

Notice of Virtual Meeting Business Development Committee

**Tuesday
September 28, 2021
9:00 AM**

Microsoft Teams meeting
Join on your computer or mobile app

[Click here to join the meeting](#)

Or call in (audio only)
+1 386-267-8189,434694341#
Phone Conference ID: 434 694 341#

Agenda

- I. Welcome and Introductions / Roll Call**
- II. Approval of the April 5, 2021 meeting minutes**
- III. Content for DEI Brochure**
- IV. Linkages to Equitable & Enhanced Access to Prosperity (LEEAP)**
- V. 1 Million Cups Daytona Beach**
- VI. Strategic Imperatives**
- VII. Volusia County Small Business Input Initiative**
- VIII. Other Business**

**MINUTES OF THE
CAREERSOURCE FLAGLER VOLUSIA
BUSINESS DEVELOPMENT COMMITTEE
April 5, 2021**

A virtual meeting of the CareerSource Flagler Volusia Business Development Committee was called to order via Microsoft Teams, at 2:00 p.m. on the 5th day of April 2021, 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
Mr. Brad Harris, Business Manager – Volusia County Economic Development
Dr. Thomas LoBasso, President – Daytona State College
Dr. Aubrey Long, Owner – Long Global Enterprises
Mr. Shailesh Patel, President – Dredging and Marine Consultants
Ms. Heather Shubirg, Executive Vice President - Team Volusia
Mr. John Wanamaker, CCIM – Coldwell Banker Commercial AI Group
Mr. Michael Zaharios, Program Director – Florida Virtual Entrepreneur Center

The following guests were also present:

Mr. Remie Beaulieu, Senior Network & Systems Engineer – CareerSource Flagler Volusia
Ms. Angela Hamilton, Workforce Policy Analyst – CareerSource Flagler Volusia
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. Loren McGinley, Accounting / LMI Specialist – CareerSource Flagler Volusia
Ms. Donna Runge, Region 11 Administrator – Department of Economic Opportunity
Ms. Christine Sikora, Vice President of Innovative Workforce Solutions – CareerSource Flagler Volusia
Ms. Natalie Smith-Wells, Chief Operating Officer – Daytona Beach Housing Authority
Ms. Kathy Spencer, Director of Business and Career Services – CareerSource Flagler Volusia
Ms. Tarneisha Thomas, Program Manager – Daytona Beach Housing Authority
Mr. Brian Willard, Program Manager – Road to Success
Ms. Jennifer Gosling, Executive Assistant – CareerSource Flagler Volusia

Dr. Long called the meeting to order and asked for a motion to approve the minutes from the February 10, 2021 meeting.

1. After discussion, upon motion duly made, seconded and unanimously carried, the Business Development Committee approved the February 10, 2021 minutes.

Dr. Long asked Mr. Charlie Howell to present the CareerSource Flagler Volusia Business Web Page. Mr. Howell reviewed the business section of the website with the Committee and asked if there was anything that was missing or should be included. Several suggestions were made which included adding a phone number for businesses in need of assistance, directly linking to Labor Market Information for wages, including business testimonials, and providing links to placement services within educational institutions. Ms. Robin King suggested adding the "How to Write a Job Description" workshop under the recruiting tab and links to O*Net and other informational resources.

Next, Mr. Howell discussed the virtual job fair platform. He reported that the platform is being provided free-of-charge until the end of the year. Mr. Howell advised that CareerSource Flagler Volusia has used this platform for several events and explained the tools available to employers. He asked the Committee members if this was a service they would use and whether their companies would pay for this service should the State decide not to fund the platform beyond the current program year. Mr. Shailesh Patel advised this his company prefers to use in-person recruitment methods and would not use the platform. Dr. Thomas LoBasso advised that Daytona State College could potentially use the platform as an initial screening tool, but a job offer would not be given until an in-person meeting took place. The Committee discussed the virtual platform further.

