

**MINUTES OF THE  
CAREERSOURCE FLAGLER VOLUSIA  
INDUSTRY DEMAND CONNECTION COMMITTEE  
October 1, 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 1<sup>st</sup> day of October 2019, 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 present:

Ms. Elizabeth Albert, President – Volusia United Educators\*  
Ms. Mary Jo Allen, Executive Director – Halifax Health  
Ms. Kelly Amy, Manager of Strategic Partnerships – Volusia County Schools  
Mr. Brad Harris, Acting Director – Volusia County Division of Economic Development  
Dr. Tom LoBasso, President – Daytona State College  
Dr. Aubrey Long, Vice President of Business and Community Development – Bethune-Cookman University  
Mr. Jason Morgan, Financial Advisor – SCORE 97  
Mr. Keith Norden, President & CEO – Team Volusia  
Mr. Shailesh Patel, President – Dredging and Marine Consultants\*  
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  
Ms. Velma Lowe, Managing Director of Operations – Career Steps, Inc.  
Ms. Christine Sikora, Vice President of Innovative Workforce Solutions – CareerSource Flagler Volusia  
Ms. Kathy Spencer, Director of Business Career Services – Case Management, Inc.  
Mr. Brian Willard, Program Manager – Road to Success  
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 July 24, 2019 meeting.

1. After discussion, upon motion duly made, seconded and unanimously carried, the Industry Demand Connection Committee approved the July 24, 2019 minutes.

The next item on the agenda was a recap of the September 6<sup>th</sup> Alliance4 Interchange event. Dr. Long advised that at the previous Committee meeting, the Comprehensive Local Needs Assessment from the schools was discussed at length and was subsequently put before the business partners at the Alliance4 event. Mr. Charlie Howell stated that the survey was also posted on the Industry Landing pages online. He advised that Ms. Amy McAllister would be collecting the results. Ms. Kelly Amy stated that Ms. McAllister has not received the results yet, and the survey would remain open through this year.

Mr. Howell advised that we surveyed the businesses who attended the Alliance4 Interchange after the event, and there were sixteen responses. The survey asked about the value received from attending the Interchange. He reported that the event received three and a half points out of four. Mr. Howell stated that the survey allowed respondents to indicate if they would be willing to volunteer with either Volusia County Schools (VCS), Flagler County Schools (FCS) or participate on a Committee for CareerSource Flagler Volusia (CareerSourceFV). He stated that there were six individuals interested in joining a CareerSourceFV Committee, three interested in volunteering with FCS, and six interested in working with VCS.

Mr. Howell read some of the comments received from the survey to the Committee, including several that indicated the event was too short and recommended extending the time allotted. A discussion ensued on possible reasons more time was needed. He noted one reason seemed to be that facilitators provided a recap since there were new individuals at the table which did not leave much time left for new discussion. Mr. Howell advised that the Hospitality group had only two businesses that attended, and the previous event was not well represented either. He stated that many businesses were invited, and we are looking at ways to increase participation. Ms. Christine Sikora stated that one factor could be that the event was the same week as Hurricane Dorian. She noted that many hospitality businesses were closed for up to four days, which could have impacted their food supplies and their delivery schedules.

Mr. Howell reported that there were 101 attendees, which included staff, and there were more businesses in attendance than the last event. He advised that in the Hospitality group, there was a restaurateur from New York who attended via Skype to talk with the attendees, and that seemed to be well received. Mr. Howell stated that having experts with best practices join the conversation may be something we should look into for future

events. He asked the Committee for their impressions of the event. Mr. Keith Norden stated that he noticed the event had high attendance, the rooms were full and there were many high-level professionals at the table. Mr. Brad Harris advised that he found the event more productive than the previous one. He noted that in the manufacturing group, the exchange of ideas and sharing practices was great; however, he would like to see more industry representatives at the table. Ms. Sikora noted that we had more businesses at this event and if we continue to build this momentum, we will see better numbers.

Ms. Mary Jo Allen advised that she attend the Healthcare group, and she stated there was not enough time. She recommended finding a way to cut down on the time spent on recapping to leave more time to discuss the agenda items. Ms. Sikora asked if it would help to have the minutes of the previous meeting attached to the meeting invite. Ms. Allen recommended providing slides or a video which will provide the necessary information in a shorter format. She advised that remembering what was said six months ago was difficult and recommended sending an email out a couple of weeks in advance with some homework to complete prior to the event to help attendees remember what had been previously discussed.

