

**MINUTES OF THE  
CAREERSOURCE FLAGLER VOLUSIA  
INDUSTRY DEMAND CONNECTION COMMITTEE  
July 24, 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 3:00 p.m. on the 24<sup>th</sup> day of July 2019, pursuant to written Notice fixing said time and place; the same being filed and attached to these minutes.

Dr. Aubrey Long and Mr. Tyrone Walker Co-Chaired the meeting and Ms. Jennifer Gosling served as the Recording Secretary.

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

Ms. Mary Jo Allen, Executive Director – Halifax Health  
Mr. Brad Harris, Acting Director – Volusia County Division of Economic Development  
Ms. Nancy Keefer, Executive Director – Daytona Regional Chamber of Commerce  
Dr. Tom LoBasso, President – Daytona State College  
Dr. Aubrey Long, Vice President of Business and Community Development – Bethune-Cookman University  
Mr. Keith Norden, President & CEO – Team Volusia  
Mr. Shailesh Patel, President – Dredging and Marine Consultants  
Mr. Tyrone Walker, Consultant – Primerica  
Mr. John Wanamaker, CCIM – Coldwell Banker Commercial AI Group  
Mr. Michael Zaharios, Director – Innovate Daytona & 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/EFM Manager – Eckerd Connects\*  
Ms. Robin King, President & CEO – CareerSource Flagler Volusia  
Ms. Lisa Koogler, Grants Development Coordinator – Daytona State College  
Ms. Velma Lowe, Managing Director of Operations – Career Steps, Inc.  
Ms. Donna Runge, DEO Administrator – Department of Economic Opportunity  
Ms. Rachel Rutledge, CTE Coordinator – Volusia 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. Gina Stafford, Associate Director – Daytona State College  
Mr. Dale Winkler, Vice President – Southern Regional Education Board  
Ms. Jennifer Gosling, Executive Assistant – CareerSource Flagler Volusia

\* Via Conference Call

Dr. Aubrey Long called the meeting to order and asked everyone to introduce themselves. Next, he called for a motion to approve the minutes from the June 18, 2019 meeting.

1. After discussion, upon motion duly made, seconded and unanimously carried, the Industry Demand Connection Committee approved the June 18, 2019 minutes.

Next, Ms. Rachel Rutledge, Career and Technical Education (CTE) Coordinator for Volusia County Schools (VCS), discussed the Comprehensive Local Needs Assessment Survey. She explained that the new federal Perkins legislation was signed into law on July 31, 2018. Ms. Rutledge advised that they had just received State guidance which requires them to create a Comprehensive Local Needs Assessment Survey to evaluate if the programs they offer in secondary and post-secondary education meet local workforce demands. She stated that this presented a great opportunity to ensure that our area schools are offering the right programs.

Ms. Robin King asked Ms. Rutledge to explain Perkins to the Committee. Ms. Rutledge responded that Carl Perkins is an entitlement grant that that comes through the State Department of Education to the local districts and is part of their funding for CTE programs. She advised that our local secondary and post-secondary schools receive this funding, and they are required to write an annual local plan outlining how the funds will be spent. Ms. King stated that the Perkins grant provides workforce education funding for items such as equipment that normal allocations cannot provide. She advised that this funding is growing more competitive and it is critical that these allocations are kept within the local workforce system. Ms. Rutledge stated that the Perkins funding was also used to create or expand existing CTE programs. She advised that VCS has received local labor market information from CareerSource Flagler Volusia (CareerSourceFV) as well as enrollment data, and VCS has held stakeholder engagement meetings to determine any gaps in the programs they are offering. Ms. Rutledge advised that they are seeking input on the questions as well as assistance in getting the survey out to businesses. Ms. King advised that this survey would be a supplement to our other data sources. She stated that Ms. Rutledge brought a rough draft for the Committee to review and make suggestions. Ms. King advised that the survey will be put before the businesses attending the next Alliance4 event.

Ms. Rutledge reviewed each survey question with the Committee and was provided feedback. Dr. Tom LoBasso advised that on questions 11 and 12 where it asked about personal involvement in the schools, he recommended adding colleges as well, since

schools could be misconstrued as only K-12. Ms. King advised that the written introduction when the survey is sent out should identify the local county K-12 school systems, Daytona State College (DSC), and Flagler Technical Institute (FTI) are the only educational entities that receive Perkins funding. She advised that at an earlier meeting that day, Dr. Sherryl Weems brought up a good point that this survey will be an example to the business community how the school systems, and specifically DSC, work together to address local workforce needs. Dr. LoBasso discussed the 70-71 statute that recently passed and advised that they are looking at the possibility of high school students taking CTE courses receiving some credit towards completing a college credential.

Ms. Rutledge asked the Committee if the survey taker's name and company name should be optional. It was agreed that those fields should be made mandatory. Ms. Christine Sikora asked if the third line for Company Location should have an option to select both counties. It was agreed that should be an option. Additionally, Ms. King recommended adding an "Other" option for Company Location since we serve companies that may border our local area. Mr. Brad Harris asked about number four; Company Size. He asked if the survey was to gather how many individuals are employed locally, or the total number of individuals that may be employed by the company nationally, or even internationally. It was determined that it would be more useful to know how many are employed locally. Another question was raised on whether the survey should provide brackets to select company size or if it was asking for a specific number. Mr. Shailesh Patel recommended requiring a specific number since brackets could skew the data either higher or lower than the actual count. The Committee concurred.

