

**MINUTES OF THE  
CAREERSOURCE FLAGLER VOLUSIA  
INDUSTRY DEMAND CONNECTION COMMITTEE  
February 7, 2018**

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 7<sup>th</sup> day of February 2018, 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. Ann Lesizza 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 and Palliative Care  
Mr. Rob Ehrhardt, Director - Volusia County Division of Economic Development  
Ms. Nancy Keefer, President & CEO - Daytona Regional Chamber of Commerce  
Mr. Keith Norden, President & CEO – Team Volusia EDC  
Mr. Tom Russell, Superintendent – Volusia County Schools \*  
Ms. Helga van Eckert, Executive Director – Flagler County Department of Economic Opportunity  
Mr. John Wanamaker, CCIM – Coldwell Banker Commercial AI Group

The following guests were also present:

Ms. Jayne Burgess, Senior Director – CareerSource Florida  
Mr. Charlie Howell, Chief Information Officer – CareerSource Flagler Volusia  
Mr. Howard Johnson, Data Manager – Eckerd Connects  
Ms. Robin King, President & CEO – CareerSource Flagler Volusia  
Mr. Shailesh Patel, Dredging and Marine Consultants (DMC)  
Mr. Eric Remington, Chief Technology Officer - DME  
Ms. Christine Sikora, Vice President of Innovative Workforce Solutions – CareerSource Flagler Volusia  
Ms. Ann Lesizza, Chief Administrative Officer – CareerSource Flagler Volusia

\* via conference call

Mr. Wanamaker brought the meeting to order and advised that he was chairing the meeting in Dr. Aubrey Long's absence. He called for a motion to approve the minutes from the October 5, 2018 meeting.

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

The next item on the agenda was a discussion regarding On-the-Job Training (OJT) and Customized Training (CT) contracts. Ms. Robin King advised that since July 1, 2017, we have completed over 320 OJT contracts with an average cost of \$2,200 per contract. She noted that the average has seen an increase of approximately \$1,000 compared to previous years as a result of extending the length of OJTs. Ms. King explained that we had been offering shorter OJTs in conjunction with classroom training, and it was decided that this year, classroom training would be replaced by longer OJTs.

Ms. King reported that we are currently not meeting the performance measures for median wages. She stated that the minimum wage threshold for OJTs was \$10 an hour; however, the measure's target wage is \$15 for adults and \$13 for dislocated workers. Ms. King advised that the abundance of OJTs with a \$10 wage was bringing down our median wage. She recommended increasing the wage threshold to \$12 for the rest of this year and reviewing our progress later in the year to determine whether further adjustments should be made next year. The Committee unanimously concurred.

Next, the Committee discussed workforce attraction. Mr. Charlie Howell stated that at the last meeting, the Committee recommended creating a subcommittee to discuss the topic of workforce attraction. He defined workforce attraction as the ability to recruit new businesses to our local area and highlighted the Volusia Proud and You Can in Flagler County initiatives which illustrated to potential site selectors the quality of life that may be found here. Mr. Howell stated that another method would be to look at our colleges and identify ways to retain the recent graduates in this area which will, in turn, attract businesses looking for a qualified talent pool. He advised that instead of a subcommittee comprised of Committee members, staff recommended creating a taskforce that would include members of the community from partner agencies. The taskforce would be staff-driven with the goals of learning what each agency does to attract businesses, assessing which methods are most effective, and having all partners coordinated and moving in the same direction. The Committee agreed to create a workforce attraction taskforce instead of a subcommittee.

The next item on the agenda was to discuss online business workshops. Mr. Howell explained that several years ago, a decision was made to move all workshops to an online platform. He advised that the jobseeker workshops could be found on our website, while the internal workshops for staff were accessible through the company's intranet. Mr. Howell stated that staff were considering the creation of a third location for workshops geared towards businesses and their employees. He asked the Committee for ideas on what types of workshops they thought would have value to business customers. He noted that some of the workshops, such as the Guide to Successful

Workplace Habits, may be applicable to the business customers seeking to increase their employees' skill sets. Mr. Howell stated that we could offer more HR-related topics in addition to internal training for employees. Ms. King stated that topics staff were considering would teach HR professionals how to read a background check properly and how to write better job descriptions and job orders.

