

**MINUTES OF THE
CAREERSOURCE FLAGLER VOLUSIA
CAREER PATHWAYS COMMITTEE
September 3, 2020**

A virtual meeting of the CareerSource Flagler Volusia Career Pathways Committee was called to order via Microsoft Teams, at 9:30 a.m. on the 3rd day of September 2020, pursuant to written Notice fixing said time and place; the same being filed and attached to these minutes.

Ms. Nancy Bradley and Mr. Matt Nelson Co-Chaired the meeting and Ms. Jennifer Gosling served as the Recording Secretary.

The following members of the Career Pathways Committee were present:

Ms. Nancy Bradley, Administrator – Daytona College, LLC
Ms. Courtney Edgcomb, President – United Way Volusia-Flagler Counties
Ms. Kim Houghton, Supervisor – Vocational Rehabilitation
Mr. Arthur Loeffler, CEO/CFO – American Radionic Company, Inc.
Ms. Bonnie Madden, Director of Practice Operations – Florida Hospital Flagler Healthcare Partners
Mr. Matt Nelson, Business Manager – IBEW Local Union 756
Mr. Ken Phelps, Vice President, Resource Development – Daytona Beach Regional Chamber of Commerce
Ms. Renee Stauffacher, Director – Flagler County Schools/Technical Institute
Ms. Cheryl Tanenbaum, Senior Vice President/CFO – Intracoastal Bank
Ms. Keri Wagner, Vice President – DaVita Labs

The following guests were also present:

Ms. Bree Castelli – Volusia County Schools
Ms. Jenn Hale, Program & Monitoring Manager – CareerSource Flagler Volusia
Mr. Charlie Howell, Vice President of Business Development and Technology, CareerSource Flagler Volusia
Mr. Howard Johnson, Data/EF Manager – Eckerd Connects
Ms. Robin King, President & CEO – CareerSource Flagler Volusia
Ms. Velma Lowe, Managing Director of Operations – Career Steps, Inc.
Ms. Amy McAllister, Industry Certification Specialist – Volusia County Schools
Ms. Donna Runge, Administrator – Department of Economic Opportunity
Ms. Christine Sikora, Vice President of Innovative Workforce Solutions – CareerSource Flagler Volusia
Ms. Natalie Smith-Wells – Volusia County Schools
Mr. Brian Willard, Program Manager – Road To Success, Flagler County Schools
Ms. Jennifer Gosling, Executive Assistant – CareerSource Flagler Volusia

Ms. Nancy Bradley called the meeting to order. She introduced Mr. Matt Nelson as the new Co-Chair of the Committee and turned the meeting over to Mr. Nelson. He thanked

Ms. Bradley for the introduction and advised that he is looking forward to serving the Committee in his new capacity. He asked Ms. Jennifer Gosling to call the roll.

Next, Mr. Nelson asked for a motion to approve the minutes from the July 9, 2020 meeting.

1. After discussion, upon motion duly made, seconded and unanimously carried, the Career Pathways Committee approved the July 9, 2020 minutes.

The next item on the agenda was a presentation and review of new Career and Professional Education (CAPE) certifications. Mr. Nelson advised that the Florida CAPE Act was enacted as part of a statewide planning partnership between businesses and educational institutions to attract, expand, and retain targeted, high-value industries and sustain a strong knowledge-based economy. He asked Ms. Christine Sikora to explain the process.

Ms. Sikora advised that K-12 schools which offer certifications for their students must submit new certifications to the State. She explained that in order to submit a certification for consideration to be included on the CAPE list, the school must have letters of support from a local business, an industry association, and their local workforce development board. She stated that every Fall, the schools bring new certifications before the Committee for consideration. Ms. Sikora introduced Ms. Amy McAllister from Volusia County Schools to present four certifications. Ms. McAllister thanked Ms. Sikora for the introduction and provided a brief overview of each certification.

Adobe Animate

Occupation: Graphic Designers

Ms. McAllister advised that Adobe Animate has been on the CAPE list before, but it was bundled with a Dreamweaver certification. She stated that because Gaming and Simulation teachers do not have a use for the Dreamweaver certification, they are requesting that Adobe Animate be included on the CAPE list as a standalone certification. Ms. McAllister advised that they are tying this certification to the targeted occupation for Graphic Designers.

Business Office and Technology

Occupation: First-Line Supervisors of Office and Administrative Support Workers

Ms. McAllister advised that this certification is offered on the iCEV curriculum platform and is nationally endorsed by Express Professional Services. She stated that this

certification would be used in high schools offering programs that focus on Finance. Ms. McAllister advised that this would be a new addition to the CAPE list and has not been applied for previously. She advised that Launch Credit Union will be the local supporter for this certification and will provide a letter of endorsement for their application.

