# **Board of Directors Meeting**

August 21, 2025



# **Welcome and Remarks**



**Sophia Eccleston** 

Chair



# **Welcome and Remarks**



**Sophia Eccleston** 

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 21, 2025, Board Meeting Minutes, to include any modifications or changes noted by the board
- 2. Recommendation to Sunset Six CareerSource Florida Policies
  - Workforce Policy 30 Supplemental Funding for Dislocated Worker Services
  - Workforce Policy 4 Professional or Other Organizational Membership Dues-Procedures
  - Workforce Policy 113 Disaster Recovery Dislocated Worker Grants Program Administration
  - Final Guidance 00-017 Procedures for the Closure of the One-Stop Delivery System Centers
     Due to Natural Disasters or Other Emergency Conditions
- 3. 2025-2026 Updated Master Credentials List
- 4. Approval of Kate Doyle as FloridaCommerce Board Designee
- 5. Approval of Wendy Castle as FloridaCommerce CRC Member



# **President's Report**



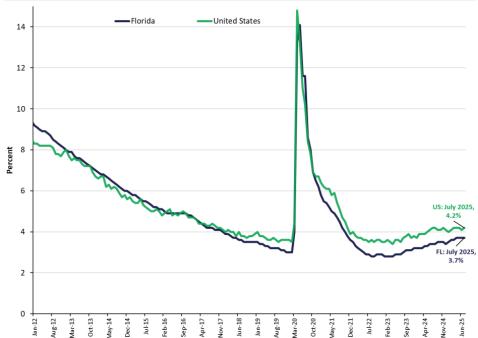
**Adrienne Johnston** 

President and CEO



### **Labor Market & Economic Data**

# 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.

- Unemployment rate of 3.7%, lower than the national average for 57 consecutive months.
- 134,100 jobs gained over the year, an increase of 1.3 percent, higher than the national increase of 1.0 percent.



# 2024-25 Set-Aside Summary

# Set Aside Initiatives Impact:

Individuals Served: 6,500+

Training Services Provided: 1.500+

Credentials Received: 750+

Participants Employed: 950+

### **Top 3 Credential Types:**

Occupational Skills Certificate or Credential

Other Recognized Diploma, Degree, or Certificate

Occupational Skills License

#### **Top 3 Occupations:**

Transportation and Material Moving

**Production Workers** 

Healthcare Practitioners and Technical

Average Wage for Employment: \$20.53/hour (\$42,712/year)
Average Wage Growth for Employed Participants: \$1,628



# Fiscal Year 24-25 CSF Network Impact

### **Annual Report Highlights**

- 67,017 job seekers assisted, now employed
- 4,398 military veterans assisted, now employed
- 30,232 individuals served and now off public assistance
- \$15,556 average annual wage increase
- 96,871 total job postings; 339,733 positions
- 81,802 total Businesses Served
- Number of businesses served in the following industries:
  - o **10,183** Healthcare
  - 8,490 Professional, scientific, and technical services
  - o 8,014 Admin and support, waste management, and remediation services
  - o 6,289 Construction
  - 7,342 Manufacturing



# Purple Star Workforce Board Designation

- The Purple Star Workforce Board Toolkit outlines the 5-step criteria for qualification and other strategies for service to veterans, military spouses, and transitioning service members
- Awardees will be recognized during the CareerSource Florida Board of Directors meeting held in November.





Scan the QR to access the Purple Star Workforce Board Toolkit



### **CRC & Master Credentials List**

- 2,388 total credentials consisting of:
  - 296 degree credentials
  - 879 non-degree credentials
  - 592 registered apprenticeships
  - 579 industry certifications
  - o 42 k-8 Cape digital tools
- Credential Inventory Database (CID)
- July Virtual Training Sessions
- Quarterly Office Hours



#### Statewide Workforce Tools FY 2025-2026

#### Workforce Information Technology Solution (WITS)

- Request for Proposal (RFP) posted June 30, 2025
- Proposal Submissions Due August 21, 2025
- Vendor Selection September 2025
- Planned Kick Off October 2025
- Project Completion May 2027