Mr. Howell provided an update on the Youth Employment and Talent Initiative (YETI) program. He advised that CareerSource Flagler Volusia is looking for businesses that are interested in creating a program to teach soft skills to young adults. The YETI program could provide funding, either in part or in full, depending on the program's structure. A question was raised on the age bracket for soft skills training. Ms. King replied that the YETI program could employ participants at sixteen and seventeen years of age or eighteen if the individuals are still in school. She advised that the age for employment training could be as young as fourteen years old. A discussion ensued on the benefits of soft skills training in conjunction with work experience. Mr. Michael Zaharios asked if there was any information or material about the YETI program online. Ms. King replied there were not, and she would send him the Intent to Negotiate (ITN) that explains the program specifics. Mr. Patel requested a copy of the ITN as well.

Dr. Long asked Ms. King to speak about Ambassador training. Ms. King reported that she recently met with the new Chairman of the Volusia County Council who asked how

he could help. She explained that she told the Chairman that she needed champions in the community who know about CareerSource Flagler Volusia, its mission, and be knowledgeable enough to speak to others about it. Ms. King advised that the Chairman suggested holding an Ambassador training. She noted that this training would likely be business-to-business with private members from the Board and Committees leading the discussion. Ms. King asked the Committee for their feedback on this idea. The Committee discussed several ways businesses could learn about CareerSource Flagler Volusia. A recommendation was made to increase business outreach through phone calls and person-to-person contact which could be accomplished by either the creation of a new outreach position or outsourced to a separate agency.

Dr. Long asked Mr. Howell to discuss recent changes made to the Strategic Imperatives. Mr. Howell went through the imperatives and highlighted tasks that were recently added. He advised that virtual job fairs and the YETI program were added under the Effective Service Delivery imperative. Mr. Howell asked the Committee if there were any other tasks that should be added. Mr. Patel recommended adding the new outreach position discussed earlier to the Appropriate Use of Funds imperative and that there could be a task for the outreach position under Accurate Business Intelligence imperative since that position could collect important data when speaking to businesses.

Dr. Long opened the floor to other business. Ms. King advised that the Alliance4 is looking to hold the next event during the first week of May and will be partnering with Volusia County to discuss the mental health of the workforce. She stated that along with the Volusia County Public Information Officer, a Mental Health Specialist from Halifax Health, and a few business leaders will broadcast the next Alliance4 event. A question was raised on whether the Fall event will be held in-person. Ms. King replied that they are hopeful. She advised that the current projections indicate that it will be safe to hold in-person meetings by September, although no decisions have been made yet.

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

Recording Secretary

Content for DEI brochure:

Do you want your business to thrive? We do too! That's why we've compiled this information for your use. Give us call to schedule an appointment to discuss further.

The why (what's in it for the company)

Inclusion and diversity are critical for business resilience and reimagination.

Qualities that characterize diverse and including-inclusive companies – most notably innovation and resilience – are much in need. It can help companies to unlock the power of I&D as an enabler of business performance and organizational health and contribute to the wider effort to revive economies and safeguard social cohesion.

For diverse companies, the likelihood of outperforming industry peers on profitability has increased over time, while the penalties are getting-growing steeper for those lacking in diversity. A close look at these diversity winners shows that a systematic, business-led approach and bold, concerted action on inclusion are needed to make progress.¹

Diversity does not guarantee equity inclusion.

Craft a plan with *intent* to ensure the full benefits of diversity.

The what (definitions)

Diversity is the presence of differences within a given setting. In the workplace, this generally refers to psychological, physical, and social differences that occur among any and all individuals. A diverse group, community, or organization is one in which a variety of social and cultural characteristics exist.

Equity ensures everyone has access to the same treatment, opportunities, and advancement. Equity aims to identify and eliminate barriers that prevent the full participation of some groups.

Inclusion refers to how people with different identities feel as part of the larger group. Inclusion doesn't naturally result from diversity, and in reality, you can have a diverse team of talent but that doesn't mean that everyone feels welcomed d or valued.²

[Blind spots: Challenge assumptions - YouTube](#)

¹ [Diversity wins: How inclusion matters \(mckinsey.com\)](#)

² [The Value of Bringing Diversity, Equity, and Inclusion Into Your Workplace \(15five.com\)](#)

The how (actions)

Are you ready to take bold action?