Mr. Shailesh Patel advised that he was unable to attend the last event. He stated that if we are going to move forward with any of the Alliance4 initiatives, we must move more quickly. Mr. Patel stated that with such a large gap between the events, the economic landscape can change within those six months and the reason there may be new faces at the table could be due to turnover within the industry. He recommended shortening the time and quickly resolving the issues that can be addressed directly. The Committee discussed having the facilitators bring their groups together between Interchange events.

Mr. Harris stated that he participated in the manufacturing group, and the FAME model that is being implemented has a very narrow application. He recommended meeting in between events to go over the list of other skill sets and occupations and decide on the partnerships and programs we need to develop in order to address these issues. Mr. Howell advised that in between events, there are at least two pre-meetings that evaluate the previous event, decide what to discuss at the next event, and current initiatives. He advised that we could pull that occupational data from JobsEQ, but that software extrapolates historical data to determine future needs. Mr. Howell explained that is why we prefer to hear from the industry representatives themselves; they often know more accurately what to expect. Mr. Harris asked if that information could be solicited by groups of businesses. Mr. Howell responded that it could. Ms. Sikora advised that the top five occupations agenda item at the Alliance4 event was not just a question about growth. She stated that we need to know what occupations need workers right now. Ms.

Sikora explained that we are working with VCS and FCS to create videos for students, particularly high school seniors, or those that are looking for occupations with short certification programs who want to go to work soon. She stated that we can reach out to the industries that did not have time to answer that agenda item. Ms. Sikora explained that we have about \$35,000 in co-op funding from CareerSource Florida to use for outreach. Mr. Harris stated that the videos would be a great tool; however, there was another dimension that the FAME model brought which was getting feedback from the industries that use those skill sets to define exactly what was needed. He advised that those needs are different at every business, and once we had that information, we could look for gaps in the preparation of those individuals and then partner to develop those skill sets. Mr. Harris stated that the other dimension of the FAME model was to assess as a community, how do we build that skill set if it is not here already?

Dr. Tom LoBasso stated that through his work with Daytona Regional Chamber on the Senior Challenge initiative, the goal was to work with the school districts to determine if there were any pre-apprenticeship programs that could work towards Daytona State College's (DSC) related programs. He stated there are some obstacles including the restrictions placed on minors. Dr. LoBasso noted other counties have figured out how to make this work, so local partners will continue pressing forward with this initiative.

A question was raised on whether there was any consideration for youth who have graduated within the last five years and may be disengaged from both the schools and the workforce. Ms. Amy responded that tracking students that leave the collegiate system has been a struggle for over twenty years. She advised that this was a national issue, and that data on this population is incomplete and limited to only those who respond to follow up. Dr. LoBasso advised that they have done direct mail campaigns, purchased databases, and used social media to reach out to potential students of a nontraditional age; however, he noted that this demographic is difficult to target. He stated that part of the solution is to familiarize students in the K-12 system to the trades so that if they do not go to college, they will have at least been exposed to another option. Dr. LoBasso stated another problem is that some of these individuals stay out of the workforce too long and get into trouble, which can limit their ability to find work.

A question was raised on whether Distributive Education Clubs of America (DECA) was available locally. Ms. Amy replied yes; however, the local equivalent is known as the Career and Technical Education (CTE) Clubs that happen after school hours. She noted that in addition to that, there is On-The-Job Training (OJT) that happens as part of the school day where they earn credit for having a job. Ms. Amy advised that teachers are paid to go off campus and monitor students on the job, and students are learning very specific skills in the classroom to help them be successful in their job. She stated that

there are some challenges; the right teachers must be in place to teach the skills and there have to be enough local jobs with employers who are willing to hire students. Ms. Amy advised that in addition to OJTs, the schools also have Executive Internships and these are part of the CTE programs and earn students credit. A discussion followed about the requirements of apprenticeship programs. Ms. Amy advised that with hospitals, students must be tested for tuberculosis and have all their vaccinations, so there are additional challenges to certain fields. She advised that manufacturing is difficult because it is considered a hazardous occupation; this means students may work in the “front of the house” but may not work on the actual manufacturing floor.