Scan to access the Request for Proposal (RFP)

#### Jobs EQ: Labor Market Intelligence Tool

98 licenses distributed

### Centralized Network Directory

- Phase 1: Local board leadership contacts: local elected officials, executive leadership, and org chart capability
- Phase 2: HQ & career center locations, office hours, quarterly data certification, and audit reporting



Scan to access the Network Directory



### Hurricane and Disaster Preparedness

- Vital resources accessible locally and via CareerSourceFlorida.com/Disaster-Recovery/
  - FloridaDisaster.org
  - SBA Disaster Loan Assistance
  - Small Business Bridge Loans
  - Business Damage Assessment Survey



Scan to access the Disaster Recovery page

 Personalized career counseling, financial aid, job search support, resume writing, and more.



### From the Field

- Florida SBDC Small Business Success Summit
- Florida Chamber Foundation Technology & Innovation Solution Summit
- Florida Foundation for Correctional Excellence (FFCE) Polk Correctional Institution's Employment Partner Showcase
- FEDC Annual Meeting & Orientation

- Gubernatorial Fellows 2025-2026
   Program Orientation
- Florida Chamber Foundation Learners to Earners Workforce Solution Summit
- Florida Chamber Foundation
   Prosperity & Economic Opportunity
   Summit







# **Upcoming Meetings:**

- Board of Directors Information Meeting
  - October 1, 10:00 a.m. 11:00 a.m.
  - Virtual
- Strategic Policy & Performance Policy Council Meeting
  - November 12, 10:00 a.m. 12:00 p.m.
  - Virtual
- Finance Council Meeting
  - November 12, 1:00 p.m. 2:00 p.m.
  - Virtual
- Board of Directors Meeting
  - November 13, 9:00 a.m. 12:00 p.m.
  - Virtual



# **Joint Council Meeting Report**



**Sophia Eccleston** 

Strategic Policy and Performance Council Chair



Victoria Gaitanis

Vice President, Workforce Program Development

Workforce Policy 106: Memorandum of Understanding and Infrastructure Funding Agreements

#### For Consideration:

 Approval of the recommended sunset of this Workforce Policy.





### Workforce Policy: Action Item 2

Revisions to Workforce Policy P9: Availability of Services to Floridians

### **Key Policy Updates:**

- Guides LWDBs in the delivery of fast and effective services to Floridians;
- Strengthens accountability and transparency to ensure consistency for customers and improved leveraging of public funds;
- Sets clear expectations for LWDBs and career centers, focusing on improved support for both job seekers and now includes expectations specific to Florida businesses; and
- Outlines expectations including those for
  - the required posting of one-stop career center hours,
  - tracking of customer satisfaction, and
  - communication across services and programs.

Workforce Policy P9: Availability of Services to Floridians

#### For Consideration:

 Approval of the recommended revisions to this Workforce Policy.





### Workforce Policy: Action Item 3

Revisions to Workforce Policy O15: Emergency Response and Disaster Recovery

### **Key Policy Updates:**

- Simplifies and strengthens Florida Workforce System's response to emergencies and disaster recovery by merging three separate policies into one;
- Adds a section on cybersecurity;
- Gives LWDBs clear guidance on how to prepare for and respond to disasters, including how to use disaster-related dislocated worker grants; and
- Provides guidance designed to:
  - improve coordination,
  - increase efficiency, and
  - ensure a faster, more effective response to workforce disruptions across the state.

Workforce Policy O15: Emergency Response and Disaster Recovery

#### For Consideration:

 Approval of the recommended revisions, including retitling, to this Workforce Policy.





### Workforce Policy: Action Item 4

Revisions to Workforce Policy P122: Adult and Dislocated Worker Program Eligibility

### **Key Policy Updates:**

- Adds a standardized process, in alignment with federal and state law; regulations and guidance for all LWDBs and regional workforce areas to deliver timely, effective services for this program;
- Aligns with customer service expectations in the Availability of Service to Floridians Policy (P9);
- Includes measurable performance outcomes and monitoring elements; and
- Adds key program objectives including those designed to track activities designed to increase coordination and co-enrollment across programs.

