

**MINUTES OF THE
CAREERSOURCE FLAGLER VOLUSIA
BUSINESS DEVELOPMENT COMMITTEE
September 23, 2020**

A virtual meeting of the CareerSource Flagler Volusia Business Development Committee was called to order via Microsoft Teams, at 3:00 p.m. on the 23rd day of September 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. Dr. Long asked Ms. Gosling to call the roll.

The following members of the Business Development Committee were present:

Ms. Kelly Amy, Manager of Strategic Partnerships – Volusia County Schools
Ms. Nancy Keefer, Executive Director – Daytona Regional Chamber of Commerce
Dr. Aubrey Long, Owner – Long Global Enterprises
Mr. Keith Norden, President & CEO – Team Volusia
Mr. Shailesh Patel, President – Dredging and Marine Consultants
Mr. Eric Remington, Chief Technology Officer – DME
Ms. Heather Shubirg, Executive Vice President - Team Volusia
Mr. Carlos Valderrama, Manager – Valderrama Partners, LLC
Mr. Michael Zaharios, Program Director – 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 Manager – Eckerd Connects
Ms. Robin King, President & CEO – CareerSource Flagler Volusia
Ms. Velma Lowe, Managing Director of Operations – Career Steps, Inc.
Ms. Trish McGetrick, Business Development Specialist – CareerSource Flagler Volusia
Mr. Frank Mercer, Center for Business and Industry – Daytona State College
Ms. Shellonda Rucker, Florida Operations Director – Eckerd Connects
Mr. Mack Thomas, Program Manager – Eckerd Connects
Ms. Valerie Uy Ignacio, Senior Multimedia Designer – CareerSource Flagler Volusia
Mr. Brian Willard, Program Manager – Road to Success
Ms. Jennifer Gosling, Executive Assistant – CareerSource Flagler Volusia

Dr. Long called the meeting to order and called for a motion to approve the minutes from the July 7, 2020 meeting.

1. After discussion, upon motion duly made, seconded and unanimously carried, the Business Development Committee approved the July 7, 2020 minutes.

Mr. Long advised that the Alliance4 Healthcare Industry focus group met on July 28th and identified the need for a new outreach campaign. He advised that CareerSource Flagler Volusia has responded by creating a series of flyers that promote Healthcare occupational awareness and called on Ms. Valerie Uy Ignacio to present this topic.

Ms. Uy Ignacio discussed the initiative in-depth and showed the Committee mockups of the flyers. She advised that the campaign is targeting young adults and featured stories of individuals working in the local Healthcare industry. Ms. Uy Ignacio stated that after meeting with industry experts at Halifax Health, Daytona State College, and Pine Ridge High School, the "Get to Know Healthcare" campaign took shape. She advised that some of the flyers were designed to showcase lesser known career paths and highlighted one which told the story of an individual who became a Healthcare entrepreneur. Ms. Uy Ignacio stated that these flyers will be offered to businesses and educational institutions for their own use and may be customized with their own logos and branding. She asked the Committee for their feedback on this initiative.

A suggestion was made to include outcomes, such as the placement rates and wages of various Healthcare careers and the time required for training. Ms. Robin King responded that the focus group would like the community to consider all occupations within the industry, and the wages can differ significantly. She stated that was the reason the campaign focuses on the passion of the individuals within their fields instead of the earning potential; the goal is to cultivate a passion for the field in young adults.

Dr. Long asked if there was a way to list the different occupations within industry. Ms. Uy Ignacio responded that it may be too much to put on a flyer, but this information could be added to the landing page. She advised that in addition to the flyers, we have ten-second "teaser" videos of the same individuals telling their stories which will be used on social media.

