

**MINUTES OF THE
CAREERSOURCE FLAGLER VOLUSIA
INDUSTRY DEMAND CONNECTION COMMITTEE
October 9, 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 9th day of October 2018, pursuant to written Notice fixing said time and place; the same being filed and attached to these minutes.

Mr. Tyrone Walker 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 & Palliative Care
Dr. Tom LoBasso, President – Daytona State College
Ms. Nancy Keefer, Executive Director – Daytona Regional Chamber of Commerce
Dr. Aubrey Long, Vice President of Business and Community Development – Bethune-Cookman University
Mr. Shailesh Patel, President – Dredging and Marine Consultants
Mr. Tyrone Walker, Human Resources Generalist – Raydon Corporation
Ms. Helga van Eckert, Executive Director – Flagler County Department of Economic Opportunity *
Mr. John Wanamaker, CCIM – Coldwell Banker Commercial AI Group
Mr. Michael Zaharios, Director – Florida Virtual Entrepreneur Center

The following guests were also present:

Mr. Matt Chestnut, Business Development Manager – Team Volusia
Mr. Brad Harris, Business Manager – Volusia County Economic Development
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
Ms. Velma Lowe, Managing Director of Operations – Career Steps, Inc.
Mr. Jesse McGee, Assistant Director of Business and Career Services – Case Management, Inc.
Ms. Jennifer Gosling, Executive Assistant – CareerSource Flagler Volusia

* via conference call

Mr. Walker called the meeting to order and asked everyone to introduce themselves. Next, he called for a motion to approve the minutes from the June 28, 2018 meeting.

1. After discussion, upon motion duly made, seconded and unanimously carried, the Industry Demand Connection Committee approved the June 28, 2018 minutes.

Next, Mr. Charlie Howell presented an update on the Industry Sector Focus Groups. Mr. Howell reported that the six focus groups centering on healthcare, construction, retail, hospitality, professional and business services, and manufacturing have met and an Educational Partners Forum was held to disseminate the information to local training institutions and school systems. A presentation was shown to the Committee highlighting some of the information gathered from the focus groups.

Mr. Howell advised that we selected industry leaders to facilitate the discussions, and created an agenda based on the information presented through Florida's recent Skills Gaps survey. He stated that the survey of businesses throughout the State revealed that the top skills gaps were found to be communication, reliability, leadership, and problem-solving; these concerns were mirrored in each of the local focus groups.

Mr. Howell reported that there was an interesting conversation took place at the Healthcare Industry Focus Group. He advised that one company ensures that older and younger workers are working the same shift together; this arrangement allows the younger staff to help the older staff with new technology and the older workers to teach junior staff the soft skills needed to work with patients. Additionally, staff learned that Certified Nursing Assistants (CNAs) can earn a higher wage if they are certified through a Patient Care Technical course, and there is a ten-month Surgical Tech course that is in-demand and relatively inexpensive. Mr. Howell advised that larger hospitals offer more training opportunities which negatively impacts smaller facilities.

At the Manufacturing Industry Focus Group, Mr. Howell advised that the ability to use tools was an identified hard skills gap, along with soft skills such as communication and appropriate workplace attire. He stated that one company noted that when someone doesn't not show up for work, it can negatively affect the quality of their product.

Mr. Howell advised that the Construction Industry Focus Group identified issues with reliability, the ability to adapt, and that leadership development is needed; additionally, they expressed concern over the legal and insurance issues regarding the use of medical marijuana.

Mr. Howell advised that the Hospitality Industry Focus Group identified reliability as being a top concern with staff not showing up or calling out. Additionally, soft skills,

interviewing, and brand awareness were areas needing improvement. He advised that companies noticed that younger workers are task-oriented; when a task is complete, they wait until assigned a new task instead of proactively looking for work to do. Mr. Howell stated that many of the same skills gaps were found in the Professional and Business Services Focus Group. He noted one suggestion that came out of their group was that companies should use behavioral interviewing to gauge how potential employees would react to different situations.

Mr. Howell reported that this information was delivered to stakeholders at the Educational Partners Forum. He stated that Flagler County Schools (FCS), Volusia County Schools (VCS), Daytona State College presented what they are doing to address some of these skills gaps. He advised that we will be looking for ways that we can address these skills gaps, and early next year we will be convening all the industry sectors together for one event with breakout sessions for each focus group. Mr. Howell advised that at the next focus group meeting, we will be reporting on the progress we have made and determining the next steps. He stated that many of the focus groups had not met together before and indicated that they would be interested in continuing to meet periodically.

A question was raised on whether the sectors identified which age group needed the most training. Ms. King replied that it depended on the sector and company; each sector attracts a different population. She stated that VCS has asked us to help host seasonal hiring events, and we are having a difficult time finding retailers that will hire sixteen and seventeen-year old students. Ms. King advised that most companies only want to hire over the age of eighteen which does not provide an opportunity for young adults to learn soft skills. Ms. King advised that the focus groups have not assigned blame for the skills gaps, and while we will work to be a part of that solution, the companies have taken ownership of resolving these challenges.

The next item on the agenda was to discuss business training. Mr. King advised that we have approximately \$800,000 in training funds to spend this year. She stated that while we call these funds business training, all of our funds are driven by the individuals we serve. Ms. King advised whether it is On-The-Job Training (OJT) for new employees or Customized Training (CT) for existing employees, the focus is to increase the skill of the individual. She explained that the OJT requirements follow a strict weighting scale based on many factors, including industry and targeted populations; however, CTs do not have as many requirements. Ms. King advised that we are looking to increase the amount of CTs, especially now since businesses need to hold onto the talent they have with

unemployment so low. She asked the Committee for ideas on how to reach the business community and make them aware of this program.

The Committee provided the following suggestions:

- a) Personal phone calls: Remain on a company's radar by contacting them once a month and continue to cultivate a relationship.
- b) Become involved with groups like the Small Business Development Center, VCARD, and speak at events like the VMA Showcase.
- c) Be active with the Society of Human Resource Management (SHRM)²
- d) Speak at Rotary meetings
- e) Partner with municipalities to include information about our programs with utility billings.
- f) The Assisted Living and Skilled Nursing Home Facilities generally meet once a month in Flagler County
- g) The Daytona Chamber's blog is looking forward content and would feature and blog posts we write.
- h) Flagler County Department of Economic Opportunity could send out an e-blast to their members.
- i) Postcards with attention-grabbing taglines
- j) Webinars: Keep them thirty minutes long or less
- k) Speak to City Practitioners
- l) Texting service for businesses
- m) Facebook Live

The Committee agreed that any representative in the community will need to be given the narrative, so they can talk and answer questions. Ms. King advised that the Department of Corrections is hiring an Employment Specialist. She stated that we were considering holding a business services meeting with local partners in order to make sure the workforce system looks cohesive from the outside perspective.

A discussion ensued on how the younger generation will learn the soft skills and a question was asked on whether the companies involved in the focus groups were taking ownership of teaching them. Mr. Howell advised that the businesses want to be part of the solution, and educational partners are also stepping up. He replied that it was the responsibility of all parties to teach and reinforce the soft skills of the next generation.

Industry Demand Connection Committee
October 9, 2018
Page 5 of 5

The last item on the agenda was to open the floor for old business and other items, and with no items heard, the meeting was adjourned.

Recording Secretary