

CareerSource Florida Board of Directors Information Meeting

April 1, 2026



Welcome and Remarks



Adrienne Johnston

President and CEO

New Team Members



Kelli Walter

Director of Workforce Program
Development

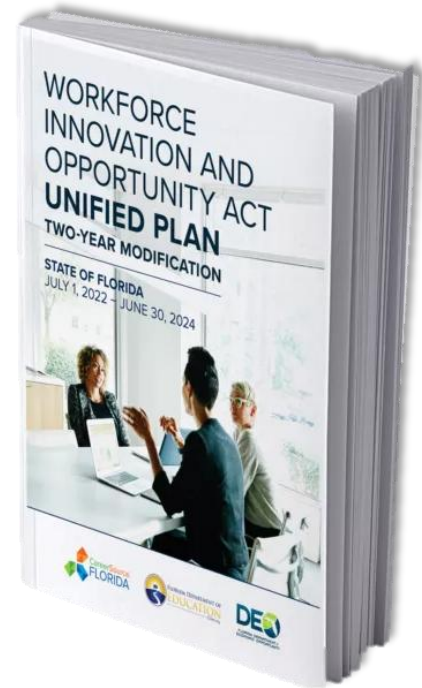


Kristin Gehrke

Director of Communications

- Partners
 - FloridaCommerce
 - Florida Department of Education
- Designed to:
 - Support new apprenticeship program creation
 - Expand existing maritime apprenticeship programs
 - Lower barriers for small and mid-sized maritime employers access to federal funding

- Federal extension to submit by April 30, 2026
- Currently out for public comment



June Meeting Policy Preview



Victoria Gaitanis

Vice President of Workforce Program Development

Policies for Possible Sunset/Removal

P7 Rapid Response and Layoff Aversion System Strategy Policy

P10 Comprehensive Employment, Education and Training Strategy

P23 Guidance Relocation Assistance

P26 Guidance Domestic Violence

P27 Guidance Individual Development Accounts

O4 Grievance and Hearing Procedures

O42 Collection of Demographic Data Final Guidance

O42(b) Guidelines for Compliance with the ADA

O75 Guidelines for the Disclosure of Financial Interests

2023.09.19.A.1 Regional Planning Areas

Workforce Policies in Revision

P5 Registered Apprenticeships

P10 Business and Employer Services

P123 Planning Region Identification and Requirements Policy

G103 (P88) Performance Requirements for Local Workforce Development Boards



Florida's 2020 Census Undercount & 2030 Opportunity

Dr. Keith Richard, Vice President of Research
Florida Chamber Foundation



The Florida 2030 Blueprint: Uniting Businesses For Good

15th to 10th



39 Goals

- **+1.5 Million Net New Residents**
- **+742k Net New Jobs**
- **+40 Million More Annual Visitors**
- **+1.3 Million More Drivers**

FLORIDA 2030
THE BLUEPRINT TO SECURE FLORIDA'S FUTURE

KEY TARGETS & STRATEGIES

FLORIDA CHAMBER
Foundation

50 YEARS
1968 - 2018

The 2020 Census Undercount in Florida

- **750k people**
- **1 of 6 states**
- **Did not occur in 2010**

The logo for the United States Census 2020 is displayed on a dark blue rounded rectangular background. The text "United States" is in a smaller white font at the top, followed by "Census" in a large, bold white font, and "2020" in a large, bold white font below it. A registered trademark symbol (®) is located to the right of "United States". Below the logo, a faint, light blue reflection of the text is visible on a white background.

United States[®]
Census
2020

Why an Accurate Decennial Census Count Matters



**Congressional
Representation**



**State
Redistricting**



**Policy and
Planning**



**Business
Intelligence**



**\$130B+ in Federal Funding to
Florida Annually**

**Education, Healthcare,
Infrastructure, Housing, Economic
Development programs, and more**

Florida 2020 Census Undercount

As seen on:



FLORIDA 2030
FLORIDA CHAMBER FOUNDATION

**FLORIDA
CHAMBER**
Foundation

FLORIDA IS MISSING BILLIONS OF DOLLARS: THE COST OF THE 2020 CENSUS UNDERCOUNT BY COUNTY

Accurate Census counts are essential to ensuring Florida receives its fair share of federal funding—essentially a reimbursement of the tax dollars Floridians have already paid to the federal government. Each decade, data from the U.S. Census determines how more than \$2 trillion in federal tax dollars are redistributed nationwide for essential programs in healthcare, education, housing, and transportation. When every resident is counted accurately, Florida communities


gain access to the federal funding they are entitled to—funding that supports hospitals, schools, infrastructure, and safety-net programs across the state.

