

**First Coast Workforce Development, Inc. (dba CareerSource Northeast Florida)**  
**Full Board Meeting**  
**April 26, 2018**

Chair Darryl Register called the CareerSource Northeast Florida Full Board Meeting to order on Thursday, April 26, 2018 at 9:30 a.m., at the University of North Florida, Adam W. Herbert University Center, 12000 Alumni Drive, Jacksonville. Roll call taken and a quorum established.

Board members in attendance:

- Baker: None
  
- Clay: Paul Cummins
  
- Duval: Elaine Johnson  
Jake Schickel
  
- Nassau: Vacant
  
- Putnam: Vacant
  
- St. Johns: Eda Edgerton
  
- Regional: Darryl Register  
Dr. Joe Pickens  
Dan Vohs  
Brian Teeple  
Berneitha McNair  
Yovancha Lewis-Brown  
Larry Gonzalez  
Tim Hinson

Excused/Absent: Clay Lyons, Lad Daniels, Kirk Barras, Lucia Valdivia-Sanchez, Stephen Wise

Staff: Bruce Ferguson, Candace Moody, Cheryl Taylor, Jay Loy, Steven Dionisio, Dianna Davis,

Joel Hickox, Cindy Wadsworth, Verna Bennett and Diane Nevison

Others: Larry Fairman (Fairman Consulting), Tina Wirth (JAXUSA), and others

**Public Comment:** None (no completed speaker forms received).

### **\*Action Items**

#### **Approval of January 25, 2018 Full Board Minutes**

**Motion made by Paul Cummins and seconded by Brian Teeple to move approval the January 25, 2018 meeting minutes as written; motion carried.**

#### **\*Approval of WIOA 4-Year Plan Update**

The 2-year update to our WIOA 4-year plan is complete and submitted to CareerSource Florida for their review and comment. The update reflects new and changing economic and workforce data and changes to our structure and operations, if any. **Motion made by Brian Teeple and seconded by Elaine Johnson to move approval of the 2-year update to the WIOA 4-Year Plan as submitted to CareerSource Florida; motion carried.**

### **Program**

#### **Success in the New Economy**

The Board watched the video "Success in the New Economy" discussed at our January meeting by Dr. Pickens. The video is designed to help a broader audience understand preparation for tomorrow's labor market realities that the majority of future jobs will not require a 4-year degree but rather a 2-year degree (AA/BS) or certification. Students will be able to make a more informed decision on what a degree will yield for them in tomorrow's workforce. Board comments after viewing the video:

Yovancha Lewis-Brown: The video hit the point that WIOA is trying to make that labor market plus career exploration...going towards a career path and completing it and not just going to school to go to school. Bruce stated that is exactly what our career centers do everyday...assess people's skills and interests, provide them labor market information and our career counselors and guidance staff help people get on the right path.

Brian Teeple: The video was great. There is value in the trades and focusing on stem careers in college. His concern is with society in culture, philosophers, artists...Liberal Arts programs are starting to die...what does that mean for society in the future as we regear, which we should be doing but is also of a concern. When philosophy and culture dies in a nation bad things intend to happen.

Elaine Johnson: Mr. Teeple is correct...how do we keep the beauty in the world. What is fascinating from an employer's standpoint is there are many times when we look for unique jobs...how do we create this culture and what kind of canopy do we want to bring into this organization? A Liberal Arts degree is actually a plus because you have more of the competency that we are teaching in the business school.

Paul Cummings: As a take-off from Brian Teeple's historian comment, in schools students were either on an academic track or a vocational track and as time progressed the vocational track went away. From a historical perspective, we are dealing with teenagers, many of whom do not have any idea what they to do other than complete high school and have a good time. They are at a crossroads on what they want to do and inadvertently follow the direction of their parents or mentor, and that 4 year program can have a phenomenal motivational impact on the student, and sometimes not, but how do we as a board assist that teenager who has no idea what they want to do? (Fire Alarm went off).

### **Strategic Planning Session- Staff and Mr. Larry Fairman**

Bruce stated the strategic planning session is a compilation/wrap up from our January board discussion which is why the board watched the video "Success in the New Economy" so that it is fresh in our minds as the wrap up is reviewed. The video triggered career academy pathways, that you can do something whether it is a 4 year degree or a 2 year degree just go and do it. Career Academies can also help you identify what you don't want to do. An example was given of a medical career academy student who found out after going through it that he did not like it but would not have given up the opportunity to do it and study it, as it pointed him in the direction of what he didn't want to do. Career identification early makes great sense.