Workforce Policy P122: Adult and Dislocated Worker Program Eligibility

#### For Consideration:

 Approval of the recommended revisions to this Workforce Policy.





### Workforce Policy: Action Item 5

Workforce Policy WT073 - Supplemental Nutrition Assistance Program Employment and Training Program Components and Case Management

### **New Policy Guidance:**

- Outlines how LWDBs must operate the Supplemental Nutrition Assistance Program Employment and Training (SNAP E&T) program in alignment with Florida's SNAP E&T and WIOA Plans;
- Ensures a focus on long-term job success and self-sufficiency.
- Case managers must create plans tailored to each participant's career goals, guiding service delivery and resource use while maintaining accountability and alignment with both state and federal objectives.

Workforce Policy WT073 - Supplemental Nutrition
Assistance Program Employment and Training
Program Components and Case Management

#### For Consideration:

Approval of this new Workforce Policy.





#### Individual Training Account (ITA) Waiver Requests

Board	24-25 ITA SPEND	25-26 Waiver Request	25-26 Waiver Rec
CS Okaloosa Walton	47.94%	35%	40%
CS Chipola	10.49%	25%	30%
CS Gulf Coast	58.51%	40%	45%
CS Capital Region	40.07%	25%	35%
CS Citrus Levy Marion	59.58%	35%	40%
CS Central Florida	56.62%	40%	45%
CS Tampa Bay	43.80%	35%	35%

Board	24-25 ITA SPEND	25-26 Waiver Request	25-26 Waiver Rec
CS Suncoast	42.63%	40%	40%
CS Heartland	37.38%	25%	30%
CS Research Coast	44.88%	40%	40%
CS Palm Beach County	27.53%	25%	30%
CS South Florida	30.65%	40%	40%
CS Brevard Flagler Volusia	39.31%	40%	40%

Individual Training Account Waiver Requests

#### For Consideration:

 Approval of the ITA Waiver Requests at the recommended percentages for identified Local Workforce Development Boards.



# Strengthening Credential Attainment Through Performance & Accountability



Mark Baird

Deputy Director,

REACH Office



President and CEO,
CareerSource Suncoast

Joshua Matlock



Chancellor, Florida Dept. of Education

Kevin O'Farrell



President and CEO, CareerSource Northeast Florida

**Cheryl Taylor** 



Career Connections: Aligning Career Exploration with Technical Skills Development

Adrienne Campbell M.Ed, Deputy Secretary, Department of Juvenile Justice

Dr. Byron Clayton, Senior Vice President and Chief of Sector Partnerships, CareerSource Florida



# The Importance of Education and CTE

- In a 2020 research brief from Florida State University criminologists, positive attitudes about education and career/employment were two of the three strongest predictors of non-recidivism among youth who completed residential placement (the third was having pro-social peers).
- Similarly, in the 2023 Pathway to Impact Report conducted by the Florida Department of Juvenile Justice, low commitment to education among prevention youth emerged as the strongest predictor of subsequent offending, followed by family problems and aggression.





# Florida Youth College

- Focus on high-quality educational services to include career and technical education.
- Career Navigators assist youth in mapping out educational success plans and match youth with credentialing programs and pre-apprenticeships.
- Career Navigators connect youth with local state colleges to continue their education and attainment of diplomas or credentials-of-value after release from commitment.
- Connection to CareerSource Florida network, college, military and other community resources upon release.











### FLORIDA YOUTH COLLEGE



- Career Exploration
- Post-secondary Opportunities
- Workforce Training
- Preapprenticeships

Access

# Support

- Career Navigators
- Regional Workforce Coordinators
- Connection to CareerSource Florida

- Meaningful Employment
- Registered
   Apprenticeships
- Reduced Recidivism

Success



# **Programmatic Goals**

Increase youth enrollment in pre-apprenticeship and registered apprenticeship programs for high-demand and high-wage careers.