Ms. King was asked to explain the data we have provided to Ms. Rutledge. Ms. King advised that the state requires us to have a Targeted Occupations List (TOL) which determines the occupations where we can provide training. She stated that we can only add occupations to the list based on local demand shown through labor market information or if anecdotally, we know of a need or special project that will significantly increase the demand for an occupation. Ms. King noted that the TOL is primarily based on historical data to extrapolate future need; however, it is important to take into consideration recent construction and economic development projects that may not be reflected in the historical data. She explained that the Comprehensive Local Needs Assessment Survey could provide some anecdotal data to supplement the TOL and confirm if our projections are correct or incomplete.

The Committee discussed lines five and six on the survey which question if a company is currently hiring or growing. Ms. King suggested changing the wording to include whether a company plans on hiring within the next six or twelve months. Mr. Patel

recommended asking how many open positions the company plans to have within that timeframe. He stated that asking if a company is growing was too vague and suggested rephrasing the question. Ms. King suggested rewording the question to, "How many new positions are you hiring?"

Ms. Rutledge inquired about number seven which asked, "What industry are you in?" She stated that the school systems primarily use "career clusters" such as architecture and construction, finance, or hospitality and tourism. Ms. Rutledge asked if the surveyed companies would be able to identify their industry from these categories. The Committee agreed that they could. A discussion ensued on whether to capture industry data or occupational. Ms. Mary Jo Allen stated that with her company, she would want to respond to the survey with specific positions because the healthcare field is very diverse. Ms. Rutledge asked if the survey should be a blank field for respondents to fill in. The Committee agreed.

Ms. Rutledge asked for feedback on question nine, which asked if the respondent knows the teachers or professors that teach their industry's content. The Committee inquired about the relevancy of the question. Ms. Rutledge responded that it was useful to gauge if the survey takers were connected to the school system. Mr. Michael Zaharios suggested making question nine an option under question ten, which asks if the respondent is personally connected to the schools in the area. Ms. Sikora asked if it would be helpful to add which county the parent attended school for question ten. Ms. Rutledge agreed it would be helpful. Suggestions were made to include a place to write in which college was attended for both the respondent and their children, as well as to include a "None of the Above" box.

The Committee discussed questions eleven and twelve which asked about the personal involvement the respondent has with the schools. A discussion ensued on whether these two questions should be included on the survey. Mr. Patel recommended removing these two questions from the survey. The Committee agreed that the survey should focus on the business and not the respondent themselves. A question was raised on how many individuals within the same company would receive the survey and how would it be disseminated through the community. Ms. King replied that the survey would be sent out through the Chambers, Alliance4, Team Volusia and other partners. She advised that since the survey was being sent out through multiple agencies, a company may receive multiple copies. Ms. King recommended prefacing the survey with a description that states the schools that are involved and the reason the survey is needed. She advised that there are many schools and training institutions in our local area; however, the survey results only affect four: Volusia County Schools, Flagler County Schools, Daytona State College, and Flagler Technical Institute. Mr. Patel

suggested asking if the company is connected to one of the four recipients and use a drop down box to select which one.

The Committee discussed questions thirteen and fourteen which asked about a company's involvement with various activities with the schools in the area and provided a list of various ways a company could be involved. Ms. Sikora asked if knowing which educational provider a business has been involved with would be helpful. It was determined that it would be. M. Rutledge asked if there was anything missing from the listed activities for post-secondary schooling. It was recommended to add job fairs.

Ms. Robin King recommended adding a line to capture the business' phone number and an email address, so if the business indicated they want to become involved, the schools have the ability to follow up with them. Mr. Harris asked if the survey should ask respondents if they were satisfied with their involvement with the schools. Ms. King stated that the survey could ask if a company was involved with the schools in the last six or twelve months, and if so, would they do it again?

Ms. Rutledge highlighted question fifteen which asked respondents to circle two of the career-ready skills that appear to have the biggest disconnect with new employees. Mr. Harris suggested separating the soft skills listed from the career-ready skills. Dr. LoBasso stated that it may be beneficial to ask if there are any soft or technical skill gaps seen with post-secondary graduates, or if the gaps are most prevalent with high school graduates. The Committee discussed how the survey results will be used. Ms. Rutledge advised that the schools need to demonstrate, through the Comprehensive Local Needs Assessment, that what is being offered in the schools and funded through the Perkins grant meets the needs of the community. She advised that if our Targeted Occupations List does not include the training, and the schools cannot show local need through the survey, then they will not be able to fund it going forward.

Ms. Sikora asked how long the schools have to complete the assessment. Ms. Rutledge replied that the goal is to have everything completed by the end of January. Ms. Sikora suggested that once a final draft of the survey is complete, the Committee could review it to ensure it is not too long. It was recommended to keep question sixteen which asked respondents about what certifications or credentials would be desirable for new employees to have, and it was suggested that the question be moved up to the section with other hiring questions.

The next item on the agenda was a review of the Alliance4 landing pages. Mr. Howell stated that since the time was getting late, he would email the link for [www.careersourcefv.com/Alliance4](http://www.careersourcefv.com/Alliance4) so the Committee could review it at their leisure. He

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advised that further down on the pages near the registration form, the Committee will find a link to the Comprehensive Local Needs Assessment Survey. Mr. Howell asked them to contact either Ms. Sikora or himself if any errors are found.

For the last item on the agenda, the floor was opened to other business. With no other business to be heard, the meeting was adjourned.

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Recording Secretary