

**MINUTES OF THE
CAREERSOURCE FLAGLER VOLUSIA
BUSINESS DEVELOPMENT COMMITTEE
February 4, 2020**

A meeting of the CareerSource Flagler Volusia Business Development 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 4th day of February 2020, 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 Business Development Committee were present:

Ms. Kelly Amy, Manager of Strategic Partnerships – Volusia County Schools
Ms. Katrina Friel, Manager – Flagler County Department of Economic Opportunity
Dr. Aubrey Long, Vice President of Business and Community Development – Bethune-Cookman University
Mr. Keith Norden, President & CEO – Team Volusia
Ms. Heather Shubirg, Executive Vice President – Team Volusia
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
Ms. Robin King, President & CEO – CareerSource Flagler Volusia
Ms. Velma Lowe, Managing Director of Operations – Career Steps, Inc.
Ms. Donna Runge, Administrator – Department of Economic Opportunity
Ms. Christine Sikora, Vice President of Innovative Workforce Solutions – CareerSource Flagler Volusia
Ms. Kathy Spencer, Director of Business Career Services – Case Management, Inc.
Mr. Mack Thomas, Program Manager – Eckerd Connects
Ms. Jennifer Gosling, Executive Assistant – CareerSource Flagler Volusia

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 October 1, 2019 meeting.

1. After discussion, upon motion duly made, seconded and unanimously carried, the Business Development Committee approved the October 1, 2019 minutes.

The next item on the agenda was to discuss the upcoming Alliance4 Interchange Event on February 14th. Mr. Charlie Howell advised that the event will be held at Daytona State College's Gale L. Lemerand Student Building on February 14th. The breakfast will begin at 7:30 am and the event will kick off at 8:00 am and run until 9:30 am. He advised that registration can be found at www.careersourcefv.com/Alliance4 and told the Committee to be sure to choose in which industry group they want to participate.

Ms. Robin King thanked Mr. Keith Norden for Team Volusia's sponsorship and stated that sponsorships will be used to pay for the event's food and beverages. She advised that the event will be held on Valentine's Day, which is a busy day for Hospitality. Ms. King reported that the Hospitality Group met separately on January 22nd at the Daytona Tortugas' Clubhouse. She reported that the event had a good turnout with over fifteen companies participating. Ms. King advised that Volusia and Flagler County Schools discussed the Comprehensive Local Needs Assessment Survey to help identify the needs of the business community so the school systems can align their curriculum appropriately. She noted that the schools will present the survey at the February 14th Event. Ms. King stated that the Hospitality Event also included a keynote speaker from the American Hospitality and Lodging Association who spoke about apprenticeships in hotels and restaurants. She reported that the only negative feedback she received about the Event so far was that they wished there could have been a roundtable conversation after the keynote.

Next, Mr. Howell provided an update on the Ice House Staff Training initiative. He advised that the first class of six staff members had graduated and read a testimonial from one staff member who enjoyed the class. Mr. Howell announced that a second cohort of eight staff have begun the program within the Career Centers. Ms. King stated that the first class was setup where participants completed the homework and then attended facilitated discussions on their reflections. She advised that the second class is trying a different format which is more self-paced with a deadline and a facilitator who meets with them one-on-one since the participants work in different Centers. Ms. King stated that the CareerSource in Jacksonville is providing this training to their staff, and they are using a format similar to a "Lunch and Learn". Additionally, Bethune-Cookman University (BCU) and Stetson University have both implemented variations or components of the program into their curriculum. She advised that we are talking with other stakeholders who have trained to be facilitators to see how they are implementing the program. Ms. King stated the next step will be to talk with the United Way and eventually turn this into a program than can be sold to companies. She advised that we are currently assessing many formats to determine what works best.

Dr. Long talked about some of the upcoming curriculum changes happening at BCU. He stated that there are pieces of the Ice House program that might be a good fit and the accompanying book would be an excellent resource for the students. Ms. Robin King stated that one suggestion that came out of the first class was that participants should read the book before entering the program.

Mr. Howell advised that one of the lessons of the program is the necessity of community, and to demonstrate that sense of community, the first class attended 1 Million Cups Daytona Beach. He thanked Mr. Michael Zaharios for providing the opportunity to share information with local entrepreneurs. Mr. Zaharios thanked CareerSource Flagler Volusia (CareerSourceFV) for its continued support of the local entrepreneurial community. He advised that Daytona Beach is in the top twenty-five percent of all 1 Million Cups nationwide. He noted that the Kauffman Foundation suggested having two speakers instead of one to raise that rating. Mr. Zaharios invited everyone to attend this Wednesday and stated that they would be moving to a two-speaker format starting this week.

The next item discussed was the Strategic Imperatives developed through the input received at the January 16th Board and Committees Planning Meeting. The Committee members were provided iPads with the Strategic Imperatives spreadsheet available for viewing. Mr. Howell stated that there are five imperatives developed with the guidance of two consultants, the Board, Committees, and the CareerSourceFV management team. He reported that the imperatives were updated at the January 16th planning meeting to be more relevant; the room was split into two groups representing the Business Development Committee and Career Pathways Committee. Mr. Howell advised that the Strategic Imperatives will be shown and available on iPads at every Committee meeting for the members to review and adjust as needed. He stated that under each Imperative are actions to be taken by staff and the Committees that will move us toward its respective Imperative.

