

**MINUTES OF THE
CAREERSOURCE FLAGLER VOLUSIA
INDUSTRY DEMAND CONNECTION COMMITTEE
March 19, 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 9:00 a.m. on the 19th day of March 2019, 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:

Mr. John Anderson, Chapter Chair/Certified Mentor – SCORE of Volusia/Flagler
Dr. Tom LoBasso, President – Daytona State College
Dr. Aubrey Long, Vice President of Business and Community Development – Bethune-Cookman University
Mr. Tyrone Walker, Consultant – Primerica

The following guests were also present:

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.
Ms. Lynette Shott, Executive Director of Student and Community Engagement – Flagler County Schools
Ms. Christine Sikora, Vice President of Innovative Workforce Solutions – CareerSource Flagler Volusia
Ms. Kathy Spencer, Director of Business Career Services – Case Management, Inc.
Ms. Jennifer Gosling, Executive Assistant – CareerSource Flagler Volusia

Mr. Walker called the meeting to order and asked everyone to introduce themselves. Next, he asked the Committee to provide any corrections to the minutes of the last meeting. Ms. Lynette Shott advised that she attended the January meeting and was not listed as present in the minutes. Mr. Walker called for a motion to approve the minutes from the January 29, 2019 meeting with one correction noted.

1. After discussion, upon motion duly made, seconded and unanimously carried, the Industry Demand Connection Committee approved the January 29, 2019 minutes with the attendance of Ms. Lynette Shott corrected.

Next, Mr. Charlie Howell provided an update on the Alliance4 Industry Sector Interchange event that was held on February 22, 2019 at the Hard Rock Hotel. He reminded everyone that at the last meeting, the Committee was introduced to the new name and logo for the Interchange. Mr. Howell summarized that the Alliance4 name signified the collaboration of businesses, economic development, workforce development, and education to solve issues that required a cooperative effort. He showed the Committee pictures from the event and a video testimonial from a participant.

Mr. Howell stated that the Interchange event had ninety attendees with forty-one representatives from local businesses. He advised that surveys were sent to the businesses to capture their impression of the event, the value they see in it, and any changes the participants recommended; twenty-five individuals responded to the survey. Out of a scale from one to four, the average satisfaction rating was 3.2. Mr. Howell advised that the survey asked about the suitability of the venue, time of day, and whether the participant held interest in joining one of our Committees or wanted to work with the schools in an advisory, work-based learning, or mentorship role. Additionally, participants were surveyed on their satisfaction of the event. He reported that overall, the comments we received were positive, and most participants found value in having all parties involved in the conversations.

Mr. Howell asked the members of the Committee who attended the event for their feedback. Mr. Brad Harris advised that he participated in the manufacturing group and reported that some of what was discussed had occurred in other groups. The main focal point of the conversation was centered around the Kentucky Fame program in which manufacturers are organized and used to drive workforce development to fulfill their own talent needs. He stated that the manufacturing group had a good conversation and he would have liked to see more businesses at the table. Ms. Robin King stated that we anticipate more businesses will join the conversation when they learn of it from their peers, and we demonstrate consistency both in holding the meetings, as well as the actions taken as a result of their feedback.

A question was raised on when the next Alliance4 event would take place. Ms. King responded that the date is tentatively set for Friday, September 6th. She advised that we are currently holding follow-up meetings with the facilitators and key partners to discuss the outcome of the event and share the survey results. A question was raised on the

similarity of the Alliance4 event to the workforce initiatives of Daytona State College (DSC). Ms. King replied that while similar, the Alliance4 brought together businesses and all partners. She stated that the greatest benefits were that businesses could see how partners work together behind the scenes and what K-12 educational partners are doing to prepare students for their chosen fields. Additionally, having the meetings facilitated by business leaders fosters a different conversation when it is peer-to-peer. A comment was made that the Interchange event was difficult to hear at times with all groups meeting in the same space. Ms. King advised that we would be looking into changing the venue for the next meeting. Dr. LoBasso stated that he would talk with Dr. Sherryl Weems regarding the possibility of combining their efforts with ours to avoid duplication. He stated that DSC may be able to offer another meeting space for the September event at their new event center.