Residential Construction Skills

Occupation: First-Line Supervisors of Construction Trades and Extraction Workers

Ms. McAllister advised that this certification is offered through the iCEV platform and is sponsored by the Alabama Home Builders Association. She stated that they have reached out to the Volusia Home Builders Association (VHBA) to provide an industry support letter. Ms. McAllister advised that they have had their teachers and VHBA review the certification to see if there is anything in the program specific to Alabama that could cause an alignment issue. She stated that the program was found to cover basic and overarching construction skills and did not include any information specific to Alabama.

Culinary Meat Selection and Cookery

Occupation: Chefs and Head Cooks

Ms. McAllister advised that this certification is offered through the iCEV platform and is sponsored by the American Meat Association. She stated that the certification delves into identification of meat cuts, knife handling skills, and proper meat temperatures for food safety in restaurants. Ms. McAllister advised that Ms. Sikora connected them to Malibu Beach Grill, and they will be providing the industry support letter for this certification.

Mr. Nelson asked for a motion to recommend issuing a letter of support for the Adobe Animate certification for inclusion on the State's CAPE list.

2. After discussion, upon motion duly made, seconded and unanimously carried, the Career Pathways Committee recommended CareerSource Flagler Volusia issue a letter of support for Adobe Animate certification for inclusion on the State's CAPE list.

Mr. Nelson asked for a motion to recommend issuing a letter of support for the Business Office and Technology certification for inclusion on the State's CAPE list.

3. After discussion, upon motion duly made, seconded and unanimously carried, the Career Pathways Committee recommended CareerSource Flagler Volusia

issue a letter of support for the Business Office and Technology certification for inclusion on the State's CAPE list.

Mr. Nelson asked for a motion to recommend issuing a letter of support for the Residential Construction Skills certification for inclusion on the State's CAPE list.

4. After discussion, upon motion duly made, seconded and unanimously carried, the Career Pathways Committee recommended CareerSource Flagler Volusia issue a letter of support for the Residential Construction Skills certification for inclusion on the State's CAPE list.

Mr. Nelson asked for a motion to recommend issuing a letter of support for the Culinary Meat Selection and Cookery certification for inclusion on the State's CAPE list.

5. After discussion, upon motion duly made, seconded and unanimously carried, the Career Pathways Committee recommended CareerSource Flagler Volusia issue a letter of support for the Culinary Meat Selection and Cookery certification for inclusion on the State's CAPE list.

Next, Mr. Nelson advised that when the Request for Proposals was released, there was a section for any organization to apply for up to \$25,000 to fund a project that supports local employment needs and aligns with CareerSource Flagler Volusia's goals. He stated that the Executive Committee reviewed two proposals that were received and selected the project submitted by the Daytona Beach Regional Chamber. Mr. Nelson asked Mr. Ken Phelps to give a brief update on their Career Pathways Development Program.

Mr. Phelps advised that their proposal was written and submitted prior to the COVID-19 outbreak, and that has changed the environment they are working in but has not deterred them from putting the program together. He advised that the project has two goals: talent development for our region so that their members and the business community at large have a strong talent pool for future workforce needs and alignment with the Florida Chamber's 2030 Plan to address inequality of opportunity. He shared a statistic from the Florida Chamber which stated that fifty percent of children living in poverty reside in fifteen percent of the zip codes in Florida. Mr. Phelps advised that several of the affected zip codes are in Volusia County, and their program is aligned to address these low-income areas. He stated that the project was meant to include a Youth Summit, but the current public health guidelines resulting from COVID-19 prevented them from holding this event. They are considering ways to move the Summit to a virtual platform. Mr. Phelps advised that the Youth Summit was designed to expose

youth to different industries, build relationships with business leaders, and hone their soft skills in areas such as communication and presenting oneself well. He stated that the Youth Summit will provide opportunities for internships and apprenticeships.

Mr. Phelps advised that they are partnering with Volusia County Schools and a group called YouScience to offer students a digital skills assessment. He stated that this assessment differs from the traditional career interest surveys; a primary function of the YouScience assessment is to determine the innate abilities of a student. Mr. Phelps explained that one of the challenges to traditional career interest surveys is that a student's interest is predicated by what they have been exposed to and does not always align to a student's talents. He discussed the digital skills assessment at length and highlighted that by looking at a student's innate abilities, the results are unbiased and introduces minorities and young women to fields they may not have considered previously.

Mr. Nelson thanked Mr. Phelps for his report. He reminded the Committee that when they reviewed the Young Adult proposals in the Spring, they recommended to the Board the selection of the Daytona Beach Housing Authority (DBHA) as a new program provider. Mr. Nelson advised that the new program began on July 1st and called on Ms. Sikora to provide an update on how the program was going.

Mr. Sikora reported that all youth proposals were written prior to COVID-19 and showed pictures of one of DBHA's facilities and the safety measures they have employed to keep staff and participants safe. She advised that they spent the first two months hiring their program staff and attending different types of trainings. Ms. Sikora stated that since they are a new provider without knowledge of the Workforce Innovation and Opportunity Act (WIOA), their staff have been working to become familiar with federal regulations. She noted that we have provided training on Employ Florida, which is the platform where our performance is recorded, as well as Content Central; our electronic file system.

