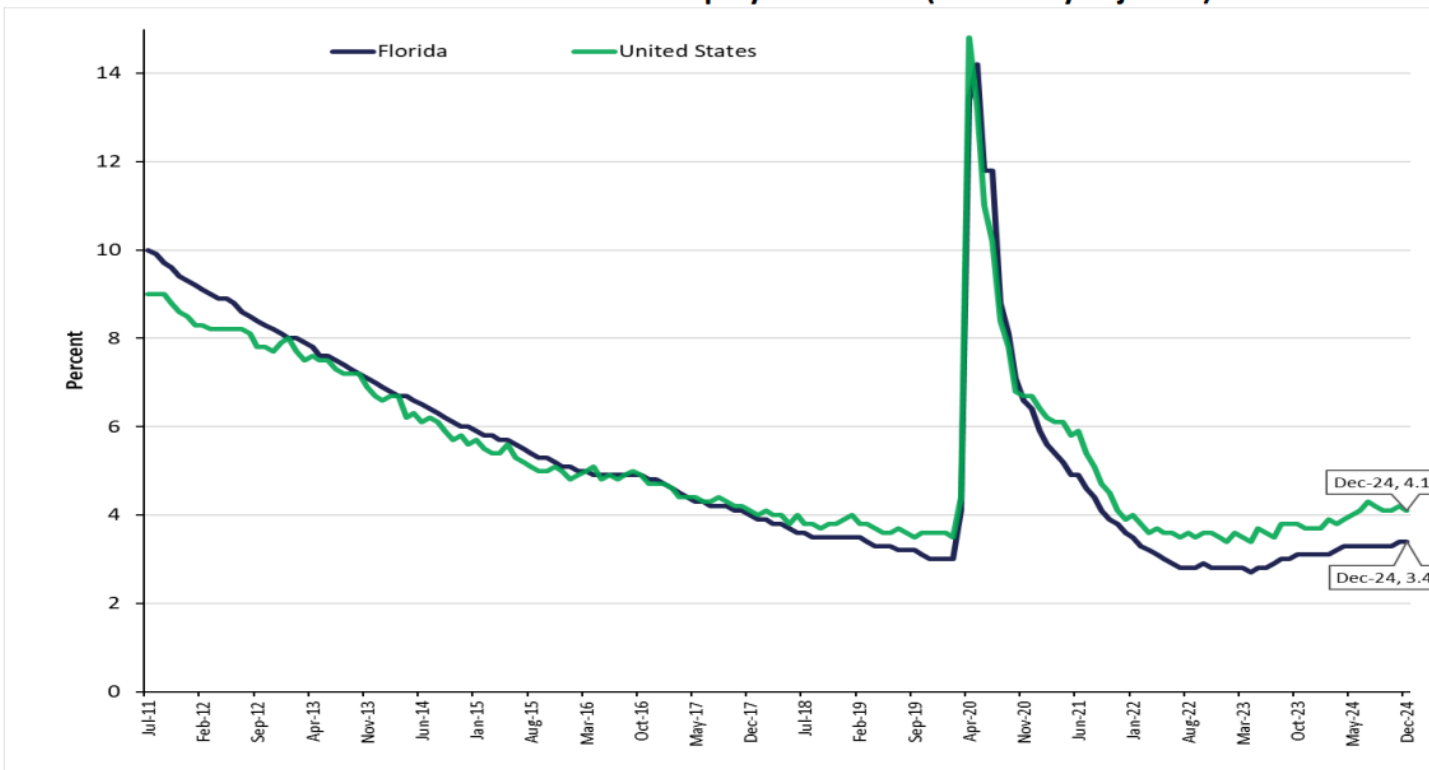


Adrienne Johnston

President and CEO

Labor Market & Economic Outlook

United States and Florida Unemployment Rates (seasonally adjusted)



Source: U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics Program, in cooperation with the Florida Department of Commerce, Bureau of Workforce Statistics and Economic Research.

- Committee Presentations:
 - Senate Appropriations Committee on Transportation, Tourism, and Economic Development: *Implementation of the REACH Act*
 - House Human Services Subcommittee: *Employment services for the developmentally disabled*
 - Senate Military and Veterans Affairs, Space, and Domestic Security Committee: *Veteran and military services*

- Master Credentials List
- WIOA Combined Plan Modification
- System-wide Improvements
- Supporting Broadband Workforce Expansion

2024-2025 Set-Aside Initiatives Update

- Artificial Intelligence Incumbent Worker Training Pilots
- Florida Deputy Sheriff's Association Registered Apprenticeship Program
- **Get There Faster Veterans Grants**
- **Digital Literacy and the Missing Middle**
- Youth Career Exploration
- **Network Navigator Positions & Hope Florida**
- Rural Initiatives
- Sectors of Strategic Focus Training Initiative
- **Credentials Review Committee Support**

Purple Star Workforce Development Boards

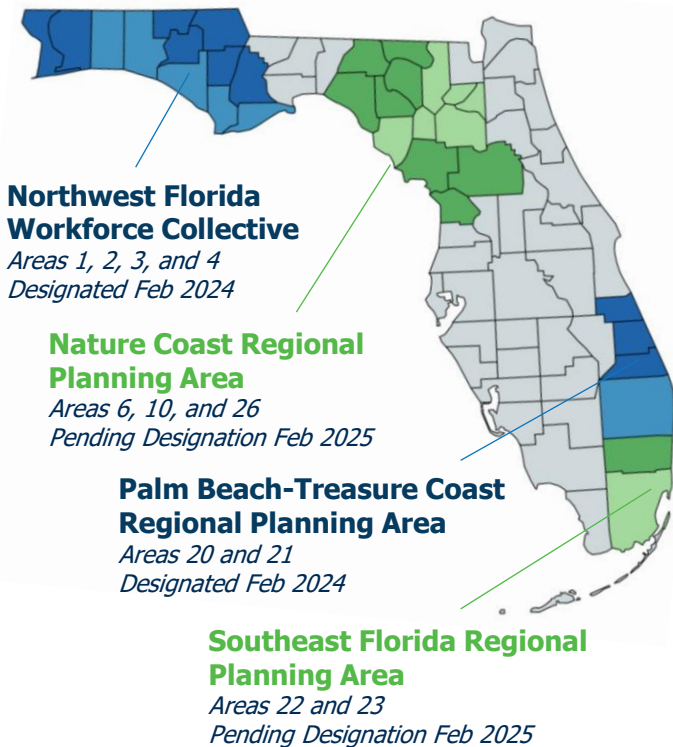


Designation Criteria:

