

**MINUTES OF THE
CAREERSOURCE FLAGLER VOLUSIA
INDUSTRY DEMAND CONNECTION COMMITTEE
June 28, 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 28th day of June 2018, pursuant to written Notice fixing said time and place; the same being filed and attached to these minutes.

Dr. Aubrey Long Chaired the meeting and Ms. Jennifer Gosling served as the Recording Secretary.

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

Mr. Rob Ehrhardt, Director – Volusia County Division of Economic Development
Dr. Aubrey Long, Vice President of Business and Community Development – Bethune-Cookman University
Ms. Inez Nazario-Vega, President – Volusia Hispanic Chamber of Commerce
Mr. Eric Remington, Chief Technology Officer – DME
Mr. J. Tom Russell, Superintendent, Volusia County Schools *
Mr. Tyrone Walker, Human Resources Generalist – Raydon Corporation *
Mr. John Wanamaker, CCIM – Coldwell Banker Commercial AI Group
Mr. Michael Zaharios, Director – Florida Virtual Entrepreneur Center

The following guests were also present:

Mr. Charlie Howell, Vice President Business Development & Technology – CareerSource Flagler Volusia
Mr. Howard Johnson, Data Manager – Eckerd Connects
Ms. Velma Lowe, Managing Director of Operations – Career Steps, Inc.
Ms. Loren McGinley, Program and Data Specialist – CareerSource Flagler Volusia
Ms. Kathy Spencer, Director of Business and Career Services – Case Management, Inc.
Mr. Mack Thomas, Program Manager – Eckerd Connects
Mr. Brian Willard, Program Manager – Road to Success *
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 called for a motion to approve the minutes from the April 4, 2018 meeting.

1. After discussion, upon motion duly made, seconded and unanimously carried, the Industry Demand Connection Committee approved the April 4, 2018 minutes.

The next item on the agenda was an update on recent changes to business training. Mr. Charlie Howell advised the Committee that last year, the Board approved a change in the way we allocated funds by reducing classroom training and increasing the amount of On-the-Job (OJT) and Customized Training (CT). He explained that OJTs and CTs are shorter programs, have less overhead and case management costs. The shift allowed us to serve more customers and businesses. Mr. Howell advised that we did not have the success we anticipated, and we were taking a different approach this year. He advised that we designate \$200,000 to classroom training this year and using a 70/30 split for the remainder of the training allocation for OJTs and CTs respectively.

Mr. Howell advised that another change we would be making this year would affect how quickly our Business Services Unit (BSU) is able to spend the training funds allocated to OJTs and CTs. He advised that we have not had any funds available for the last couple of months, due to how quickly the BSU team had expended them. In order to ensure we have sufficient funds throughout the year, Mr. Howell advised that we would be capping the OJT/CT funds each month. He explained that the team will have the latitude to bargain between themselves and share their monthly allotments, ensuring our funds are responsive to the needs of our business community.

A question was raised on the factors that contributed to the decrease in success of OJT contracts last year. Mr. Howell responded that the cost per participant was higher and many OJTs went longer than we had anticipated. Additionally, the wage threshold decreased performance and was subsequently raised to align more closely with our negotiated goal. Mr. Rob Ehrhardt inquired about the type of classroom training we offer. Mr. Howell stated that classroom training is supported through an approved vendor list of local colleges and training institutions, and the investments we provide are in line with our sector strategies, as well as the Targeted Occupational List (TOL) that is negotiated with the State. He noted that classroom training did not have to be tied to a degree-based program and was driven by community need.

Mr. Michael Zaharios questioned whether funds were expended so quickly due to demand and if capping the monthly allocations would slow down the availability of funds. Mr. Howell responded that if there were no restraints, we could spend our yearly allocations within a few months; however, that may not provide the greatest benefit to the community. He explained that OJTs are weighted based on a formula that takes into consideration industry, targeted populations, wage rate, and other factors that focuses investments more heavily into the areas of the community where funds will have the greatest impact. Mr. Zaharios asked what would happen if there are funds left over at the

end of the fiscal year. Mr. Howell stated that it is unlikely that we will have funds leftover, and if there were, we would carry those funds forward into next year.