**Progress:** Due to changes in funding, economy and global climate Fairman reviewed the steps taken to date on the midpoint update of the 5-year strategic plan. Various Board, Senior Staff and Executive committee focus groups were held on our vision, goals, strengths, weaknesses, opportunities and threats and the input compared to the components of the strategic plan. The session summary guided subsequent meetings and more substantial feedback received and included in the draft report. The findings and recommendations were packaged and presented to the Elevate Northeast Florida's workforce partners meeting in April and their input was added to the report. Below is a review of the necessities.

**Strategic Imperatives – Aspirational:** Continue to add high-quality talent to the board and convene workforce development discussion throughout the region. Develop new regional committees, activities and events. Work with board and staff to continue the discussion with regional opinion

leaders especially those involved in target sectors. Advocate the state to improve the efficiency of Employ Florida Marketplace. Diversify revenue streams, pursue grant opportunities and paid services.

**Strategic Imperatives – Transactional:** Remain focused on our mission and vision regardless of government regulations and funding limitations changes. Continue to develop and align staff training with WIOA requirements focusing on strategic employer sectors and targeted jobseeker populations. Increase technology to deliver basic services while using human resources for improving services to employers and job seekers. Advance partner relationships to develop and prioritize new services to provide work ready skills to jobseekers. Bring partners into career centers to provide more basic job seeker services onsite in addition to reaching out into the community, i.e. mobile access points.

**Strategic Imperatives – Transformational:** Prioritize service delivery around sector strategies with growth opportunities throughout the region. Provide services for employers and job seekers based on employer demand and federal requirements being open and transparent with differentiation in services. Tell more employer, job seeker and partner success stories in an effort to communicate with all constituencies. Largely distribute and communicate the availability of the regional workforce asset map (make it better) to employers, job seekers and media.

**Elevate Northeast Florida:** Input that we are going to include workforce analysis (regional and county level), global drivers for skills, identify career pathways and sectors, educational asset analysis, needs assessment, workforce strategy and an implementation plan going forward. Avalanche Consulting team is working on this and their next workforce focused meetings will be in June (information on various workforce sessions is forthcoming and will be emailed to the Board). Our work with the WIOA 4-year plan, 5-year strategic plan, and statewide skills gap analysis will be fed into the process for Elevate Northeast Florida.

### **Summary of Findings for CSNEFL**

**Strengths:** Mission and Vision are good. We are focused and have been effective in maintaining alignment. Sector strategies are mostly good. We are successful in connecting advanced manufacturing, healthcare and logistics. technology is used efficiently and we are doing positive work with SARA and Veriscan. Partnerships are good. We will continue to work with colleges and training providers on skills gaps and those new jobs/skills that do not yet exist. We are excellent at advocacy especially at the state level.

**Weaknesses:** Finance and IT have full employment. Market forces have caused this sector to have

less need for our services and there is discussion to possibly sunset this sector. Private job search sites (Monster and Indeed) are more effective than Employ Florida (not being optimally used). We will continue to tell our story and collect more successes and increase distribution opportunities.

**Opportunities:** Funding...zero sum funding may be the answer. Start at zero, list things you must do, see if we have the staff to do it, meet the imperatives, list the want to dos and match it to funding. Use technology more (expand SARA and optimize outcomes from performance data). Identify private funding/grants that are aligned with our objectives (to replace TANF cuts). Diversify the job seekers we serve to include targeting first time workforce (tricky but we have to do it). Bruce stated a component of the WIOA youth program requires us to spend at least 75% of funds on out-of-school youth and the other 25% can be used to serve in school at risk youth, whom we previously served. 100% of our funding was spent on out of school to ensure our minimum requirements were met. With our out-of-school contracts in place, starting fiscal year July 1, staff feels comfortable dedicating some funds for the at-risk in-school youth in Career Academies and managing it to ensure our requirements are met. Department of Vocational Rehabilitation Board member Yovancha Lewis-Brown stated with their WIOA funding shift going to in-school youth, this provides the perfect opportunity for our two organizations to corroborate efforts and provide great service. Bruce agreed and thanked Yovancha. Update and leverage the asset map by increasing interaction with state colleges, private training providers and other partners. React and continuously monitor changing markets and possibly add construction to our target sector. Integrate with Elevate Northeast Florida on career pathways across sectors. Continue to grow demand training and work with employers to improve existing worker skills. Continue to have an A+ board and leverage board talent. Increase our convener role and look for more private funding. (People placed in jobs below the WIOA requirement, we have to make up that difference elsewhere, so how do we bridge that (another opportunity)? Bruce stated CSNEFL has contracted with a former DEO Data Analyst who can access the state system to bridge that gap. However we will continue to pursue private funding and other ways to bridge that gap.