- Veterans' Performance Incentive Awards submission
- Local military connections
- Evidence reflecting veteran-related activities within the board's WIOA Local Plan, including both operational and strategic aspects
- Evidence of proactive and successful outreach
- Letter grade score of A or higher for veteran services

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	<ul style="list-style-type: none">Northwest Florida Workforce CollectivePalm Beach-Treasure Coast RPA
November 2024	Submit Letters of Intent	Remaining local areas
February 2025	Submit Designation Request	<p>Southeast Florida RPA:</p> <ul style="list-style-type: none">CS Broward & CS South Florida <p>Nature Coast RPA:</p> <ul style="list-style-type: none">CS North Florida, CS Citrus Levy Marion, CS North Central Florida
June 2025	Submit Designation Request	<p>Prospective RPAs:</p> <ul style="list-style-type: none">CS Brevard Flagler Volusia & CS Central FloridaCS Heartland & CS Southwest FloridaCS Hillsborough Pinellas, CS Pasco Hernando, CS Polk, CS Suncoast

CONTINUOUS WORKFORCE SYSTEM IMPROVEMENTS

As part of CareerSource Florida's ongoing commitment to continuous improvement, CareerSource Florida launched a Programmatic Funding Sources Analysis to understand processes, best practices, and insights for charging customer support activities to core workforce programs.

The following recommendations were produced from the Programmatic Funding Sources Analysis for CareerSource Florida's consideration:

Adopt and implement an Integrated Service Delivery (ISD) model policy

Update FloridaCommerce SNAP Funding Crosswalk

Create collective bargaining opportunities

Perform a job role and title assessment across the 21 LWDBs

- FloridaCommerce's Healthcare Innovation Pitch Day
- CareerSource Gulf Coast Annual Luncheon & Board of Directors Meeting
- Florida Makes Florida Manufacturing Day
- North Florida Economic Development Partnerships Board of Directors & General Membership Meeting
- Florida Chambers Board of Trustees Meeting
- Keynote at the Florida College System Joint Council Meeting



Upcoming Events

- March 4 – Regular Session Begins
- **March 27 – Workforce Day at the Capitol**
- May 2 – Sine Die
- May 20 – Separate Council Meetings (Ft. Myers)
- May 21 – Board of Directors Meeting (Ft. Myers)

2025
WORK★**FORCE DAY**
AT THE CAPITOL

Joint Council Meeting Report



Sophia Eccleston

Chair

Action Item 1



Karmyn Hill

Bureau Chief, One-Stop and Program Support
FloridaCommerce

Action Item 1

Designation of Regional Planning Areas

For Consideration:

- Approve a recommendation to the Governor for the designation of the following regional planning areas:
 - Southeast Florida Regional Planning Area - CareerSource Broward and CareerSource South Florida
 - Nature Coast Regional Planning Area - CareerSource North Florida, CareerSource Citrus Levy Marion and CareerSource North Central Florida

Action Items 2-3



Victoria Gaitanis

Vice President of Workforce Program Development

Workforce Policy 88

Performance Requirements for Local Workforce Development Boards

Key Revisions

- **Performance Outcomes:** Combines key federal performance indicators and state-issued letter grades for local workforce boards (LWDBs) into one policy.
- **Performance Standards:** Requires LWDBs to meet at least 90% of their performance targets, and provide annual reports 45 days after the program year ends and offer adjusted performance levels.
- **Improvement Plans:** Mandates LWDBs with performance issues to participate in technical assistance activities and develop an Improvement Plan for State Board approval.
- **Letter Grades:** Assigns letter grades to LWDBs based on performance and accountability measures identified by the REACH office in collaboration with CareerSource Florida and FloridaCommerce.
- **Accountability Measures:** Evaluates LWDBs on performance targets, including return on investment, service to individuals with employment barriers, and engagement with employers and partners.
- **Support for Low Performers:** Provides targeted technical assistance and training to LWDBs with consistent low performance through CareerSource Florida and FloridaCommerce.

Action Item 2

Workforce Policy 88

For Consideration:

- Approve revisions to CareerSource Florida Workforce Policy 088 – Performance Requirements for Local Workforce Development Boards

Workforce Policy 100

Work-based Training and Work-based Learning Opportunities

Key Revisions:

- Integrates work-based learning and training activities into a unified framework, clearly distinguishing between the two.
- Emphasizes importance of co-enrolling WIOA participants and highlights strategies to leverage resources from partner agencies for participants eligible for co-enrollment, including youth, individuals with disabilities, trade-certified workers, and veterans.
- Includes requirements for the duration of eligible activities and mandates alignment of local strategies and policies with WIOA, Florida law, and the state workforce development plan.
- Emphasizes required, accurate quarterly updates on expenditures and performance for WIOA training programs, including supportive services used to increase participation and completion of career and training services.
- Adds information on other work-based learning opportunities such as internships, transitional jobs, job shadowing, pre-apprenticeship programs, and requirements for youth in work-based learning experiences.

