

**MINUTES OF THE  
CAREERSOURCE FLAGLER VOLUSIA  
CAREERSOURCE CENTRAL FLORIDA  
CAREERSOURCE BREVARD  
EXECUTIVE COMMITTEE MEETING  
February 28, 2017**

A meeting of the CareerSource Flagler Volusia, CareerSource Central Florida and CareerSource Brevard Executive Committees was called to order at the corporate office of CareerSource Flagler Volusia located at 329 Bill France Blvd., Daytona Beach, FL 32114, pursuant to written Notice fixing said time and place; the same being filed and attached to these minutes.

Ms. Shelley Lauten, Consultant, facilitated the meeting and Ms. Ann Lesizza, and Ms. Kaz Kasal served as recording secretaries.

The following members of the Regional Executive Committees were present:

Dr. Kent Sharples-Chair, CareerSource Flagler Volusia - President–CEO, Business Alliance  
Mr. John Wanamaker-Past Chair, CareerSource Flagler Volusia - CCIM, Coldwell Banker Commercial Group  
Mr. Daryl Bishop-Treasurer, CareerSource Brevard - VP, Seacoast National Bank  
Mr. Robert Jordan-Chair, CareerSource Brevard - President & CEO, Genesis VII, Inc.  
Ms. Debbie Clements-Vice Chair, CareerSource Central Florida, Duke Energy  
Ms. Paula Just-Vice Chair, CareerSource Brevard, Help First  
Dr. Joseph Sarnovsky – Treasurer, CareerSource Central Florida – EVP & CFO, Seminole State College  
Ms. Jody Sweet, CareerSource Central Florida – VP, Disney Parks & Resorts  
Ms. Patty Stratton, CareerSource Brevard – VP, Abacus Technology, Inc.  
Dr. Aubrey Long, CareerSource Flagler Volusia – VP, Bethune Cookman University  
Ms. Cheryl Tanenbaum-Secretary, CareerSource Flagler Volusia – SVP/CFO Intracoastal Bank  
Mr. Reginald Williams, CareerSource Flagler Volusia – VP – Neighbor to Family, Inc.

The following guests were also present:

Ms. Robin King, President & CEO – CareerSource Flagler Volusia  
Ms. Marci Murphy, President – CareerSource Brevard  
Ms. Pamela Nabors, President & CEO – CareerSource Central Florida  
Ms. Ann Lesizza, Chief Administrative Officer – CareerSource Flagler Volusia  
Ms. Kaz Kasal, Executive Coordinator - CareerSource Central Florida  
Ms. Mimi Coenen, Director of Operations – CareerSource Central Florida  
Ms. Judy Blanchard, VP Industry Relations – CareerSource Brevard  
Ms. Christine Sikora, Chief Program Officer – CareerSource Flagler Volusia  
Mr. Charles Howell, Chief Information Officer – CareerSource Flagler Volusia

### Welcome and Introductions

Ms. Marci Murphy, President of CareerSource Brevard, welcomed the attendees to the semi-annual Joint Meeting of the Executive Committees of CareerSource Brevard, CareerSource Flagler Volusia and CareerSource Central Florida. All attendees introduced themselves.

### Efforts Since 2016 Joint Executive Committee Meeting

Ms. Robin King, President & CEO of CareerSource Flagler Volusia, provided an overview of the regional meetings, events and activities that occurred in 2016, referencing related documents in the meeting packet. Ms. King stated that the conversation held in Washington, when the group met last, centered around how to engage the economic development organizations. She reported that in September the regional boards hosted the Total Talent Solutions event, the economic development organizations from the eight counties were invited. Ms. King reviewed the event's agenda and stated that it was very well received by the participants and she hoped that we would be able to build on this effort.

Next, Ms. King reported on our third annual business summit. She expressed surprise that over one hundred people attended, in spite of the fact that Hurricane Matthew was approaching. Ms. King next called attention to a report that was given to the CareerSource Florida Board of Directors by Mr. Bruce Ferguson, President of the Florida Workforce Development Association. The report highlighted the regional efforts of local workforce boards statewide.

### Alignment of Talent Development and Attraction for Emerging Industries

Ms. Nabors addressed the members and stated that the three Presidents take a lot of pride in the fact that their three regions are committed to a regional partnership because they understand that it makes sense for their businesses and job seekers.

Ms. Nabors stated that the "2017 Career Expo" is occurring March 6-8, 2017 at the Hyatt Regency Orlando. This regional partnership event provides the opportunity for area high tech businesses and education to meet with career center professionals from universities and colleges across the nation and Florida, and discuss employment opportunities and strategies to attract the top talent for high tech careers.

Next, Ms. Nabors reported that three years ago the regions participated in a talent gap survey. Over three hundred businesses were surveyed to identify what they needed from the CareerSource system. Primarily businesses need to recruit individuals who are ready to work. The survey created the questions of how do we know if we have talent; not only from the Career Center customers, but also from our colleges and universities.