McKinsey
& Company

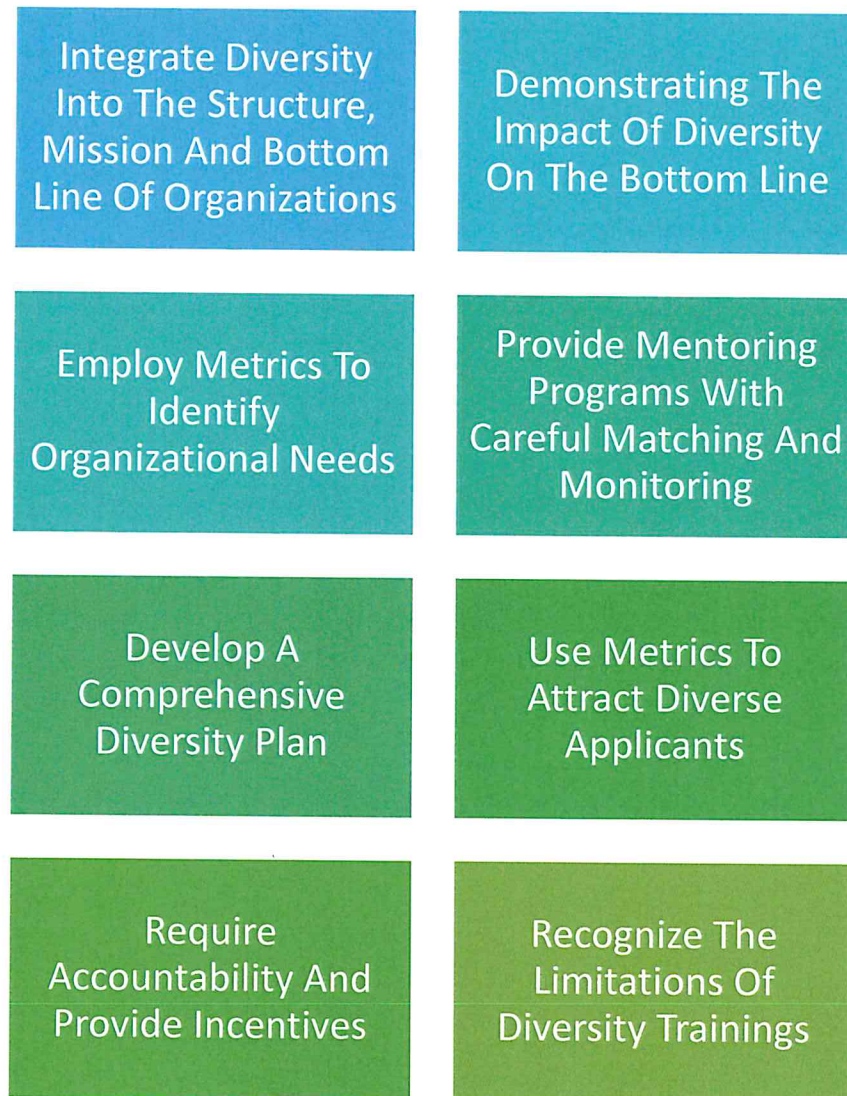
Here are some tips and questions to ask yourself.

- Who is your customer/consumer? Do your employees reflect who you want to serve?
- Do your policies/processes reflect your DEI principles and/or your commitment to them? Are they enough?
- Who “fits” in your company? Who doesn’t?
- Who is in your prospective pool of future employees? Who is missing?
- Is your commitment to diversity, equity and inclusion part of your onboarding of new employees? Is access to the leadership pathway equitable?
- Do you value all your employees? Do all your employees have a sense of belonging?
- How are your employees evaluated and promoted?
- What do you practice? Daily? Do you tell others to do as you say or as you do?
- What is your company culture?
- Are you touching and affecting the lives you intend to impact?
- What will success look like? Feel like?

Culture eats strategy for breakfast – Peter Drucker

Now that you’ve asked these questions of yourself, it’s time to go ask your staff and see if their view matches yours. It isn’t an easy conversation. It is necessary.

Best Practices for Diversity and Inclusion ³



The bottom line?

Maintaining a diverse workforce is imperative for modern organizations to succeed. Companies with a diverse staff are better positioned to meet the needs of diverse customer bases, and the case flow of diverse companies are 2.3 times higher and are 70% more likely to capture new markets. ⁴

³ Mary Pender Greene Beyond Diversity

⁴ [Opinion: The numbers don't lie: Diverse workforces make businesses more money - MarketWatch](#)

Take a deeper dive to learn more:

[How Diversity & Inclusion Matter | McKinsey](#)

[Viewpoint: Building a Business Case for Diversity and Inclusion \(shrm.org\)](#)

[Blind spots: PwC](#)

[Blind spots - Video discussion guide \(pwc.com\)](#)

Other suggestions?