This study provides a county-by-county analysis, showing how each area of the state was affected, and provides initial guidance for focusing efforts to get the 2030 Census right.

The Miami Times

The Data

Florida

 CENSUS
UNDERCOUNT
FUNDING LOST

\$11.44B

(Loss)

Estimated Federal Funding Loss from 2020-2029 in each Florida County Due to Florida's 2020 Census Undercount.

County	Estimated funding loss (in millions)	County	Estimated funding loss (in millions)	County	Estimated funding loss (in millions)
Alachua	\$131.5	Hardee	\$12.8	Okeechobee	\$24.3
Baker	\$171	Hendry	\$24.4	Orange	\$943.4
Bay	\$79.5	Hernando	\$49.6	Osceola	\$240.4
Bradford	\$12.8	Highlands	\$44.8	Palm Beach	\$742.0
Brevard	\$152.6	Hillsborough	\$930.1	Pasco	\$217.5
Broward	\$1,218.0	Holmes	\$9.8	Pinellas	\$356.5
Calhoun	\$10.7	Indian River	\$40.6	Polk	\$393.7
Charlotte	\$44.9	Jackson	\$22.1	Putnam	\$44.7
Citrus	\$32.8	Jefferson	\$6.9	Santa Rosa	\$47.4
Clay	\$59.5	Lafayette	\$3.7	Sarasota	\$148.4
Collier	\$103.8	Lake	\$141.1	Seminole	\$207.8
Columbia	\$33.4	Lee	\$331.1	St. Johns	\$123.4
DeSoto	\$29.8	Leon	\$368.5	St. Lucie	\$88.2
Dixie	\$9.0	Levy	\$24.5	Sumter	\$42.6
Duval	\$503.4	Liberty	\$6.7	Suwannee	\$29.3
Escambia	\$131.3	Madison	\$14.9	Taylor	\$16.3
Flagler	\$28.1	Manatee	\$123.9	Union	\$8.3
Franklin	\$4.0	Marion	\$102.1	Volusia	\$188.6
Gadsden	\$27.6	Martin	\$21.8	Wakulla	\$8.4
Gilchrist	\$11.4	Miami-Dade	\$2,513.3	Walton	\$24.1
Glades	\$10.6	Monroe	\$12.3	Washington	\$16.8
Gulf	\$6.3	Nassau	\$2.4		
Hamilton	\$9.1	Okaloosa	\$81.2		

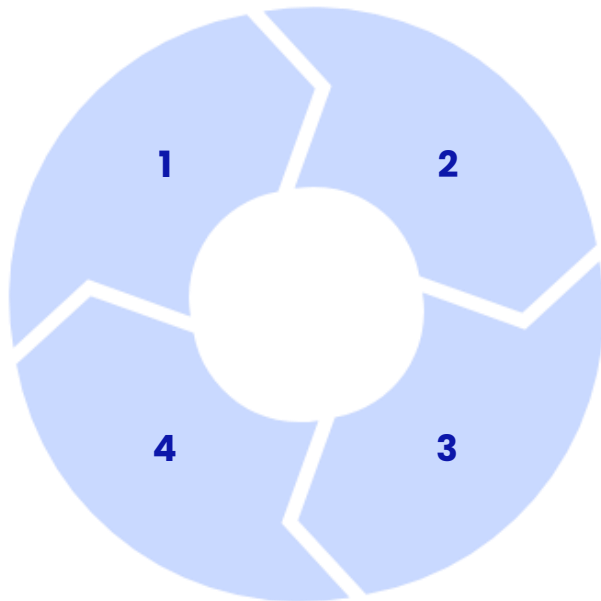
Types of Hard to Count (HTC) Populations