**Threats:** Funding challenges (12% TANF reduction). Legislation/policy guidance (when jobseeker only use the automated system to get a job, the Board does not get credit). There must be staff interaction (phone call or visit to a one-stop) to get credit. Technology is our friend until it is not. Training for the jobs of the future...not knowing what they are and how to prepare for them. Automation/AI robots will change how we support business and job seekers. How do we plan for and prepare for the obsolescence of jobs (the 7,000 Amazon warehouse workers will not be there in 10 years). What are we doing from Pre-K on to deal with that? Staffing...allow for natural attrition but loss of existing talent is a real threat. Jobseeker needs is a daily challenge (a large percentage are the hardest to serve with multiple barriers, plus there is a gap between WIOA federal standards and

the reality of serving that population (harder to get back into the workforce and limited funding). Performance metrics requires \$15 per hour wage and for every \$10 placement, we need a \$20 per hour placement to meet that performance standard.

**Project Timeline/Next Steps:** Feedback from today will be incorporated into the final draft strategic plan update and presented at the CSNEFL Executive Board June 27<sup>th</sup> and to the Elevate Workforce Partners the following day. The updated CSNEFL Vision 2020 Strategic plan will be done by July 31<sup>st</sup> and in September the Elevate strategy will be complete and integrated with Vision 2020. This Board will then have that as the people part of economic development integrated into the CSNEFL 5 year plan for economic development and integrate that with the Elevate implementation plan. Tina Wirth made one correction to the above time line. The Elevate Workforce Partners meeting will be held the morning of June 27<sup>th</sup> (not June 28) therefore Bruce will need to make an adjustment to the CSNEFL Executive Board meeting also scheduled the morning of June 27<sup>th</sup>.

Any Comments?

In regards to IT and Finance being at full employment, Brian Teeple stated at a recent meeting he and Bruce attended, a new financial entity in town cannot find workers; this is a university issue versus what CSNEFL does. We are having trouble getting traction on the entry middle level worke and may need to pivot our strategy to the construction worker. Brian stated we may want to change the wording from IT and Finance being “full up” to “full employment” and Larry agreed. Elaine Johnson stated 70%+ of their IT workforce are contractors and they go off shore to get them. She agreed this is a post-secondary gap and not a CareerSource gap. Do we see any other sectors emerging in the refresh from Elevate? Tina Wirth stated the Avalanche Consulting team will share that data with us in late June. Brian Teeple added in a recent meeting with the 7 counties regarding their challenges, they all said affordable housing (to house workers), transportation and to diversify their economies. Many neighboring counties do not have diverse economies, such as Flagler who had nearly 20% unemployment when the housing bust took place and they do not want that to happen again. Jake agreed that construction is a sector we need to focus on. Recent statistics lists our region as having the 3<sup>rd</sup> fastest annual job growth rate (in mining and logging) which is tied to construction. Bruce stated construction is getting a lot of attention statewide. Going back to the discussion on the benefit that 2 year programs such as welding can provide...why do people got to private schools such as Tulsa Welding versus junior college...is it an information or perception problem? Staff believes it is an access problem. With private schools, you can start at any given time but with junior college, you have to wait for the schedule start date which could be 2 months out. It is quick training but it costs a lot.

Paul Cummins has 3 comments: 1) He likes the idea of trying to figure out those populations in our area that have difficulty finding jobs; 2) he does not see it getting any better with people comparing the Employ Florida Marketplace to Monster; and 3) when talking to people about CSNEFL, albeit finding employees or finding people work, he gets the answer “huh” and he does not know how to address that. Bruce stated in regards to Employ Florida there may be an opportunity to change it. With a new administration coming in June, it is an opportunity for CSFL to go out for bid for Employ Florida and separate the case management system from the job matching system which will make a big difference. And in regards to Paul’s third comment, Larry made an editorial comment...”we are as good as anybody in the country telling our story, the story is hard to tell, it will always be part of the work that we will do and we do not have millions of dollars to spend on advertising to put on Indeed or Monster, etc. For those that do not understand it, it is just part of the work because we do and we do not have millions of dollars on advertising”. The Consultants will be informed about this gap and to add it, i.e., the ability to communicate. Jake stated we should let industry group advisors at the career academies talk about CSNEFL and the services we offer or to send a notice to the schools for teachers to read. Larry stated we do not want to undersell JAXUSA’S (Tina Wirth) work, i.e., facilitation discussion with people in those roles to get the conversation going...it is happening it is just a heavy role. Bruce stated and in the early morning session of Elevate at the HR Council meeting, multiple industries were present and we got two new clients by telling our story; it is word of mouth and that is the hardest thing to do.

