

**MINUTES OF THE  
CAREERSOURCE FLAGLER VOLUSIA  
CAREER PATHWAYS COMMITTEE  
October 7, 2021**

A virtual meeting of the CareerSource Flagler Volusia Career Pathways Committee was called to order via Microsoft Teams, at 9:00 a.m. on the 7<sup>th</sup> day of October 2021, pursuant to written Notice fixing said time and place; the same being filed and attached to these minutes.

Ms. Denise Breneman and Mr. Matt Nelson Co-Chaired the meeting, and Ms. Jennifer Gosling served as the Recording Secretary. Mr. Nelson asked the recording secretary to call the roll.

The following members of the Career Pathways Committee were present:

Ms. Elizabeth Albert, President – Volusia United Educators  
Ms. Nancy Bradley, Administrator – Daytona College, LLC  
Ms. Denise Breneman, Development Manager, NE Region – Special Olympics Florida  
Mr. Arthur Loeffler, CFO – Dynamic Engineering Innovations. Inc.  
Mr. Matt Nelson, Business Manager – IBEW 756  
Mr. Ken Phelps, Vice President, Resource Development – Daytona Beach Regional Chamber  
Ms. Renee Stauffacher, Director – Flagler County Schools/Flagler Technical Institute  
Ms. Keri Wagner, Vice President – DaVita Labs

The following guests were also present:

Ms. Carol Cruz, Executive Director – Reach Out Project  
Ms. Jenn Hale, Program and Monitoring Manager – CareerSource Flagler Volusia  
Ms. Shauntelle Hammonds, Executive Director – Peter's Place RVA  
Mr. Charlie Howell, Vice President of Business Development and Technology – CareerSource Flagler Volusia  
Ms. Robin King, President & CEO – 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. Natalie Smith-Wells, Chief Operating Officer – Daytona Beach Housing Authority  
Ms. Kathy Spencer, Director of Business and Career Services – Case Management, Inc.  
Mr. Mack Thomas, Program Manager – Eckerd Connects  
Mr. Brian Willard, Program Director – Road to Success Program  
Ms. Jennifer Gosling, Executive Assistant – CareerSource Flagler Volusia

Mr. Nelson called the meeting to order and asked staff to discuss Diversity, Equity, and Inclusion (DEI). Ms. Christine Sikora advised that CareerSource Flagler Volusia has received a proposal to train staff on some best practices for providing workforce and employment services to individuals within the LBGTQIA+ community. Ms. Robin King

explained that after the DEI sessions with Dr. Deanna Wathington, staff evaluated services and CareerSource Flagler Volusia's ability to ensure that services are equitable, and staff and customers are made to feel comfortable. She advised that staff have focused on the LGBTQIA+ community because the organization does not have much experience in this field. Ms. Sikora introduced Ms. Carol Cruz and Ms. Shauntelle Hammonds and asked them to provide the Committee with an overview of the training proposal they submitted.

Ms. Cruz advised that in addition to diversity, equity, and inclusion, she includes "belonging" to that list. She stated that the first day of training would focus on who we are as individuals and as a group, as well as defining language and terminology, biases, and microaggressions. Ms. Cruz advised that the second day of training would take a more strategic approach with real life scenarios in breakout rooms to create a strategic plan. She noted that since this would be a two-day training, they would hold several sessions with groups of thirty individuals at a time to avoid a disruption in services. Ms. Hammonds briefly discussed some of the terminology that would be covered in the training and how harmful language can be unintentional.

Ms. King advised that at the DEI Symposium held at Daytona State College (DSC) last week, there was a speaker from Brown & Brown's Diversity, Equity, and Belonging (DIB) department and the keynote speaker from Toyota also spoke about belonging. She explained that was the goal; to ensure that the organization is doing enough to make customers and staff feel they belong. Ms. King asked for a cohort of Committee members to assist in drafting a plan and creating metrics to measure success which would then be brought back to the whole Committee for review.

Ms. Denise Breneman made a motion to recommend the LGBTQIA+ staff training proposal to the Executive Committee for their approval. Mr. Nelson called for a vote.