Hard to Locate Housing

Housing not on Census
lists

Hard to Interview

Language and digital
barriers



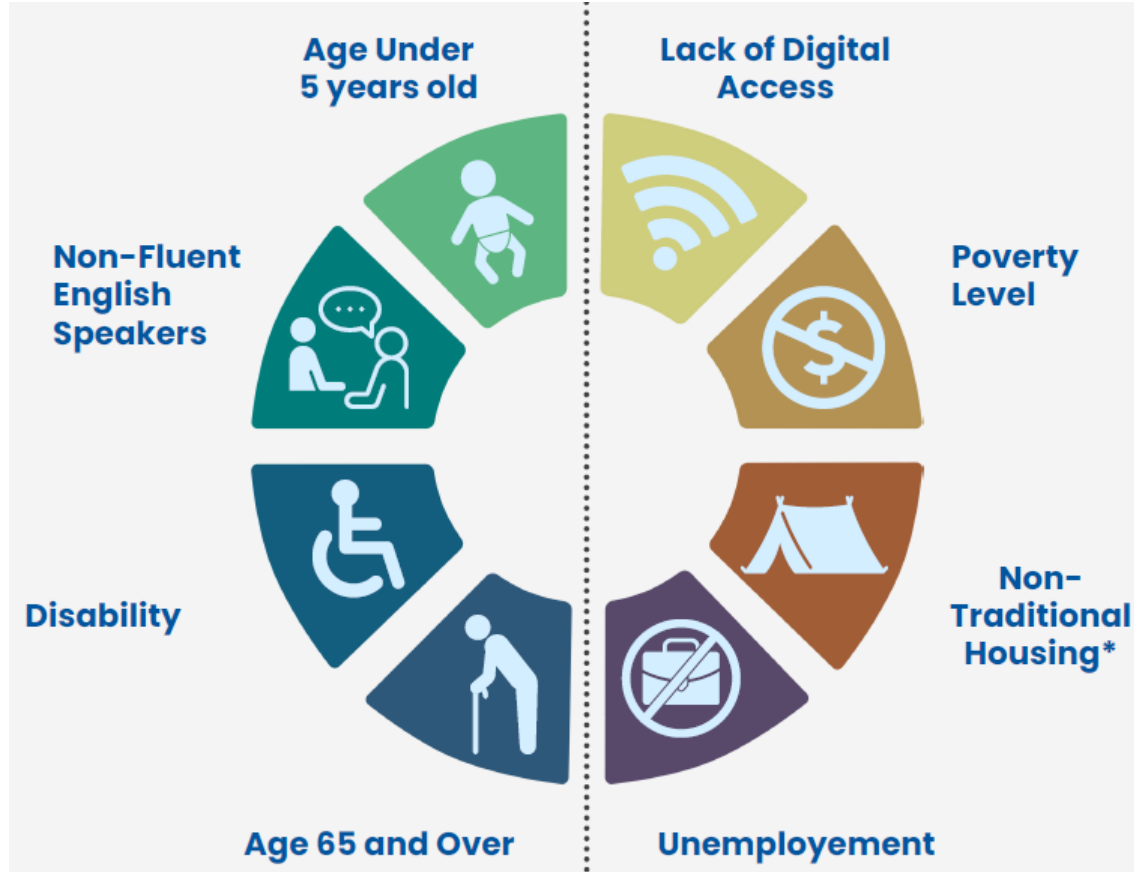
Hard to Contact

Difficult-to-access
locations

Hard to Persuade

Distrust and privacy
fears

Demographics of Hard to Count (HTC) Populations



Planning for the 2030 Census



How You Can Help Florida Get the 2030 Census Right



Join & Resource Coalitions

- **Join Complete Count Committees (CCC).**
- **Co-chair or host CCC meetings.**
- **Recruit partners to target undercounted areas and align with 2030 timeline.**



Communicate & Counter Misinformation

- **Build relationships with regional Census offices & FL Counts Initiative.**
- **Amplify coordinated messaging.**



Strengthen LUCA & Workforce

- **Partner with local gov't to flag growth areas during LUCA.**
- **Use employer channels to promote Census hiring so field workers reflect communities served.**