Action Item 3

CareerSource Florida Workforce Policy 100 – Work-Based Training and Work-Based Learning Opportunities

For Consideration:

- Approve revisions to CareerSource Florida Workforce Policy 100 – Work-based Training and Work-based Learning Opportunities

Action Item 4



Keri Nucatola

Vice President of External Affairs and Strategic Initiatives

Action Item 4

CareerSource Florida Workforce Policy – Florida Workforce System Statewide Brand

For Consideration:

- Approve the recommended revised Workforce Policy
2013.05.22.A.3 – Florida Workforce System
Statewide Brand

Marketing Campaign Updates



Keri Nucatola

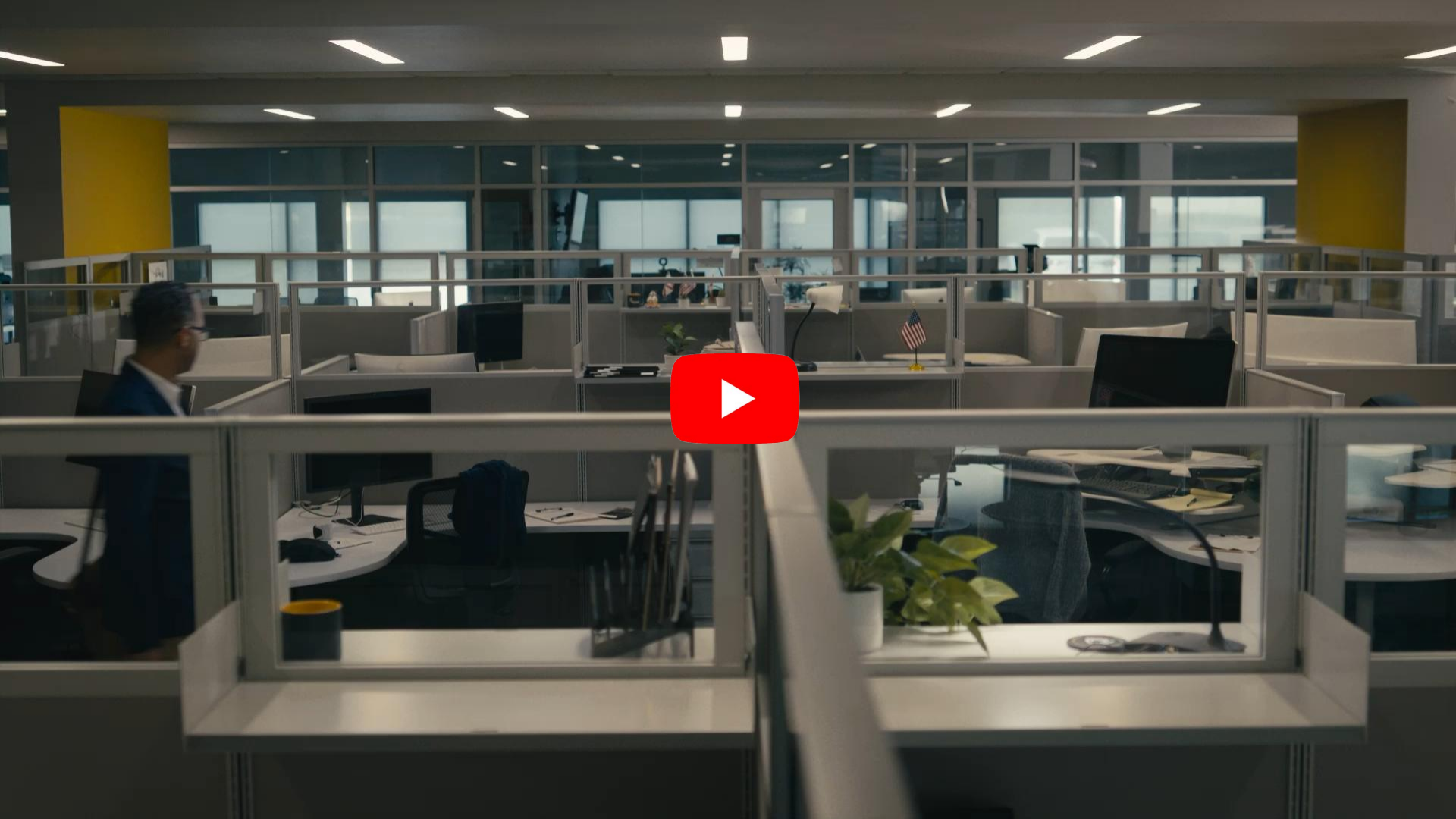
Vice President of External Affairs and Strategic Initiatives

BRAND AWARENESS CAMPAIGN AND COMMUNICATIONS OUTREACH UPDATE

Q3 | Fiscal Year 2024 - 2025







"You've Got This" Brand Awareness

Timing: Q3

January – March 2025

Audience:

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

Initial Advertising Findings:

12,873,089 impressions

84% on site engagement
rate with Job Seekers

81% on site engagement
rate with Businesses

How YOU Can Amplify Our Paid Campaign

- **Utilize** the “You’ve Got This” communications toolkit.
- **Share** ready-made social media posts on your channels.
- **Play** the “You’ve Got This” video as a tee-up video at events.
- **Reference** CareerSource Florida messaging and **weave** talking points into your presentations at speaking engagements.



THANK YOU

Collaborate. Innovate. Lead.



Empowering Youth

Scholarships and Credentials for Future Workforce Success



John Davis

Secretary,
Florida Lottery



Adam Emerson

Executive Director,
Florida Dept. of
Education, Office of
School Choice



Joshua Matlock

President & CEO,
CareerSource Suncoast



Tadar Muhammad

Chief Operating Officer and
Vice President,
CareerSource Central Florida



Amy Yount

President & CEO,
Step Up Suncoast

FloridaCommerce Report



J. Alex Kelly

Secretary, FloridaCommerce



February CareerSource Board of Directors Meeting

Florida Secretary of Commerce, J. Alex Kelly

Updates

- ❑ Governor Ron DeSantis' Focus on Fiscal Responsibility Budget
- ❑ FL WINS Update
- ❑ Reemployment Modernization (RECONNECT) Update
- ❑ Manufacturing Update



Governor Ron DeSantis' Focus on Fiscal Responsibility Budget

- ❑ Repeal of Florida's business rent (commercial lease) tax - \$1.6 billion savings.
- ❑ \$100 million venture capital tax credit program.
- ❑ Permanent extension of Florida's existing sales tax exemption on Data Center property.
- ❑ \$75 million for Job Growth Grant Fund.
- ❑ \$25 million for Rural Infrastructure Fund, which is a \$5 million increase.
- ❑ \$23 million for fourth year of Law Enforcement Recruitment Bonus Program.
- ❑ \$17.7 million for military base and base community resiliency grant programs.
- ❑ Fully funded SelectFlorida's \$5 million base + \$900k to increase trade show grants for small businesses.
- ❑ Fully funded disaster recovery programs.
- ❑ Fully funded Economic Development Toolkit.