Ms. Sikora advised that DBHA has begun recruitment efforts this month, and we are assisting them with outreach materials. She stated that their goal is to enroll five youth for the month of September, and we have stressed "quality over quantity". Ms. Sikora explained that we have recommended DBHA grow their program slowly by starting with a few participants and gradually increasing the number until they reach the total of twenty-five participants for the year.

The next item on the agenda was a discussion of performance measures. Mr. Nelson advised that each Spring, this Committee is responsible for reviewing all providers and deciding whether to recommend extending their contracts for another year to the Board.

He stated that this review will be done through the Spring of 2023. Mr. Nelson advised that Ms. Sikora would provide the Committee with a presentation of CareerSource Flagler Volusia's performance that is measured annually by the State.

Ms. Sikora advised that it has been a couple of years since she provided a closer look at our performance measures, and the Committee now included several new members who may benefit from an overview. She stated that the Committee will meet several times prior to the March 2021 Board meeting, when recommendations for contract extensions will be made. Ms. Sikora stated that at the end of the presentation, she will ask the Committee if there is additional information the Committee would like to have at each meeting in order to ensure that they are comfortable with their role in the contract extension process.

Ms. Sikora provided an overview of the WIOA measures for Adults, Young Adults, and Dislocated Workers as well as Wagner-Peyser. She explained that many performance measures deal with employment in the second or fourth quarter after exit, which means that a participant is employed six to twelve months after receiving our services. Ms. Sikora stated that there is a significant lag to receiving performance data from the Department of Economic Opportunity (DEO). She advised that in order to know how our providers are doing presently, we are looking at whether participants enrolled in training obtain a credential and pull real-time employment data from Employ Florida.

Ms. Sikora noted that the State data is usually more accurate, the State uses wage records to determine employment status. She discussed how performance is presented in reports and how to understand the data when compared to our benchmarks. Ms. Sikora reviewed and compared the negotiated performance measures for PY 2020 and PY 2021. Due to COVID-19, she stated that we have anticipated our Dislocated Worker numbers will be higher this year.

A question was raised about whether a participant must be employed in a field associated with the type of training they received through our services. Ms. Sikora replied that the participant only needs to work one day within that quarter to be marked as employed, and it does not have to be in a related field. She advised that if they are working in a field that pays substantially less than the type of work for which they were trained, then our wage grade will be much lower. A discussion ensued on how follow up is completed by staff. The Committee suggested providing quarterly updates on the follow up numbers to determine if participants are still employed prior to the fourth quarter when our performance is officially graded.

The Committee asked about the activities within our Centers and what our contractors are held accountable for that will ensure successful future outcomes. Ms. Sikora replied that the contracts were extended this year due to the pandemic and that the new contracts will begin October 1st. She advised that she is currently writing their Statements of Work, which will contain monthly deliverables that are tied to the activities outlined in their original proposals. The Committee stated they would like to review those monthly deliverables to determine if the contractors are achieving those goals.

Mr. Phelps noted that on smaller programs, where there are fewer participants, one negative closure can have a greater impact on the overall score. He asked that staff provide context when this occurs so that the Committee is aware of how the data may be skewed due to a smaller pool of participants.

Ms. Courtney Edgcomb advised that the United Way has a quarterly update which asks partners to share their most recent data and how their programs are going. She stated that in addition to the numbers, the report includes a qualitative narrative that explains some of the results or unexpected outcomes. Ms. Edgcomb advised that having the providers report on the credentialing and skills gain pieces could give the Committee additional leading indicators of success. She suggested bringing success stories to the meetings so the Committee can see the impact the programs are having for individuals in the community. Ms. Sikora agreed and thanked the Committee for their suggestions.

Mr. Nelson advised that in response to the discussion at the Healthcare Alliance4 virtual meeting in August, Ms. Sikora and her team have been working on an outreach campaign and he asked her to report to the Committee. Ms. Sikora advised that we cancelled the in-person August Alliance4 Interchange event due to COVID-19, and we are holding virtual focus group meetings with the individual industries. She reported that the Healthcare group met in August, and one of the suggestions that came out of that meeting was an outreach campaign to recruit high school students and young adults that may not have a plan for their future. Ms. Sikora advised that we are creating the outreach assets, and the schools will have the ability to add their logo to the materials and distribute them to their students. She showed mock ups of the outreach materials that inform students of different pathways within the Healthcare industry through personal stories of people working in Healthcare and their field of work. Ms. Sikora advised that these materials will be available to schools, businesses, and other partners for their own use.

Mr. Nelson opened the floor to any other business. With no other business being heard, the meeting was adjourned.

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Recording Secretary