

**MINUTES OF THE
CAREERSOURCE FLAGLER VOLUSIA
INDUSTRY DEMAND CONNECTION COMMITTEE
January 29, 2019**

A meeting of the CareerSource Flagler Volusia Industry Demand Connection Committee was called to order at the Administrative Office of the organization located at 329 Bill France Blvd., in the City of Daytona Beach, in the State of Florida, at 9:36 a.m. on the 29th day of January 2019, pursuant to written Notice fixing said time and place; the same being filed and attached to these minutes.

Dr. Aubrey Long and Mr. Tyrone Walker Co-Chaired the meeting and Ms. Jennifer Gosling served as the Recording Secretary.

The following members of the Industry Demand Connection Committee were personally present:

Ms. Mary Jo Allen, Vice President of Post Acute Services – Halifax Health
Ms. Nancy Keefer, Executive Director – Daytona Regional Chamber of Commerce
Dr. Tom LoBasso, President – Daytona State College
Dr. Aubrey Long, Vice President of Business and Community Development – Bethune-Cookman University
The Honorable Joe Mullins, Commissioner, District 4 – Flagler County Board of County Commissioners
Mr. Shailesh Patel, President – Dredging and Marine Consultants
Mr. Tyrone Walker, Consultant – Primerica
Mr. John Wanamaker, CCIM – Coldwell Banker Commercial AI Group
Mr. Michael Zaharios, Director – Florida Virtual Entrepreneur Center

The following guests were also present:

Mr. Arthur Abraham, Reader/Driver – Division of Blind Services
Ms. Meghan Althafer, Pre-Employment/Transition Instructor – Division of Blind Services
Mr. Brad Harris, Business Manager – Volusia County Economic Development
Mr. John Hoag – General Public
Mr. Charlie Howell, Vice President Business Development & Technology – CareerSource Flagler Volusia
Mr. Howard Johnson, Data Manager – Eckerd Connects *
Ms. Robin King, President & CEO – CareerSource Flagler Volusia
Mr. Jesse McGee, Assistant Director of Business and Career Services – Case Management, Inc.
Ms. Donna Runge, DEO Administrator – Department of Economic Opportunity
Ms. Christine Sikora, Vice President of Innovative Workforce Solutions – CareerSource Flagler Volusia
Mr. Danny Strain, Job Readiness Instructor – Division of Blind Services
Ms. Jenny Stumbras, Business & Community Development Manager, Case Management, Inc.

Ms. Jennifer Gosling, Executive Assistant – CareerSource Flagler Volusia
* via conference call

Dr. Long called the meeting to order and asked everyone to introduce themselves. Next, he advised there was one correction to the October 9, 2018 meeting minutes on page three where Ms. Robin King was referred to as Mr. King. Dr. Long called for a motion to approve the minutes from the October 9, 2018 meeting with correction noted.

1. After discussion, upon motion duly made, seconded and unanimously carried, the Industry Demand Connection Committee approved the October 9, 2018 minutes with one correction to Ms. King's name on page three.

Next, the Committee was updated on the Industry Sector Interchange event on February 22nd. She stated that all Committee members in private sector businesses should have received an invitation. Ms. King advised that the Chamber Alliance is one of our supporters and has been assisting with outreach. She stated that we are in the process of holding planning meetings with the facilitators for the six targeted industries. Ms. King explained that the February 22nd Interchange event will have six separate sections for the individual sectors; each facilitated by an industry leader. Additionally, she advised that members of economic development and education will be in attendance. Ms. King stated that the Interchange event is being held at the Hard Rock Hotel and was by invitation only. She asked the Committee to send her the information of any businesses they would like to invite, and she would send them a personal invitation.

Ms. King reported that we are planning to hold the Interchange every six months and advised that the group would be known as the Alliance4. The Committee was shown the new logo that would be used on the agenda and correspondence. She stated that the four in the logo signified the partnership of workforce development, business, education, and economic development in a unified approach to building solutions for our community.

