



Revenue Diversity Ad Hoc Committee Meeting

CareerSource Central Florida
390 N. Orange Ave., Suite 700, Orlando, FL 32801

Wednesday, January 17, 2018 / 3:00 p.m. – 4:30 p.m.

Conference Call-in phone number: (866) 576-7975 / Participant Access Code: 299848

Strategic Goals developed by the Board:

- *CareerSource Central Florida will become business focused in all efforts*
- *CareerSource Central Florida will identify ways to measure progress and Return On Investment (ROI)*
- *CareerSource Central Florida will become the workforce intelligence organization for workforce development in Central Florida*

Agenda Item	TOPIC	Action Item	Info Item	Presenter
1	Welcome			Eric Jackson
2	Roll Call / Establishment of Quorum			Kaz Kasal
3	Public Comment			
4	Approval of Minutes A. 11/20/17 Revenue Diversity Ad Hoc Committee Meeting			Eric Jackson
5	Information/Discussion/Action Items			
	A. Ticket To Work Revenue Strategy			Committee Discussion
	B. Case Statement for Youth Program			Committee Discussion
	C. Next Steps			Committee Discussion
	D. Upcoming Meeting Date			
6	Other Business			
7	Adjournment			

Upcoming Meetings:

- Executive Committee Meeting, 2/13/18, 9:00 am to 10:30 am / CSCF Admin, 390 N. Orange Ave., Orlando, FL 32801
- Consortium/Board Joint Meeting & Board Retreat : 9:00 am to 2:00 pm, Thursday, 2/22/18 / Valencia College – Osceola Campus, 1800 Denn John Lane, Kissimmee, FL (Building 4 / Room 105)

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Revenue Diversity Ad Hoc Committee Meeting

Monday, November 20, 2017
3:00 p.m.

MINUTES

MEMBERS PRESENT: Eric Jackson, Glen Casel, John Gill and Richard Sweat

MEMBERS ABSENT: None

STAFF PRESENT: Pam Nabors, Leo Alvarez and Kaz Kasal

GUESTS PRESENT: Mark Brewer/Central Florida Foundation; Robin King, Carlos Valderrama/CareerSource Flagler Volusia

Agenda Item	Topic	Action Item / Follow Up Item
1	<p>Welcome Mr. Jackson, Committee Chair, called the meeting to order at 3:05 p.m. and welcomed those in attendance.</p> <p>Mr. Jackson also welcomed the following individuals from CareerSource Flagler Volusia: Ms. Robin King, President/CEO and Mr. Carlos Valderrama, Board Chair. Ms. King stated both she and Mr. Valderrama attending to listen to the discussion on revenue diversity options and gather any information that would be helpful to their region.</p> <p>Mr. Jackson stated that this Committee should identify some revenue diversity options that would fit in the framework of what CSCF does well, establish a timeline and set it in motion.</p>	
2	<p>Roll Call / Establishment of Quorum Ms. Kasal, Executive Coordinator, reported that there was a quorum present.</p>	
3	<p>Public Comment None offered.</p>	
4	<p>Approval of Minutes 8/24/17 Revenue Diversity Ad Hoc Committee Meeting</p>	<p>Mr. Sweat made a motion to approve the minutes from the 8/24/17 Revenue Diversity Ad Hoc Committee Meeting. Mr. Gill seconded; motion passed unanimously.</p>
5	<p>Information/Discussion/Action Item <u>Strategy Discussion</u> Mr. Alvarez reviewed the 4 alternate funding source areas discussed at the previous meeting, and provided</p>	

updates and proposed goals as bulleted below. Mr. Alvarez stated the total projected goal for alternative revenue would be \$1M:

1) Program Revenue

- Ticket To Work (TTW) program – staff has tweaked this plan to grow revenue. Proposed goal: \$400,000 (from \$200,000/year). These funds are unrestricted.
- Other government grants - CSCF is currently active with a few grants. Proposed goal: \$100,000. These funds are more restrictive.

2) Consulting & Marketing Revenue. Proposed goal: \$100,000

3) Social Enterprise – involves getting partners to invest with CSCF and sustain the partnership (CSCF has not done this). Proposed goal: to be determined

4) Annual & Capital Campaign (CSCF has not done this).

The Committee further discussed the above funding sources and provided the following input:

- The Committee concurred that CSCF should maximize the TTW program as much as possible.
- Mr. Sweat suggested formatting information and data gathered similar to the way information and data is formatted for the Career Services Committee meetings – showing current status and if on track/not on track towards annual goal.