Continue to leverage and expand partnerships with community partners for youth wrap-around services.

Expand options for short-term industry certification programs.

Prepare youth to capitalize on industry skills shortages.

Increase enrollment in the postsecondary education pathway.



"Signing Day" event at Pinellas Technical College



# **Program Contacts**

#### **Adrienne Campbell M.Ed** | *Deputy Secretary*

Office of the Secretary

Florida Department of Juvenile Justice

Phone: 850-717-2715 | Mobile: 850-815-7563

#### **Susan Bosse** | Director of Postsecondary and Workforce Education

Office of the Secretary

Florida Department of Juvenile Justice

Phone: 850-717-2870 | Mobile: 850-508-4926

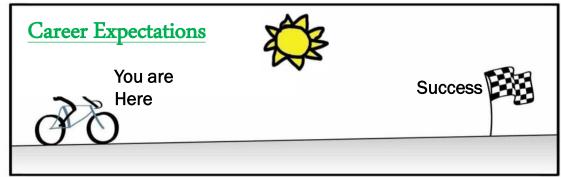
Susan.Bosse@fldjj.gov



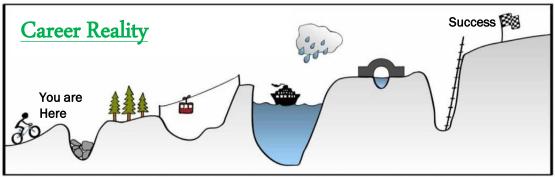
#### **MyJourney Career Success Workshops**



#### Most Youth Do Not Understand that Achieving Career Success is a Journey



**Career Planning is extremely valuable and essential.** 



But when your Career Plan must change, don't freak out. Take control!

# MyJourney Career Success Workshop Overview

#### **Opening Discussion**

☐ What is a "Career Journey" and What Does It Mean to "Take Control of Your Career Journey".

#### **Career Exploration**

- □ Learn 16 Career Clusters□ Learn about Living Wages
- ☐ Access My Next Move to Explore Careers
- ☐ Select Career Goal and Next Career Milestone

#### **Career Planning**

- Discuss the Definition and Importance of a Career Plan
- ☐ Learn the Components of a Career Action Plan
- Discuss Different Types of Career Pathways
- ☐ Continue to Complete Career Action Plan

#### Job Readiness

- ☐ Discuss the Importance of Job Readiness to Get and Keep Good Jobs
- ☐ Discuss Key Components of Job Readiness
- $\hfill \square$  Highlight the Importance of Soft Skills
- ☐ Continue to Complete Career Action Plan

#### **Career Barrier Navigation**

- □ Discuss Career Barriers and Overcoming Them□ Learn the Difference Between a Career Plan
- and a Career Journey
- ☐ Listen to and Discuss Real Career Journeys

#### **Accessing CareerSource Programs/Services**

- ☐ Job Readiness Workshops
- ☐ Job Search Assistance
- □ Career Exploration
- ☐ Earn & Learn / Apprenticeship Programs
- ☐ Tuition Assistance

NOTE: Workshop curriculum and activities can be configured into 1, 2 or 3-session versions to fit specific youth populations.



## Youth Feedback – Top Takeaways



#### <u>Dept. of Juvenile Justice – 5 Facilities / 80 Workshop Completers</u> Qualitative Feedback from "Chat & Chews" (2023-25)

- > The information and resources were very important to their future success.
- The workshop should be longer.
- Our instructors were there because they wanted to be, not because they had to be.

