

**MINUTES OF THE  
CAREERSOURCE FLAGLER VOLUSIA  
INDUSTRY DEMAND CONNECTION COMMITTEE  
October 5, 2017**

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 9:00 a.m. on the 5<sup>th</sup> day of October 2017, pursuant to written Notice fixing said time and place; the same being filed and attached to these minutes.

Mr. John Wanamaker 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, Executive Director – Halifax Health Hospice  
Dr. Aubrey Long, Vice President of Business and Community Development – Bethune-Cookman University\*  
Mr. John Wanamaker, CCIM – Coldwell Banker Commercial AI Group  
Mr. Michael Zaharios III, Director – Florida Virtual Entrepreneur Center

The following guests were also present:

Mr. Ron Goss, Senior Regional Manager – Eckerd Workforce Development Services  
Mr. Brad Harris, Data Project Coordinator – Volusia County Economic Development  
Mr. Charlie Howell, Vice President of Business Development and Technology – CareerSource Flagler Volusia  
Mr. Howard Johnson, Data Manager – Eckerd Workforce Development Services  
Ms. Velma Lowe, Managing Director of Operations – Career Steps, Inc.  
Mr. Jesse McGee, Career Service Advocate Supervisor – Case Management, Inc.  
Mr. Eric Remington, Chief Technology Officer – DME  
Dr. Sherryl Weems, Associate Vice President – Daytona State College  
Ms. Jennifer Gosling, Executive Assistant – CareerSource Flagler Volusia

\*via conference call

Mr. Wanamaker called the meeting to order and called for a motion to approve the minutes from the July 11, 2017 meeting.

1. After discussion, upon motion duly made, seconded and unanimously carried, the Industry Demand Connection Committee approved the minutes.

The first item on the agenda was a report on the changes to our service delivery. Mr. Charlie Howell advised that at the last meeting, the Committee recommended making

some changes to come in line with the decrease in funding we have received from the State. He reported that in response to their recommendation, and subsequent ratification from the Board, we have closed the Computer Lab and reduced the square footage of the Daytona Beach Career Center. Additionally, we have changed our service delivery to be business-focused. Mr. Howell reminded the Committee that an analysis had been done which showed classroom training was approximately \$4,600 per participant; whereas, business training was roughly \$1,900 per participant. He explained that business training primarily consisted of On-the-Job (OJT) of new employees and Customized Training (CT) for the retention of existing employees.

Mr. Howell noted that in shifting our focus to a business model, we can serve more businesses and jobseekers with our training funds. In conjunction with this shift in our service delivery, we are also using a weighted method with our business contracts. He stated that the weighting formula considers several key factors including industry, company size, targeted populations with significant barriers to employment, and wages. Mr. Howell explained that the result of using a weighted method is an increased emphasis on an effective use of funds.

Next on the agenda was a discussion of our role in workforce attraction. Mr. Howell stated that not all regional workforce boards are involved in workforce attraction and asked the Committee to consider what role we should play in the outreach to potential residents. He highlighted several local projects including *You Can in Flagler County*, a website that now lists jobs, entertainment, events, and resources for new and existing residents of Flagler County. He advised that a couple of years ago, we issued a Request for Proposals (RFP) for all contracted services. As part of that RFP, we considered proposals for special, innovative projects up to \$25,000 that would enhance the workforce. Flagler County's Department of Economic Opportunity submitted a proposal for the *You Can in Flagler County* website and was awarded a contract. Mr. Howell used this as an example of how we have partnered with other agencies in the past and asked the Committee for feedback on whether we should continue to participate in workforce attraction initiatives.

Mr. Michael Zaharios stated that we should have a participatory role in workforce attraction since it directly influences our ability to serve businesses; however, agencies for whom workforce attraction is a primary mission should take the lead. The Committee concurred. Mr. Wanamaker suggested the creation of a workforce attraction sub-Committee that would bring all participating agencies to the same table. Mr. Zaharios agreed that a sub-Committee would help to formulate a unified message between all

partners and define what each agency contributes to the effort. Mr. Howell advised that he will look into the idea of a sub-Committee.