1. After discussion, upon motion duly made, seconded, and unanimously carried, the Career Pathways Committee recommended for approval the LGBTQIA+ staff training as proposed.

The Committee agreed to the formation of a DEI subcommittee to create a strategic plan and accompanying metrics.

Ms. Breneman volunteered to help with the DEI initiative. Mr. Nelson asked if there were any other volunteers to assist with the DEI plan subcommittee. Ms. Elizabeth Albert volunteered, and Mr. Ken Phelps offered to assist if his schedule allowed. Mr. Nelson asked that Committee members reach out to Ms. Sikora or Ms. King if they were interested in participating. A question was asked on whether the recordings from the DEI Symposium would be released to the public. Ms. King replied that she would ask Mr. Frank Mercer. Staff discussed bringing the topic to the December 10<sup>th</sup> half-day staff training.

Mr. Nelson turned the meeting over to Ms. Breneman. Ms. Breneman reported on the DEI Symposium held at DSC last week and why the subject was important to businesses. She provided statistics which showed a benefit to businesses with improved DEI initiatives. Companies in the top quartile for racial and ethnic diversity were thirty-five percent more likely to perform better, eighty-five percent of large international businesses boosted their innovative thinking by fostering workplace inclusivity, and teams with inclusive leaders increased productivity by seventeen percent and improved high-quality decision-making by twenty percent. Ms. Breneman gave the Committee a brief overview of the best practices and takeaways from the event and advised that CareerSource Flagler Volusia could take advantage of the model that was presented. The Committee discussed the possibility of a retreat. Ms. King advised that the December staff meeting would be held offsite and may provide a similar experience to a retreat.

Next, Ms. King provided an update on the REACH Act. She reported that CareerSource Florida, along with the Department of Economic Opportunity (DEO) and the Reach Act office in Tallahassee, were in the process of implementing the changes the Act has introduced. Ms. King advised that the Eligible Training Provider List (ETPL) will be moving to the State level where they will determine the performance benchmarks for approved programs. She explained that the State has begun implementing the changes to the ETPL, and since they cannot remove more than twenty percent of the providers at one time, performance has been set very low. Ms. King advised that there will be an opportunity to potentially increase that performance at a later date to ensure that the programs CareerSource Flagler Volusia is investing in match local performance measures and are valuable to customers. She stated that one benefit of this change is that CareerSource Flagler Volusia will no longer need to have training agreements with each provider since that will be handled by the State. Ms. King advised that the Committee would continue to receive a list of training provider programs to review for consideration and possible inclusion.

In the past, the Committee has reviewed new occupational certifications the local school systems would like added to their curriculum and have provided letters of recommendation for inclusion on the State's Career and Professional Education (CAPE) list. Ms. King advised that local workforce development boards will no longer be a part of the approval process; instead, there is a newly formed Florida Credential Review Committee which has been assigned to evaluating credentials and creating a master list of all approved credentials for education. She stated that the meetings are to be every quarter and will be broadcast on the Florida Channel.

Ms. King discussed a few components of the REACH Act that are still being determined. She explained one component was a ten percent holdback for customers receiving training, which would mean CareerSource Flagler Volusia would pay ninety percent of the tuition. Ms. King advised that federal law states that only a certain percentage of funds can be performance based, and there are some outstanding legal questions

regarding implementation of this piece. She stated that there are ongoing discussions with DEO and more information may become available in a Glitch bill in the next legislative session. Ms. King discussed some of the other proposed changes to Education.

Next, Ms. Sikora facilitated a conversation on outreach recommendations for training enrollments. She advised that she received a demographic report from EMSI which showed that in the last decade, U.S. colleges have lost more than two million students and that in 2020, new enrollments into two-year programs fell twenty-one percent. Ms. Sikora noted that this decline in enrollment has been a prominent observation over the past eighteen months as CareerSource Flagler Volusia has worked with its training providers. She asked the Committee for their suggestions on how to increase enrollment and inform the community about the availability of rapid credentialing, short-term programs, and financial assistance. The Committee suggested a social media campaign. Ms. Sikora advised that CareerSource Flagler Volusia's largest social media following is on Facebook; however, there are targeted demographics that do not use Facebook. She stated that it would require a large Communications team to grow a follower base on multiple platforms, and that CareerSource Flagler Volusia continues to review and change the social media messaging as needed.