Mr. Howell discussed the follow-up meetings and highlighted some of the topics that were heard at the Interchange event. He advised that some of the groups discussed at length youth and employment laws that regulate how youth may be employed and the types of work they may perform. Additionally, it was mentioned that some of the trade classes being offered through DSC were filled and needed to be expanded. Mr. Howell stated soft skills were another prevalent topic of discussion in all the groups. He advised that we will be building individual landing pages for each sector on our website. The landing pages will provide information on what each partner is doing for the sector and offer relevant links and resources.

Ms. King advised that the current focus for the Alliance4 is to create possible solutions to the issues that were discussed. She stated that we will be asking for testimonials from businesses that participate and will add them to the landing pages. A question was raised about the survey results and if they would be shared with educational partners; particularly the information of the individuals who indicated interest in becoming more involved. Ms. King replied the information would be provided.

The next item agenda was to review prospective members. Mr. Howell reported that six participants of the Interchange had indicated on the survey that they would be interested in serving on one of our Committees. He listed the six businesses associated with the potential Committee members: DeVita, Daytona Hilton, Giles Electric, Stonewood Grill, Leoffler CPA, and Walgreens. It was suggested that we invite the candidates to the next set of Committee meetings in June. Ms. King advised that we will invite them to the Industry Demand Connection and the Career Pathways Committee meetings.

Next, Mr. Howell discussed the next steps in the Customized Training (CT) Campaign. He reminded the Committee that at the last meeting, there was a discussion on mailing

out a postcard to healthcare companies, and that postcard has since been mailed. He advised that we are working on a new postcard that will feature Carlos Valderrama, who is both our Board Chair and a well-known Deltona business owner, and it will be mailed to companies in the Deltona area. Ms. King stated that this mailout will align with the business-to-business approach that we have been using with the industry groups.

Ms. Christine Sikora advised that the last postcard campaign featured a web address that lead to a special landing page and a specific phone number, so we were able to track how many individuals visit or call. Ms. Sikora advised that there were five individuals who went to the special landing page, and we received two phone calls. She stated that we will be tracking to see if the business-to-business approach yields a higher response. Additionally, Business Services Representatives (BSRs) follow up with the business to see if they received the postcard. Ms. Sikora reported that at the recent Interchange event and our previous Board meeting, there have been discussions regarding how individuals receive their information, and we will continue to discuss ways to reach out to businesses. Ms. King stated that most of our business comes from word-of-mouth, and we will continue to engage companies.

A comment was made regarding multiple organizations calling local businesses and the possibility of equipping them with information for our organization. Ms. King responded that she had another meeting today to discuss unifying the message of local organizations that have employment as a goal and how to share information effectively. A suggestion was made to consider outsourcing the outreach efforts to a company that specializes in personal marketing and analytics. Ms. Sikora advised that we are currently looking into that. A discussion ensued on many young individuals “drifting” for five or ten years before attending vocational training and the necessity of strong career pathways in the schools to prevent it.

The next item on the agenda was a review of the Committee’s 2019 Priorities and Goals. Mr. Walker directed the Committee’s attention to the spreadsheet on the iPads provided. Mr. Howell explained that the goals were created by the Board of Directors, and every year new activities are created and assigned to the Committees. He asked the Committee to suggest any activities they wished to add. Mr. Howell highlighted the Business Involvement for Career Pathway Development and advised that the Alliance4 initiative is associated with this goal. Mr. Howell stated that we would be building the industry landing pages this Spring to use later in the year. He directed the Committee’s attention to the activity listed as Continuously Review Labor Market Information to Support Sector Strategies under the Continuous and Accurate Business Intelligence goal. Mr. Howell advised that we have a staff member who is obtaining a certification in the JobsEQ software, which is the platform we use to pull labor market information,

statistics, and demographics. Additionally, this staff member will now attend the BSR team meetings to facilitate the exchange of this labor market information and support their business outreach initiatives.

Mr. Howell stated that the activity Sector-driven Training and Career Pathways under the Qualified Talent Pool for Today and Tomorrow is addressed by the creation of the Alliance⁴. He advised that the activity listed as Addressing the Needs of job Seekers with Significant Barriers is addressed through recent grants we have received. He advised that among those grants are two for the Succeeding Through Achieving Retail Skills (STARS) program, which trains individuals with disabilities. One of the STARS grants was received from The Able Trust and the other was received through CareerSource Florida's (CSF) under their Soft Skills Development funding opportunity. Another grant through CSF's Soft Skills Development initiative was received for a senior tech training program to teach older workers the technology skills needed to obtain employment.