CSFV Strategic Imperatives 2021

Business Development Committee

Career Pathways Committee

Finance Committee

Staff

#1) Collaborative partnerships

Objective: Identify and engage stakeholders, forming partnerships that support economic growth and foster collaboration at the local, regional, state and federal level

Actions				
Business involvement for career pathway development	X	X		On-going Alliance4 bi-annual interchanges- currently virtual
Workforce attraction to the area	X			CareerSourceFV will play a supportive role with economic development, chambers of commerce and tourism authorities. Work with the Daytona Regional Chamber on an initiative to retain students.
Gig Economy	X			CareerSourceFV will play a supportive role with local entrepreneurial entities. Staff member has become the lead 1MC organizer. Has taught Ice House Entrepreneur program.

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#2) Continuous and accurate business intelligence

Objective: Collect and share sector-based information through effective resources and information gathering

Actions

Sector-driven committee member recruitment	X	X	With the intent of creating a potential pool of future board members
Outreach Staff Member			Adding a staff member to better serve businesses through outreach. Budget for staff member approved. Collaborating with county and others for business information to avoid duplication of efforts.
Industry & Occupation Forecasting	X		In-depth review of healthcare needs in 2021. Alliance4 Healthcare Focus Group - Rapid Credentials resulting in a Healthcare Occupation Awareness initiative. Continuously review labor market information (historical and current) to support sector strategies

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#3) Enhanced talent pipeline

Objective: Increase the skills of the workforce, including our future workforce, and decrease the number of underemployed through innovative and business-valued training

Actions

secondary workforce learning		X		CareerSourceFV will support efforts of CTE departments of locals schools with business intelligence
Internal Business Pathway Training	X			CareerSourceFV will work with businesses on the development of their internal career pathways through the sharing of best practices and creation of on-line workshops for businesses. New LMS installed to house workshops.
Addressing the needs of job seekers with significant barriers		X		Continue currently grant-funded programs past grant period (sustain successful programs). Truist Grant for needs related expenses. Expanding to YETI with needs related expenses and mentors.
On-boarding for businesses	X			DEI Brochure, Tip Sheet for Businesses and Employer of Choice Presentations.

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#4) Effective service delivery

Objective: Provide solutions through effective processes and broker relevant information

Actions				
Strategies for performance				on-going
YETI		X		YETI added to better serve young Adults. We need testimonials from businesses who hired young adults.
Innovation through technology	X	X		Sustaining telecommuting, using Microsoft Teams for meetings. Continually adding case management tools to facilitate virtual case management. Moved phone system into the cloud.
Procurement of Career Center Operator, provider of career services, providers of youth services		X	X	Done

CSFV Strategic Imperatives 2021

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#5) Appropriate use of funds

Objective: Demonstrate transparency and accountability in the use of funds in alignment with our strategic goals

Actions

Budget for 21-22					X	Approved
Outreach Staff Member						Adding a staff member to better serve businesses through outreach
Identify funding to leverage					X	Disaster grant funding- DWNEG
Shared infrastructure costs					X	MOUs with Daytona State College; Flagler Technical College; Volusia County Human Services; National Center for Black Aging. Division of Blind Services, Vocational Rehabilitation: renewable spring 2022. Adding a staff member to better serve businesses through outreach.
Investment in identified business-valued training	X			X	X	Review Performance
Clean Audit					X	New Auditor - James Moore
Grant opportunities						Truist Grant for transportation and support services for jobseekers with verified interviews and employment. Get There Faster CareerSource Florida Grant.
Opioid Recovery Grant	X					Volusia Recovery Alliance - no movement yet. Train HR Professionals to reduce stigma of Substance Abuse in the Workplace.
Investigate fee-for-service					X	building capacity through entrepreneurial mindset training and on-boarding services

Updated 9/27/2021

CSFV Strategic Imperatives 2021

Business Development <u>Committee</u>	Career Pathways <u>Committee</u>	Finance <u>Committee</u>	<u>Staff</u>
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