Governor Ron DeSantis' Focus on Fiscal Responsibility Budget

- ❑ \$1.2 million to help FloridaCommerce/CareerSource improve compensation for local workforce board specialists who serve Florida's veterans.
- ❑ \$25 million for FloridaCommerce/DOT's newly enacted Supply Chain Grant program.
- ❑ \$5 million for FloridaCommerce/DCF SNAP E&T partnership.
- ❑ \$7.5 million for CareerSource's Quick Response Training.
- ❑ \$3 million for CareerSource's Incumbent Worker Training.
- ❑ \$6 million for Space Florida's additional financing opportunities.
- ❑ \$100 million for FDOE's Workforce Development Capitalization Incentive Grants.
- ❑ \$20 million for FDOE's Pathways to Career Opportunities Grant Program.
- ❑ Full funding for affordable and workforce housing, including \$178.5 million for SHIP, \$227.7 million for SAIL, and \$100 million for Hometown Heroes assistance.

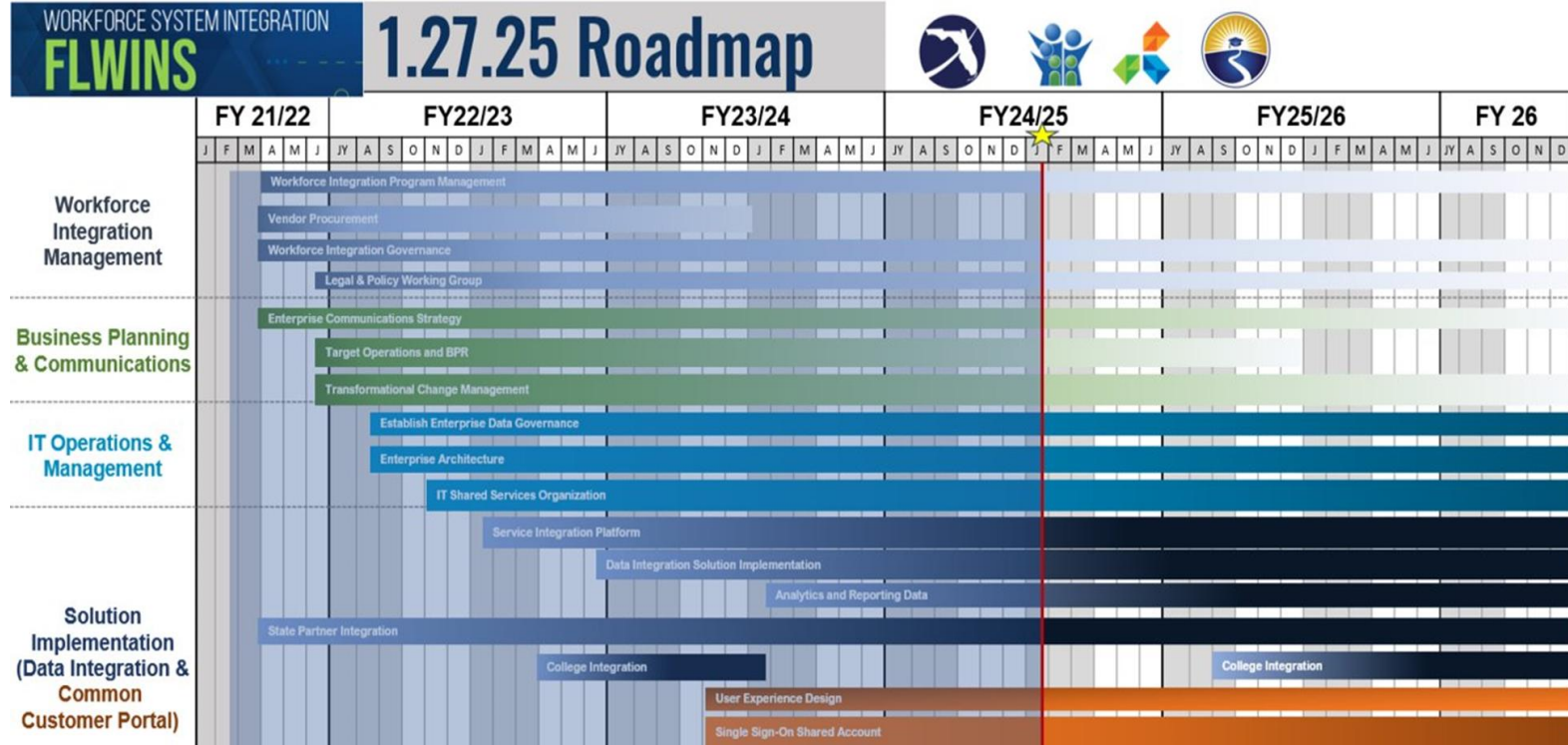


Governor Ron DeSantis' Focus on Fiscal Responsibility Budget

- ❑ Would take the total state commitment to workforce education > \$10 billion from FY 19/20 through FY 25/26.



FL WINS Update



Reemployment Assistance Modernization (RECONNECT) Update

- ❑ Nov. 2020-Feb. 2021: Reemployment Assistance system assessment performed; 2-year roadmap recommended a phased approach for system enhancements.
- ❑ September 2020: FloridaCommerce requested historic funding to support the needs of Floridians.
- ❑ May 2021: HB 1463 signed into law.
- ❑ July 2021: 2-year Reemployment Assistance Modernization Program launched.
- ❑ June 2023: 16 projects successfully completed, resulting in an accessible, secure, sustainable, modular, and scalable Reemployment Assistance system.