The next item on the agenda was to introduce the On-the-Job Training (OJT) mobile app. Mr. Charlie Howell reminded the Committee that last year, there was an issue when we expended our OJT allocations within the first seven months. To rectify this, he advised that we have implemented monthly OJT limits for Business Services Representatives (BSR). BSRs are allowed \$9,333 in OJT funds for their territory per month, and in order to remain flexible and adaptive to community needs, the BSRs may share their funds with each other.

Mr. Howell advised that we have created a series of mobile apps and gave the Committee a brief presentation of the OJT app. He demonstrated how to enter a

company's information, the Job Zone, as well as the wage, position and statistical data of the individual to be trained. Mr. Howell advised that if the individual to be hired has barriers to employment or is considered to be in a priority population, points are added to the weight of the OJT contract. He explained that a higher weighted contract will increase the level of reimbursement we are able to provide. Mr. Howell advised that Job Zone 1 is not eligible for OJT training and explained that this classification includes lawn maintenance that does not require the use of chemicals and other jobs with minimal training. He stated that as the Job Zone increases and the training becomes more intensive, the reimbursement amount increases. Mr. Howell advised that once an OJT record is saved, it is sent to a quality assurance specialist for approval and then to Ms. King for final approval.

Ms. King stated that previously, OJT contracts were emailed back and forth between departments for approval. Now, the app sends a notification when an application is waiting for review. Ms. King discussed barriers to employment. She advised that in a recent conference, she learned that the Age Discrimination Act begins at forty years old, and we will be changing our threshold from fifty to align with this information. Ms. King stated that we will be clarifying the homeless designation to include current or formerly homeless since the only indicator that someone may become homeless is that they have a previous history of housing insecurity. Additionally, she advised that we will be researching the zip codes that have a lower income and higher unemployment rate. Ms. King advised that the United Way will be releasing an updated version of the Asset Limited, Income Constrained, Employed (ALICE) report. She advised that we will be using that data to determine ways we may be able to bolster the support of those areas within our two counties.

Mr. Howell stated that the change toward mobile apps will mean that data will not leave the cloud, which will keep our customers' information secure from the potential for loss or theft. He advised that the only time in which the information will be printed is to provide the business a copy of the contract; after that, the document enters our data management system. Ms. King asked if staff will need to continue visiting the business to obtain their signature, or if the system will provide a way for the business to authorize remotely. Mr. Howell replied that he is looking into automating that step in the next phase.

A question was raised on whether there are time limits on OJT contracts. Mr. Howell replied that there are, and if an individual does not begin on the start date as specified, the contract must be amended. Additionally, he advised that the contract details the type of training to be held, the hourly wage, and the number of training hours. Mr. Howell stated the training must meet these thresholds for reimbursement. A discussion ensued

on whether a business receives partial or no reimbursement for an individual that does not complete their training. Mr. Howell advised that there are several reasons that an individual may be terminated or leave on their own accord. He advised that we approach each situation on a case-by-case basis.

Another question was raised on whether a business will know how to fill in the Job Zone on the application. Mr. Howell replied that the Job Zone is automatically filled in and is based on a table from the Department of Labor (DOL). He advised that the DOL has already classified occupations, and we are using this information to determine the difficulty and the necessary length of the training. Ms. King advised that it was an internal decision to not invest in Job Zone 1 training and stated that the decision was made to focus our allocations in areas where marketable skills will be gained, as opposed to the most basic, entry-level jobs that require little to no training.

Next, the Committee was provided an update on the Customized Training (CT) Campaign activities. Ms. King reminded the Committee that in a previous meeting, the Committee had discussed ways to put our services in front of businesses so that when it came time for the business to upskill their current workforce, they would know that we could assist them. She stated that training an employee to move up their career pathway is ideal; however, more frequently CTs help employees retain the job they have.