#### <u>Hillsborough County High Schools – 27 High Schools / 1,400+ Workshop Completers</u> Quantitative Feedback from Online Surveys (2024-25 school year)

- Did you learn anything valuable?
  - ✓ Yes 99.4%
  - ✓ No 0.6%
- Would you recommend this workshop to others?
  - ✓ Yes 98.0%
  - ✓ No 2.0%

#### Contacts





Dr. Byron Clayton
Chief of Sector Partnerships
claytonb@careersourcetb.com

- 30+ years in technology innovation
- ☐ 10+ years in workforce innovation
- CEO of private sector, nonprofit and quasi-public organizations
- Passion: Helping people achieve career success



Conchita Canty-Jones
Director of Student Engagement
cjonesc@careersourcetb.com

- 30+ years Public Education and Community Engagement
- ☐ 15+ years DJJ programing and support services
- Member of DJJ Circuit 6 and 13 Advisory Boards
- □ Passion: Supporting and providing resources for families and students of poverty

# CareerSource Florida Marketing Update



Keri Nucatola

Vice President of External Affairs and Strategic Initiatives,

CareerSource Florida

# ADVERTISING OUTREACH HIGHLIGHTS AND CAMPAIGN EXPANSION

FY 24-25 Q3 Results FY 25-26 Planning



## **Our Focus Today**

- Advertising Outreach Overview
- FY 24-25 Snapshot of Success: You've Got This Campaign
- FY 25-26 Campaign Expansion: You've Got This Campaign
- Board Member Brand Activation Tools



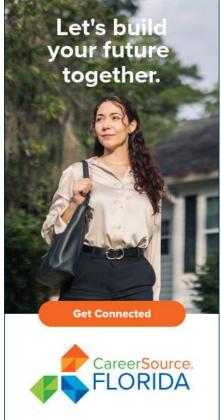


#### **Advertising Campaign Creative**













### **Campaign Overview**

- Run Dates: January 27 March 31, 2025
- Goals and KPIs:
  - Increase brand awareness and reach
  - Increase positive brand sentiment
  - Drive impressions and clicks
- Audience:
  - Floridians looking for new employment, currently or in the future, with focus on new residents
  - Business decision makers



#### **Performance Results**

40,516,859

#### PAID MEDIA IMPRESSIONS

Demonstrating broad reach across digital and traditional media

\$0.66

#### PAID MEDIA COST PER CLICK

Reflecting efficient use of campaign dollars

531,228

#### WEBSITE CLICK-THROUGHS FROM PAID MEDIA

A strong signal of interest and action

9,717,782

#### **EARNED MEDIA IMPRESSIONS**

Statewide online media outlets amplifying our message

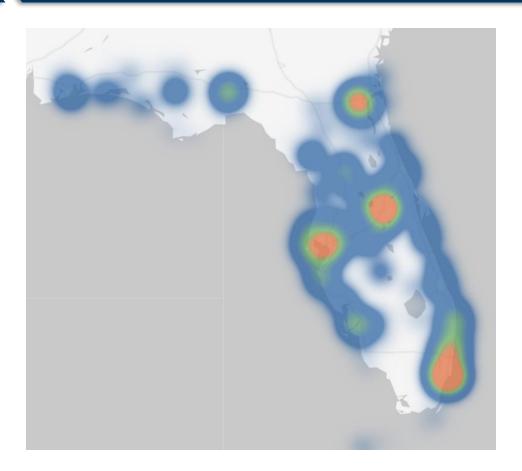
60+

#### COMMUNICATIONS TOOLKIT DISTRIBUTIONS

Partners and key stakeholders — extending our impact through trusted voices



## Impressions Heat Map







#### **Brand Lift Study Overview**

- Key Metrics: Ad recall, service interest, engagement timing
- Sample Questions:
  - What company do recall seeing advertised?
  - What services are you most likely interested in?
  - When are you likely to seek these services?
- **Brand Lift:** 52% above baseline (1.1%) a strong indicator of campaign resonance



#### **Brand Lift Study Insights**

 Young adults (ages 25-34) showed highest interest in services like resume support and skills-building tools

• Individuals aged 25-34 with household income under \$25k were most interested in seeking services quickly, often immediately after

exposure







## **Campaign Strategy Overview**

- One Unified Brand
- Credentials and Training
- Aviation Industry
- Expanded Storylines
- Apprentice/Job Seeker and Mentor/Business Owner
- January 2026 Launch





#### How You Can Activate the Brand

- Utilize You've Got This communications guide all year long
- Utilize Workforce Development Month social media guide in September
- Follow CareerSource Florida and share social media content
- Follow Adrienne Johnston on LinkedIn and share her monthly articles. Scan the QR code below to read her latest article:



# THANK YOU

Collaborate. Innovate. Lead.