A question was raised on whether workshops could be tailored to the business. Ms. King advised that they could be tailored in a generic way so other companies could benefit from them, or we could offer a fee-for-service option and brand them for a specific company. Another question was raised regarding the possibility of creating micro sites for individual companies in order to keep their selected content in one place that matched the look and feel of their website. Mr. Howell confirmed that we could offer that option. Ms. King advised that after the Committee provided their ideas for potential topics, staff will take the ideas to businesses and have them prioritize the topics; the workshops with the highest priority will be created first.

Suggested topics from staff and Committee members included:

Soft skills

Communication

Working with teams

Phone etiquette

Marketing strategies

Basic skills – being on time, what to do when the baby is sick (or self)

Handling customer data PII

Confidentiality

On boarding – new and transitional

Write a job description

Read a background check

Interviewing

How to search for candidates (job orders)

Social Media Policy

Security Awareness

The last item on the agenda was an announcement of the Spring Sector Focus Groups. Ms. King reported that the Bureau of Labor Statistics, along with the Department of Economic Opportunity, has been finishing a skill gap and vacancy survey which they began last year. She advised that we should receive the results by the end of this month, and that we will bring together focus groups around each of our targeted sectors to show

them the data and have them validate the findings. Ms. King stated that she is looking into having a third party lead the focus groups, and invites will be extended to our training institutes and economic development organizations should they wish to listen to the discussion.

Ms. King advised that previously, the Committee had discussed the idea of using Business Services Representatives to ask employers questions about their current and future needs, and the information would be compiled for the Committee to review. She stated that we gather historical data from multiple sources, and noted that we recently transitioned from the EMSI software to JobsEQ for much of our data collection. Ms. King stated that historical data assists us in projecting future trends; however, this information does not account for new and emerging trends. She advised that by asking businesses and industry leaders about what they see and projects in the pipeline, we can adjust our trajectory. Ms. King reported that we are sending our Business Services Unit through a new sales program held at Stetson University that will teach them how to approach businesses and will include videotaping their interactions and roleplaying. The Committee reviewed a list of potential assessment questions.

Mr. Howell provided copies of the strategic goals matrix to the Committee. He called their attention to the page numbers and advised that they would notice that Page 4 is missing. He advised that due to a formatting issue, Page 4 was blank and he had removed it from the packet. Mr. Howell stated that at each meeting, the Committee would review their goals and activities. He asked the Committee members to inform him of any activities they wish to include.

Next, Mr. Howell discussed the talent supply dashboard created by CareerSource Central Florida that consisted of historical data from eleven counties showing the graduates of local training institutions and their fields of study. He explained the dashboard was created to provide insight regarding the talent supply exiting local colleges, but because of the way the colleges report to the state, the data was several years old. Additionally, the report assumes the graduates enter into the industries that coincide with their field of study, and that is not accurate. Mr. Howell advised that we will be reaching out to the institutions to find ways to procure more current data and engaging the alumni associations that would have the contact information of recent graduates and information about the internship programs for recent graduates.

Ms. Jayne Burgess, Senior Director for CareerSource Florida, advised that the focus this year is on sector strategies. She commended the staff and Committee members for their efforts in engaging local businesses. Ms. Burgess stated that CareerSource Florida is

available as a resource to the local workforce areas. She invited everyone to participate in the Quarterly Sector Strategy meetings that showcase best practices. Ms. Burgess stated that Mr. Howell and Ms. Christine Sikora have been participating in the Sector Strategy Steering Committee, and that the Committee will be ending in March. CareerSource Florida will have recommendations to bring to their Board next week in Tallahassee. She advised that after the Board meeting, they should have more guidance to give to the local areas.

A discussion ensued on the grant opportunities that were made available through the State. Ms. King advised that we received awards for boat building training in New Smyrna Beach, an adult construction program, and funds to purchase the books for fourth and fifth year electrical apprentices.

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

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Recording Secretary