Reemployment Assistance Modernization (RECONNECT) Results

- ❑ Prevented more than \$23 billion in fraudulent benefit payments.
- ❑ Reduced time to file for benefits by 15 minutes.
- ❑ Reduced the average number of adjudication issues on a Reemployment Assistance claim from 4.5 to 1.3.
- ❑ An additional 400 appeals hearings per week are able to be held while retaining the same amount of FTE positions.
- ❑ Claimants can file for benefits from any mobile device.
- ❑ 30% increase in claimants utilizing self-service options.



Florida is a Manufacturing State

- ❑ Florida's manufacturing output (GDP) has grown from \$43.5 billion in 2014 to \$73 billion in 2022, a 67.8% growth rate over 9 years. This rate of growth has significantly outpaced all other leading manufacturing states.
- ❑ Florida became the 10th largest state in the country for manufacturing employment, reaching 422,800 in September 2023, passing both Georgia and New York.
- ❑ Florida is a leading state in manufacturing for aerospace and aviation, military and defense, computer and electronics products, life sciences, marine industries, and agriculture.



Why Does Manufacturing Matter?

Highest Indirect Jobs Impact

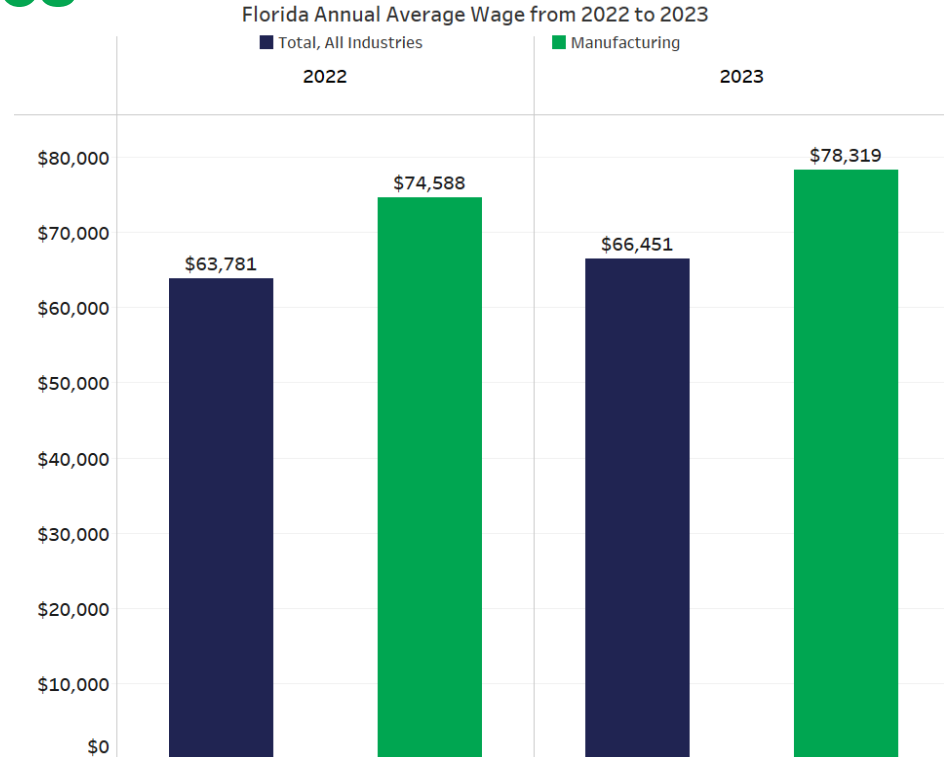
- ❑ According to the Economic Policy Institute:
 - ❑ For every 100 direct manufacturing jobs in the manufacture of durable goods, another 744.1 indirect jobs are sustained; and
 - ❑ For nondurable goods manufacturing, 100 direct jobs sustain 514.3 indirect jobs.
- ❑ In other words, Florida's 420,000+ manufacturing jobs produce more than 2.8 million indirect jobs.



Why Does Manufacturing Matter?

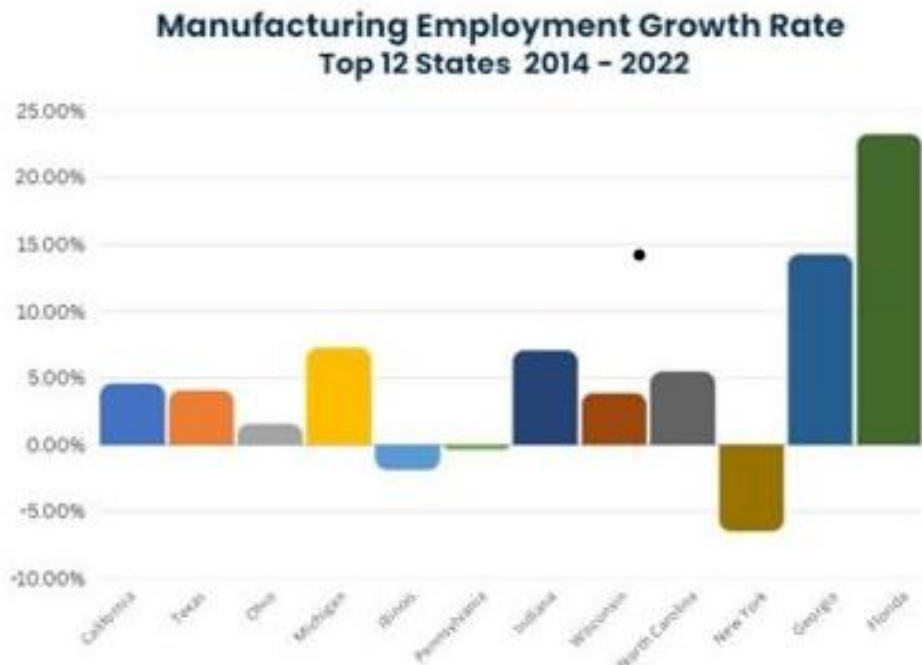
Higher Average Wages

- ❑ Manufacturing jobs generally pay higher wages than those in other industries.
- ❑ From 2022 through 2023, the average annual wage of the manufacturing industry cluster increased more than the average annual wage of all industries and grew at a faster rate.