Ms. Nabors stated the talent gap survey led to a study that the University of Central Florida has been conducting, an education study, headed by Dr. Vernet Lasrado, Assistant Director of the Office of Research & Commercialization. Using the latest

IPEDES (Integrated Postsecondary Education Data System) information, the study consists of data on students in accredited programs, as well as completers, within the three CareerSource regions, plus CareerSource Polk. Additionally, the study includes breakdowns by county, degree (including credentials within the degree,) and school type. Ms. Nabors relayed that the study shows approximately 250,000 students were in accredited programs and 75,000 attained credentials in 2014. An updated report summary on student completions will be ready at the end of April 2017 and disseminated to regional workforce boards. Dr. Lasrado will also provide training sessions on utilizing the system and manipulating the data. The training will occur at each of the regions. Ms. Nabors commented that this is a great tool to help match jobs to what is in the new talent "pipeline."

Ms. Nabors responded to a question regarding access to the data. She advised that Ms. King and Ms. Murphy will have access to the data and will receive training on how to sort the data to gain the information they need. She indicated that this would probably be accomplished around July 1<sup>st</sup>.

Ms. Shelley Lauten facilitated a strategic discussion on regional planning/information sharing regarding: 1) data sharing, 2) connecting talent pool, 3) advocacy and 4) communication; and the challenges and opportunities of each. The board members and leadership provided their input. The highlights are listed below:

**Data Sharing:**

**Opportunities:** – What are the opportunities available that you can take advantage of as a region? What data do businesses and job seekers need?

- Career Paths in the region connect to education system – shape capacity, building on-off ramps/pipelines
  - Identify career paths, convene educators
  - On-line
  
- Future Trends – transportation, roads/building permits/land development gap analysis
  - Labor Market Sizing to Future (connecting) 10 years - where do we need to be?
    - Housing
    - Traffic Patterns
    - Schools
    - Demographics
  
- Soft Skills – Survey companies
  - Baseline and Retraining – continuous certifications

- Expanded internships/apprenticeships – how do we get businesses to recognize and increase salaries/certifications?
- The ability to be a continuous learner
- How to translate a soft skill as a capability to a potential employer, how to certify these skills.
- Create tools to teach soft skills based on defined needs within sectors

### Challenges

- Getting data to the consumer
- Nimbleness/responsiveness
- How are they changing employment perceptions (understanding workforce trends – be aware of the dynamics of how employers hire people).
- Define regional responsibility as a workforce system to assist the region to improve wages and individuals' ability to move up and out of poverty.

Ms. Lauten asked the members what they felt was the most important opportunity for the region to explore. She went around the room and the majority indicated that the future trends was most important. A brief discussion followed regarding how hiring processes are changing and how employers are making hiring decisions. Next, the members discussed priorities and the need to understand how the workforce is changing and the dynamics of future employment practices. Ms. Nabors commented on the fact that our workforce centers have not changed significantly over the past twenty years and if we desire to continue to be relevant as a system, we must figure out that piece.

### Communication/Advocacy

#### Opportunities: Communications

- Use of Social Media
  - Ability of Consolidation
  - Share Info – can it be more intentional?
  - Talent attraction campaign
  - When see message, what do you want them to do next?
  - How to deliver – apps, mobile – connect individuals to opportunity and to start-ups to talent, podcasts and webinars
- More opportunity to connect job providers with education providers
  - Tri-Region / Hiring event
  - What can we do to connect the key stakeholders from education to the key businesses to inform the educators about what the businesses need.

- Meet-ups – around the sectors / future trends
  - Survey Company
  - Baseline and Retraining – continuous certification?
  - Expanded internships/apprenticeships – how do we get businesses to recognize and increase salaries/certifications?
  - Tools to enhance individual opportunities, i.e. job fair app

#### Opportunities: Advocacy

- Messages to businesses
- Workforce role in business development
- Value to the business
- Be an info source for policy changes – Policy Intelligence and change systems
- Customize public policy changes to key clusters
- Disseminate information to businesses and partners

#### Challenges

- Political

The members discussed priorities; they highlighted the desire to provide more opportunities to connect job providers with education providers and that the workforce system should be a source for information on policies.

#### Wrap-Up

Ms. Nabors said that she wanted to know what the members' expectations were regarding the three workforce boards taking this information and moving forward from a regional strategy perspective. The members present stated that very good ideas had been presented and it was now up to the three CareerSource Presidents to figure out collectively the "low hanging fruit" so we can make a big gain quickly and then come back with long-term strategies. Ms. Murphy suggested that the Presidents meet to prioritize and select one or two objectives to present to their boards.

Ms. Nabors stated she will be including the above input as part of the CSCF Board's strategic discussion at their Board Retreat in April 2017. Ms. King and Ms. Murphy stated they will also review this input with their respective Boards.

Additionally, both leadership and Board Members attending the National Association of Workforce Boards (NAWB) Forum at the end of March 2017 can review the strategies and issues from other states and share information with their respective boards.

There being no other business, the meeting was adjourned.