Dr. Long advised that BB&T and SunTrust banks recently merged to become Truist, and that we have been awarded a grant through their new company. He called on Mr. Howell to explain what the grant will provide. Mr. Howell advised that 55,956 individuals filed for unemployment between March and June within our local area, and we have estimated that twenty percent of those individuals were laid off permanently. He stated that while we are the primary provider of job search services, we do not have the funding to assist every individual with transportation and wraparound services. Mr. Howell advised that the Now Truist grant was awarded to help us serve these individuals beyond the constraints of our normal funding allocations. He stated the grant is being used to provide tools and uniforms for individuals starting a new job and transportation, in the form of gas cards and bus passes, for jobseekers. The Committee asked how much we

were awarded. Mr. Howell responded that the grant was for \$20,000. Ms. King advised that the grant was specifically for COVID-19 recovery efforts and would be available until the end of December. She stated that there are parents who need before and after school care for their children in order to return to work, and the grant funding may be used in this manner.

Next, the Committee reviewed the Strategic Imperatives. Mr. Howell advised that there are activities assigned to each imperative, and he directed the Committee's attention to some recent additions. He stated that under the Collaborative Partnerships imperative, the Alliance4 activity was updated to include virtual meetings. Mr. Howell advised that some of the industry groups have already met and the others were in the process of being scheduled. He noted that the participation from businesses has seen an increase, and it could be attributed to moving to a virtual platform.

Mr. Howell advised that under the Continuous and Accurate Business Intelligence imperative, the Healthcare Occupational Awareness campaign and Rapid Credentialing program through Daytona State College were added. Under the Enhanced Talent Pipeline imperative, he advised that we have added Coursera. Mr. Howell explained that Coursera is a massive online learning platform that provides college-level training. He stated that we recently had the opportunity to provide free Coursera training to our customers, and this arrangement will last through the end of December.

Mr. Howell advised that under the Effective Service Delivery imperative, we have added the task of continuously finding new ways of delivering services to clients with a focus on virtual delivery methods. Lastly, he reported that for the Effective Use of Funds imperative, the Now Truist grant has been included. Mr. Howell stated that the Strategic Imperatives will be reviewed at every Committee meeting to keep the members informed and hold staff accountable to those assigned activities.

Dr. Long asked if there was any other business to come before the Committee. The Committee asked for a status update on CareerSource Flagler Volusia's position during the COVID-19 pandemic. Ms. King responded that our three Career Centers are open by appointment only. She advised that the majority of the appointments were related to filing for unemployment and claiming weeks. Ms. King stated that because of the virtual tools Mr. Howell discussed earlier, most of the staff are working remotely and are able to serve customers through Microsoft Teams. She advised that we will begin holding group orientations through Teams this week to inform customers about our services in preparation for December 5th, which is when the unemployment work search requirement waiver ends. Ms. King stated that jobseeker training and On-the-Job

training continue to be offered. She stated that the greatest lesson learned during this time was to use better technology.

Ms. King reported that while we received \$20,000 from the Now Truist grant and \$377,000 from a Disaster Recovery grant, we have not received any substantial funding or assistance during this time. She noted that we do not know what assistance may be provided in January 2021. Ms. King advised that close to 80,000 individuals have applied for unemployment assistance within our two-county region. She stated that we do not know how many are permanently laid off. Ms. King advised that we are working on an agreement with the Department of Economic Opportunity, which must be signed by our Chief Local Elected Officials, that will provide us with the contact information for these individuals. She stated that once we receive access to this information, we will provide outreach directly to them.

Dr. Long asked if our staffing has decreased or if more staff is needed. Ms. King stated that our level of staffing has not changed. She advised that we do not know how many Dislocated Workers we may see, and an issue may arise if there are not enough training funds available; the State has been made aware of this potential issue. Ms. King reported that the caseloads for the Welfare Transition (WT) program and the Supplemental Nutrition Assistance Program (SNAP) have significantly increased due to the work requirements having been waived. She stated that we anticipate those numbers will greatly decrease next month when the work requirements return. Ms. King advised that the State of Florida has a potential shortfall in funding of approximately four billion dollars in the next fiscal year. She stated that there could be cuts to Temporary Assistance for Needy Families (TANF) funding, which is the funding stream for our WT program; however, these cuts would not affect our federal funding from the Workforce Innovation and Opportunity Act.

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

Recording Secretary