The next item on the agenda was to discuss staffing the Community Portal. Mr. Howell stated that we received a CareerSource Florida innovation grant a few years ago which led to the creation of the Community Portal. This database connects businesses with high school students for the purpose of work experiences. The Community Portal has had moderate success since it rolled out which has been due in part to the learning curve. Mr. Jesse McGee provided a presentation of the Community Portal and showed how students can upload their resumes, search and apply to posted opportunities. He advised that he has been proactively going to schools to teach students how to navigate the Portal. Additionally, when our Business Services Representatives work with their businesses, they are informing them of this resource. Mr. McGee advised that if a company expresses interest in the Community Portal, he arranges to meet with them. Ms. Mary Jo Allen asked if we were working with Take Stock in Children. Mr. McGee replied that we are not. Ms. Allen advised that they may be interested in using the Community Portal and there could be a partnership opportunity there. Mr. McGee thanked Ms. Allen for her suggestion and stated that he would reach out to them. Mr. Zaharios inquired if there was a way to perform a data dump from an existing apprenticeship databases, such as Employ Florida or VMA, to seed the Community Portal and spur new traffic. Mr. Howell advised that he would contact Coastal Cloud to see if that could be done. Mr. Brad Harris suggested reaching out to businesses to determine their needs and if the Portal's design meets those needs.

Next, the Committee was provided a presentation on the Talent Supply Dashboard. Mr. Howell explained that we work with economic development practitioners to compile a labor shed. This data is drawn from various sources including EMSI and Employ Florida. He advised that one component missing from the labor shed has been the talent supply coming from the colleges. The Talent Supply Dashboard was a joint effort of four regional workforce boards, the High Tech Corridor, and the University of Central Florida. The purpose of the Talent Supply Dashboard is to illustrate the pipeline of local graduates and their respective fields. Mr. Howell provided a guided tour of the pivot table and illustrated how data can be narrowed and isolated. He advised that the data is sourced from the Florida Education and Training Placement Program (FETPIP) in which all training institutions must report their numbers. Mr. Howell stated that FETPIP releases the data two years after the collection, so the most current data is from 2015 and is currently being integrated into the spreadsheet. While the data is historical, the Talent Supply Dashboard is designed to be supplemental to the rest of the labor shed

and provides at least some point of reference to the talent quotient exiting our colleges. He informed the Committee that this resource would be made available on our website.

Next, Mr. Howell informed the Committee of our Hurricane Irma Response and Recovery efforts. He stated that our offices were without power for a few days and we were fully operational by that Wednesday following the storm. Mr. Howell advised that our Business Services Representatives have been assisting our businesses that were impacted by the storm. Additionally, he noted that we have been actively disseminating information on the Florida Small Business Development Center's Bridge Loans for businesses and Disaster Unemployment Assistance (DUA) for residents.

Mr. Howell called the Committee's attention to the iPads on the table and asked them to look over the Strategic Goals document. He stated that the December 6<sup>th</sup> meeting was to review and select the goals for the upcoming year which would be discussed in more detail at the January 2018 Board and Joint Committees meeting. Mr. Howell advised that the Committee could choose to cancel the December meeting if they preferred to select their activities at this meeting or at the January joint meeting. A few suggested activities were added by the Committee:

- Create a workforce attraction sub-committee to determine how we should support our partners effectively.
- Research the possibility of using other databases to seed the Community Portal.
- Partner with the colleges to capture more data on placements.

The last matter of business to come before the Committee were two Florida Career and Professional Education Act (CAPE) requests that we received. Mr. Howell advised that the State created the CAPE list in order to ensure that educational partners are offering students credentials that are locally in demand. If need or benefit is demonstrated, the State requires the regional workforce board to write a letter of support to be included with the CAPE application. He directed the Committee's attention to the iPads to review three requests from Volusia County Schools (VCS) for inclusion on the CAPE list.

### **Marketing Programs – Small Business Entrepreneurship Certification**

Mr. Howell advised that we are involved in the entrepreneurial community and understand the necessity of cultivating new potential business owners. He recommended approving the request for a support letter. The Committee concurred.

Mr. Wanamaker called for a vote.

2. After discussion, upon motion duly made, seconded and unanimously carried, the Industry Demand Connection Committee recommended providing a letter in support of the Marketing Programs – Small Business Entrepreneurship Certification for inclusion on the CAPE list.

### **Game & Sim Programs – Unity Certification**

Mr. Howell stated that while our region does not possess many businesses in the gaming industry, the skills taught in the Game & Sim Certification program have many applications. Companies in all industries are using gamification to make their marketing and social media campaigns interactive and engaging. As these trends continue, the need for these audio, visual, animation, and interfacing skills will rise.

3. After discussion, upon motion duly made, seconded and unanimously carried, the Industry Demand Connection Committee recommended providing a letter in support of the Game & Sim Programs – Unity Certification for inclusion on the CAPE list.

### **Audio Programs – Pro Tools Certifications**

Mr. Howell stated that there was one certification request we received that will not go before the Committee. He advised that VCS has asked the vendor for clarification on some areas that are unclear. Mr. Howell stated that upon the request of VCS, we will table the review for the Pro Tools Audio Certification until their questions have been answered.

There being no further business to come before the Committee, the meeting was adjourned.

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Recording Secretary