The next item on the agenda was a discussion on industry sector statistics. Mr. Howell directed the Committee's attention to the Industry Snapshot 2020-2023 Growth Rate spreadsheet on their tablets. He stated that two years ago, we researched our local industries to determine where we would focus our investments. Mr. Howell advised that there are two projections listed. He stated the first was a five-year projection beginning in 2015 and an updated five-year projection beginning in 2017. Mr. Howell noted that some of the numbers are slightly off because we changed our data source from EMSI software to JobsEQ. He advised that the numbers for the 2020 projection were derived from EMSI and the one for 2023 were sourced using JobsEQ. Mr. Howell stated that staff used the employed numbers to see how each data source differed and its effect on the growth percentage. He asked the Committee for their suggestions and stated that any changes we make which vary away from the targeted sectors would require Board approval. A question was raised on the number of targeted industries. Mr. Howell advised that there were initially eight industries; however, Information Technology was found to be prevalent in all other sectors and was removed since it was difficult to find companies that identify themselves as strictly information technology-based.

A discussion ensued on the annual average wage. A suggestion was made, and the Committee discussed, whether the targeted industries with lower wages should be changed to industries our local area would like to grow, such as Finance and Insurance. Mr. Howell advised the sectors were initially selected based on their projected growth. A question was raised on whether the growth rate was based on available workers or how many businesses are here locally. Mr. Howell responded that it was based on the projected workers. He explained that our main focus is to better the community through the local businesses; however, our funding is based upon the workforce and serving individuals in target populations. Mr. Howell stated that we have a strong retail industry in our local area, and while the annual wage rate is low for that sector, it creates a ripple effect that spurs jobs in other industries.

Ms. Inez Nazario-Vega concurred that retail is changing and discussed the difference in the shopping habits of younger generations. She asked how we are incentivizing and motivating the community to train for the occupations that will be in demand five years from now. Mr. Howell advised that we had a good supply of talent five years ago; however, with the unemployment rate so low, we are now working with fewer clients. He stated that these clients may be chronically unemployed or recently released from their employment; those that have not been unemployed for a long time are employed much

quicker. Mr. Howell advised that we are working to engage new sources of talent; including students not seeking post-secondary education. He noted that we are working with the high school career academies and Certified Technical Education (CTE) programs to help transition students into the workforce or into apprenticeships, internships or training in their chosen field. Ms. Nazario-Vega suggested engaging home school and virtual school programs to reach a talent pool that may not be accounted for using traditional means.

The next item on the agenda was an update on the industry focus groups. Mr. Howell advised that the intent of the focus groups is to bring together industry leaders and for each sector have a facilitated discussion concerning their workforce needs and skill gaps. He advised that the State's Department of Economic Opportunity (DEO) recently completed a Skills Gap and Job Vacancies survey, and we are using those statistics to begin the discussion. Mr. Howell advised that we are asking each group to determine the validity of the data and confirm the skill gaps listed. He stated that the groups will discuss solutions and what we, in conjunction with our community partners, can do to help support their industries' demand.

Mr. Howell stated that the Healthcare and Hospitality focus groups met, and the rest of the groups will meet by the end of July. Based on the results of the first two focus groups, he advised that we have seen a common theme when it comes to the lack of soft skills and work ethics when discussing skill gaps. Mr. Howell stated that both focus groups reported having difficulty with staff not showing up for work and failing to call. He advised social skills and proper temperament are lacking, especially within the healthcare field.

Mr. Howell reported that another common theme between the Hospitality and Healthcare groups was "churn"; staff will leave a company to work for another, and sometimes for a modest increase in compensation. He advised that staff may leave for greater training opportunities or for a better career path. Mr. Howell stated that the Healthcare focus group introduced us to careers we did not know existed, including the growing need for MedSurge-certified surgery technicians that prep and clean surgery rooms before and after a surgical procedure. He advised that surgery techs do not need to be CNAs or nurses, the position begins around \$15 an hour, and there is a shortage of workers. Mr. Howell stated the MedSurge is a 10-week program and is relatively inexpensive.

With the Hospitality focus group, Mr. Howell advised that many of the participants were not aware that we existed, and the takeaway from the meeting was that we needed to do better outreach. He informed the Committee that the need of the hospitality industry was

immediate, and they want to begin holding monthly job fairs. Mr. Howell advised that we are looking into the logistics and how we might be able to staff more frequent job fairs. Additionally, the Hospitality and Healthcare focus groups were given a list of titles for potential online workshops we are considering building in order to gauge their interest. He stated that both groups liked all the titles on the list and said they would offer them to their workers.

Mr. Howell reported that staff came away from the first two focus groups with the need to share this information with our educational partners. He advised that once all the focus groups have met by the end of July, we will comprise a list of industry needs and meet with our educational partners to discuss what areas they can address. Mr. Howell stated that our educational partners include colleges, training institutions, local county school systems, high school academy programs, and Career & Technical Education (CTE) programs. Mr. Howell advised that both the Hospitality and Healthcare Focus Groups expressed a need for occupational-specific classroom training, and he stated we would be engaging the school systems, particularly the CTE program.