Ms. King advised that a team of staff, which included both executive staff and members of the Business Services Unit (BSU) came together to examine possible outreach methods that were discussed at a recent Committee meeting. Included in the discussion was a blog and personal phone calls to name a few. She directed the Committee's attention to the postcard they were provided, Ms. King advised that approximately ninety post cards were recently mailed to local healthcare companies whose size is between twenty-five to seventy-five employees. She stated that the addresses were pulled from a confidential list of companies that we receive from the Department of Economic Opportunity. Ms. King advised that the BSU team will follow up with the companies next week. She highlighted that the postcards display a link to our website that leads businesses to a special landing page; the landing page will count visitors to measure the effectiveness of the postcards.

Ms. King advised that the next phase of the CT campaign will involve the Committee members. She stated that the next postcard will feature pictures of Carlos Valderrama and will be an invitation to businesses in the Deltona area to use our services.

Ms. King stated that businesses can retain their employees if they invest in them. She advised that during the recession, many of the individuals that came to us had not

upgraded their skills in long time and were not marketable. She noted that by the next recession, she hoped to see an improvement to the skill level of the local workforce. A discussion ensued on businesses not investing in employees due to higher turnover. Ms. King stated that in some instances, the employee's wage can be considered the employer's match and we pay for the training; this meant that a business would not spend any additional funds for upskilling their staff.

The next item on the agenda was to review and organize the Committee's 2019 priorities and goals. Dr. Long directed the Committee's attention to the spreadsheet. Dr. Long asked the Committee to review the goals and make recommendations for the priorities. He stated that the Committee was asked to give ideas for engaging the business community, and he suggested making that a priority for this year.

Mr. Shailesh Patel stated that in his own business, he has seen a better return on investment from training his own staff compared to hiring and recommended making Customized Training a priority for the upcoming year. Comments were made from the general public via conference call regarding the necessity of training individuals that do not have marketable skillsets. Ms. King responded that our training funds are divided into three pools: classroom training for individuals without marketable skills, OJTs for individuals with a job offer, and CTs for employed individuals who need additional training. She advised that while OJTs and CTs are marketed towards businesses, the focus of our funding is on the individuals who comprise our local workforce.

Ms. King stated that she recently spoke at the Daytona Beach Rotary meeting, and that she would be looking into speaking at an Assisted-Living Facility group that meets in Flagler. Ms. King advised that we have developed a presentation that she and the BSRs use when delivering information about our services and offered to share that with the Committee. Mr. Michael Zaharios recommended having either Ms. King or Mr. Howell speak at the end of the weekly 1 Million Cups event where there are approximately forty to fifty businesses in attendance. Mr. Howell accepted the offer.

Ms. King stated that we have also been partnering with high school and post-secondary education to have our services in front of the students. Additionally, she advised that we are looking at our collateral materials for businesses and revising them so they are not as text-heavy and more appealing to the eye. Ms. Christine Sikora asked the Committee if the postcard in front of them would catch their eye. The Committee agreed that the information was well placed; however, it was mentioned that it may not reach its intended audience within companies whose mail handlers may discard post card as junk mail. Ms. King advised that the post cards were the first of several outreach initiatives we will be trying. A suggestion was made that in addition to a link and phone number that

we include a number that businesses could text for more information. Another suggestion was made to engage trade associations and get in front of their businesses. Ms. King asked the Committee to let her know of any group or association that they know or are involved with, and staff would be willing to speak at their functions.

A question was raised on whether we were targeting areas where there is a greater lack of skills. Ms. King replied that we were, and it was based on the six industry sectors the Board selected as being the most in need which included construction, manufacturing, healthcare, retail, hospitality, and professional and business services.

The last item on the agenda was to open the floor for old business and other items. Ms. King advised that The Honorable Joe Mullins was new to the Committee and asked him to introduce himself. Mr. Mullins replied he was the Flagler County Commissioner for District 4 and is a developer mostly notably for multi-family properties in the southeast United States. He advised that in his campaign, he committed to connecting the business relationships he has within the industry and bringing them here to the local area. Dr. Long welcomed Mr. Mullins to the Committee. With no other business to be heard, the meeting was adjourned.

Recording Secretary