Statewide Labor Market Update

Jimmy Heckman Bureau Chief Workforce Statistics and Economic Research

August 2025

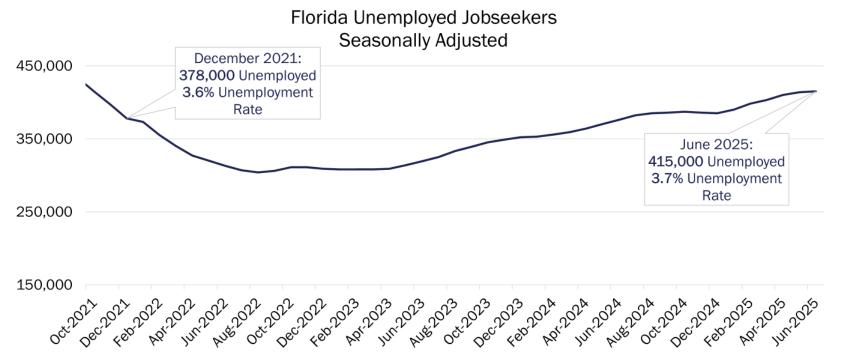
## **Latest Labor Statistics**

Florida June Unemployment Rate: 3.7% (Up from 3.4% in June 2024)

National June Unemployment Rate: 4.1% (Unchanged from 4.1% in June 2024)