Mr. Howell highlighted some of the recent changes made to the Strategic Imperatives spreadsheet with the Committee. He advised that the Gig Economy is a trend that we have discussed for a while now and is now included under the Collaborative Partnerships Imperative. He noted that partnering with tourism authorities to assist with workforce attraction and community grant opportunities were also included. Ms. King asked if the Committee members have seen the Gig Economy report that was issued by CareerSource Florida. Mr. Howell replied that he will send it to them. Ms. King advised that the report provided information on our role in the Gig Economy, the hard skills needed from those who were surveyed, and discussed that Gig Workers are an unprotected class that is exempt from federal regulations such as discrimination and

wages. She stated that if any of the Committee have not seen the report, we would send it to them. Ms. Heather Shubirg advised that everyone should have also seen Team Volusia's Livability magazine which was disbursed at a previous Board meeting which can be viewed online. Ms. King asked Ms. Shubirg for the link so it could be included in the Alliance4 event's opening remarks.

Mr. Howell advised that the Continuous and Accurate Business Intelligence imperative was to ensure we know what is going on in the business community in order to be prepared for anything that will affect local economic outcomes. He stated that a suggestion was made to partner our Business Services Representatives (BSR) Team together with local businesses so that our staff can take a deeper dive into those industries and know more about how to address hiring and retention issues. Additionally, it would give the BSRs insight into how we should work with jobseekers to prepare them to enter these fields. Mr. Howell asked for the Committee's feedback. Suggestions were made to develop and have a sheet of questions. Another suggestion was to hold the BSR partner meetings at the Alliance4 Events since businesses are already convened in the same place.

A discussion ensued on narrowing the focus of the BSR partner team to one targeted sector. The Committee reviewed the handouts provided that illustrated the talent gaps in the industry sectors; Healthcare was shown to have the largest gap over the ten-year projected forecast. Ms. King stated that at the Alliance4 Event, BSRs are dispersed between all the sectors. She advised that if Healthcare is the selected industry, then perhaps it was a topic to bring before their group to see how they envision this partnership. Ms. Christine Sikora advised that in the manufacturing and construction groups, they are currently surveying high school students in these career pathways to see if they have plans to stay and continue working in their chosen fields and if anything would prevent them from doing that; additionally, students were asked what benefits would attract them to a company. She explained that those sectors are looking for ways to make their fields more attractive to the younger population. A discussion followed on whether students understand the importance of benefits and how to teach them that wages are only one consideration.

Mr. Howell stated that the next Imperative was the Enhanced Talent Pipeline. He advised that we recently added Internal Business Pathway Training which will train staff on the internal pathways businesses have for their workers. Ms. King stated that apprenticeships needed to be added to the list. She advised that there are more training funds available for apprenticeships and our BSRs and partners are currently undergoing technical assistance training on a weekly basis from a subcontractor for Jobs for the Future (JFF). Mr. King advised that our own provider of Career Services is looking at

doing an apprenticeship program for her case management staff, similar to another CareerSource Region. She noted that by doing this, we will be modeling it for local businesses who may have reservations by demonstrating that the process has become more user friendly in recent years. Ms. King advised that we are working with B. Braun who is in the process of creating their own apprenticeship program.

Mr. Howell stated that the next Imperative was Effective Service Delivery which dealt with how we provide services to both jobseeker and business customers. He stated that one of the issues discussed at the January planning session was the reduced number of job seekers coming to the Centers. Mr. Howell advised that in the past, we have expected customers to come to us, rather than go to them. He stated that this meant there were pockets of the population that we have not served. Mr. Howell advised that there are rural areas where we do not have a Center, and while some regions have buses that they take into these types of areas, it is an expensive delivery method. He stated that at the planning session, a question was raised on whether we can provide meaningful services over the internet or perhaps through software like Skype to individuals that cannot reach our Centers. Mr. Howell stated that additionally, we are working with the school systems and looking at ways to engage college students.

Ms. King stated that she went to the VMA Women in Manufacturing event last week, and there were fourteen women highlighted with videos and a poster series. She noted that it began a conversation on how to reach the part of our population that is not currently in the labor force; a large segment of this unemployed population are single mothers. Ms. King advised that these mothers are using the services at other agencies, but not ours. She stated that she talked with Ms. Jayne Fifer about how to create awareness around women in manufacturing and advised that this will be a topic at the Alliance4 Event's Manufacturing Group. Ms. King stated that we would like to come up with ways to put outreach in places where we would not be found otherwise. Our labor force participation rate is still only around fifty-one percent, and there are still many people who could be recruited into the labor pool.

The Committee discussed service delivery options such as webinars that could be offset by sponsors and one-on-one virtual meetings. An issue was brought up about customers who lack internet connectivity. Ms. King stated that we have a good relationship with the local libraries and mini-career link locations where individuals may go to access services. Additionally, she noted that most individuals have smart phones. Ms. King stated that we welcome the addition of more MCLs in the community and asked the Committee to let her know of any public organization that might be interested.

Mr. Howell advised that the last Imperative was Appropriate Use of Funds, which means we consistently review how we are spending funds and ensuring that we remain in compliance. He stated that we have added the task of having a clean audit to this Imperative. Mr. Howell advised the Strategic Imperative document can be found online with the materials for this meeting. He asked the Committee members to download and review it at their leisure and to let him know if there is anything missing that we should include.

Next, the Committee reviewed the Industry Forecast document. Mr. Howell advised that one suggestion at the planning meeting was to select one or two sectors to do a “deeper dive” so we can understand their needs and know what we need to do to help with hiring and retention. He stated that two industries were suggested; however, we needed more data as justification. Ms. Howell stated that the first document provided a three-year forecast for local industries based on five years of historical data. The Committee discussed at length and selected the Healthcare sector as the industry to focus on.

For the last item on the agenda, the floor was opened to other business. Ms. King stated that the Industry Demand Connection Committee should vote to officially change their name to the Business Development Committee. Dr. Long called for a motion to approve the Committee’s new name.

2. After discussion, upon motion duly made, seconded and unanimously carried, the Committee approved to change the Industry Demand Connection Committee’s name to the Business Development Committee.

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

Recording Secretary