Mr. Mark Brewer, President/CEO with the Central Florida Foundation provided the following input:

- Look across like size organizations
- Program revenue is always part of it
- Consulting and Marketing Revenue – most expensive
- Grants – average 37 cents on the dollar for cost
- Social Enterprise – mission of non-profit with market driven approach, applying commercial strategies to

Ms. Nabors will consult with CareerSource Broward, as that region has had good success with the TTW program.

maximize improvements (this is an emerging approach)

- Annual & Capital campaign – this would be more challenging – need to build and grow the population that will donate
- What is missing is plan giving / major gifts – show the public the importance of private funding and that it fills the gap where government is not funding – i.e. due to restrictions, decrease in funds
- CSCF needs to show a model on how private investment impacts the community and makes a difference

Ms. Nabors stated that investing in youth has been catching traction. CSCF has worked with some municipalities and businesses on youth projects. There is more flexibility with these alternate funds that can be used in areas where government funds have restrictions. Mr. Brewer added that getting companies to invest in the youth talent pool will help to keep this population in the community.

Ms. Nabors stated a component of CSCF's portrait is moving people to the middle. As reviewed at the Board Retreat, the majority of adults CSCF works with have some skills and work experience, high school diploma, some college and are between the ages of 22 to 44. Businesses want to hire this pool and CSCF can help these individuals move to better employment (i.e. with short-term training) and to a career path to gain sustainable wage.

Ms. Nabors stated that CSCF is better at connecting and helping youth that have fallen out of other systems, and getting them to earn credentials and attain basic and soft skills in order to attain employment or continue their education. Of the youth that CSCF has served in the past year: 92% attain a credential, 56% attained employment or continuing education and 50% increased their math and reading competencies – CSCF is building a talent pool.

Mr. Brewer stated that the Board has to drive the private sector strategy by building defined measures and growing this over time. Diverse revenue income will become diverse lines of business – measure build out of each.

Mr. Brewer added it will be important to have an individual commitment at the Board level – “give, gather, grow” – each Board Member either writes a check or finds people to write a check or be involved in the generation of writing of checks. Build teams to work together to “give, gather, grow.”

Debrief from Board Retreat

Ms. Nabors referenced the 11/3/17 Board Retreat and idea that came from the question: “*How do we attract revenue and/or investment to support ongoing talent development?*” Mr. Casel was in the group that had this question and stated the group came up with the tagline: “CareerSource Rebrands in Revenue Diversity Initiative to Demonstrate That Success Breeds Success.” CSCF needs to articulate the positive impact that CSCF’s services have on the community. By better articulating what CSCF does best and making those positive impacts happen, will lead to increased confidence and further investments from the private sector and municipalities, creating a culture of market growth expansion and innovation.

Next Steps

The Committee concurred for the next meeting:

- Put a case statement together with targets
- Include in pitch statement the advantages of private funding: 1) those not served or eligible due to restrictions with government funding, can be served and eligible with private funding. and 2) the additional services that cannot be provided under government funding, can be provided with private funding
- What is the Vision 1 year, 5 years and 10 years in the future.
- Vet case statement to Board
- Standard format meet goals/metrics to date (like Career Services Committee’s format) – income generation strategies
- TTW – provide historical information and what the potential could be

At the request of the Committee, Mr. Brewer’s team will help with technical assistance and assist in the drafting of sales pitch / value statement.

Upcoming Meeting Schedule

	Ms. Kasal to send a survey to poll for dates in January 2018 for the next meeting.	
	Other Business None offered.	
8	Adjournment There being no other business, the meeting was adjourned at 4:40 p.m.	

Respectfully submitted,

Kaz Kasal
Executive Coordinator

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Purpose: The purpose of the memo is to outline the strategy to build a more robust Ticket to Work Program resulting in an increase of unrestricted revenue for Career Source Central Florida.

Background: Social Security’s Ticket to Work program is a voluntary program available to individuals 18 to 64 who have a disability and who receive Social Security Disability Insurance (SSDI) or Supplemental Security Income (SSI) benefits. The goals of the program are to:

- Offer beneficiaries with disabilities expanded choices when seeking service and supports to enter, re-enter and/or maintain employment.
- Increase clients financial independence and self-sufficiency
- Reduce and whenever possible eliminate reliance on disability payments.

The ticket program is outcome based. Employment Networks (CSCF) are eligible for payments when the beneficiaries they serve achieve milestones and outcomes with regard to work and earnings.

Metric	PY 15/16	PY 16/17	PY 17/18 Mid-Year Actuals	PY 17/18 Goal 20% increase
TTW Revenue	\$91,445	\$183,907	\$85,996	\$220,700

Strategies to Increase Revenue:

1. Expanded staff capacity to serve more beneficiary customers.
2. Actively engage current TTW clients by proactively following up per quarter for retention support.
3. Better Coordination with local Vocational Rehabilitation partners in a service delivery strategy where the same beneficiary is served by both organizations and the milestone payments are shared.
4. Better Marketing / Outreach tools

Revenue Goal



Note: The 5-year revenue goal is being calculated based on a 35% annual increase.