Manufacturing Growth in Florida

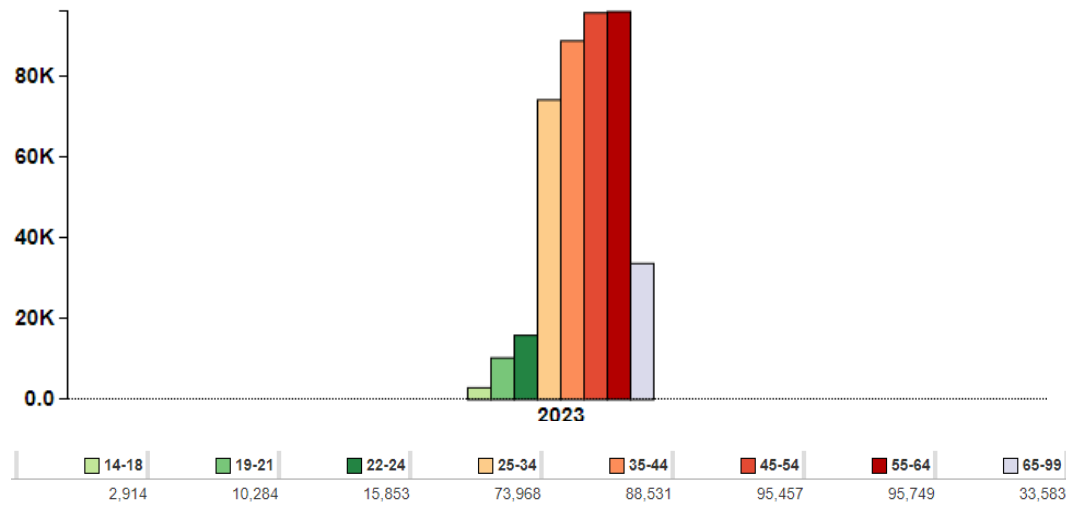
- ❑ From 2014-2022, Florida had the highest growth in manufacturing employment among large states.
- ❑ Florida is up 6,495 manufacturing establishments since 2019, growing by approximately 30%.



Manufacturing Employment in Florida

- ❑ Manufacturing employment in Florida has grown by 23.3% since 2014, significantly higher than other leading states.
- ❑ The average manufacturing jobs per establishment has declined from 18.5 in 2019 to 15.7 in 2024, with advancements like automation, robotics and AI.
- ❑ Manufacturing workers are older than most industries, meaning retirements disproportionately impact manufacturing.

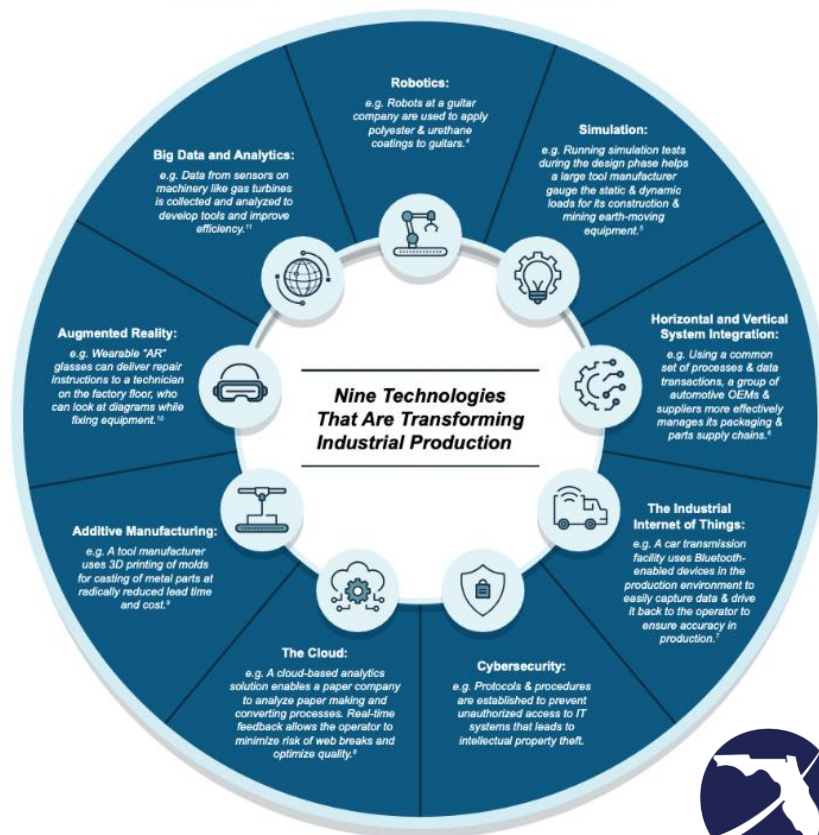
Florida Manufacturing Workers by Age - 2023



Manufacturing Industries are Increasingly STEM Industries

Industry 4.0 Core Technologies

- ❑ Florida's investments in STEM education, workforce education, and R&D in K-12, the 48 technical colleges, 28 state colleges, many of the 12 state universities, and even private institutions have positioned the state's reputation as a leader in tech industries.
- ❑ Continuing to identify, leverage, surge, and stack funding in partnership opportunities will provide resources to sustain technology growth, adoption, and use, strengthening manufacturing.