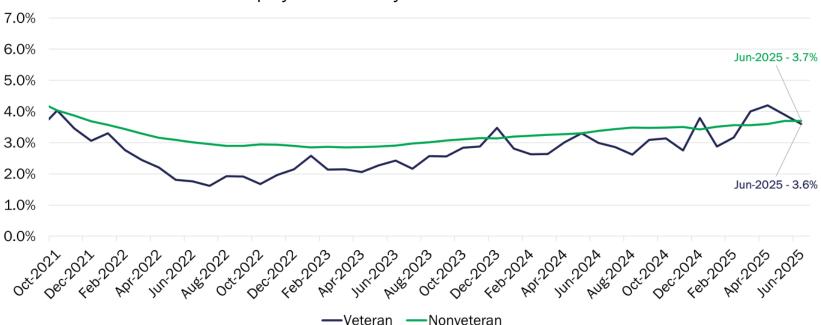
## A Growing Service Population





## **Unemployment Rate by Veteran Status**

Unemployment Rate by Veteran Status in Florida

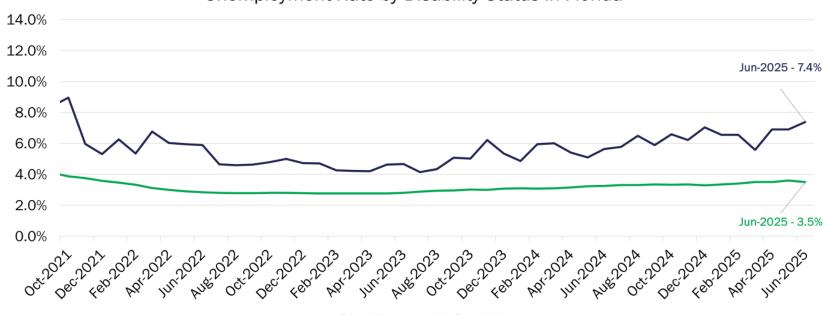






## **Unemployment Rate by Disability Status**

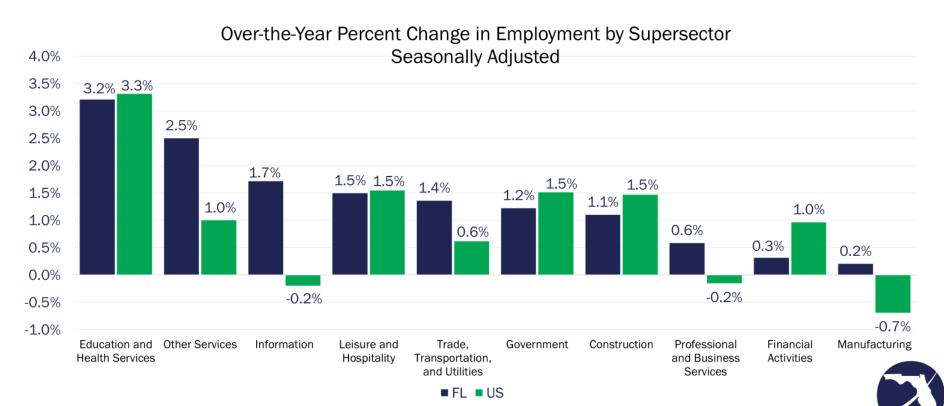
Unemployment Rate by Disability Status in Florida







## Florida and US Industry Employment



# FloridaCommerce Report



J. Alex Kelly

Secretary, FloridaCommerce



August 2025 CareerSource Board of Directors Meeting

FloridaCommerce Update



# #1 Ranked

☐FL ranks #1 in GDP Growth (approaching \$1.8 Trillion), Business Formation (3.7 million since 2019) Higher Ed. (US News), Economy (US News, CNBC), Talent Development (Lightcast), **Growth in Manufacturing** & High Tech Business



# \$1.7 Billion Tax Reduction

☐ 2025 Legislative Session:
Governor DeSantis and
Legislature Enacted the
Full Elimination of the
Business Rent Tax



# \$5.4 Billion in CapEx

☐ 2024-2025: FloridaCommerce partnered with EDOs in 19

counties to secure 61 projects, with \$5.4+ Billion CapEx, 12,000+ jobs



# \$1.9 Billion in Intl. Sales

□2024-2025: SelectFlorida supported 1,800+ small businesses through 14 trade shows/missions, Certificates of Free Sale (new Certificate of Good Manufacturing Practices)



# 8,700 New Officers

□ Last Week: Governor
DeSantis announced that
Florida's Law Enforcement
Recruitment Bonus
program has awarded
more than 8,700
recruitment bonuses



# Grants Awarded in 2024-2025

- grants for \$75 million in Brevard
- Job Growth Grant Fund (JGGF) 21 grants for \$75 million in Brevard, Citrus, Escambia, Highlands, Hillsborough, Jackson, Lake, Manatee, Martin, Miami-Dade, Orange, Pinellas, Polk, Seminole, St. Johns, St. Lucie, Wakulla, Walton counties (16 re: manufacturing)
- Rural Infrastructure Fund (RIF) 17 projects for \$20 million in 13 counties
- Small Cities CDBG 16 projects for \$10 million in 15 counties
- Defense Infrastructure Grants, Defense Reinvestment Grants, and Defense Support Commission 25 projects awarded for \$11.3 million
- CPTA and Competitive Florida 25 projects (incl. 20 rural) awarded for \$1.5 million

# Opportunities in 2025-2026



□Rural Infrastructure Fund (RIF) – \$22 million available & application window open through September 5

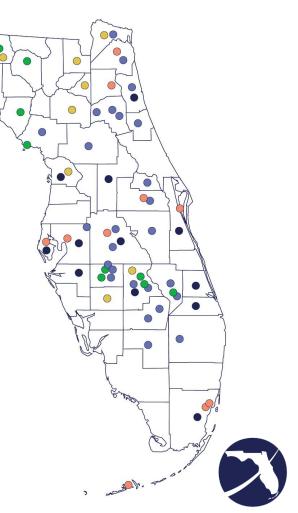
□ Small Cities CDBG – <u>TODAY</u>, awarding 20 projects in 19 counties & will have another application window later this year