### **FCWD Inc. Audit 2016-217**

The FCWD Inc. 2016-2017 Audit was presented to the Executive Board by Powell and Jones, CPA. It was a clean audit without any issues and was accepted and approved by the Executive Board. Our finance team, Jay Loy and Steven Dionisio, did a great job.

### **President’s Report**

**March 2018 Labor Market Data:** Regional unemployment continues to tick downward (3.5%) and we continue to have robust job growth with 21,500 net new jobs this past year. Construction is the percentile leader at just over 8.5% growth and only a few jobs were lost in the wholesale industry. The job market is really good and that talent pinch is being felt. Question: What caused the 21,500 net new jobs in the construction and hospitality these sectors? Reply: It is not just one or two industries driving the rise, it is in all sectors...an average is taken and compared to the rest of the state. Also, these are raw numbers are not seasonally adjusted. As we get later into the year Orlando’s number will catch up to us as more people are hired for the holiday season, and in Jax, the Jaguars had a good season which drew in more people. In the last 5-6 years, NEFL is becoming a tourist destination with hotels at 95% capacity and more

being built especially around JTB and Southside due to the Town Center.

**General Policy and Budget Issues:** The President signed an Executive Order for all departments dealing with public assistance, i.e., job training, etc. to complete departmental reviews. They are looking at opportunities to consolidate duplicative programs and are focused on increasing work requirements to receive various public assistance items. One being considered is Medicaid for able-bodied individuals. There are a couple of pilots in progress, one of which is in Kentucky. Waivers are being staked and work requirements are being put into certain areas that had not previously been the case. There is a 90-day review and then another 90 days to make recommendations before anything is finalized. We are tracking this because the one-stop system/career centers are a focus on where to point people. Florida is ahead of most states as we already have all these programs under one umbrella in the workforce system (food stamps, SNAP, welfare transition, etc.) and is most prepared for any changes that may come.

**Possible Fy 2018 Budget Rescissions:** There has been talk about potential budget rescissions of the extra \$100 million that was put into the workforce system that was passed in March. Congress has the authority to reduce spending through a rescission of current year's funds, which could potentially impact funding we receive beginning July 1 or even later. This has occurred in the past but many believe it will not occur this time because it is an election year.

**Preliminary Allocations for Program Year 2018-2019:** Preliminary DEO planning allocations for the 2018-2019 program year have been received. Due to NEFL's robust economy our region is looking at a \$228,000 reduction in WIOA funds (even though \$30 million more was put into Adult, \$30 million more into Youth, and \$20 million more into Dislocated Workers program). TANF funds will be at almost level but funding; we will be down \$7,100.

**FY 2019 Budget/Appropriations:** We have started tracking the FY 2019 budget process and there is talk about implementing a Continuing Resolution beginning October 1<sup>st</sup> that will run until after the November elections which will leave total funding about where it is today. We thought we had bottomed out this year on funding but maybe next year.

No new positions have been added to our organization and we have a net attrition loss of 11 FTE's this year. Any vacancies occurring at our Gateway full service one-stop center, due to volume, will be filled by transferring staff from another center and not necessarily via a new hire. Attrition is underway as we move into the next fiscal year.

**CSNEFL Offers Online Orientations:** CSNEFL now offers online orientations for job seekers and business services at [www.gocareersource.com](http://www.gocareersource.com).

**Administrative Professionals Day:** We have one special recognition to make and that is for Diane Nevison for Administrative Professionals Day, which was yesterday. Bruce thanked Diane for all that she does for himself, staff and for the Board and presented her with flowers and a gift card.

**Form 1 – Statement of Financial Responsibility:** Board members were reminded to complete their Form 1–Statement of Financial Responsibility (Ethic Commission forms) and file it with the Supervisor of Elections in the county in which they reside. Reminder emails will be sent to the members who have not yet completed them with a copy of the form.

**Executive Committee Meeting Minutes:** Copies of the February and March 2018 Executive Committee meeting minutes are in the packet to keep you informed.

#### **Next Meeting Date**

**Full Board Meeting:** July 26, 2018 (Thursday) at 9:30 a.m. at the University of North Florida (UNF), Adam W. Herbert University Center, 12000 Alumni Drive, Room1058-1, Jacksonville.

**Executive Board Meeting:** Wednesday, May 23, 2018 at 9 a.m.

Adjournment: There being no further business the meeting adjourned at 11:02 a.m.