Source: Boston Consulting Group



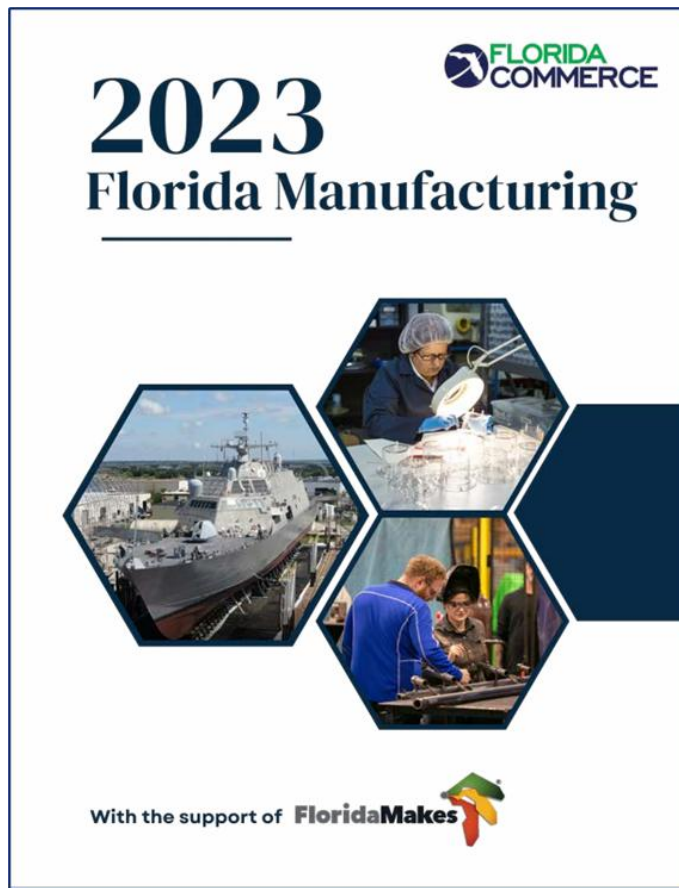
Manufacturing Resources

- ❑ Look for the “Stakeholder Toolkit: Economic and Workforce Development Resources” links on the home pages at:

- ❑ floridajobs.org

- ❑ selectflorida.org

- ❑ Visit floridajobs.org home page and click on the 2023 Florida Manufacturing Report button.



Thank you!

alex.kelly@commerce.fl.gov

floridajobs.org
selectflorida.org
floridadisaster.biz



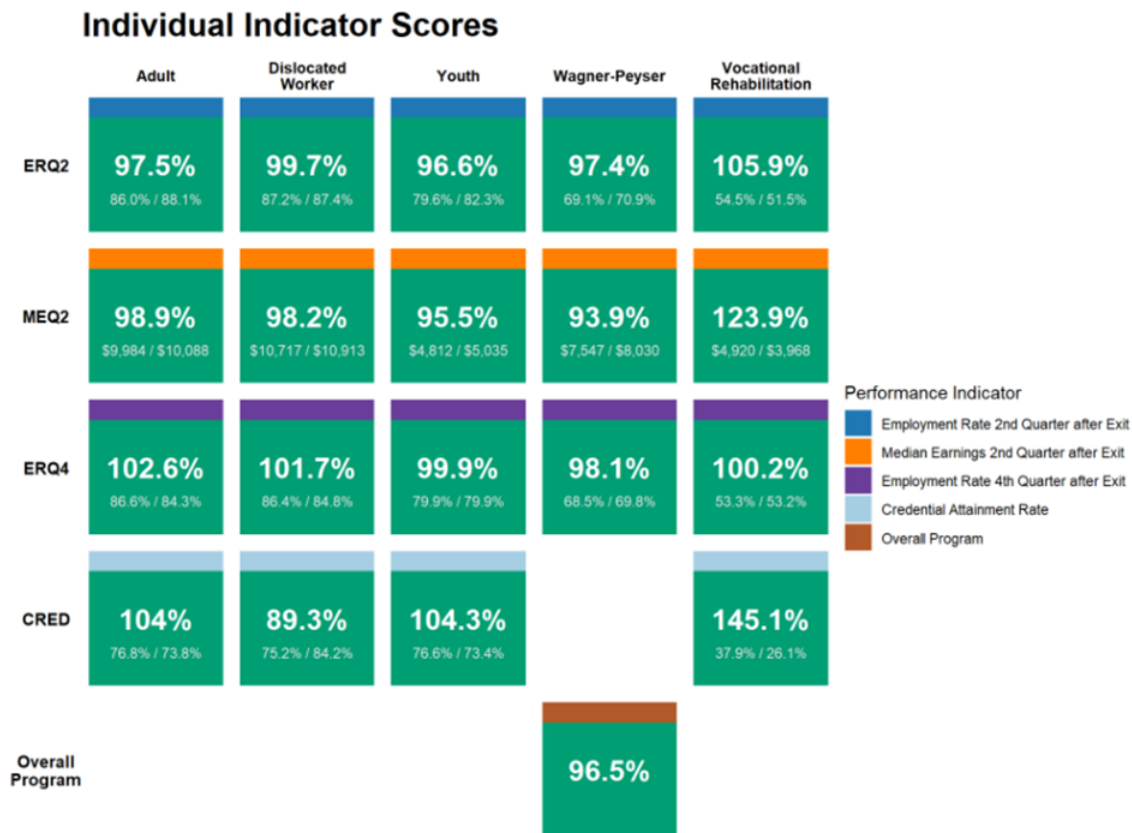
Statewide Assessment



Kristy Farina

Economic Research and Analysis Administrator
FloridaCommerce

2023 State Performance Assessment



Primary Indicators of Performance

Employment Indicators



















- Employment 2nd Quarter after Exit
- Employment 4th Quarter after Exit
- Median Earnings 2nd Quarter after Exit