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CAREERSOURCE CENTRAL FLORIDA

THE ABC'S OF YOUTH EMPLOYMENT



4.2%



3.8%



29%

Youth not employed or

Enrolled in School



Overview:

The Central Florida labor market is among the top in the nation with more than 50,000 new jobs created here every year. Adult unemployment has continued to decrease to less than 3.8% today. Businesses from all over the country and the world are expanding or moving here with thousands of career opportunities in high wage, high growth sectors, such as advanced manufacturing, innovative technologies, aerospace and healthcare.

However, a significant portion of our population that has no chance of benefitting from this economic prosperity or contributing to it. According to an article posted by MarketWatch, studies show that the country's economic recovery is leaving the young adult population behind. Labor force participation rate, a measure of the share of people with jobs or looking for employment, was 35% for teens in July 2017. Comparatively in 2000, when the U.S. economy last came close to achieving full employment, the labor-force participation rate for this group was nearly 53%.

We also know that a large portion of the "disconnected population" are young adults that experience additional challenges such as low-income, youth of color, limited English language proficiency barriers and homeless or unstably housing is a factor.

HELPING YOUTH GET:

A JOB

BETTER JOB

CAREER

It is clear that the long-term costs are too high to leave these young people disconnected without a career opportunity. The young and jobless earn less later in life. They lose the chance to build crucial career skills. They rely on government support. They're more likely to commit crimes.

According to a report, disconnected youth cost roughly \$40,000 a year from the economy while costing the government \$14,000 in taxes.

Research shows that in our nation 6.7 million or 29% of Americans between the ages of 16 and 24 are neither working nor enrolled in school. Among this group of "opportunity youth", many have not held a job or been to class since the age of 16. Others have some additional schooling or marginal work experience, but no college or stable employment.

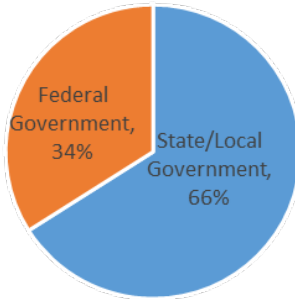
We also know that despite the barriers that these young people may face, they are resilient. We have an opportunity to reengage them, get them back on track, and give them a chance at a career path to a brighter future.

Area of Focus:

- What is the future business need in Central Florida?
- According to the Florida Chamber Foundation 2030 report, 2 million new jobs will be needed in addition to replacing the existing jobs held by the older population that will be retiring in the next decade.
- Where is the talent gap to meet the business need?

How It Works:

Who Bears The Cost?



A typical beginning starts with CSCF welcoming interested Youth and spending some time together, to better understand their needs. A main priority is to assist all those that have not completed high school to earn their High School diploma or GED. Career exploration and introduction to growing career sectors is explored as part of each youth's unique, individualized career plan. CSCF plans to increase the amount of tutors and individualized study help to assist clients with their educational goals.

Another successful element of getting youth employed is offering paid work experience at local business "host sites". By enhancing the amount of work experience, more youth will have transferable skills ready for today's market.

Soft Skills Training

Soft Skills: Verbal and non-verbal communication, reliability, critical thinking and teamwork are all addressed in the Youth program. Youth are given significant training in the development of critical soft skills demanded by business

Work Experience

Work Experience: An opportunity for youth to learn first-hand about the world of work. Youth report to a business and do real work for a specified period of time while having a dedicated career coach to offer guidance and support.

Financial Literacy

Financial Literacy: Youth learn about taxes coming out of a first paycheck, banking, credit card pitfalls and strategies to navigate buying a car, securing an apartment, dealing with debt and overall preparation for a strong credit profile.

Gaps in Funding:

Through the Department of Labor, Youthbuild grants and community partner investments, CareerSource Central Florida currently serves roughly 1,300 youth annually. Unfortunately, Federal funding comes with significant restrictions that limit our ability to serve all youth. In 2011, legislation changed reducing our ability to serve in-school youth and refocusing our efforts for youth that have already failed out of school and unemployed. We are seeking investment that will leverage our public resources and bridge the gap to engage young adults in career development and real work experiences. We want to ensure that young adults in Central Florida realize the importance of a first job and understand the variety of career pathways available to them.



Results:

CareerSource Central Florida wishes to double the capacity of the youth program and to connect 1,000 young adults to their first job by 2020.

With the support of our community partners, a larger portion of our Central Florida youth population will become active participants in the economic prosperity and growth of this region. Not only will we be providing companies with the skilled and talented workforce they need to continue making Central Florida their choice to invest, but we will also will be investing in the future workforce by helping youth become self-sufficient and more financially confident citizens.

Taking It to Scale	500 Participants 2018	1,000 Participants 2020	5,000 Participants GOAL 2025
Connect 1,000 young adults to their first job by 2020.			
Connect 5,000 young adults to work a experience by 2025.			