□ Defense Reinvestment Grants, and Defense Support Commission – \$3.5 million available & application windows open through August 25

□CPTA – \$1.5 million available, application window closed & reviewing applications now

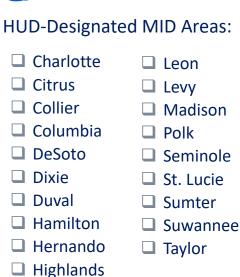
□BEAD (Broadband) – \$900 million available, application window closed, reviewing applications now & draft awards due to NTIA September 4

□CDBR-Disaster Recovery Infrastructure – \$400 million available & application window open through September 29



# FloridaJobs.org/2023and2024Storms

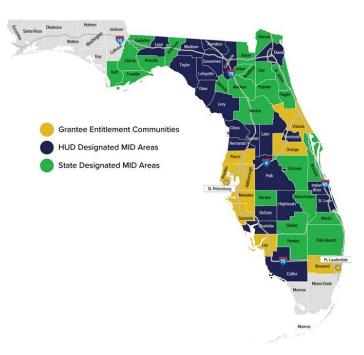
#### State-Designated MID Areas: Alachua ☐ Jefferson Baker Liberty ☐ Bradford Marion Brevard Martin Clay Nassau ■ Flagler Okeechobee Franklin Osceola ☐ Gadsden ☐ Palm Beach ☐ Gilchrist Putnam ☐ Glades ☐ St. Johns ☐ Gulf Union ■ Hardee Wakulla Hendry



Indian River

Lafayette

Lake





# FL WINS Updates

☐ A soft launch of Milestone 2 was completed on March 3, 2025, with four key successes: ☐ Customer portal guest access ☐ Customer portal user access ☐ Referrals from the customer portal to the initial claims module of Reconnect ☐ Preliminary reporting and analytics functionality of the Customer 360 Portal ☐ In the next six months, Program Focus Includes: ☐ Continuing Global Design sessions to inform on overall solution design, system integration, and timeline constraints ☐ Developing and implementing Milestone 3 ☐ Launching the FL WINS Enterprise Service Desk (ESD) using a Generative AI platform to handle user and customer calls and issues ☐ Initiating the planning and design of Milestone 4



# Department of Children and Families Report



**Bridget Royster** 

Assistant Secretary, Florida Department of Children and Families

#### **Local Partners Report**



Joshua Matlock

President, Florida Workforce Development Association President and CEO, CareerSource Suncoast



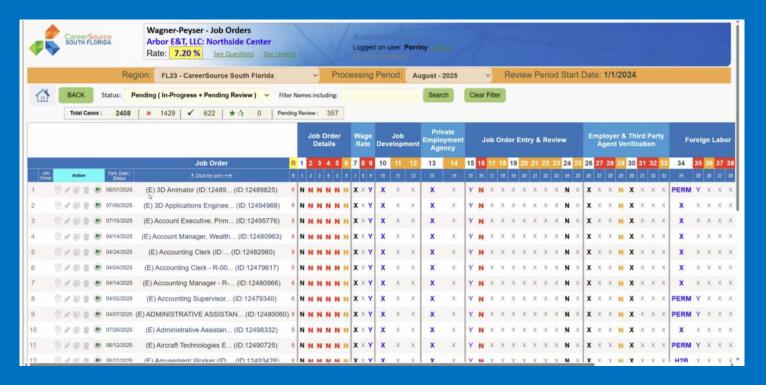
### Innovation

Continuous Improvement

**Impact** 

## Innovation

#### **Automated Monitoring Tool**



## Continuous Improvement





HOME REGISTRATION & AGENDA ACCOMMODATION 2025 SPONSORSHIPS FWDA PHOTO GALLERY CONTACT US



## SME Groups

## COO-FOG-IT

## TANF - Business Services - WIOA Youth

# Impact



# OPEN DISCUSSION AND PUBLIC COMMENT



### **Closing Remarks**



**Sophia Eccleston** 

Chair