Education/Training Indicators

- Credential Attainment Rate
- Measurable Skills Gain



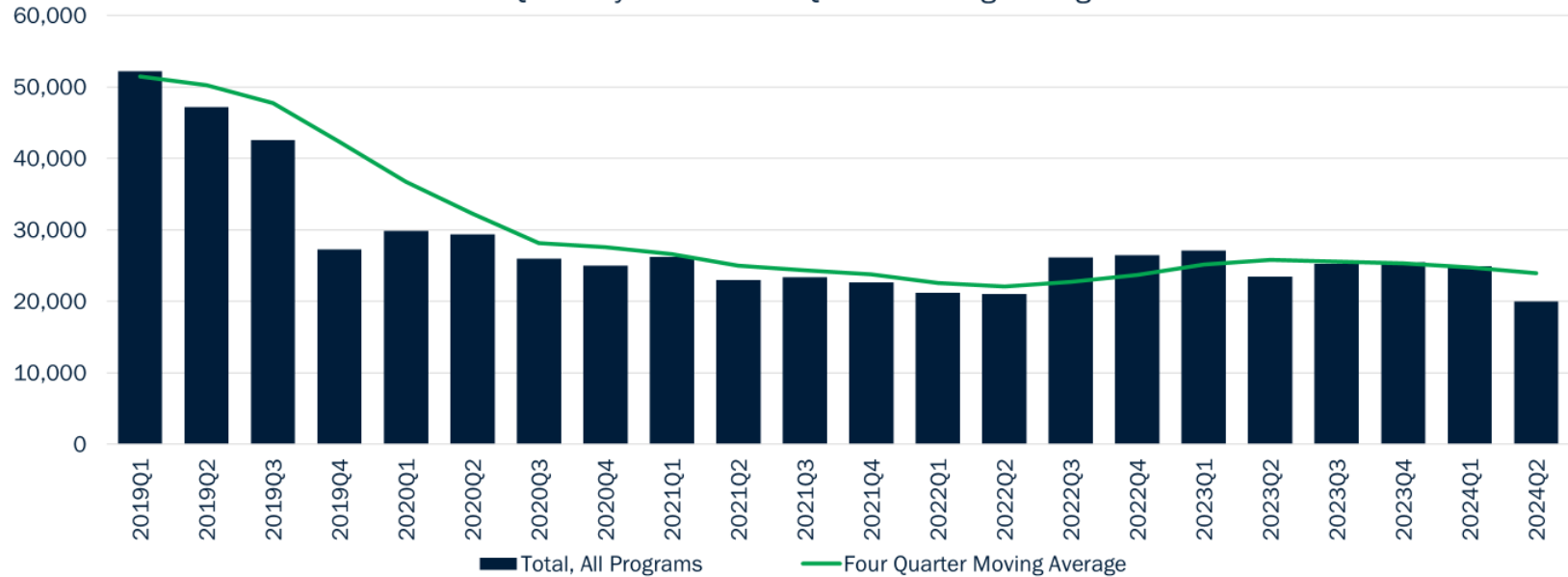
Primary Indicators of Performance – 2024 Q1

	Adult	Youth	Dislocated Worker	Wagner-Peyser
Credential Attainment				
EERQ2				
EERQ4				
Measurable Skill Gains				
Median Earnings				

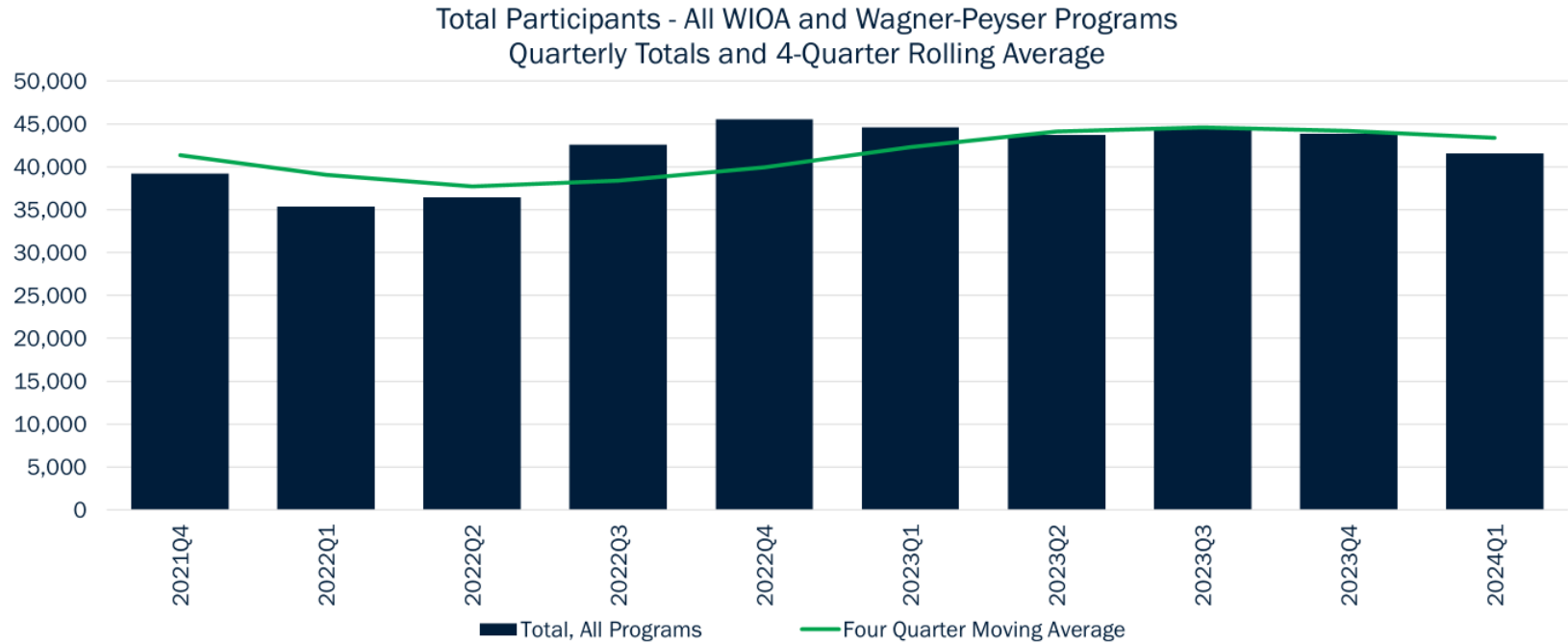


Workforce Program Enrollment

New Participants - All WIOA and Wagner-Peyser Programs
Quarterly Totals and 4-Quarter Rolling Average



Workforce Program Enrollment



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