Next, the Committee was updated on the Ice House Facilitator Training. Dr. Long asked how many attended the training and acknowledged several individuals. He advised that he attended, and the training delved into entrepreneurialism from a different perspective. Mr. Howell stated that we have been working with the organization behind the Ice House entrepreneurial program. He advised that the training does not delve into how to set up a business or how to turn an idea into an enterprise; instead, it focuses on cultivating an entrepreneurial mindset.

Mr. Howell stated that the premise is how entrepreneurs think and how to replicate it. He reported that this training was provided to all staff of the City of Albuquerque. Mr. Howell showed the Committee a video about the benefits gained when all city staff were trained to think of problems as opportunities. He advised that the entrepreneurial mindset is taught through eight principles. Mr. Howell discussed some of the principles including how to turn ideas into action, wealth management, and the power of persistence. He advised that they applied these principles to students with a 1.5 grade average and brought them up to 3.0 within one year just by changing their outlook. Mr. Howell explained that the creators of this program have devised a “train the trainer” program, and we brought them here to train us and other individuals in the community as instructors for this program. He advised that there were a total of twenty-seven individuals trained as facilitators. Mr. Howell reported that two attendees were not from this local area; one was from the workforce board in Jacksonville and the other was from the workforce board in Tallahassee. He stated that we were strategic in who was selected to be trained so that the program can be offered throughout the community. Mr. Howell asked for those present who attended the training to speak of their experience.

Mr. Shailesh Patel stated that it was a good opportunity and the timing could not be better. He advised that his company’s workforce has changed and the average of his employees is around thirty-two years old. Mr. Patel explained that he is faced with the challenge of how to grow the employees of his company to have the same mindset and mission as the company. He advised that this was a great opportunity for

CareerSourceFV to improve the soft skills of the workforce and help them understand the qualities and expectations that businesses require. Mr. Patel noted that many of these qualities are lacking in the high schools students that he mentors. He advised that he will be teaching these skills to his technical staff, and that it will make them more capable and valuable managers in the future. Mr. Patel stated that he saw the value in teaching this at DSC to prepare students for their entry into the workforce.

Mr. Michael Zaharios concurred with what Mr. Patel stated and thanked CareerSourceFV for bringing this opportunity to the local area. He advised that he saw two areas where this training has a lot of potential: the first was teaching youth in the K-12 system to carry this mindset forward into their working years, and the other was within existing organizations to retain and grow their employees.

Ms. Velma Lowe advised that one thing that resonated with her was that the City of Albuquerque wanted its employees to love their job. She stated that one of the ways she will begin to introduce these concepts is by asking employees what would make them love their job.

Dr. Long advised that he has discussed this program with other Bethune-Cookman University staff. He noted that the new president has shown an interest in small business development. Dr. Long advised that while the president has not been informed of the Ice House training yet, it may be a good fit. He stated that he would like to see this program implemented throughout the entire curriculum of the University, and conversations are being held.

Dr. LoBasso stated that he is emailing his staff to see how this program could be implemented at DSC, and discussed ways it could be implemented. Ms. Sikora advised that while she has never wanted to be an entrepreneur, the training itself was applicable to all people, for both personal and professional reasons by using the psychology of looking at problems as opportunities. Mr. Howell stated that CareerSourceFV now has approximately five facilitators within their organization, and we will be taking this to all of our staff. Additionally, he advised that Ms. Robin King would like to take this training to other organizations such as United Way and One Voice for Volusia to train their staff.

Ms. Amy stated that VCS includes problem-based learning in their Career Academies, and she has noticed a significant difference in student outcomes when they take ownership of problems. She stated that she found it interesting that this component is included in a whole mindset that shows how the solution now fits into a bigger picture. Mr. Howell advised that there is a Student Success version of this program designed to introduce the Ice House concepts to high school students. He stated that some of the

Industry Demand Connection Committee  
October 1, 2019  
Page 7 of 7

terminology is changed and they use younger entrepreneurs in some of their videos to make them more relatable. Ms. Kathy Spencer advised that she has some staff she would like to grow, and she will be working with her staff to implement this mindset.

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.

---

Recording Secretary