Dr. Long asked if additional certifications would mean higher wages. Mr. Howell replied that it should. He reported that churn is prevalent in the hospitality industry, and Mr. Bob Davis told the focus group that their retention would not get better until the hospitality industry paid more. Mr. Howell advised that the Hospitality Focus Group suggested that when they hire, they should share the resumes of those they do not hire with the group. He stated that while both focus groups brought together very competitive industries, each group showed a remarkable willingness to work together.

Mr. Howell advised that some certifications are not recognized as industry certifications, and the State does not count them towards our measures, such as First Aid or CPR. However, these certifications are required for certain occupations. He stated that we are working on several fronts to influence what certifications are accepted. A discussion ensued on whether we should be paying for certifications or if that should be the responsibility of the hiring company.

The next item on the agenda was to discuss workforce attraction. Dr. Long stated that we recently have implemented an Entrepreneur (Trep) Group and asked Mr. Howell to report to the Committee on its progress. Mr. Howell reported that at a previous meeting, the Committee had asked staff to create a Workforce Attraction sub-committee, which had evolved into the idea of a taskforce; however, staff determined that it was not the right time to bring these agencies together. He reported that staff have been focusing on bringing together the entrepreneurial community within the two counties. Mr. Howell

advised that starting and growing small businesses is a subset of workforce attraction and may retain and attract younger millennials. He noted that there is a section of the Workforce Innovation and Opportunity Act that encourages the involvement of workforce boards with entrepreneurial activities, so the Trep Group aligns with that guidance. Mr. Howell stated that the Trep Group brings together all interested parties with a stake in entrepreneurship, and it meets every Friday. He went through the list of current participants and identified Mr. Michael Zaharios as a member of the Trep Group and also a member of this Committee.

Mr. Howell stated that there are a lot of entrepreneur initiatives within our local area; however, there is nothing that joins the individual initiatives together to propel the community forward in a coordinated manner. He advised that the Trep Group is currently working on ways to educate the community on the local resources available to entrepreneurs and ensuring all stakeholders are at the table to help in developing a continuing road map of available resources. Mr. Howell stated that the difficulty right now is pulling together all the trep initiatives and having stakeholders agree on the first initiative that will provide a benefit to everyone in the community. He advised the Trep Group recognized that we need what Mr Lou Paris calls, "trep champion training" to ensure that all partners know how to provide new entrepreneurs with the information to connect to local resources.

Mr. Zaharios advised that there are numerous entry points for someone wanting to engage in the entrepreneurial community. He stated that a person might come from us, the chambers of commerce, or many other sources. He advised that unless a person is in the community, they generally are not aware of the resources available. Mr. Zaharios stated that all partners should be trep champions and be able to connect a potential entrepreneur to the community. A question was raised on how the community would know what type of resource to connect with an entrepreneur. Mr. Zaharios advised that Mr. Brad Harris is working on an info sheet that will list the resources by the phase of the new business. These informational sheets will be given to chambers and other partners as a quick reference.

The last item on the agenda was to discuss any old business or other items. A question was raised to clarify workforce attraction. Mr. Howell replied that we are using the term workforce attraction to encompass attracting external talent and retaining internal talent. Ms. Nazario-Vega inquired on the effectiveness of job fairs and what outreach is done for an event. Mr. Howell responded that the effectiveness varies; however targeted industry job fairs tend to do better since there are usually more relevant opportunities for

each participant. He advised that the State is implementing state-wide industry job fairs a few times every year, with the Construction job fair being the most recent one.

Mr. Howell advised that this year, we held two job fairs for graduating high school seniors that were not college bound. He stated that we have been asked to continue to hold job fairs every year, and we will step up our initiative to support the high schools. He advised that for younger students, the job fair served as a career fair, and there were immediate jobs available for the seniors. Mr. Howell noted that outreach for job fairs is important, and we use social media, website, flyers, and text alerts to inform the community of upcoming events.

Mr. Ehrhardt advised that he had asked Ms. Robin King to be the featured speaker at the Volusia County Economic Development's quarterly breakfast meeting and present the information from the State's Skills Gap and Job Vacancy survey. Since the State was late in issuing the report, Ms. King did not present at the breakfast back in February. He extended an invite to Ms. King to speak at the next event they hold. Mr. Ehrhardt advised that his team will be disseminating some of the content of the report to the community and sharing it with the county council.

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

Recording Secretary