Mr. Howell stated that for veterans, we participate in Stand Down events and hold an annual Paychecks for Patriots hiring event. He showed the Committee photos of a previous Stand Down and advised that this event brings together many resources for veterans in need including food, vouchers for housing, service animals, transportation assistance, as well as legal, medical, and mental help. Mr. Howell reported that at the last event, over fifty veterans received assistance. He stated that Halifax Urban Ministries served free lunches and numerous veterans received clothing from the Veterans of Foreign Wars (VFW) Auxiliary and Ormond Strong, which included clothing suitable for job interviews. Mr. Howell advised that there were over a hundred bags of food and cases of water distributed. Ms. King stated that the leftover food and clothes were donated to the Flagler County Salvation Army. Mr. Sikora advised that several pallets of Meals Ready to Eat (MREs) were donated as well. Mr. Howell reported that Flagler County Veteran Services, in conjunction with their community partners, have decided that in lieu of holding a Stand Down event again, all partners would contribute food to the Flagler County Salvation Army.

Under the Effective CareerSource Systems goal, there were two activities discussed. First, Mr. Howell stated that under the staff workforce-oriented continuous learning activity, we will be holding some internal leadership training. He stated that while we have sent a few staff to leadership courses in the community, we want to provide training tailored to our organization as part of our succession planning. The other activity highlighted was Innovation Through Technology. Mr. Howell advised that we have informed all staff, whether they are management or frontline, that innovation is a part of their job and are encouraged to share their ideas on any matter that could benefit our

organization. Additionally, we have moved to cloud-based apps and workflows. Mr. Howell reminded the Committee that at the last meeting, they were shown a demo of the On-the-Job (OJT) training app. He advised that the Customized Training (CT) app is currently in development, and we are creating three new business workshops to be used by our business customers to help with their own management. Ms. King advised that the first workshop to be developed will help businesses with writing job descriptions. She explained that the workshops are designed for smaller companies that may not have a fully staffed Human Resources department.

Mr. Howell called attention to the Investment in Identified Business-Value Training activity under the Effective Use of Funds goal. He stated that last year, we increased our training with allocations set at \$541,000 for OJTs, \$232,000 for CTs, and \$200,000 for classroom training. Mr. Howell advised that we continue to review our performance and adjust as needed. Ms. King explained that we are not doing as many OJTs this year since we raised the minimum wage threshold from \$10 an hour to \$12 in order for us to meet our performance measures. A question was raised on how training subjects were selected for investment. Ms. King replied that we can only put a training on the list if it is deemed "in demand", which is based on how many job openings per year there are in the local area and the estimated wage; all training is based on customer choice and each training provider must meet their own performance threshold to be included in the list of training vendors.

The last item on the agenda was to open the floor for old business and other items. Mr. Walker advised that thirty percent of the workforce are working as self-employed contractors with the projected percentage to increase to 43% by the end of 2020. Ms. King stated that CareerSource Florida has commissioned a study around that state's gig economy. She advised that at the March 29th Board meeting, the Department of Economic Opportunity will be doing their presentation remotely and part of the presentation will be on workforce trends, including the growth of the gig economy. Ms. King reported that locally, the top five occupations in our metropolitan Statistical Area (MSA) rely heavily on gig workers including management, sales, construction, personal care, and cleaning and maintenance. She advised that many of these individuals are technicians with the hard skills; however, these businesses often lack the management piece that is required for being self-employed. Ms. King stated that organizations such as SCORE and the Small Business Development Center are local resources available to help with educating these individuals on managing their small business. She advised that we will be bringing this topic to the board and deciding what our supporting role should be in this rising trend. Ms. King stated that we are currently working with the City of DeLand in the Spring Hill area to create new paths to prosperity and support residents if they wish to grow their side business in a meaningful way. A discussion ensued on the

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prevalence of contracted or project-based employees and the variety of occupations that comprise the gig economy.

With no other business to be heard, the meeting was adjourned.

Recording Secretary