Get Involved

1. Share the research:
flchamber.com/2020censusundercount
2. Contact me Krichard@flchamber.com
to stay connected
3. Be prepared to support the LUCA
process in 2027

- Receive a Complimentary Copy
of My Presentation
- Join Our Contact List to Stay Up-
to-Date



FLORIDA 2030
FLORIDA CHAMBER FOUNDATION

**FLORIDA
CHAMBER**
Foundation

FLORIDA IS MISSING BILLIONS OF DOLLARS: THE COST OF THE 2020 CENSUS UNDERCOUNT BY COUNTY

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Why it Matters

Even a small undercount can have serious and lasting consequences. In 2022, the U.S. Census Bureau reported to have missed approximately 750,000 Floridians in the 2020 Census. Our Florida Chamber Foundation study estimates a projected loss of at least \$11.4 billion in federal funding from 2020 through 2029. Because decennial Census data drives funding formulas for the subsequent ten years, missing even a fraction of the population in the 2030 Census could once again cost Florida billions in lost support—and even representation in Congress, as the state missed out on one additional U.S. House seat due to the 2020 undercount. To meet the goals of the [Florida 2030 Blueprint](#) and ensure every community has the resources it deserves, we must get the 2030 Census right. Don't let your community leave money—or representation—on the table. Explore below to see how much funding residents in your county may have missed out on due to the 2020 undercount. Communities of every size missed opportunities to address local needs and experienced funding gaps that philanthropy alone is unable to fill.

To get involved in the Florida 2030 Blueprint vision and ensure your community is not left behind in 2030 and beyond, become a leader in the Florida Chamber Foundation as a Community Development Partner by visiting [our website here](#).

Which Funding Can Be Affected

Historically, Florida's census-guided funding spans a broad set of domains—health and human services (e.g. Medicaid/Medicare, community health centers), nutrition (SNAP, which was formerly known as food stamps, WIC), education (Title I, Individuals With Disabilities Act, higher ed, workforce training), housing and community development (Section 8, Community Development Block Grants), transportation and infrastructure (highways, transit, broadband, water), workforce (Workforce Innovation and Opportunity Act), rural and agricultural development (USDA community facilities and rural housing), public safety and homeland security (crime victim assistance), and early childhood and family services (Head Start, child care)—and also shapes place-based tax expenditures and small-business procurement (e.g., Small Business Administration HUBZones).

Across these programs, census data drive eligibility (such as rural designations), formula allocations, and the scoring of competitive applications (like broadband grants targeting underserved, high-poverty areas), and can even affect loan terms. Together, these streams determine whether Florida communities receive their fair share—underscoring why a complete and accurate 2030 count is vital to avoid the kinds of losses associated with undercounts like what happened in 2020.

(See back for details)

Credentials Review Committee Update



Elizabeth Glenn

Senior Director, Planning and Evaluation

Submission Deadline Closed

- Applications received by March 31, 2026, currently under review
- Credentials Review Committee Meeting on May 13, 2026 – Final Decisions

Framework of Quality (FoQ) Revisions

- Refine credential evaluation ensuring relevance and clarity in workforce alignment

CRC Charter Review for Possible Revisions

- To align with FoQ revisions, clarify committee roles, governance, and decision-making

Ongoing Technical Assistance for Submitters

- Continuous support by CareerSource Florida and Partner Agencies
- Targets collaborative engagement, credential eligibility, documentation standards, evidence alignment, and proper SOC code use

Business Toolkit and Training



Nilda Blanco

Business Services Consultant

- Strategic vision for engaging with business, industry and economic development
- Emphasizes need for LWDBs to:
 - Enhance employer engagement
 - Expand demand-driven training programs
 - Advance regional economic development
 - Share labor market intelligence
 - Collaboration that supports growth and job creation



How to Use the Guide:



Assess
Employer
Needs



Explore
Program
Bundles



Leverage
Synergies &
Pathways



Facilitate
Connections
with Partners



Scan to view the Business
Services Toolkit



- Strengthen business engagement
- Build skills across the network
- Strengthen implementation of Business Services Toolkit
- Formalize local partnerships through MOUs