Ms. Albert stated that there seems to be a segment of the younger generation that have the desire to explore what is available, and yet have difficulty putting those connections together. She advised that they may seek out information on training programs but remain unsure about how to move forward. Ms. Albert suggested that CareerSource Flagler Volusia look at ways to bridge that divide and create outreach specifically designed for this population of young adults who may feel directionless. She stated that she recently heard a statistic that there is an average of six years between when students graduate high school and enroll in post-secondary education. Ms. Albert recommended finding ways to close that gap so young adults enter the workforce sooner. She suggested collecting testimonials from young adults that have used CareerSource Flagler Volusia's services. Ms. Sikora asked what methods of outreach should be used to share the testimonials. Suggestions were given which included radio ads and to ask students, who provide testimonials, to suggest how their peers may be reached.

Ms. King advised that CareerSource Flagler Volusia will have a booth at the job fairs Volusia County Schools (VCS) will be holding in April and video testimonials could be shown. She reported that she is participating in the round table events the VCS Superintendent is holding to see how CareerSource Flagler Volusia can engage with Guidance Counselors. Additionally, she noted that CareerSource Flagler Volusia has adopted Pine Ridge High School as part of Mr. Bob Davis' Adopt-a-School Program and will be working with the school going forward. A discussion ensued on the methods of outreach CareerSource Flagler Volusia is currently using and the difficulties with communication and outreach in the current climate.

Mr. Ken Phelps provided an update on the YouScience Program. He advised that after a long delay caused by the pandemic, the Soft Skills Youth Summit took place yesterday with about seventy-five students and twenty business mentors in attendance. Mr. Phelps stated that the mentors did a speed networking format to talk with the students about five key soft skills which included work ethic, attire, punctuality, etiquette, and communication. He reported that the mentors shared their expertise with the students, and lunch was held in a professional format to teach students how to eat a meal while conducting business with a client. Mr. Phelps advised that the feedback from the event was overwhelmingly positive. He noted that Nascar, who hosted the event, engaged with several young adults interested in working for them over the summer, and other mentors were asked about internships and their organizations.

Mr. Phelps reported that he presented the YouScience Skills Assessment platform yesterday afternoon to the District Advisory Committee which included approximately sixty parents, volunteer leaders, and members of the district's administration to inform them of this resource. He explained that the YouScience Assessment assists middle school and high school students throughout Volusia County with identifying their innate skill sets and introducing them to career pathways that align with their natural inclinations. Mr. Phelps advised that the average college student changes their major five times, and the YouScience Program is aimed at reducing that indecisiveness, creating future pipelines for businesses, and may help to address the gap between high school graduation and post-secondary enrollment that Ms. Albert mentioned earlier.

A question was raised on whether the YouScience Skills Assessment could be offered to young adults currently in the gap between high school and post-secondary education. Mr. Phelps replied that adults have offered to pay to take the assessment, and he would approach YouScience about the possibility of a fee-based option that could be offered to the community at-large. Ms. King reminded everyone that CareerSource Flagler Volusia has many assessments that can be used for adults in the interim, and if the YouScience Skills Assessment is a tool appropriate for adults, CareerSource Flagler Volusia would be willing to consider adding the assessment to its available resources. She asked if Mr. Phelps could provide the Committee members with links to take the assessment for themselves. Mr. Phelps replied that he would ask YouScience for links.

Ms. Breneman asked if there were any other questions regarding outreach. Mr. Phelps stated that the Daytona Regional Chamber's grant with CareerSource Flagler Volusia to provide the YouScience Program will be in place until the 2023-24 school year, and that the Chamber is working on securing private funding to sustain the program in the post-grant period at no cost to the district.

Ms. Breneman asked Ms. Sikora to email the information on the contract updates since the meeting was running long. Ms. Sikora agreed. Ms. Breneman thanked everyone for their participation.

With no other business being heard, the meeting was adjourned.

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Recording Secretary