- LWDBs are convenors
- Engages strategic partners and industry
- Validate workforce data and trends
- Identifies career pathways – high school to post-secondary
 - ETPL process
 - Master Credentials List
 - Education & Industry Consortium

WIOA Two-year Plan Modification and Board Recertification Updates



Erin Sampson

Senior Director, Workforce Program Development

Key updates:

- Extension granted by USDOL to April 30th
- Full Perkins V Inclusion
- Apprenticeship targets for LWDBs
- Workforce Pell
- Posted for additional public comment: [WIOA Plan](#) and [Public Comment](#)

June 2026 Board Meeting Items:

- 21 LWDBs - Re-certification
- 16 LWDBs – Direct Service Provider Designations
- 3 LWDBs – One-Stop Operator Certifications

Update on FL WINS



Garrick Wright

Program Director

FL WINS

WHAT IS THE FL WINS PROGRAM?

Florida Workforce Integrated Networking Systems (FL WINS) is an innovative, consumer-first workforce development program designed to streamline access to benefits and services for Floridians. By sharing connected systems and data, it creates a “no-wrong-door-entry” approach; this helps Floridians find the support they need more easily.

CUSTOMER PORTAL

- One-stop access to workforce programs and benefits.
- Personalized dashboard with career planning and recommendations.
- Multilingual support and virtual assistant for user guidance.

C360 PORTAL FOR AGENCY WORKERS

- 360° customer view for agency staff.
- Cross-agency data sharing for better collaboration.
- Analytics-driven recommendations and centralized document management.

BENEFITS OF THE FL WINS PROGRAM

- **Single platform:** Customers can access all workforce benefits and programs in one place.
- **Modern, consumer-first design:** Helps people build skills and move forward in their education and careers.
- **Personalized experience:** Provides tailored support for each customer.
- **Cross-agency collaboration:** Improves agency worker service delivery and efficiency.
- **Program overview:** Agency workers can monitor customers’ status and progress. They can view activity and service history.
- **Send timely notifications:** Keeps customers informed with updates to their customer dashboard.

FL WINS PARTNERS



FloridaCommerce



Florida Department of Education



CareerSource Florida



Florida Department of Children and Families

C360 Portal: What's Coming in Milestone 4



View Customer Profile

Access complete customer details.



Send Notifications

Keep customers informed with timely updates to their customer dashboard.



Track Customers' Current Programs

Monitor customers' status and progress. View their activity and service history.



Submit Electronic Referrals

Connect customers to programs across agencies—fast and secure.



Send Shared Notes for Cross-Agency Collaboration

Improve communication, effectiveness and service delivery.



Suggest Additional Services & Programs

Proactively recommend solutions to meet customers' evolving needs.



Utilize Optimized Search & Access

Browse program and services offerings all in one place.

**Customer Portal features coming in Milestone 4:
Career Navigator, Program Match, Program Catalog,
Customer Dashboard**

Customer Portal: What's Coming in Milestone 4



Around Me – Location Finder

Find nearby jobs, classes, colleges, skills and workforce board locations.



Career Plan – My Roadmap

Track progress toward career goals and build a personalized plan.



Aptitude Assessment

Take an assessment to discover careers that match skills and interests.



Find a Job

View job market data and save jobs for future reference.



Program Match

Answer questions to match with programs that fit your needs and goals.



Resource Hub

View additional resources that may be helpful for your journey.



Program at a Glance

See current enrollments, programs and benefits.

Closing Remarks



Adrienne Johnston

President and CEO

- **Credentials Review Committee Meeting**, May 13, 1:00–3:00 p.m., *Virtual*
- **Strategic Policy & Performance Policy Council Meeting**, June 2, 10:00 – 11: 00 a.m., *Miami*
- **Finance Council Meeting**, June 2, 1:00 – 2:00 p.m., *Miami*
- **Board of Directors Meeting**, June 3, 9:00 a.m. – 12:00 p.m., *Miami*
- **Board of Directors Information Meeting**, July 1, 10:00 – 11:00 a.m., *Virtual*



LinkedIn



X

@AJohnstonFLA